

ABSTRAK

Pada awal tahun 2018, Pixy Cosmetics melakukan *rebranding* guna memperkuat posisi mereknya di tengah persaingan pasar. *Rebranding* yang dilakukan mencakup beberapa aspek, seperti logo, *tagline*, kemasan, hingga formula produk. Untuk mengedukasi konsumennya terkait perubahan yang dilakukan, Pixy memilih taktik komunikasi pemasaran berupa *content marketing*. Pixy membagikan *content marketing*-nya melalui akun resmi di media sosial Instagram. Berbeda dengan iklan konvensional, *content marketing* Pixy Cosmetics lebih berfokus memberi informasi yang berguna bagi audiens. Sehubungan dengan *rebranding* yang dilakukan, tentu mempengaruhi asosiasi audiens terhadap *brand* Pixy. Maka, penelitian ini bertujuan untuk mengetahui pengaruh *content marketing* Pixy Cosmetics di Instagram terhadap asosiasi merek Pixy. Penelitian ini menggunakan metode survei daring terhadap 116 orang responden generasi Z yang mengetahui *brand* Pixy Cosmetics dan sudah terpapar oleh *content marketing* Pixy. Kemudian, data yang terkumpul diolah menggunakan program SPSS untuk mengetahui hubungan antara variabel *content marketing* terhadap asosiasi merek Pixy Cosmetics. Temuan yang didapatkan menunjukkan bahwa *content marketing* di Instagram memengaruhi asosiasi merek secara positif. Dimensi *reliability*, *intelligence*, dan *customer engagement* menjadi tiga dimensi yang masing-masing berpengaruh langsung terhadap asosiasi merek.

Kata kunci: *content marketing*, merek kosmetik, generasi Z, asosiasi merek.

ABSTRACT

In early 2018, Pixy Cosmetics rebranding to strengthen the position of its brand in the midst of market competition. The rebranding includes several aspects, such as logos, taglines, packaging, to product formulas. To educate consumers regarding changes made, Pixy chose marketing communication tactics in the form of content marketing. Pixy shares its marketing content through an official account on social media Instagram. Unlike conventional advertising, Pixy Cosmetics's content marketing is more focused on providing information that is useful for the audience. In connection with the rebranding carried out, it certainly affects the audience's association with Pixy Cosmetics. So, this study aims to determine the effect of Pixy Cosmetics's content marketing on Instagram toward Pixy's brand association. This study uses an online survey method of 116 Z generation respondents who know Pixy Cosmetics and have been exposed to Pixy content marketing. Then, the data collected was processed using the SPSS program to determine the relationship between content marketing variables and Pixy Cosmetics's brand association. The findings obtained show that content marketing on Instagram affects brand associations positively. The dimensions of reliability, intelligence, and customer engagement are three dimensions, each of which directly influences brand association.

Keywords: content marketing, cosmetic brand, Z generation, brand association.