

STRATEGI *CONTENT MARKETING* SKIN GAME DALAM RANGKA MEMBANGUN *AWARENESS* MENGENAI *GENDERLESS BEAUTY* DI INDONESIA

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Abstrak

Industri perawatan kulit dan wajah saat ini semakin berkembang pesat, namun permintaan konsumen yang menuntut akan hadirnya produk inklusif dari segi gender juga semakin memuncak. Hadirnya Skin Game sebagai *brand* yang mengusung konsep *genderless* di Indonesia merupakan solusi atas hal tersebut. Melalui *content marketing*, Skin Game mencoba memberikan *awareness* mengenai hadirnya produk dengan konsep *genderless* kepada masyarakat luas. Penelitian ini bertujuan untuk mengetahui strategi *content marketing* dalam rangka membangun *brand awareness* mengenai *genderless product* di Indonesia yang dilakukan oleh Skin Game. Pendekatan yang digunakan dalam penelitian ini adalah kualitatif deskriptif dengan pengambilan data melalui wawancara dan dokumentasi. Subjek penelitian ini adalah CEO dan CMO PT Derawa Usaha Adiratna, praktisi *content marketing*, serta beberapa pengikut *brand* Skin Game yang dimana informan dipilih berdasarkan *purposive sampling*. Hasil penelitian menunjukkan bahwa strategi *content marketing* yang dirancang oleh *brand* Skin Game dilalui atas dasar 8 tahapan. Dalam membangun *brand awareness*, pengikut *brand* Skin Game menyadari adanya konsep *genderless* yang dibawa oleh Skin Game, dan asosiasi tersebut sering kali disebutkan pada kedua tahapan *brand awareness*, yaitu *brand recognition* dan *brand recall*. Sementara itu keberhasilan *brand awareness* juga dapat dilihat melalui banyaknya pengikut *brand* Skin Game di media sosial yang semakin meningkat.

Kata Kunci : Strategi, *Content Marketing*, dan Produk *Genderless*.

SKIN GAME CONTENT MARKETING STRATEGY TO BUILD AWARENESS ABOUT GENDERLESS BEAUTY IN INDONESIA

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Abstract

The skin and facial care industry is currently growing rapidly, but consumer demand for gender-inclusive products is also increasing. The presence of Skin Game as a brand that carries the concept of genderless in Indonesia is a solution to this. Through content marketing, Skin Game tries to provide awareness about the presence of products with a genderless concept to the wider community. This study aims to determine the content marketing strategy in order to build brand awareness regarding genderless products in Indonesia carried out by Skin Game. The approach used in this research is descriptive qualitative with data collection through interviews and documentation. The subjects of this study were the CEO and CMO of PT Derawa Usaha Adiratna, content marketing practitioners, and several followers of the Skin Game brand where the informants were selected based on purposive sampling. The results showed that the content marketing strategy designed by the Skin Game brand was passed on the basis of 8 stage. In building brand awareness, followers of the Skin Game brand are aware of the genderless concept brought by Skin Game, and the association is often mentioned in both stages of brand awareness, namely brand recognition and brand recall. Meanwhile, the success of brand awareness can also be seen through the increasing number of followers of the Skin Game brand on social media.

Keyword: Strategy, Content Marketing, and Genderless Product