

ABSTRACT

Avoskin public relations focusing by giving beauty is a company in the field of skincare having marketing strategy a communication that is to be instructive and informative by the use of social media become a device main. With the increasing number of competitors business in the field of skincare this then Avoskin Beauty must have marketing strategy public relations that distinguish from competitors. Marketing strategy public relations this is what used avoskin beauty to build brand awareness it has its consumers. Research aims to understand marketing strategy public relations Avoskin Beauty in building brand awareness consumers .Methods used is research qualitative . Using interviews with informants, observations, and literature study. The results of the study found that marketing strategy public relations used avoskin beauty in building brand awareness using promotion by means of social media , brand activation , and customer rewards .Marketing strategy the public relations effective in building brand awareness consumers .It was proven by the increasing number of followers in instagram avoskin beauty within one year the percentage the increase reaches 160 % and an increase in beauty sales avoskin .Phases of brand awareness consumers are currently during the preparatory phase of brand recognition.

Keywords: strategy , marketing public relations , avoskin beauty , brand awareness