

STRATEGI *MARKETING PUBLIC RELATIONS* TIEBYMIN MELALUI PROGRAM TIEBYMIN GANG DALAM MEMBANGUN *BRAND AWARENESS*

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ABSTRAK

Persaingan industri modest fashion mendorong Tiebymin membangun *Brand Awareness* melalui strategi *Marketing Public Relations* (MPR) yang lebih partisipatif, salah satunya program komunitas *ambassador* Tiebymin Gang. Penelitian ini bertujuan menganalisis implementasi strategi MPR Tiebymin melalui program tersebut dalam membangun *Brand Awareness* di kalangan remaja muslimah. Penelitian menggunakan pendekatan kualitatif deskriptif dengan pengumpulan data melalui wawancara mendalam, observasi, dan dokumentasi. Informan terdiri atas pihak internal Tiebymin serta delapan remaja muslimah berusia 14–20 tahun sebagai target audiens. Analisis data dilakukan menggunakan model Miles dan Huberman dengan triangulasi sumber untuk menguji keabsahan data. Hasil penelitian menunjukkan bahwa strategi MPR Tiebymin dilaksanakan melalui empat tahapan Harris, yaitu *defining the problem*, *planning and programming*, *taking action and communicating*, dan *evaluating*, yang saling berkaitan dalam perencanaan hingga evaluasi program. Implementasinya didominasi elemen *publications*, *events*, *inform or image*, dan *social responsibility*. Program Tiebymin Gang menempatkan komunitas *ambassador* sebagai media komunikasi yang menjembatani merek dan target audiens melalui pendekatan personal, partisipatif, dan autentik, sekaligus melengkapi komunikasi media sosial resmi Tiebymin. Strategi ini berkontribusi membangun *Brand Awareness*, ditunjukkan dari kemampuan audiens mengenali merek, mengingat karakteristik Tiebymin, dan membentuk asosiasi positif terhadap brand, meski belum sepenuhnya mencapai level *top of mind*.

Kata Kunci: *Brand Awareness, Komunitas Ambassador, Marketing Public Relations, Remaja Muslimah, Tiebymin Gang.*

TIEBYMIN'S *MARKETING PUBLIC RELATIONS* STRATEGY THROUGH THE TIEBYMIN GANG PROGRAM IN BUILDING *BRAND AWARENESS*

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ABSTRACT

The increasing competition in the modest fashion industry encourages Tiebymin to strengthen its Brand Awareness through a more participatory Marketing Public Relations (MPR) strategy, one of which is the Tiebymin Gang ambassador community program. This study aims to analyze the implementation of Tiebymin's MPR strategy through the Tiebymin Gang program in building Brand Awareness among Muslim female teenagers. This research employed a descriptive qualitative approach, with data collected through in-depth interviews, observation, and documentation. Informants consisted of Tiebymin's internal team and eight Muslim female teenagers aged 14–20 years representing the brand's target audience. Data were analyzed using the Miles and Huberman interactive model and validated through source triangulation. The findings reveal that Tiebymin implemented its MPR strategy through Harris's four interconnected stages: defining the problem, planning and programming, taking action and communicating, and evaluating. The implementation was dominated by the P.E.N.C.I.L.S. elements of publications, events, inform or image, and social responsibility. The program positioned the ambassador community as a communication medium bridging the brand and its target audience through a personal, participatory, and authentic approach, complementing the brand's official social media communication. This strategy contributed to building Brand Awareness by enabling audience recognition, recall of Tiebymin's characteristics, and positive brand associations, though it has not yet consistently reached the top-of-mind stage.

Keywords: *Ambassador Community, Brand Awareness, Marketing Public Relations, Muslim Female Teenagers, Tiebymin Gang.*