

ABSTRAK

Cyntia Virginia Sastra (01041170026)

AKTIVITAS ASSISTANT BRAND SPECIALIST EILEEN GRACE INDONESIA DALAM MEMPROMOSIKAN PRODUK JELLY MASK DI AKUN INSTAGRAM @EILEENGRACE_INDONESIA

(xv+ 90 halaman: 24 gambar, 16 lampiran)

Kata Kunci: *Promotion, Marketing Public relations, Social media Marketing, Instagram*

Persaingan bisnis di Indonesia semakin ketat, ditambah dengan perkembangan zaman digital yang semakin maju maka munculah periklanan yang menawarkan jasa untuk membantu mempromosikan produk maupun jasa yang ada dengan berbagai cara dan konsep yang menarik dan kreatif. Pada awal tahun 2016 berdirilah PT Yosephin Global Indonesia sebagai *Digital Marketing Agency* yang bergerak dengan *system* Crossborder di Jakarta, Indonesia yang menawarkan beberapa jasa, yakni: *Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing (SEM), E-Commerce Management, Brand Application, Product Photography & Videography*. Dalam melakukan strategi promosi, PT Yosephin Global Indonesia dengan nama lain Rocketindo menggunakan teknologi *Internet* melalui fitur media sosial.

Selama pelaksanaan magang, Pemegang turut berkontribusi dalam mempromosikan produk *Jelly Mask* yang merupakan produk *best seller* dari *key client* PT Yosephin Global Indonesia, yakni Eileen Grace Indonesia menggunakan media sosial Instagram. Penggunaan Instagram dan strategi promosi pengemasan konten kreatif, promosi harga serta *Endorsement* telah ada dan direncanakan dari 2016. Dengan adanya strategi promosi ini, diharapkan PT Yosephin Global Indonesia dapat mencapai tujuan yang telah ditetapkan oleh Eileen Grace Indonesia yakni meningkatnya *brand awareness* masyarakat akan *brand* Eileen Grace dan produk-produk yang ditawarkan oleh Eileen Grace, khususnya adalah produk *Jelly Mask* serta tercapainya target *sales* yang telah ditetapkan setiap bulannya.

Referensi: 38 (1995-2021)

ABSTRACT

Cyntia Virginia Sastra (01041170026)

ACTIVITY OF ASSISTANT BRAND SPECIALIST EILEEN GRACE INDONESIA IN PROMOTING JELLY MASK PRODUCTS IN INSTAGRAM ACCOUNT @EILEENGRACE_INDONESIA

(xvi + 90 pages: 24 pictures, 16 attachments)

Keywords : Promotion, Marketing Public relations, Social media Marketing, Instagram

Business competition in Indonesia is getting tighter, coupled with the increasingly advanced development of the digital age, there has been advertising that offers services to help promote existing products and services in a variety of interesting and creative ways and concepts. At the beginning of 2016, PT Yosephin Global Indonesia as a Digital Marketing Agency operating with a Crossborder system in Jakarta, Indonesia, which offers several services Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing (SEM), E-Commerce Management, Brand Application, Product Photography & Videography. In carrying out a promotional strategy, PT Yosephin Global Indonesia, often referred to as Rocketindo, uses Internet technology through social media features.

During the internship, the author also contributed to promoting the Jelly Mask product, which is a best seller product of the key client of PT Yosephin Global Indonesia, namely Eileen Grace Indonesia, uses social media Instagram. The use of Instagram and the promotion strategy of creative content packaging, price promotion and KOL & Talents Endorsement has been in place and is planned from 2016. With this promotional strategy, it is hoped that PT Yosephin Global Indonesia can achieve the goals set by Eileen Grace Indonesia, namely increasing public brand awareness of the Eileen Grace brand and the products offered by Eileen Grace, especially Jelly Mask products and achieving sales targets that have been set every month.

Referece: 38 (1995-2021)