

ABSTRAK

Penelitian ini dilatarbelakangi oleh tren industri kosmetik yang mengalami pertumbuhan cukup signifikan sehingga merek dituntut untuk menjaga eksistensinya di media sosial. Kleveru adalah salah satu merek *skincare* lokal yang berdiri pada tahun 2017 sedang melakukan strategi *social media campaign* dengan mengangkat fenomena sosial tentang kasus kekerasan perempuan dan anak yang semakin hari semakin meningkat. Fenomena tersebut dijadikan Kleveru sebagai alat untuk meningkatkan *brand awareness* di benak audiens melalui kampanye Kleveru *#DariKlevies for a better society*. Tujuan penelitian ini adalah untuk mengetahui pengaruh terpaan *social media campaign* Kleveru *#DariKlevies for a better society* terhadap *brand awareness* pada pengikut akun Instagram Kleveru. Teori yang digunakan dalam penelitian ini adalah teori *Selective Exposure*. Penelitian ini menggunakan metode kuantitatif deskriptif. Diambil sampel sebanyak 100 responden dengan menggunakan teknik *Purposive Sampling* yang merupakan pengikut akun Instagram Kleveru dan pernah terpapar konten *social media campaign* Kleveru *#DariKlevies for a better society* di Instagram. Hasil penelitian menunjukkan bahwa terdapat pengaruh terpaan *social media campaign* Kleveru *#DariKlevies for a better society* terhadap *brand awareness* pada pengikut akun Instagram Kleveru dengan nilai signifikansi sebesar 0,00 ($<0,05$) dan hubungannya bersifat searah dengan nilai koefisien korelasi sebesar 0,278. Akan tetapi besar pengaruh terpaan *social media campaign* Kleveru *#DariKlevies for a better society* di Instagram hanya sebesar 27,8% dan sisanya sebesar 72,2% merupakan faktor lain yang tidak diteliti dalam penelitian ini.

Kata Kunci: Terpaan *Social Media Campaign*; *Brand Awareness*; Kleveru; Instagram

ABSTRACT

This research is motivated by the trend of the cosmetic industry which has experienced significant growth so that brands are required to maintain their existence on social media. Kleveru is one of the local skincare brands that was founded in 2017 and is currently carrying out a social media campaign strategy by raising social phenomena about cases of violence against women and children which are increasing day by day. Kleveru uses this phoneme as a tool to increase brand awareness in the minds of the audience through the Kleveru #DariKlevies for a better society campaign. The purpose of this study was to determine the effect of exposure to Kleveru's social media campaign #DariKlevies for a better society on brand awareness of Kleveru's Instagram account followers. The theory used in this study is the theory of Selective Exposure. This research uses the descriptive quantitative method. A sample of 100 respondents was taken using a Purposive Sampling technique who are followers of Kleveru's Instagram account and have been exposed to Kleveru's #DariKlevies for a better society social media campaign content on Instagram. The results showed that there was an effect of exposure to Kleveru's social media campaign #DariKlevies for a better society on brand awareness of Kleveru's Instagram account followers with a significance value of 0.00 (<0.05) and the relationship was in the same direction as the correlation coefficient value of 0.278. However, the impact of Kleveru's social media campaign #DariKlevies for a better society on Instagram is only 27.8% and the remaining 72.2% is another factor not examined in this study.

Keywords: Social Media Campaign Exposure; Brand Awareness; Kleveru; Instagram

