

Syaira Putri Delia Navita. 210531100058. Ilmu Komunikasi. *Brand Community Sebagai Co-creator Dalam Komunikasi Pemasaran Produk OMG (Oh My Glam)*. Pembimbing: Dr. Dewi Quraissyin, S.Pd.I., M.Si

ABSTRAK

Penelitian ini berfokus pada peran dan aktivitas *brand community* Sebagai *Co-creator* Dalam Komunikasi Pemasaran Produk OMG (*Oh My Glam*) melalui komunitas *Girlboss Community*. Latar belakang penelitian ini didasarkan pada perkembangan pesat industri kecantikan di Indonesia, serta meningkatnya strategi komunikasi pemasaran berbasis komunitas yang terbukti efektif dalam membangun kedekatan emosional dengan konsumen. OMG sebagai *brand* lokal berhasil memanfaatkan *Girlboss Community* bukan hanya sebagai wadah promosi, tetapi juga sebagai ruang edukasi, kolaborasi, dan pemberdayaan perempuan muda.

Penelitian ini menggunakan pendekatan kualitatif deskriptif. Informan dalam penelitian ini terdiri atas dua kategori, yaitu informan kunci dan informan pendukung yang berasal dari anggota aktif *Girlboss Community*, yang dipilih melalui teknik *purposive sampling*. Data diperoleh melalui wawancara mendalam, observasi aktivitas komunitas baik di *Instagram*, serta dokumentasi digital. Analisis data menggunakan model interaktif Miles & Huberman yang mencakup reduksi data, penyajian data, serta penarikan kesimpulan.

Brand community OMG melalui *Girlboss Community* meningkatkan *awareness*, loyalitas, dan penjualan melalui interaksi digital dan kontribusi anggota. Komunitas ini menjadi ruang advokasi dan *co-creation*, mencerminkan elemen *brand community* Muniz & O'Guinn seperti *consciousness of kind*, *ritual and tradition*, dan *moral responsibility*. Model AIDA terlihat jelas: *attention* melalui media sosial, *interest* lewat edukasi, *desire* dari keterikatan emosional, dan *Action* dalam penjualan serta antusiasme anggota. Keterlibatan komunitas menjadi kunci memperluas pangsa pasar dan mengokohkan posisi OMG di industri kosmetik.

Kata Kunci: *Brand Community*, *Co-Creation*, Komunikasi Pemasaran Produk, OMG, *Girlboss Community*

Syaira Putri Delia Navita. 210531100058. *Communication Science. Brand Community as Co-creator in Marketing Communication OMG (Oh My Glam) Products. Supervisor: Dr. Dewi Quraisyin, S.Pd.I., M.Si*

ABSTRACT

This study focuses on the role and activity of brand community as a Co-creator in the marketing communication of OMG (Oh My Glam) products through the Girlboss Community. The background of this research is based on the rapid development of the beauty industry in Indonesia, along with the increasing use of community-based marketing strategies that have proven effective in building emotional closeness with consumers. As a local brand, OMG successfully utilizes the Girlboss Community not only as a promotional platform but also as a space for education, collaboration, and the empowerment of young women.

This study employs a qualitative descriptive approach. The informants in this study are divided into two categories, namely key informants and supporting informants, who are active members of the Girlboss Community. They were selected using purposive sampling techniques. Data were collected through in-depth interviews and observation of community activities, particularly on Instagram, as well as digital documentation. Data analysis was conducted using the interactive model of Miles & Huberman, which includes data reduction, data presentation, and conclusion drawing.

The OMG brand community through the Girlboss Community enhances awareness, loyalty, and sales through digital interAction and member contributions. The community serves as a space for advocacy and co-creation, reflecting the elements of brand community as proposed by Muniz & O'Guinn, such as consciousness of kind, ritual and tradition, and moral responsibility. The AIDA model is clearly applied: attention is gained through social media, interest develops through education, desire emerges from emotional attachment, and Action is seen in sales and the enthusiasm of new members. Community involvement becomes the key to expanding market share and strengthening OMG's position in the cosmetics industry.

Keywords: *Brand Community, Co-Creation, Product Marketing Communication, OMG, Girlboss Community*