

ABSTRAK

Perkembangan industri kecantikan di Indonesia yang ditandai dengan meningkatnya perusahaan dan konsumsi produk kecantikan membuat persaingan dalam industri ini menjadi semakin ketat. Dalam hal ini, *image* yang positif diperlukan agar *brand* dapat unggul dari kompetitor. Bhumi sebagai salah satu *brand skincare* lokal di Indonesia membangun *brand image*-nya melalui *brand community* yang bernama Glow Up Agents Community. Penelitian ini bertujuan untuk melihat peran Glow Up Agents Community dalam membangun *brand image* Bhumi. Metode penelitian yang digunakan adalah kualitatif deskriptif. Data dalam penelitian ini dihimpun melalui wawancara mendalam. Penelitian ini menggunakan konsep *brand community* serta teori *value co-creation* yang memiliki empat komponen, yaitu *social networking*, *impression management*, *community engagement*, dan *brand use*. Hasil penelitian menunjukkan bahwa Glow Up Agents Community memenuhi seluruh elemen penyusun *brand community* dan memenuhi empat kategori praktik *value co-creation*. Dalam Glow Up Agents Community, praktik *impression management* yang ditunjukkan dengan kesediaan anggota untuk mempromosikan produk Bhumi Skincare secara sukarela menjadi kategori yang paling berperan dalam membangun *brand image* Bhumi Skincare.

Kata kunci: *Brand Community, Brand Image, Value Co-creation*

ABSTRACT

The development of the beauty industry in Indonesia, marked by the increasing number of companies and consumption of beauty products, has made competition in this industry increasingly fierce. In this case, a positive brand image is needed so that the brand can excel from competitors. Bhumi, as one of the local skincare brands in Indonesia, builds its brand image through a brand community called Glow Up Agents Community. This research aims to see the role of the Glow Up Agents Community in building Bhumi's brand image. The research method used is descriptive qualitative. The data in this research was collected through in-depth interviews. This research uses the brand community concept and value co-creation theory which has four components, namely social networking, impression management, community engagement, and brand use. The research results show that Glow Up Agents Community fulfills all the elements that make up a brand community and fulfills four categories of value co-creation practices. In the Glow Up Agents Community, impression management practices demonstrated by members' willingness to promote Bhumi Skincare products voluntarily are the category that plays the most role in building Bhumi Skincare's brand image.

Keywords: Brand Community, Brand Image, Value Co-Creation