



## ABSTRAK

### STRATEGI MARKETING PUBLIC RELATIONS WARDAH DALAM MENINGKATKAN BRAND AWARENESS MELALUI WARDAH YOUTH AMBASSADOR DI YOGYAKARTA

Rahayu Adi Solihah  
5211711207

Perkembangan industri kosmetik halal di Indonesia menunjukkan tren positif seiring meningkatnya kesadaran konsumen terhadap produk yang aman, berkualitas, dan sesuai dengan nilai-nilai keagamaan. Wardah, sebagai pionir kosmetik halal, mengembangkan strategi Marketing *Public Relations* (MPR) melalui program Wardah *Youth Ambassador* (WYA) yang menyasar mahasiswa sebagai bagian dari strategi komunitas. Penelitian ini bertujuan untuk mendeskripsikan bagaimana strategi Marketing *Public Relations* Wardah diterapkan melalui program WYA dalam meningkatkan *brand awareness* di kalangan mahasiswa di Yogyakarta. Penelitian menggunakan metode kualitatif deskriptif dengan pendekatan paradigma konstruktivisme serta teknik triangulasi berupa wawancara mendalam, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa strategi Marketing *Public Relations* (MPR) Wardah meliputi pendekatan *push* (promosi aktif melalui media sosial dan event kampus), *pull* (daya tarik kegiatan komunitas dan edukatif), dan *pass* (penyebaran pesan merek melalui brand ambassador dari kalangan mahasiswa). Melalui pendekatan ini, Wardah berhasil membentuk keterlibatan emosional, meningkatkan partisipasi, dan memperkuat kesadaran merek di benak mahasiswa. Strategi berbasis komunitas yang partisipatif terbukti efektif dalam menjangkau segmen pasar muda dan membangun loyalitas jangka panjang terhadap merek.

**Kata Kunci:** Marketing Public Relations, Brand Awareness, Wardah Youth Ambassador, Strategi Push Pull Pass

## **ABSTRACT**

### **WARDAH PUBLIC RELATIONS MARKETING STRATEGY TO ENHANCE BRAND AWARENESS THROUGH WARDAH YOUTH AMBASSADOR IN YOGYAKARTA**

*Rahayu Adi Solihah*  
5211711207

*The development of the halal cosmetics industry in Indonesia shows a positive trend in line with the growing consumer awareness of safe, high-quality products that align with religious values. Wardah, as a pioneer of halal cosmetics, implements a Marketing Public Relations (MPR) strategy through the Wardah Youth Ambassador (WYA) program, targeting university students as part of its community-based approach. This research aims to describe how Wardah's Marketing Public Relations strategy is applied through the WYA program to increase brand awareness among students in Yogyakarta. The study uses a qualitative descriptive method with a constructivist paradigm and triangulation techniques including in-depth interviews, observation, and documentation. The results show that Wardah's MPR strategy involves three approaches: push (active promotion through social media and campus events), pull (attractive community and educational activities), and pass (dissemination of brand messages through student brand ambassadors). Through this approach, Wardah has successfully built emotional engagement, increased participation, and strengthened brand awareness among students. The participatory, community-based strategy proves effective in reaching the youth market segment and establishing long-term brand loyalty.*

**Keywords:** *Marketing Public Relations, Brand Awareness, Wardah Youth Ambassador, Push Pull Pass Strategy, Student*