

ABSTRAK

Persaingan *brand* yang semakin sengit di era digital didorong oleh semakin banyaknya kompetitor, perubahan gaya hidup, dan juga kemajuan teknologi. Diperlukan penyesuaian strategi pemasaran untuk menghadapi tantangan tersebut. Di tengah tren ini, kolaboratif *pull marketing public relations* (MPR) melalui penggunaan *influencer marketing* sebagai salah satu alat kontemporer dalam kegiatan MPR menjadi peluang menarik bagi brand lokal untuk meningkatkan *brand awareness*. Penelitian ini bertujuan untuk menganalisis penerapan kolaboratif *pull* MPR USUAL, salah satu *brand* parfum lokal di Indonesia, untuk meningkatkan *brand awareness* melalui kolaborasi USUAL x Lizzie Parra, seorang *beauty influencer* dan *beautypreneur*. Penerapan strategi dianalisis melalui tiga tahapan proses MPR, yaitu perencanaan, pelaksanaan, dan evaluasi. Peneliti menggunakan metode kualitatif dengan paradigma konstruktivisme. Data-data yang digunakan bersumber dari wawancara dengan pihak internal USUAL, observasi, dokumentasi, serta kajian pustaka yang kemudian akan dianalisis menggunakan teknik analisis data kualitatif yang diperkenalkan oleh Miles, Huberman, dan Saldana. Berdasarkan hasil analisis, dapat diketahui bahwa strategi kolaboratif *pull marketing public relations* yang dijalankan USUAL berhasil dalam meningkatkan *brand awareness*. Dalam memaksimalkan strategi yang dijalankan, USUAL memanfaatkan dua *tools* MPR, yaitu publikasi di media sosial dan identitas media. Penelitian ini menawarkan kerangka kerja yang kuat bagi *brand* dan praktisi PR yang mempertimbangkan penerapan kolaboratif *pull* MPR untuk meningkatkan *brand awareness*. Penerapan kolaboratif *pull* MPR dengan menggabungkan kekuatan *influencer* tidak hanya efektif dalam meningkatkan *brand awareness*, tetapi juga dapat memperkuat *positioning* dan *brand identity* *brand* di tengah persaingan di era digital.

Kata kunci: *marketing public relations, brand awareness, kolaborasi, kolaboratif pull marketing public relations, influencer.*

ABSTRACT

The increasingly fierce brand competition in the digital era is driven by the increasing number of competitors, lifestyle changes, and also technological advances. Adjustments to marketing strategies are needed to face these challenges. In the midst of this trend, collaborative pull marketing public relations (MPR) through the use of influencer marketing as one of the contemporary tools in MPR activities is an interesting opportunity for local brands to increase brand awareness. This research aims to analyze the implementation of collaborative pull MPR for USUAL, one of the local perfume brands in Indonesia, to increase brand awareness through the USUAL x Lizzie Parra collaboration, a beauty influencer and beautypreneur. The implementation of the strategy was analyzed through the three stages of the MPR process, namely planning, implementation, and evaluation. The researcher used a qualitative method with a constructivism paradigm. The data used comes from interviews with USUAL internal parties, observation, documentation, and literature review which will then be analyzed using qualitative data analysis techniques introduced by Miles, Huberman, and Saldana. Based on the results of the analysis, it can be seen that the collaborative pull marketing public relations strategy carried out by USUAL is successful in increasing brand awareness. In maximizing the strategy, USUAL utilizes two MPR tools, namely publications on social media and media identity. This research offers a strong framework for brands or PR practitioners who are considering implementing collaborative pull MPR to increase brand awareness. The implementation of collaborative pull MPR by combining the power of influencers is not only effective in increasing brand awareness, but can also strengthen brand positioning and brand identity amid competition in the digital era.

Keywords: *marketing public relations, brand awareness, collaborations, collaborative pull marketing public relations, influencer.*