

## **ABSTRAK**

Penelitian ini bertujuan untuk menganalisis strategi Public Relations Marketing yang diterapkan oleh Galih Make Up Artist dalam membangun brand awareness melalui media sosial Instagram, serta mengkaji efektivitas penerapan strategi tersebut melalui pendekatan Marketing Public Relations dan influencer marketing. Penelitian ini menggunakan metode kualitatif deskriptif dengan pendekatan studi kasus dan pengumpulan data melalui observasi konten, dokumentasi, serta wawancara mendalam dengan subjek penelitian. Hasil penelitian menunjukkan Penelitian ini mengkaji strategi komunikasi pemasaran Galih makeupartist melalui pendekatan STP (Segmenting, Targeting, Positioning) dan penerapan influencer marketing dalam konteks PR digital. Hasil penelitian menunjukkan bahwa Galih menerapkan segmentasi audiens secara organik dengan memadukan dimensi demografis, psikografis, geografis, dan perilaku. Targeting dilakukan melalui pendekatan berbasis nilai dan kedekatan emosional, sementara positioning Galih sebagai MUA yang autentik, edukatif, dan inspiratif terbentuk kuat melalui narasi visual dan storytelling personal. Aktivitas PR Marketing yang dijalankan Galih mengacu pada konsep Burgmann (2013), mencakup relasi media, event marketing, brand storytelling, dan bentuk CSR individual berbasis empati. Strategi influencer marketing Galih juga terbukti efektif dalam membangun brand awareness dan loyalitas audiens melalui kredibilitas, daya tarik, brand fit, serta kualitas konten yang konsisten dan transparan. Temuan ini menunjukkan bahwa strategi PR yang berbasis keaslian, nilai emosional, dan interaksi dua arah mampu menciptakan hubungan jangka panjang yang bermakna antara brand personal dan audiens di era digital.

**Kata kunci: Public Relations Marketing, Brand Awareness, Instagram, Influencer Marketing, Make Up Artist.**

## ***ABSTRACT***

This study aims to analyze the Public Relations Marketing strategy implemented by Galih Make Up Artist in building brand awareness through the social media platform Instagram, as well as to examine the effectiveness of this strategy using the frameworks of Marketing Public Relations and influencer marketing. The research adopts a descriptive qualitative method with a case study approach, collecting data through content observation, documentation, and in-depth interviews with the subject. The findings reveal that Galih's marketing communication strategy aligns with the STP (Segmenting, Targeting, Positioning) approach and integrates influencer marketing within the context of digital public relations. Galih organically segments his audience by combining demographic, psychographic, geographic, and behavioral dimensions. Targeting is executed through a value-based and emotionally-driven approach, while his positioning as an authentic, educational, and inspirational makeup artist (MUA) is strongly established through consistent visual narratives and personal storytelling. Galih's PR marketing activities are guided by Burgmann's (2013) framework, encompassing media relations, event marketing, brand storytelling, and personalized CSR practices based on empathy. His influencer marketing strategy has also proven effective in building both brand awareness and audience loyalty, supported by credibility, personal appeal, brand alignment, and the consistent and transparent quality of content. These findings indicate that PR strategies rooted in authenticity, emotional value, and two-way interaction can foster meaningful and long-term relationships between personal brands and audiences in the digital era.

**Keywords: Public Relations Marketing, Brand Awareness, Instagram, Influencer Marketing, Make Up Artist.**