

## ABSTRAK

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### **PERAN MARKETING PUBLIC RELATIONS DALAM MEMPROMOSIKAN HAIRESS HOME MELALUI INSTAGRAM @HAIRESS.HOME**

(xiii + 81 halaman: 41 gambar; 10 lampiran)

Kata kunci: *Marketing public relations*, Instagram

Pada era *new normal* ini, terjadi perubahan pola perilaku konsumen yang mulai mempedulikan produk kesehatan dan *home living*. Masyarakat menjadi semakin tertarik untuk menggunakan produk wewangian rumah yang kini dianggap sebagai salah satu kebutuhan penting dalam kehidupan sehari-hari. Meningkatnya pasar bisnis wewangian rumah di Indonesia membuat banyak merek lokal yang bermunculan. Agar tetap eksis di kalangan masyarakat, Hairess Home menerapkan strategi *marketing public relations* dalam mempromosikan produknya melalui Instagram. Kegiatan magang akan berlangsung selama empat bulan dengan tujuan untuk mengetahui dan mempelajari peran marketing public relations dalam mempromosikan Hairess Home melalui Instagram.

Hairess Home merupakan merek lokal karya anak bangsa yang berfokus pada produk-produk wewangian rumah yang mewah. Berbagai strategi *marketing public relations* yang dilakukan melalui Instagram meliputi pelaksanaan *content marketing* untuk menciptakan konten yang bernilai, relevan, dan konsisten, serta menggunakan *influencer marketing* untuk menarik perhatian para audiens dan menciptakan kesadaran merek. Konsep komunikasi pemasaran terpadu juga diterapkan oleh Hairess Home dengan tujuan agar pesan yang disampaikan lebih jelas dan konsisten

Referensi: 37 (2006-2022)

## ABSTRACT

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### **MARKETING PUBLIC RELATIONS' ROLE IN PROMOTING HAIRESS HOME THROUGH INSTAGRAM @HAIRESS.HOME**

(xiii + 81 pages: 41 pictures; 10 attachments)

Keywords: Marketing public relations, Instagram

In today's new normal era, consumer behavior patterns have changed, they have begun to care about health products and home living. As a result, people are becoming increasingly interested in using home fragrance products, which are now considered an important necessity in everyday life. The growing of home fragrance business market in Indonesia has made many local brands emerge. In order to attract consumers, Hairess Home applies a marketing public relations strategy in promoting its products through Instagram. The internship will last four months with the aim of understanding marketing public relations' role in promoting Hairess Home through Instagram.

Hairess Home is a local brand that focuses on luxury home fragrance products. Several marketing public relations strategies that are used on Instagram include the implementation of content marketing to create content that is valuable, relevant, and consistent, as well as using influencer marketing to attract audiences and create brand awareness. The integrated marketing communication concept is also implemented by Hairess Home with the aim of making the message conveyed clearer and more consistent

Reference: 37 (2006-2022)