

**COMMUNITY BUILDING SEBAGAI KOMUNIKASI
PEMASARAN DALAM MEMPERTAHANKAN LOYALITAS
MEREK (STUDI KASUS : SONNY ANGEL)**

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ABSTRAK

Di tengah kejenuhan komunikasi pemasaran konvensional, fenomena kelompok konsumen swadaya menjadi krusial bagi eksistensi merek. Studi kualitatif dengan studi kasus berparadigma tematik deskriptif ini bertujuan menganalisis proses *community building* dan peran komunikasi horizontal dalam menjaga loyalitas merek Sonny Angel. Secara akademis, riset ini berkontribusi memperkaya diskursus teori pemasaran kontemporer berbasis komunitas. Data dihimpun melalui wawancara mendalam bersama admin (*encoder*) dan anggota (*decoder*) serta observasi partisipatif, lalu dibedah menggunakan *Thematic Analysis* berbasis model Stuart Hall dan teori Muniz & O'Guinn. Hasilnya, *community building* terbentuk organik lewat tanggung jawab moral kolektif (gerakan anti-KW dan *anti-overprice*) yang melahirkan *Safe Space*. Komunikasi horizontal ini sukses mendekonstruksi makna produk menjadi *Social Currency* dan *Status Symbol*. Kesimpulannya, loyalitas merek tidak lagi didikte secara vertikal oleh korporasi, melainkan dikunci secara mandiri lewat *Community Validation* dan *Emotional Achievement* di dalam komunitas.

Kata Kunci: *Community Building, Loyalitas Merek, Brand Community.*

**COMMUNITY BUILDING AS A MARKETING
COMMUNICATION IN MAINTAINING BRAND LOYALTY
(CASE STUDY: SONNY ANGEL)**

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ABSTRACT

Amidst the saturation of conventional marketing communications, the phenomenon of self-reliant consumer groups has become crucial for brand existence. This qualitative case study under a Thematic Descriptive paradigm aims to analyzes the community-building process and the role of horizontal communication in maintaining Sonny Angel's brand loyalty. this research contributes to enriching the discourse on contemporary community-based marketing theories. Data gathered via participant observation and in-depth interviews with the administrator (encoder) and members (decoders) were examined using Thematic Analysis based on Stuart Hall's framework and Muniz & O'Guinn's theory. The findings reveal that community building occurs organically through a shared sense of collective moral responsibility (anti-counterfeit and anti-overpricing movements), cultivating a Safe Space. Furthermore, horizontal communication successfully deconstructs the product's meaning into Social Currency and a Status Symbol. Ultimately, this study concludes that brand loyalty is no longer dictated vertically by corporations, but is secured independently through Community Validation and Emotional Achievement within the community.

Keywords: *Community Building, Brand Loyalty, Brand Community.*