

**STRATEGI KOMUNIKASI *INFLUENCER* DALAM UPAYA
MEMPERTAHANKAN *BRAND AWARENESS* WARDAH
AUREL RAMADHANTY FORICO**

ABSTRAK

Penelitian ini bertujuan untuk mengetahui strategi komunikasi *influencer* dalam upaya mempertahankan *brand awareness* Wardah dengan menggunakan konsep strategi komunikasi, *brand awareness*, media sosial, dan *influencer marketing*. Metode penelitian yang digunakan adalah kualitatif deskriptif dengan teknik purposive sampling. Analisis data dilakukan melalui tahap reduksi data, penyajian data, serta penarikan simpulan dan verifikasi data, dengan triangulasi sumber sebagai teknik keabsahan data. Hasil penelitian menunjukkan bahwa strategi komunikasi *influencer* Wardah diterapkan melalui empat tahapan utama, yaitu identifikasi dan pemilihan *influencer*, perancangan pesan dan produksi konten, publikasi dan distribusi konten, serta evaluasi dan optimalisasi strategi. Pada tahap pemilihan *influencer*, Wardah menekankan kesesuaian karakter, persona, dan nilai *influencer* dengan identitas brand sesuai konsep *influencer marketing* dalam membangun kredibilitas audiens. Perancangan pesan dilakukan melalui pengendalian pesan menggunakan *umbrella brief* dengan pendekatan *soft selling* berbasis *storytelling* sebagai bentuk komunikasi persuasif yang natural. Publikasi dan distribusi konten memanfaatkan media sosial fast moving seperti TikTok dan Instagram serta strategi trend jacking untuk meningkatkan eksposur dan keterlibatan audiens. Evaluasi strategi dilakukan melalui pengukuran engagement, jangkauan, dan pencapaian *Key Performance Indicator* (KPI) sebagai indikator efektivitas komunikasi. Secara keseluruhan, strategi komunikasi *influencer* Wardah Beauty dijalankan secara sistematis dan adaptif dalam mempertahankan *brand awareness* di tengah dinamika media digital dan persaingan industri kecantikan.

Kata Kunci: Strategi Komunikasi, *Influencer*, dan *Brand Awareness*.

**INFLUENCER COMMUNICATION STRATEGY IN MAINTAINING
WARDAH'S BRAND AWARENESS**

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ABSTRACT

This study aims to examine influencer communication strategies in maintaining Wardah's brand awareness by applying the concepts of communication strategy, brand awareness, social media, and influencer marketing. The research employed a descriptive qualitative method with purposive sampling as the sampling technique. Data analysis was conducted through data reduction, data display, and conclusion drawing and verification, with source triangulation used as the data validity technique. The results indicate that Wardah's influencer communication strategy is implemented through four main stages: influencer identification and selection, message design and content production, content publication and distribution, and strategy evaluation and optimization. In the influencer selection stage, Wardah emphasizes the alignment of influencers' character, persona, and values with the brand identity, in accordance with influencer marketing concepts that aim to build audience credibility and trust. Message design is carried out through message control using an umbrella brief with a soft-selling, storytelling-based approach as a form of natural and persuasive communication. Content publication and distribution utilize fast-moving social media platforms such as TikTok and Instagram, along with trend-jacking strategies to enhance exposure and audience engagement. Strategy evaluation is conducted by measuring engagement, reach, and the achievement of Key Performance Indicators (KPIs) as indicators of communication effectiveness. Overall, Wardah Beauty's influencer communication strategy is implemented systematically and adaptively to maintain brand awareness amid the dynamics of digital media and competition within the beauty industry.

Keywords: Communication Strategy, Influencer, and Brand Awareness.