

ABSTRACT

The Effect of Campaigns to Purchase Decisions on Local Skincare Products in Sociolla (Study of Local Love x Tasya Farasya Campaign on Women in Jakarta)

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The emergence of various styles of using beauty and personal care products makes local brands in beauty products increase every year. Sociolla through the Love Local campaign provides support for business continuity during the pandemic and provides space for 50 local beauty brands to be able to do free promotions on all Sociolla channels. To attract public interest in supporting the use of local beauty products, on 1-31 December 2021 this campaign is present in collaboration with Beauty Influencer Tasya Farasya. This campaign provides discounts of up to 50% on some of Tasya Farasya's favorite local products that have been accurate, such as skincare, make-up, body-care and hair-care products. Thus, this study aims to determine the effect of the Love Local x Tasya Farasya campaign on purchasing decisions for local skincare products at Sociolla. This study uses a quantitative approach with the positivism paradigm, where the campaign as the X variable in this study has the dimensions of public awareness, offer information, public education, and reinforce the attitude and behavior. Meanwhile, the Y variable uses the AIDDA concept theory which has five main factors to measure purchasing decisions, namely attention, interest, desire, decision, and action. The results of this study show positive and strong results and the influence of the campaign on purchasing decisions shows a figure of 50.6%. In conclusion, the Love Local x Tasya Farasya campaign has a relatively strong positive and significant impact on purchasing decisions for local skincare products at Sociolla.

Keywords: Campaign, Purchase Decisions, Marketing Communication, AIDDA

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