

CAMPAIGN ANALYSIS *BEAUTY MOVES YOU* AS A PROGRAM *PUBLIC RELATIONS* TO MAINTAIN WARDAH'S REPUTATION

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ABSTRACT

Wardah voiced the Beauty moves you campaign with the aim of motivating all women to carry out activities that are progressive and beneficial to those around them. So this research was carried out with the aim of finding out how the Beauty moves you campaign process, which is Wardah's public relations program, maintains its reputation. This research also aims to analyze the obstacles to the Beauty moves you campaign program and how they overcome these obstacles in building awareness of the target market. This research was conducted using the concept of a communication campaign model. This campaign model has several elements that describe how the effectiveness of a campaign carried out by public relations is conveyed to the audience. The effectiveness of the distribution of this campaign is directed at the form of reputation captured by the audience based on 4 company reputation assessments. This research uses a qualitative method with a descriptive approach. With the results, it was found that Wardah's public relations had succeeded in making changes in social behavior in accordance with the expectations of the Beauty moves you campaign through various media channels so that there was continuity in the expected effect in assessing Wardah's reputation.

Keywords: Public relations campaign, Brand Reputation, Wardah, Beauty moves you

1. Introduction

Wardah is a cosmetic brand under the auspices of a company called PT Paragon Technology and Innovation. This company is still the largest cosmetics company in Indonesia. Followed by PT Dalea Kreasi Nadisanti, PT Lizzie Parra Kreasi, PT Mica Jaya Pratama and PT Keva Cosmetics International (Rukmana, 2022). Taken from surveys conducted by service providers *consumer insights populix*, three of the seven cosmetic brands most widely used by Indonesian people in 2022 will be brands under PT Paragon Technology and Innovation, one of which is Wardah. Wardah took the highest percentage with 48% as the cosmetic brand most used by Indonesian people in 2022 (Angelia, 2022).

After 27 years of existence in the cosmetics industry, Wardah has certainly carried out various activities in *public relations* in supporting its brand reputation. Carrying out campaign

activities is an activity that Wardah does not forget to do. Since the past, Wardah has been active in creating campaigns that support the defense of its brand reputation. One of them is a campaign *Inspiring Beauty, Feel The Beauty, Love Live Earth*, (U. Hasanah, personal communication, April 17, 2023). After 20 years of existence, Wardah maintains the campaign “*Inspiring Beauty*” as part of the activities carried out in public relations. *Inspiring Beauty* itself is a form of campaign carried out by Wardah to inspire the meaning of beauty to every woman (Ayu, 2017). In the campaign “*Inspiring Beauty*” Wardah emphasized the meaning of beauty which is linked to appearance alone. But in fact, the message conveyed in “*Inspiring Beauty*” is deemed not to be able to provide clear meaning to consumers in the field. So, with the shortcomings in the campaign “*Inspiring Beauty*” made Wardah modernize by looking at relevant realities regarding the lives of more modern women (Fortunisa, 2016). Updates to the campaign “*Inspiring Beauty*” brought up the renewal of the campaign namely “*Feel The Beauty*”. This campaign is considered to convey the meaning that beauty today is not only visible through appearance. Through the campaign “*Feel The Beauty*” Wardah encourages its consumers to believe that the meaning of beauty is a positive feeling that can bring changes that can be felt and are meaningful to others (Paragon Technology and Innovation, 2019).

However, not long after the launch of the campaign “*Feel The Beauty*” Wardah is back to update his brand campaign, namely the campaign *Beauty moves you*. This campaign is considered an update carried out by Wardah to pursue closeness with its consumers (U. Hasanah, personal communication, April 17, 2023). The existence of this campaign also supports Wardah in realizing that currently the form of beauty that can be interpreted by women can be expressed by carrying out progressive and modern activities so as to provide benefits with modesty and courage.

Looking at the progressive form of women which is supported by an increase in the Gender Empowerment Index (IDG) in Indonesia reaching 75.57 in 2020 and increasing from 75.24 in 2019. The Gender Empowerment Index (IDG) sees an increase in the percentage of women's involvement as professionals in their field of expertise was 47.46% in 2019 and increased to 48.76% in 2020, involvement in women's income contribution increased from 37.1% to 37.26% in 2020, and women's involvement in parliament increased by 1, 38% to 21.9% in 2020 (Ministry of Women's Empowerment and Child Protection, 2021).

The facts that show the growing form of women's involvement in various fields provide support and opportunities for Wardah to continue spreading the campaign *Beauty moves you* so that it can continue to maintain its reputation through the value of being useful to others, especially women, a positive image and the messages conveyed in the campaign *Beauty moves you*. Thus, *public relations* has a very close relationship with the campaign used by the brand company.

2. Literature Review

2.1. Public Relations

Public relations is a discipline used to maintain the reputation of a brand or company (PR Academy, 2018). By having a reputation, a company or brand will have a good perception in the eyes of the public. The reputation of a brand or company is influenced by various aspects and certain criteria so as to create good value that is accepted by society. Corporate identity, company performance and public perception are several aspects that can be used as characteristics of a company in building its reputation. (Syah, 2013). The basic concept that public relations has in building relationships or communicating with the public is its role in helping to create understanding that will emerge from what public relations wants to convey. (Ishaq, 2017) So that a process of creating a transformation of attitudes from those that tend to be negative to positive is very much in line with the understanding and duties of a public relations person.

2.2. Public Relations Program

A public relations person has the obligation to create an activity or work program in carrying out his role. The function of a program in public relations performance leads to success until it gets real results according to the plan expected by the public relations. The existence of a public relations program acts as a determinant of a company's readiness for PR as a function of company management (Jebarus et al. 2015). Theaker (2012) also stated that planning a public relations program will support success in contributing to the company.

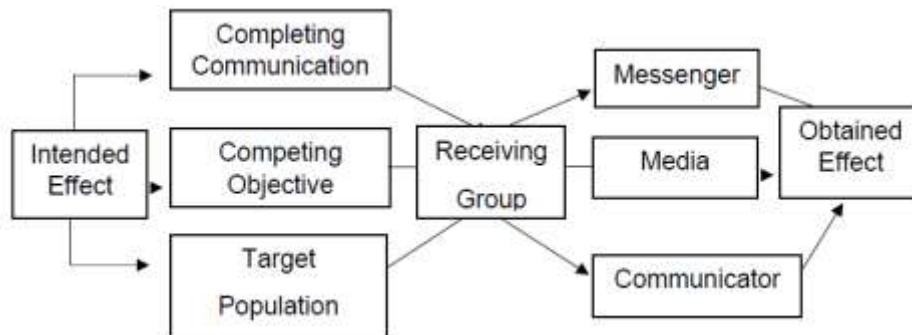
2.3. Public Relations Campaign

By carrying out a campaign, public relations aims to create a good relationship between an organization and its public by fostering a sense of mutual understanding, maintaining trust, and stimulating positive behavior towards activities carried out by the company or organization to create a good reputation in the eyes of the public. (Sari, 2017). Through campaigns, public relations can disseminate information and can influence the audience towards the message and objectives to be conveyed through planned communication strategies. Every public relations campaign activity needs to go through the following 4 stages: analyzing the situation or problem, having a goal for the audience, using the media as a place to disseminate the campaign, as well as determining the budget and measuring the campaign results to be obtained (Gani, 2013). The aim of a public relations person in carrying out his activities is to provide an effect and influence on the public to measure how formed the public audience is in participating in activities so that the desired effect is created on a certain

theme within a predetermined time period. The model of a communication campaign in (Ruslan, 2021) describes a process in communication campaign activities in encouraging a plan to implement an effective communication campaign.

Tabel 1

The model of a communication campaign



1. Intended Effect, is the result of the campaign influence expected by public relations,
2. Competing Communication is an obstacle that can be minimized in campaign delivery,
3. The Completing Objective, is the main goal of the campaign,
4. The Target Population and The Receiving Group, what kind of audience you want to target for delivering campaign messages.
5. The Channel, what form and type of channel communicates in sending messages and carrying out campaign activities.
6. The Message is how public relations wants to convey its goals to the audience through themes and messages conveyed.
7. The Communicator is someone who can communicate the campaign with his speaking skills.
8. Obtained Effect, is how an effect in the campaign produces a real impact even though the results are not always the same as what was expected in previous planning but the effect can still influence the nature of cognition and affection

2.4. Brand Reputation

Ishaq (2017), states that reputation is an assessment obtained by an individual or institution, or company. However, in knowing the assessment they have, the individual or institution or company needs quite a long time to obtain a consistent value. Meanwhile, according to Paul Baines et al. There is a company identity and also a company image that

forms a reputation for the company. Corporate identity can take the form of physical identity and non-physical identity, as well as the company image which is closely related to the perception obtained by the public audience. There are 4 assessments that shape a company's reputation in Ishaq (2017). This assessment is something that will shape the company's reputation, as follows:

1. Credibility (Credibility). Credibility is an assessment that forms a reputation in convincing the public about a company.
2. Trust (Trustworthiness). A company is considered to have a good reputation if it builds trust in its public. This trust can take the form of a good image obtained.
3. Reliability (Reliability). Reliability is how a company has maximum quality in producing quality products and services.
4. Social Responsibility (Social Responsibility). Social responsibility is a company's way of providing satisfaction to the public by building social relationships that are closely related to the company

3. Research Method

This research uses a qualitative research method. Research using qualitative methods will involve more thinking with analysis of problems and be descriptive in nature. The qualitative research that researchers will use to describe, reveal and explain the problems that occur is descriptive qualitative research. This research will collect data using in-depth interview techniques. This interview was conducted with two parties who were Wardah's internal sources, namely Ulfah Hasanah as *Brand Building Manager Wardah* and Rizkia Januari Putri as *Senior Public relations Wardah*. Not only with Wardah internals, researchers also chose Wardah consumers to interview, namely Nabilah Marsya Al-Farihiyyah, a private employee, Salsabilah Avan, a Medan Polytechnic student, and Nabila Rizanda, a Gadjah Mada University student.

So that the data sources can be more trusted, source triangulation techniques were also used in this research. Source triangulation is a technique for ensuring the reliability of research data regarding information obtained from qualitative method data collection techniques. Carrying out data examination techniques through source triangulation is carried out by comparing data and results obtained from interviews with sources using direct observation by researchers in the field (Samsu & Rusmini, 2017). The source triangulation technique was carried out with Mrs. Rizka Septiana, M.Sc. who is an expert in the field *public relations* at the LSPR Institute for Communication and Business

4. Result and Discussion

A. Campaign *Public relations*

Concept of *Model of a communication* proposed by Ruslan (2021) is used in this research to discuss it in more detail on campaign analysis *Beauty moves you* as a program *public relations* to maintain Wardah's reputation.

1. *Intended effect*

The results obtained from this element are in the form of answers to the campaign program *Beauty moves you* Wardah wants to encourage a change in behavior *audience* in becoming an agent for good for the environment. Another statement answered that Wardah also hopes to maintain its image as a company that supports the social environment around it through campaigns *Beauty moves you*. Wardah's wish for the campaign *Beauty moves you* reflecting on the objectives of the Behavior Modification campaign in Ruslan (2021). *public relations* Wardah has hopes of changing public behavior regarding campaign activities related to certain social events. Element *intended effect* This has similarities with the results of Haidara's (2022) research which found that a campaign program carried out *public relations* moves to influence the public's feelings of empathy in creating changes in attitudes to achieve successful campaign implementation. So that answers the element's *intended effect* based on the model of *a communication campaign* that Wardah hopes for a change in behavior. Wardah is an agent for promoting goodness for the environment through campaign programs *Beauty moves you*.

2. *Competing communication*

Results that occur in the ongoing process of the campaign program *Beauty moves you* is a process *decoding* which is considered less than optimal for the target *audience*. *Public relations* Wardah has predicted that not all, not all *audiences can* absorb the campaign *Beauty moves you* just like what Wardah expected. This less than optimal message decoding process is caused by factors *experience* each *audience* in receiving the message or meaning of his campaign. Barriers to difference *experience* can also be said because of the many Wardah product lines that are used as the highlight of the product campaign that supports the campaign *Beauty moves you*. However, Wardah is aware of these obstacles, so Wardah is trying to be more consistent in spreading campaign messages *Beauty moves you*.

Another obstacle that is considered to interfere with the delivery process of this campaign is the obstacle that comes from the scope of the campaign *Beauty moves you*. The lack of human resources is an obstacle to the campaign program *Beauty*

moves you so sometimes it doesn't run according to the expected time. This obstacle certainly has an influence on the progress of *Beauty moves you campaign*. So Wardah needs a solution by increasing human resources or being able to carry out planning that can adjust the amount of human resources available.

3. *The Completing Objective*

Wardah's innovation value is in line with Wardah's goal of creating the campaign *Beauty moves you*. Where Wardah wants to encourage the audience so that it can create goodness and benefit the surrounding environment. As stated by expert resource person R. Septiana (personal communication, April 17, 2023) that *public relations* can participate in introducing their company through the program *public relations* that. With the support of this argument, it is concluded that apart from expecting changes in behavior through the meaning of the campaign, the campaign program *Beauty moves you* This is also done to introduce Wardah's own innovation values.

4. *The Target Population and The Receiving Group*

The existence of communicants and communicators is an aspect that must be had in the communication process Ruslan (2021). The success of the communication process requires using two-way communication between *public relations* Wardah as a communicator and also *audience* Wardah as a communicant. Wardah stated that this was the target population and target recipients of the campaign *Beauty moves you* targeting women, loyalists and Wardah users with an age range of 17 to 35 years. Campaign *Beauty moves you*, which has a message as a driver of goodness, makes Wardah expand its target *audience addressed* to women as brave beauties, who are women whose role is to drive change and spread benefits through their respective professions in a progressive manner. Target population and target recipients of the campaign *Beauty moves you* still following the target segmentation of the Wardah brand itself. Target setting *audience* appropriate, resulting in ease in the deployment of the campaign process.

5. *The Channel*

Wardah has spread this communication using all social media channels such as Meta, Tiktok, Twitter and YouTube. With various traditional media delivery such as Fish TV, billboards and flyers. Take advantage of help from *key opinion leader* and *brave beauties* to encourage consumers to make changes, in various ways *event*

activation which Wardah often carries out in 42 Wardah distribution areas, such as talk shows with members *brave beauties*, or *beauty influencer*, or *brand ambassador* on campus visits or local cosmetic shop visits in the surrounding area. There are also forms of bootcamp collaboration and mentoring together with *brave beauties* who have expertise in a particular profession or interest, indeed *workshops* with TedTalks and talk shows with brave beauties at Wardah sponsorship activities such as study events, fashion events, and so on. Don't forget that Wardah also maximizes distribution through the Wardah community *beauty Circle* in spreading meaning *Beauty moves you* by encouraging activities of soft *development* every member is related to beauty, the environment, health and even education.

Public relations Wardah stated that participation *audience* It is indeed more visible in communities, especially the Wardah community *Beauty Circle*. So it is interpreted as the media spreading the campaign program *Beauty moves you* has quite a good effect through *media activation* what Wardah did. The result of the element *The Channel* This turns out to be in harmony with research by Chafilaudina & Soegiarto (2021) which shows that the success of campaign programs is more visible through activation media.

6. *The Message*

The delivery of the message also influences the effect that will be obtained from the spread of communication (Ruslan, 2021). So according to the information obtained from the interview, Wardah admitted that the efforts made had been quite consistent in echoing the messages contained in the campaign. *Beauty moves you* with the meaning that every woman is able to become various agents and be of benefit to the environment around her together and mutually, regardless of professional background and interests. *audience* itself. Based on the results of the analysis above, it is known that the audience who is a research informant was able to capture the content of the message which interpreted Wardah as encouraging its role in providing movement for those around it so as to produce a positive impact for the community. There is a form of consistency in delivering campaign messages. *Beauty moves you* is felt to be an influence on the success of this message being captured by *audience* Wardah with a similar meaning.

7. *The Communicator*

Elements *the communicator* This shows the role *public relations* Wardah is the communicator behind the delivery of the Beauty MovesYou campaign program. Role

of Wardah as a communicator is demonstrated through public relations activities which was done by Wardah. Wardah acted as a storyteller in the activity of public relations. Storytelling activities are expected to be able to create campaign program messages *Beauty moves you* affect understanding audience Wardah starts from awareness to creating feedback on the success of the campaign or product purchases. As said by expert resource person R. Septiana (public communication, April, 17, 2023) that Wardah's treatment as a communicator was appropriate in planning the campaign program. It has relevance to the research of Sukmananda & Panindriya (2021). *public relations* Wardah positions her role as a communicator in the efforts made to build reputation through campaigns

8. *Obtained effect*

Campaign program journey *Beauty moves you* have found various feedback from the communication he has carried out. What Wardah felt most was active participation from the audience and increasing the number of Wardah community members *Youth Ambassador* which became one of the media for spreading the campaign *Beauty moves you* significantly every year. Then, there was an increased *PR Value* on publications about campaign activities. *Beauty moves you* as feedback that is felt to have been obtained from this communication process. Ascension *PR Value* on campaign publications *Beauty moves you* stated to be greater than *PR Value* in the publication of Wardah's product launch. The message is contained consistently and adds value to the activities in the campaign program *Beauty moves you* considered to attract the target's attention audience Wardah and influence existence *obtained effect* in terms of increasing value *PR Value* in the Wardah publication.

In addition, based on information obtained from three audiences Wardah stated that there had been a change in behavior as an agent for driving good deeds audiences after experiencing the campaign *Beauty moves you*. Third audience: It has similar activities as an agent for activating goodness by sharing several activities or information that are useful and contain good values on a small scale through personal social media. audience the. Thus, the impact is real or *obtained effect* from the campaign program *Beauty moves you* answered Wardah's hopes in the elements *intended effect* in encouraging behavior change audience Becoming an agent for good is supported by selecting targets audience and the target population, the purpose of the campaign program, the message to be conveyed, and the selection of appropriate communication media that is able to overcome obstacles so as to produce the impact expected in planning the campaign program.

B. Reputation

1. Credibility

In the campaign *Beauty moves you*, Wardah really wants to encourage a reputation for this brand to be known as a pioneer of halal beauty brands. Campaign *Beauty moves you* It is hoped that this will increase Wardah's confidence as a halal beauty pioneer. Analysis of the results states that this hope has turned out to be a strong form of assessment of the credibility aspect demonstrated by *audience* Wardah. The three informants admitted that they had views regarding the form of trust in Wardah as a pioneer of halal beauty brands. The assessment results obtained are likely due to Wardah's consistency in communicating the meaning of the campaign *Beauty moves you* and how Wardah wants to be seen as a halal beauty pioneer. As stated by expert resource person R. Septiana (personal communication, April, 17, 2023) that acting consistently is the key to building a person's credibility value. *public relations*. However, there are other opinions which add that other forms of credibility come to mind. It can be seen from Wardah's consistency in providing beneficial support for the environment.

2. Trustworthy

Expert resource person R. Septiana (personal communication, April, 17, 2023) stated that a company will gain a form of trust if it is consistent in providing trust through the products, activities or activities carried out by the company. Based on the information obtained, *public relations* Wardah often maintains its brand trust in maintaining product quality, consistently maintaining credibility as a halal brand pioneer, and not forgetting to maintain the values and activities contained in the campaign. *Beauty moves you*. Form of trust in the audience in seeing the consistency of product quality felt by *audience* Wardah. Even though Wardah received an evaluation of the lack of product color development as a form of concern for beauty issues. However, the assessment trusted by the audience about the campaign program *Beauty moves is* considered to support the trust aspect as Wardah's assessment in maintaining its reputation.

3. Reability

Public relations Wardah said that there is a form of loyalty that can be obtained from the campaign *Beauty moves you*. This loyalty can be seen in the form of an excited *audience* in positioning Wardah as a brand that is rich in carrying out inspiring

activities. The author also received other answers from other informants who played the role of *audience* Wardah. The informant mentioned the loyalty he had shown towards the campaign *Beauty moves you* carried out in participation in applying and spreading this campaign program. Then, the informant added that his loyalty to Wardah was assessed based on the quality and innovation of Wardah's products.

4. *Social Responsibility*

Public relations from Wardah admitted that the campaign program *Beauty moves you* carries out many social missions. Campaign *Beauty moves you* to a message related to Wardah's values and responsibilities as a beauty brand. In this research, information was also obtained from several *audience* Wardah about presumption *audience* regarding the social role played by Wardah in spreading the campaign *Beauty moves you* which is considered to include a form of responsibility as a cosmetic brand. Wardah's participation in carrying out various social movements in campaign programs *Beauty moves you* into attention and attention that adds value to Wardah's reputation through campaign movements *Beauty moves you* in the element of social responsibility. Supported again with elements *intended effect* in the communication campaign model which states that *public relations* Wardah hopes to change social behavior as an agent for good. Similar to the aim of behavior modification in Ruslan (2021) is to make an effort to change public behavior regarding campaign activities related to certain social events so as to support the value of social responsibility Wardah

5. **Conclusion and Implications**

From this research, Wardah's campaign program was analyzed using a model of communication. Based on the elements studied that exist *intended effect* in the form of encouraging a change in behavior *audience* Wardah is becoming an agent of goodness for the environment through its existence *communication objective* in communicating the campaign message in the form of every woman being able to become various agents and be of benefit to the environment around her together and in mutual cooperation without looking at professional background and interests *audience* itself. Through social media or various activation programs for targeted *audiences* consisting of women with an age range of 17 to 35 years who are loyal users of the Wardah brand, or *Brave Beauties* So that results in a *obtained effect* or there is a change in behavior as expected. So that the implementation of the campaign program *Beauty moves you* produces an answer that there are values that maintain Wardah's reputation through the four aspects put forward in Ruslan (2021) that

there are *credibility* which placed Wardah as *pioneer halal beauty brand*, generating trust or *trustworthy* on the consistency of products and campaign programs, as well as the results *excitement audience* Wardah's campaign programs and products as a form of loyalty. Don't forget that the aspect that maintains Wardah's reputation is supported by the support of Wardah's role in carrying out social missions as a form of *Social Responsibility* the brand.

Success in the campaign program *Beauty moves you* which is run by Wardah certainly has obstacles in the delivery of communication. Different *experiences* from various *audiences* resulted in this becoming something that Wardah always tries to do in his communication with the co-conspirators. Consistent in increasing trust in terms of products, activities, and various social activities so as to create awareness in being on the campaign *Beauty moves you* This.

There are suggestions that can be conveyed to the parties *public relations* Wardah as the party investigated. Different *experiences* each *audience* Different things are things that Wardah must consider when conveying campaign messages *Beauty moves you* This. Then, it would be better if Wardah could pay more attention to the dissemination of messages conveyed by intermediaries such as *Key opinion leader*, or *agency* so that it does not reduce the aims and objectives expected by Wardah so that it is still able to maintain Wardah's reputation and minimize obstacles to setbacks in the campaign timeline. Campaign program development *Beauty moves you* Next, it is hoped that it can be carried out more intensively so that it is not covered by the product campaign in order to create a strong assessment of the value of the campaign *Beauty moves you*.

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