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## Analysis of Jacquelle Beaute's MPR Strategy through #JacquelleDisneyEdition in Increasing Brand Awareness

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**Abstract:** Having a good communication strategy in business is a valuable asset for a company to compete competently with its competitors and captivate its consumers, especially in the beauty industry. One local beauty brand, Jacquelle Beatue, has been striving to increase Brand Awareness among beauty enthusiasts through various achievements and strategies. Established in 2015, they have already implemented various tactics to enhance Brand Awareness. The brand has set a standard for other beauty brands by achieving the latest milestone as the first beauty brand in Indonesia to receive the MURI award through international collaboration with Disney. This paper aims to examine Jacquelle Beaute's Marketing Public Relations strategy, focusing on its international collaborations, notably #JacquelleDisneyEdition with Disney. It seeks to analyze how these initiatives contribute to enhancing brand awareness among beauty enthusiasts and investigate the effectiveness of these strategies in the context of the beauty industry. This research method employed is descriptive qualitative, utilizing primary data from previous studies, archives, and relevant news articles. The research findings from the interviews indicate that Jacquelle Beaute utilizes seven out of the main tools of Marketing Public Relations. However, the researcher suggesting that only four out of seven main tools of Marketing Public Relations are effective, namely Publication, Events, Sponsorships, and Media Identity. In terms of Brand Awareness, Jacquelle Beaute has reached the levels of Brand Recognition and Brand Recall. The recommendation for Jacquelle Beaute is to further enhance Brand Awareness by optimizing all the main tools of Marketing Public Relations.

**Keyword:** Marketing Public Relations, New Media, Brand Awareness.

### INTRODUCTION

In today's dynamic digital age, a well-defined communication strategy is a critical asset for businesses to compete effectively. The business landscape is undeniably growing more competitive, with constant innovation disrupting markets and causing some players to falter. However, this also opens doors for new competitors to emerge. For every entrepreneur, the

dream is to build a product that resonates with customers and leaves a lasting impression. This is the essence of brand awareness.

Brand awareness refers to the degree of recognition that potential customers have for a brand's products or services (Dewi & Widiastanty, 2023). It's essentially the ability of a brand to leave a memorable impression on consumers (Azzuhra & Adlina, 2023).

A study examining luxury fashion brands found that Lavergne, established in 2014, achieved significant brand awareness through a strategic public relations (PR) marketing approach (Zahidah, 2022). The study identified four key PR tools effectively employed by Lavergne: publications, media identity, events, and news. These tools were instrumental in propelling Lavergne towards brand recognition and recall (Zahidah, 2022).

Other studies demonstrate the effectiveness of public relations (PR) strategies in boosting brand awareness through various PR tools (Marchus & Perdhani, 2022). One such example is PT. Pemilihanmu Indonesia Jaya, a new education startup founded in 2021. The study found that PT. Pemilihanmu Indonesia Jaya successfully leveraged two key PR tools: events and sponsorships. These tools proved to be most effective in raising brand awareness for the company. Interestingly, the research also revealed that PT. Pemilihanmu Indonesia Jaya went beyond just PR, collaborating with the Marketing Business Development department to secure promotions and discounts for their events (Marchus & Perdhani, 2022).

In conclusion, utilizing a public relations (PR) strategy proves highly effective in building brand awareness. PR offers a multifaceted approach that supports various aspects of brand awareness, fostering its gradual development. A local example of this is Jacqueline Beaute, an indie beauty brand founded in 2015. This brand caters to young women, offering high-quality products that resonate with their unique character. Jacqueline's origin story highlights the power of identifying a gap in the market: the founder sought eyelid plasters suitable for Asian eyes, unavailable domestically. This led her to create Jacqueline Beaute, providing diverse plasters for various eye shapes. Today, the brand offers a wide range of beauty products for eyes, face, hair, and nails.

The presence of Jacqueline Beaute, aims to grow the young generation of Indonesia to be confident, which is not only supported by physical appearance, but also by having extensive knowledge so that it can be an inspiration for others. Jacqueline Beaute's logical spirit has become a core part of its brand identity, looking at creativity, research and development. In 2021, Jacqueline managed to make history as the first local beauty brand to gain the trust to hold a license with Disney. Starting from their first collection collaboration with Disney, with Disney Minnie, Jacqueline Complete Me! Face Palette. It is one product that has many functions, because it contains 7 eyeshadows, 2 blushes, 2 highlighters, and 2 bronzers. So this product makes it very easy for users without buying many products, users already get it in one product packaging.

A 2022 Liputan 6 article details the extensive collaboration process between Jacqueline Beaute and Disney. This process, taking 1-2 years, involves factory inspections and raw material curation to ensure consumer safety. Jacqueline Beaute founder Lianna Lie emphasizes their commitment to eco-friendly practices, utilizing ingredients that minimize environmental impact. Notably, the collaboration grants Jacqueline creative freedom to design products that align with their brand image. This partnership is a source of pride for Jacqueline, attracting international beauty enthusiasts who purchase their products through personal shoppers ("jastip"). As Lianna Lie states in the Liputan 6 article, *"We only sell in Indonesia, but many people abroad buy them through jastip. They're surprised by the affordability – the price is really wow when converted to dollars."*

Not only beauty enthusiasts abroad, in Indonesia itself, Jacqueline Beaute received very positive feedback, regarding the launch of their first collaboration collection with Disney. Pre-research results that researchers have managed to find, there are several positive

comments from people who are excited about Jacquelle Beaute's collaboration with Disney. This collaboration makes Jacquelle the only local cosmetic brand in Indonesian history to enter into an official global collaboration, in this case with Disney, through the #PositivelyMinnie global campaign which certainly strengthens Jacquelle's position as a young cosmetic brand market leader in Indonesia that is sustainable and multitasking in collaboration with global brands. The #PositivelyMinnie campaign concept itself is very much in line with Jacquelle's principle of building a better generation of young Indonesians, not only beautifying physically but also educating each individual.

Jacquelle Beaute's communication innovation in the #PositivelyMinnie campaign is realized in the Complete Me Face Palette product range, which is contained in one product package containing 2 Shades of Cheerful Highlighter, 2 Shades of Fun Bronzer, 2 Shades of Optimistic blush and 7 eyeshadow shades that depict 7 confident personalities of Indonesian teenage girls, namely Confident, Enthusiast, Friendly, Kind, Creative, Independent and Bold. (Kemenparekraf, 2021). Then in 2022, Jacquelle received an award from MURI as a local brand that was able to enter the international market. This award is in recognition of the extraordinary achievement of being the first Indonesian brand to obtain a Disney beauty product license while Indonesia has never received a license from Disney. Not only achievements in getting MURI awards, the fact is that several other Jacquelle products have even won several awards including Best Makeup Tools from Sociolla Awards 2022.

The success of Jacquelle Beaute's marketing strategies, particularly their ability to penetrate the international market, has piqued researchers' interest. The brand's effective tactics in building brand awareness among beauty enthusiasts, coupled with their recent achievement as the first Indonesian beauty brand to garner multiple collaborations with renowned international brands and secure a MURI award, make them a compelling case study. This research delves into Jacquelle Beaute's public relations (PR) strategy, specifically focusing on their international collaborations, particularly the #JacquelleDisneyEdition campaign, to understand how it contributes to their brand awareness efforts.

## **METHOD**

The research method used in this research is qualitative research method. In addition, this research method is also descriptive, which means that the data found with this research method are poured in the form of words and pictures, not in numbers. It aims to describe the phenomenon through words that are explained in outline and answer questions such as who, when, where, and how (Neuman, 2014). This research is basically an effort to reveal the truth through in-depth research, which further explains and studies the relationship between problems, situations, events, attitudes or points of view that affect a phenomenon (Bungin, 2005; Nazir, 2011).

Data collection methods are techniques for how data can be found, extracted, classified, and analyzed. Therefore, the data collection method is a means used to collect data that will later be reviewed in research. Data collection techniques are the right step because the main purpose of research is to obtain data. Data collection can be done in different ways, from different sources, and in different settings. Data collection can be classified into two types, namely primary data and secondary data.

## **RESULTS AND DISCUSSION**

### **Research Result**

Based on the results of researcher interviews with internal sources, there is one of the seven main Marketing Public Relations tools carried out by Jacquelle Beaute, which has obstacles.

## **Publications**

As with the use of strategies in general, there will certainly be difficulties or obstacles in the process. This was the case for Jacquelle Beaute's social media publicity activities. According to the Jacquelle Beaute team, the biggest difficulty lies in trying new things, in this case what is meant is trying new KOLs/beauty influencers to review Jacquelle products. Based on the statement of Vanessa Lorraine, as Team Leader Marketing Communication Jacquelle Beaute, the obstacles that Jacquelle Beaute encountered when trying new things by giving opportunities to other beauty influencers to review Jacquelle products. But in fact, the feedback obtained was not satisfactory, because the influencer did not match the market that Jacquelle wanted.

## **Efforts**

Based on the results of the researcher's interview with Jacquelle Beaute's internal sources regarding the obstacles felt when carrying out the Marketing Public Relations strategy. Jacquelle Beaute is certainly not just silent, they try to overcome the obstacles that exist when carrying out Marketing Public Relations strategies to increase Brand Awareness. Although in carrying out this publication strategy Jacquelle Beaute got obstacles in the process, namely when Jacquelle Beaute tried to try new things, "new beauty influencers", in the hope that the key messages they wanted to convey regarding the existence, product knowledge, and quality of Jacquelle products could be more widespread market. However, there were mistakes in the selection of new KOLs/beauty influencers, where the influencers did not match the market that Jacquelle wanted. So that the feedback obtained is not satisfactory.

## **Push, Pull and Pass**

There are The Three Ways Strategy or three strategies used in the Marketing Public Relations program in an effort to achieve its objectives. These three strategies are push strategy, pull strategy, and finally pass strategy (Ruslan, 2016).

1. Pull Strategy, which means pulling, by using large funds to create advertisements or promotions to consumers in an effort to create consumer demand.
2. Push Strategy, which means pushing, which is done by increasing sales and production with the aim of pushing products through marketing.
3. Pass Strategy, which is needed if the marketing process becomes more complex or problematic, can be done by influencing or creating favorable opinions to penetrate blocked markets and markets protected by influential parties such as gatekeepers.

## **Push Strategy**

In implementing the push strategy that has been carried out by Jacquelle Beaute in the Marketing Public Relations strategy, using its 7 main tools, in order to increase Brand Awareness, Jacquelle Beaute uses several tactics in order to encourage public interest to arise buying activities while increasing Jacquelle Beaute Brand Awareness at the same time, with the following:

1. Publications

In this case, Jacquelle Beaute utilizes social media, especially Instagram and TikTok in carrying out their publication strategy. Both platforms are very effective platforms for Jacquelle Beaute to disseminate messages about the brand's product knowledge in an effort to increase Brand Awareness. Jacquelle Beaute utilizes reviews uploaded by beauty influencers regarding their product knowledge. Sometimes, there are even some influencers who spontaneously upload good reviews of Jacquelle products, on their Instagram pages. Not only

that, Jacqueline Beaute packs their content in a very interesting way, it really describes their characteristics which are unique and cheerful, and the information they upload is very informative. Even the content that has been uploaded, they make highlights on their Instagram page, @Jacquelle\_Official, making it easier for the public to explore information related to the Jacqueline Beaute brand.

## 2. Event

Jacqueline Beaute organizes many events both online and offline such as when they launch the latest product. Jacqueline Beaute always makes very interesting events. The concept they choose always describes their characteristics, and the product that is being launched. Like when launching their princess collection with Disney, Ariel. They held the event at the Jakarta Aquarium, by changing the atmosphere as if entering Ariel The Mermaid's kingdom. Coupled with some entertainment such as mermaid performances. In this case, Jacqueline Beaute really thinks about the appropriate concept in each of their events. Not only organizing events, Jacqueline Beaute also participates in beauty-related events. For example, they participated in Jakarta X Beauty, Surabaya X Beauty, and Sociolla Beauty Wonderland.

## 3. Speech

Several times, Jacqueline Beaute gave statements to the public regarding their achievements and product knowledge. Like when Mrs. Liana Lie as the founder of Jacqueline Beaute who gave a statement to the media when launching their princess collection with Disney Ariel, and when Jacqueline Beaute received a MURI award as the first beauty product in Indonesia to get a Disney license. Researchers can conclude based on the results of interviews with Jacqueline Beaute internal sources, that which is included in the push strategy of the 7 main Marketing Public Relations tools carried out by Jacqueline Beaute in increasing their Brand Awareness, namely, publications, events and speeches.

## **Pull Strategy**

Jacqueline Beaute uses tactics in implementing pull strategies to increase their Brand Awareness. From a series of Marketing Public Relations strategies that have been carried out by Jacqueline Beaute, here are some strategies that are included in the pull strategy, as follows:

### 1. Sponsorship

Jacqueline Beaute often does sponsorships, especially for universities, considering that there are a lot of beauty enthusiasts in a university. It was the right choice to choose a university as the place for their sponsorship. Just like what Jacqueline Beaute has done with a group of students from the LSPR Institute of Communication and Business, by holding a make-up class event. Jacqueline prepared the complete products that would be used during the make-up class. At the same time, Jacqueline Beaute also opened a booth for the public to buy their products with a 10% discount.

### 2. News

Jacqueline Beaute is often covered / published by the media regarding the activities or achievements they have obtained. The news obtained by Jacqueline Beaute is more often as they invite the media to their events. As was the case when launching the princess collection with Disney Ariel as well as receiving the MURI award, Jacqueline Beaute got quite a lot of media coverage from the media they invited. But in this case, there is still media content that is done spontaneously because there is indeed news value from Jacqueline Beaute itself.

### 3. Identity Media

Jacqueline Beaute's core product development is sustainability and multitasking. This has become Jacqueline Beaute's media identity to the public. The products they release are as less wasteful and functional as possible. For sustainability products such as Eyessential, which is a 2in1 Eye brow and Eye liner. As for Magic Wash, which can be used as a substitute for cotton. In terms of packaging, Jacqueline Beaute has tried to maximize it. Then

for multitasking products such as for example, Jacqueline's sunscreen products that are not only useful as sunscreen, but can be used as a primer before using make-up. Not only sustainable and multitasking products, Identity Jacqueline, which collaborates with many well-known foreign brands, produces packaging that is unique and different from other make-up brands. It can be seen in terms of color selection and design that really describes the characteristics of Jacqueline Beaute. Of course, this makes it easy for the public to remember the Jacqueline Beaute brand.

In doing a pull strategy as it should be with the 7 main tools of Marketing Public Relations, Jacqueline Beaute does a sponsorship strategy, news strategy and identity media strategy. So that researchers can conclude that which is included in the pull strategy of the 7 main Marketing Public Relations tools carried out by Jacqueline Beaute in increasing their Brand Awareness, namely, sponsorship, news and identity media.

### **Pass Strategy**

In implementing the pass strategy, brands/companies strive to increase their Brand Awareness in various ways. One of them is, by doing a social activity to show a form of concern from the company/brand related to social issues that are circulating with the aim of forming a good public opinion of the company, so that through this the company will get a benefit.

Based on the results of research that has been conducted with interviews with internal sources from Jacqueline Beaute, from one of the 7 main Marketing Public Relations tools, namely community service activities, Jacqueline Beaute carried out CSR online activities, #JacquelineOnlineCSR during the COVID 19 pandemic. This activity is one form of implementing their strategy through allocating special funds for social activities. Through live Instagram on the @Jacquelle\_Official page carried out by them, it is easy for the public to participate in a series of activities for free. By inviting several experts related to certain topics in each use. For example, inviting yoga experts, calligraphers, foreign language experts and so on. In addition, this activity also has a quiz with prizes, some from Jacqueline products for 5 winners who follow the applicable terms and conditions.

In this case, the researcher can conclude based on the results of the interviews that have been conducted that Jacqueline Beaute conducts a Marketing Public Relations pass strategy in an effort to increase their Brand Awareness by conducting a community service activity strategy.

### **Brand Awareness Level**

Brand Awareness has 4 levels as described by David A. Aaker in his book "Managing Brand Equity":

1. Top of Mind: This is the stage where the respondent can remember the brand as the first thing that comes to mind when talking about a particular product.
2. Brand Recall: This is the stage where without any stimulus, respondents can easily remember the brand.
3. Brand Recognition: This is the stage where respondents can easily identify the brand that is being mentioned. respondent awareness is measured with help.
4. Unaware of Brand: This is the stage where there is a sense of uncertainty in the minds of respondents when mentioning brands.

Therefore, it can be concluded from several statements that have been successfully managed by researchers through internal and external interview sessions, there are effects that have been successfully caused in the minds of the public, visible but not yet large. The collaboration with Disney, became one of the main factors that helped increase the Brand Awareness of Jacqueline Beaute. In addition, Jacqueline Beaute also strives to provide

maximum publicity and continues to innovate so that it can bring out their brand value to be published from the media, and hopes that this effort can also help increase Jacquelle Beaute's Brand Awareness.

Based on the results of the interviews with the two external parties, namely beauty enthusiasts who are also followers of Jacquelle Beaute, researchers found two different opinions regarding their views on the level of Brand Awareness that exists in Jacquelle Beaute. Where Jacquelle Beaute is at the level, Brand Recall and Brand Recognition.

### Discussion

Based on the results of research that has been successfully obtained by researchers, regarding the Marketing Public Relations strategy carried out by Jacquelle Beaute through its international collaboration with Disney, seen from the seven main tools of Marketing Public Relations in an effort to increase Jacquelle Beaute's Brand Awareness to answer the formulation of problems that have been previously set, after conducting in-depth interviews and analyzing the results of these interviews, Jacquelle Beaute has carried out the functions of Public Relations, through the Marketing Public Relations activities they have carried out.

Jacquelle Beaute has performed three Public Relations functions according to Rosady (2016) namely:

1. Provide an understanding to the public about the activities, products, or services provided by the company, through the delivery of clear and accurate information.
2. Jacquelle Beaute has provided and delivered complete information about the message of their product knowledge to the public through the digital media they use, Instagram and TikTok. By providing clear and accurate information, Jacquelle Beaute can build awareness to the public regarding the existence of Jacquelle Beaute as a brand that has sustainable and multitasking products and is the first local beauty brand to succeed in making a MURI award by obtaining a Disney license.
3. A Persuading the public directly with the aim of changing the attitudes, ways of thinking, and behavior of the public, Jacquelle Beaute persuades the public by participating and creating very well conceptualized events, by giving a touch of their brand characteristics. This is done with the aim of making the public interested in the products they have.
4. A Maintaining harmonious relationships by directly uniting public attitudes and actions, Jacquelle Beaute managed to maintain a harmonious relationship with the attitudes and actions of the public by utilizing many opportunities ranging from the results of their international collaboration with Disney, seeing from the love of all ages towards Disney, their product development which is made sustainably and multitasking, as well as product quality that can be juxtaposed with outside products. The message that Jacquelle Beaute wants to convey has been well received by the public, as evidenced by the fact that there are media that are interested in covering Jacquelle Beaute, because Jacquelle already has enough interesting news value because their brand is the only local brand that has successfully obtained a Disney license.

The following is table 1 of the analysis results regarding four of the seven main Marketing Public Relations tools that are classified as effective by Jacquelle Beaute through their international collaboration with Disney in increasing Brand Awareness:

**Table 1. Analysis Content**

No	Elements	Rationalization
1.	Publications	Based on the analysis of the publication strategy, Jacquelle Beaute chose Instagram and TikTok as their main publication tools, in order to disseminate their product knowledge message, by utilizing reviews from beauty influencers related to their products. Jacquelle

No	Elements	Rationalization
		Beaute also provides informative content by packaging their content through designs that strongly describe their characteristics, namely unique and cheerful. Although there are still obstacles in this publication strategy, namely when Jacqueline Beaute tries to choose a new beauty influencer to provide a review, but the feedback received is that Jacqueline's market does not really match the beauty influencer, Jacqueline Beaute is still trying to be more careful in choosing beauty influencers seen from those who are suitable for Jacqueline, for Jacqueline's market, and have the same values as Jacqueline.
2.	Event	Jacquelle Beaute quite often participates and holds events both online and offline. The events that Jacqueline Beaute participated in and held as Marketing Public Relations activities in an effort to increase Brand Awareness, namely, holding the grand launching of their latest collaboration product with Disney Ariel, attending the Jakarta X Beauty, Surabaya X Beauty, and Sociolla Beauty Wonderland events. Every event, Jacqueline Beaute packages their event with a very outstanding concept. Always adapted to their characteristics, the theme chosen also adjusts the activities organized.
3.	Sponsorship	Jacquelle Beaute is successful in doing sponsorship strategy by paying attention to their main target market, which is young adults. They often do sponsorships in universities as the right place to spread the Jacqueline Beaute brand to the beauty enthusiast group. This is evident from the experience of Najla Mumtaz Poncowati as a student of the LSPR Institute of Communication and Business who feels that working with Jacqueline Beaute is very pleasant because the Jacqueline Beaute brand always pays attention to all the needs requested and the products offered are always brought complete. Through this sponsorship strategy, Jacqueline Beaute managed to increase their Brand Awareness effectively because of the possibility of mouth to mouth from students who participated in the event to other students at other universities.
4.	Media Identity	In carrying out the identity media strategy, Jacqueline Beaute has an identity media in the form of products that have multitasking and sustainability elements, which are the core values in every product they produce. In addition, international collaborations carried out by Jacqueline Beaute also become one of their media identities because the collaborated products are packaged attractively, uniquely and easily recognizable. Packaging that is unique and different from other make-up brand products, makes it easy for the public to remember and can help increase Jacqueline Beaute Brand Awareness. Jacqueline Beaute products with less waste and multitasking elements also strengthen the brand identity as a brand that cares about the environment and is able to provide added value to its consumers.

In summary, Jacqueline Beaute states that using the seven main tools of Marketing Public Relations according to (Kotler & Keller, 2012) However, based on the results of further analysis conducted by the researcher, only four of the seven main Marketing Public

Relations tools are effectively carried out by Jacqueline Beaute. So far, these activities have been carried out quite well, although they have not yet obtained very significant results. The obstacles that occur in the publication strategy, where the biggest difficulty lies in trying new things, in this case what is meant is trying new KOLs/beauty influencers to review Jacqueline products. But related to this, efforts have been made in the form of Jacqueline still trying to find beauty influencers who are suitable for Jacqueline, for Jacqueline's market, and have the same value as Jacqueline.

Looking at the purpose of Marketing Public Relations, namely to increase / build Brand Awareness, Jacqueline Beaute's Marketing Public Relations activities by looking at the results of the researcher's analysis, namely so far quite successful in increasing Brand Awareness through its collaboration with Disney. This is evidenced by the fact that quite a lot of media have published Jacqueline and statements from 2 external sources who are beauty enthusiasts, that Jacqueline Beaute's brand awareness is already at the Brand Recall and Brand Recognition levels.

As for other findings based on the results of the researcher's analysis by looking at the age category that is the target market for Jacqueline Beaute, namely, 18-30 years old with the selling price of their products in the range of Rp.130,000-, to Rp.290,000-, is considered too expensive. Because for a class of female students, although the quality offered is very good, it is still classified as not affordable in the pockets of female students.

With Marketing Public Relations activities, Jacqueline Beaute can benefit from the essence of Marketing Public Relations. According to Ruslan (2016), the benefits of Marketing Public Relations are maximizing the effectiveness and efficiency in the use of publication costs, given the increasingly high costs of promoting in the mass media. Then this is in accordance with the use of publication tools that have been maximized, seen from the use of digital media by Jacqueline Beaute.

There are other benefits that are also expressed by Ruslan (2016), It is easy to increase the credibility (trust) of the messages that have been delivered through PR channels, because it can penetrate situations that are difficult to reach by advertising. It can bridge the information gap if delivered through limited advertising techniques. This benefit is obtained by Jacqueline Beaute through the use of social media publications via Beauty Influencers who review initiatives through their social media, which discuss the quality and recommendations of Jacqueline Beaute products.

## **CONCLUSION**

Based on the results of the research, discussion, and analysis that have been carried out in the previous chapters, the researcher draws conclusions that refer to the formulation of the problem and the objectives of this study. First, Jacqueline Beaute stated that it has done the seven main tools of Marketing Public Relations. However, the researcher concluded that only four of the seven main Marketing Public Relations tools were effectively carried out by Jacqueline Beaute in an effort to increase their company's Brand Awareness, namely publications, events, sponsorship, and media identity.

Second, the obstacle experienced by Jacqueline Beaute so far is that when they try to use the services of new beauty influencers to review their products, the feedback they get is not satisfactory. Therefore, Jacqueline must filter from pre-research data regarding the new beauty influencers they will use. Another obstacle, based on the results of researcher interviews with external parties, is that Jacqueline Beaute has succeeded in reaching the level of awareness of Brand Recall and Brand Recognition, but there is still a statement from one of the external parties that Jacqueline Beaute is not well known. Third, the price of the product is still relatively expensive for their target market, which is 18-30 years old, especially female students.

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