

STRATEGI KAMPANYE *PUBLIC RELATIONS* FOREVER AGAINST ANIMAL TESTING THE BODY SHOP INDONESIA (TERKAIT STUDI KASUS PADA KAMPANYE YANG DISELENGGARAKAN OLEH THE BODY SHOP INDONESIA)”

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Abstrak

Kosmetik sudah menjadi gaya hidup, kebanyakan dimasyarakat terutama wanita saat ini. The Body Shop Indonesia merupakan salah satu perusahaan ritel kosmetik yang bergerak dibidangkecantikan yang seluruh rangkaian produknya terbuat dari bahan alami dan tidak mengandung unsur hewani yang tentunya sangat aman untuk digunakan oleh masyarakat. Penelitian ini membahas strategi kampanye Forever Against Animal Testing The Body Shop Indonesia dalam membangun *brand image*. Tujuan penelitian ingin mengetahui bagaimana strategi yang dilakukan oleh The Body Shop Indonesia dalam membangun *brand image* dari The Body Shop Indonesia. Metode yang digunakan ialah deskriptif dengan pendekatan kualitatif studi kasus. Tehnik pengumpulan data dilakukan dengan wawancara mendalam, observasi partisipan pasif dan studi kepustakaan. Hasil penelitian menunjukkan strategi kampanye Forever Against Animal Testing The Body Shop Indonesia cukup berhasil dalam membangun *brand image* The Body Shop Indonesia.

Kata Kunci Strategi, The Body Shop Indonesia, Forever Against Animal Testing, Kampanye, *Brand Image*.

STRATEGY CAMPAIGN PUBLIC RELATIONS FOREVER AGAINST ANIMAL TESTING THE BODY SHOP INDONESIA (BASED ON CASE STUDY OF THE BODY SHOP INDONESIA CAMPAIGN)

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Abstract

Cosmetics has become a lifestyle mostly in the community especially women. The Body Shop Indonesia is one of the leading cosmetics retail companies in the beauty sector whose entire range of products is made from natural ingredients and contains no animal elements which is certainly very safe for use by the community. This study discusses the strategy of Forever Against Animal Testing campaign The Body Shop Indonesia in building brand image. The purpose of the study wanted to know how the strategy undertaken by The Body Shop Indonesia in building brand image of The Body Shop Indonesia. The method used is descriptive with qualitative approach of case study. Data collection techniques were conducted with in-depth interviews, passive participant observation and literature study. The research results show the strategy of Forever Against Animal Testing campaign The Body Shop Indonesia is quite successful in building the brand image of The Body Shop Indonesia.

Keyword: Strategy, The Body Shop Indonesia, Forever Against Animal Testing, campaign, Brand image.