

ABSTRAK

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STRATEGI KOMUNIKASI PEMASARAN PARFUM HMNS DALAM BERSAING DI BIDANG INDUSTRI PARFUM INDONESIA

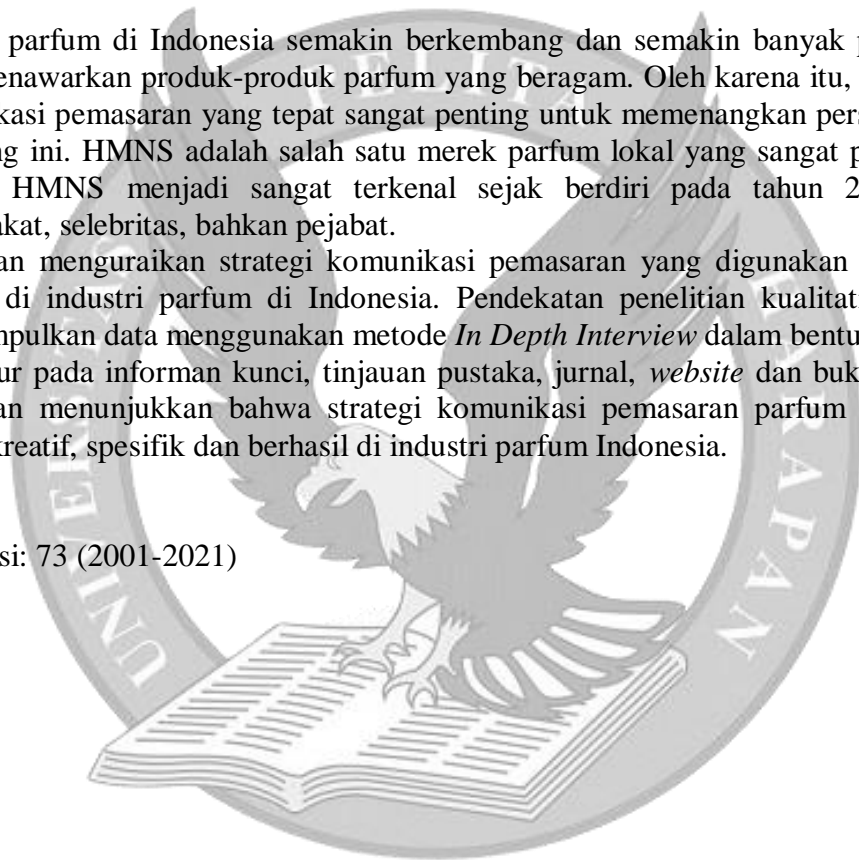
(xv + 104 halaman:4 gambar; 9 tabel; 8 lampiran)

Kata kunci: Bauran Pemasaran, Pemasaran Media Sosial, Pemasaran Bercerita, HMNS

Industri parfum di Indonesia semakin berkembang dan semakin banyak pesaing yang menawarkan produk-produk parfum yang beragam. Oleh karena itu, strategi komunikasi pemasaran yang tepat sangat penting untuk memenangkan persaingan di bidang ini. HMNS adalah salah satu merek parfum lokal yang sangat populer. Parfum HMNS menjadi sangat terkenal sejak berdiri pada tahun 2019 di masyarakat, selebritas, bahkan pejabat.

Penelitian menguraikan strategi komunikasi pemasaran yang digunakan parfum HMNS di industri parfum di Indonesia. Pendekatan penelitian kualitatif yang mengumpulkan data menggunakan metode *In Depth Interview* dalam bentuk semi-instruktur pada informan kunci, tinjauan pustaka, jurnal, *website* dan buku Hasil penelitian menunjukkan bahwa strategi komunikasi pemasaran parfum HMNS sangat kreatif, spesifik dan berhasil di industri parfum Indonesia.

Referensi: 73 (2001-2021)



ABSTRACT

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HMNS PERFUME MARKETING COMMUNICATIONS STRATEGY IN COMPETING IN THE INDONESIAN PERFUME INDUSTRY

(xv + 104 pages: 4 pictures; 9 tables; 8 attachments)

Keyword: Marketing Mix, Social Media Marketing, Storytelling Marketing, HMNS

The Indonesian perfume industry is growing and there are an increasing number of small businesses offering a wide range of perfume products. Because of this, a specific marketing communications strategy is essential to maximizing profits in this market. HMNS is one of the local perfume brands that is very popular. Ever since its launch in 2019 among the public, celebrities, and even officials, HMNS perfume has become incredibly popular.

The research outlines the marketing strategies used by HMNS perfume in the perfume industry in Indonesia. A qualitative research approach that collects data using the In Depth Interview method in a semi-structured form on key informants, literature review, journals, website and books. The results show that HMNS perfume marketing strategies are very creative, specific and successful in the Indonesian perfume industry.

References: (2001-2021)

