

**STRATEGI KAMPANYE *FRONTLINER* MELALUI KEGIATAN *JUICETALK*
DALAM MEMBANGUN *BRAND AWARENESS* RE.JUVE**

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ABSTRAK

Hidup sehat sudah menjadi gaya hidup kebanyakan dimasyarakat saat ini. Re.juve merupakan salah satu perusahaan yang bergerak dibidang *food & beverages* yang menyediakan makanan dan minuman sehat. Penelitian ini membahas strategi kampanye *frontliner* melalui kegiatan *juicetalk* dalam membangun *brand awareness* Re.Juve. *frontliner* melakukan *state of being public relations* didalam perusahaan ini. Tujuan penelitian ingin mengetahui bagaimana strategi yang dilakukan *frontliner* dalam membangun *brand awareness* Re.Juve. Metode yang digunakan ialah deskriptif dengan pendekatan kualitatif. Tehnik pengumpulan data dilakukan dengan wawancara mendalam, observasi partisipan pasif dan studi kepustakaan. Hasil penelitian menunjukan strategi kampanye *frontliner* melalui kegiatan *juicetalk* cukup berhasil dalam membangun *brand awareness* Re.Juve

Kata Kunci Strategi,*Frontliner*,*Juicetalk*,kampanye,*Brand awareness*

***THE STRATEGY OF FRONTLINER CAMPAIGN THROUGH JUICETALK
ACTIVITY IN BUILDING BRAND AWARENESS RE.JUVE***

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ABSTRACT

Healthy living has become a lifestyle mostly in the community today. Re.juve is one of the companies engaged in food & beverages that provide healthy food and beverages. This research discusses the frontliner campaign strategy through the juicetalk activities in building Re.Juve brand awareness. frontliner performs state of being public relations within this company. The objective of the research is to know how the strategy of frontliner in building Re.Juve brand awareness. The method used is descriptive with qualitative approach. Data collection techniques were conducted with in-depth interviews, passive participant observation and literature study. The results show that the frontliner campaign strategy through the juicetalk activities is quite successful in building Re.Juve brand awareness

Keyword Strategy, Frontliner, Juicetalk, campaign, Brand awareness