

**PERAN BRAND COMMUNITY SEBAGAI STRATEGI KOMUNIKASI
PEMASARAN PRODUK
(Studi Deskriptif Pada Brand Community BLP Fam Untuk BLP Beauty)**

ABSTRAK

Dalam dinamika pemasaran yang terus berkembang, *brand community* menjadi strategi yang cukup diperhitungkan karena metode iklan konvensional semakin kurang efektif. Penelitian ini bertujuan untuk meneliti peran BLP Fam dalam mendukung strategi pemasaran produk BLP Beauty. Penelitian ini menerapkan metode kualitatif dengan pendekatan deskriptif, yang melibatkan pengumpulan data melalui studi pustaka, observasi, serta wawancara mendalam. Hasil penelitian menunjukkan bahwa meskipun BLP Fam awalnya tidak dibentuk sebagai alat pemasaran, komunitas ini menjalankan komponen-komponen *community marketing*. Melalui interaksi aktif di *platform* WhatsApp, BLP Fam membangun dialog dinamis yang berpusat pada empat pilar utama: kecantikan, kesehatan, keberlanjutan, dan pengembangan diri. Kegiatan tatap muka seperti perayaan ulang tahun BLP Beauty, kelas kecantikan, dan lainnya semakin memperkuat keterlibatan anggota. Mereka juga aktif membagikan ulasan produk dengan konten kreatif di akun Instagram masing-masing, berkolaborasi sebagai model, serta berbagi kisah inspiratif. Pengalaman-pengalaman ini memperkuat loyalitas anggota terhadap BLP Beauty. Lebih dari itu, komunitas ini menjadi sumber umpan balik yang berharga bagi pengembangan produk dan strategi pemasaran BLP Beauty.

Kata kunci: brand community, komunikasi pemasaran, BLP Beauty, studi deskriptif, community marketing.

THE ROLE OF BRAND COMMUNITY AS A PRODUCT MARKETING COMMUNICATION STRATEGY

(Descriptive Study on The BLP Fam Brand Community for BLP Beauty)

ABSTRACT

In the ever-evolving landscape of marketing, brand communities have emerged as a significant strategy as conventional advertising methods become less effective. This study aims to explore the role of BLP Fam in supporting the marketing strategy of BLP Beauty products. It employs a qualitative method with a descriptive approach, gathering data through literature reviews, observations, and in-depth interviews. The findings reveal that although BLP Fam was not originally created as a marketing tool, the community plays an integral role in community marketing. Through active interactions on WhatsApp, BLP Fam fosters dynamic discussions centered around four key pillars: beauty, health, sustainability, and personal development. Face-to-face events such as BLP Beauty's anniversary celebrations, beauty classes, and other activities further strengthen member engagement. Members also actively share product reviews with creative content on their Instagram accounts, collaborate as models, and share inspiring stories. These experiences reinforce member loyalty to BLP Beauty. Furthermore, the community serves as a valuable feedback channel for product development and BLP Beauty's marketing strategies.

Keywords: brand community, marketing communication, BLP Beauty, descriptive study, community marketing.