

## Strategic Marketing Public Relations for Brand Elevation: A Case Study of the #JacquelleDisneyEdition Campaign

Anindya Aulia Qausya  
LSPR Institute of Communication and Business  
namedqausya@gmail.com

Sophia Bernadette  
LSPR Institute of Communication and Business  
sophia.b@lspr.edu

### ABSTRACT

The strategic Marketing Public Relations (MPR) efforts of Jacquelle Beaute, especially through their collaboration with Disney, have significantly enhanced brand awareness. Using the three fundamental Public Relations functions defined by Edward L. Bernays, the brand has effectively communicated product knowledge via digital platforms like Instagram and TikTok, organized engaging events to influence public behavior, and maintained strong public relationships. Key strategies involving publication, events, sponsorship, and media identity have played vital roles. Publications on Instagram and TikTok, supported by beauty influencer reviews, have spread product knowledge, despite challenges in influencer selection. Events, including the grand launch of the Disney Ariel collaboration, have boosted brand awareness by reflecting Jacquelle Beaute's unique characteristics. Sponsorships, particularly targeting young adults in universities, have expanded their reach through word-of-mouth promotion. The distinctive media identity, characterized by sustainable and multitasking products and unique Disney-themed packaging, has made their products easily recognizable. While the research indicates that only four out of the seven MPR tools outlined by Kotler and Keller (2012) were effectively utilized, Jacquelle Beaute's efforts have generally been successful, achieving Brand Recall and Brand Recognition levels of awareness. However, there is room for improvement in influencer selection and pricing strategies to broaden their audience. Overall, Jacquelle Beaute's strategic use of MPR tools, particularly through digital media and well-executed events, underscores the importance of a cohesive approach in building brand awareness.

**Keywords:** *marketing, public relations, brand elevation, brand awareness, strategic*

### INTRODUCTION

In today's highly dynamic digital era, having a robust communication strategy in business is essential to competently compete with other competitors. The competition in the business world continues to intensify, with countless innovations and possibilities emerging, leading to the downfall of some competitors while new ones continuously appear. Every entrepreneur, while building their business, desires to create a product

that is well-received and leaves a lasting impression on potential buyers. This concept is known as Brand Awareness.

Brand Awareness refers to the extent to which potential buyers can recognize a brand, product, or service. It involves understanding what makes the brand, product, or service memorable and appealing enough to win the hearts of potential buyers. According to several articles discussing the importance of Brand Awareness, as cited from Sampoerna University, merely knowing a product's existence is not sufficient to fulfill the components of Brand Awareness. Experts suggest that there are four stages in building Brand Awareness: Unaware of a brand, Brand Recognition, Brand Recall, and Top of Mind Awareness. These stages represent the progression from not knowing the brand to easily recognizing it and finally recalling it instantly when thinking of a product (Sampoerna, 2022).

Achieving top of mind awareness is challenging and requires various effective strategies. In Indonesia, brands like Odol and Aqua have become top of mind for consumers, even though Odol was originally a German toothpaste brand, and Aqua is a mineral water brand. Their success in building Brand Awareness shows the power of a strong brand (Nadiyah, 2022).

For brands aiming to reach every component of Brand Awareness, a solid foundation and appropriate strategies are necessary. Basic strategies include creating eye-catching logos and taglines, leveraging social media, using influencer marketing, organizing events, and more (Redcomm, 2022). However, more complex strategies like Marketing Public Relations (MPR) are also crucial. MPR involves planning, executing, and evaluating programs to achieve consumer satisfaction through effective communication about the company's image and products (Kementerian Keuangan, 2021).

Research shows that brands like Lavergne and PT. Pilihanmu Indonesia Jaya have successfully used MPR strategies to enhance their Brand Awareness. Lavergne utilized publication, media identity, events, and news effectively, achieving Brand Recognition and Brand Recall (Zahidah, 2022). PT. Pilihanmu Indonesia Jaya managed successful events and sponsorships, collaborating with Marketing Business Development to gain promotions and discounts for their events (Marchus and Perdhani, 2022).

One local beauty brand that has applied MPR in its marketing management is Jacquelle Beaute, an indie beauty brand founded in 2015. Initially created to address the lack of suitable eyelid tapes for Indonesian women, Jacquelle now offers a wide range of women's products. Jacquelle aims to empower young Indonesians by enhancing their confidence and knowledge.

In 2021, Jacquelle made history as the first local beauty brand to secure a Disney license. Their collaboration began with the Disney Minnie collection, which included the Jacquelle Complete Me! Face Palette. This product, containing multiple makeup essentials, simplifies the user's experience by providing everything in one package. The collaboration process took 1-2 years, ensuring product safety and environmental friendliness. Despite being sold only in Indonesia, the collection attracted international beauty enthusiasts due to its affordability and quality (Liputan 6, 2022).

Jacquelle received positive feedback for its Disney collaboration, evidenced by enthusiastic comments on its Instagram account (@Jacquelle\_Official). This collaboration strengthened Jacquelle's position as a leading young cosmetic brand in Indonesia, aligned with the #PositivelyMinnie campaign's goal of building a better generation of young Indonesians (Koryonda, 2021). In 2022, Jacquelle earned recognition from MURI for entering the international market, the first Indonesian beauty brand to secure a Disney license (Marici, 2022). Jacquelle's other products also received awards, including Best Makeup Tools from Sociolla Awards 2022 (Larassaty, 2023).

Jacquelle Beaute's success in international collaborations, particularly with Disney, and its strategic use of MPR to enhance Brand Awareness make it a compelling case study. This research aims to analyze how Jacquelle Beaute's #JacquelleDisneyEdition collaboration boosts their Brand Awareness through strategic Marketing Public Relations.

#### LITERATURE REVIEW OR RESEARCH BACKGROUND

In this section, the researcher references previous studies to enrich the theoretical framework and thought process behind the current research. Given the importance of the research topic, numerous studies have explored similar areas. However, the researcher ensured there were no identical titles to avoid redundancy.

This research will examine the Marketing Public Relations strategy employed by Jacquelle Beaute to enhance Brand Awareness through the study titled "Analysis of Jacquelle Beaute's Marketing Public Relations Strategy through International Collaboration in Enhancing Brand Awareness (Case Study: #JacquelleDisneyEdition)." The researcher will utilize five similar research journals for reference.

The first relevant journal is titled "Marketing Public Relations Strategy of PT. Frisian Flag Indonesia in Building Corporate Image." Vania Angelia (2018) discusses the Marketing Public Relations strategy of PT Frisian Flag Indonesia, using six out of the seven Marketing Public Relations tools proposed by Kotler and Keller. Angelia analyzes PT. Frisian Flag Indonesia's marketing and PR activities, including publication through TV ads, social media, internal publications like the monthly Flagazine magazine, weekly Flag bulletins, and intranet. The company also engages in news coverage, sponsorships for events like Jr. NBA, charitable activities, and maintaining a consistent brand identity through uniforms and event themes.

The second journal, "Lunadorii's MPR Strategies to Raise Brand Awareness Towards Indonesian Local Makeup Brands" by Maria Natasha Liestia (2018), highlights the necessity of Marketing Public Relations strategies for Lunadorii to boost Brand Awareness of local makeup brands in Indonesia. Liestia discusses the use of Kotler and Keller's seven PR tools and the Three Ways Strategy (Pull, Push, Pass). Pull Strategy involves attracting more consumers through extensive advertising, Push Strategy focuses on increasing accessibility and visibility through bazaars and pop-up markets,

and Pass Strategy involves forming positive public opinions via social events and collaborations with beauty influencers.

The third journal, "Marketing Public Relations Strategies to Develop Brand Awareness of Coffee Products" by Tien-Chin Wang, Muhammad Ghalih, and Glen Andrew Porter (2017), explores the challenges of building brand awareness for new coffee brands in international markets like Taiwan. The study finds that for products with low consumer involvement, brand awareness might not significantly impact purchasing behavior, which is more influenced by product quality and type. The study suggests future research should explore the relationship between millennial lifestyles and Indonesian coffee products for international market expansion.

The fourth journal, "Marketing Public Relations Strategy of GreatEdu in Enhancing Brand Awareness in the Digital Era" by Rashel Pitya Sihotang and Liza Dwi Ratna Dewi (2019), discusses GreatEdu's strategies for enhancing Brand Awareness using Thomas L. Harris's Three-Way Strategy. The study highlights incentivizing internal teams, providing useful features for customers, active publication on Instagram, persuasive communication, and prompt responses as critical factors in boosting Brand Awareness.

The fifth journal, "Marketing Public Relations Strategy of Urban Republic in Building Brand Awareness" by Diva Aulia Topan and Gita Wideasanty (2022), examines Urban Republic's PR strategies. The study finds that while Urban Republic's social media efforts have been extensive, they have not effectively built brand awareness for the store itself, but rather for individual brands like Garmin and Apple. The study underscores the importance of social media in targeting urban, tech-savvy audiences, though it notes the need for a more effective implementation of PR and marketing strategies.

Based on these five journals, similarities and differences with the current research can be identified. The shared topic is the exploration of Marketing Public Relations strategies employed by various companies. The differences lie in the specific outcomes and research objects. Some journals focus broadly on the seven Marketing Public Relations tools, while others incorporate broader concepts like the pull, push, and pass strategies.

### *Public Relations*

In recent years, Public Relations (PR) has been referred to as reputation management, perception management, or image management. John E. Marston defines Public Relations as "planned, persuasive communication designed to influence significant public." The Institute of Public Relations defines PR as a planned and continuous effort to create and maintain goodwill and mutual understanding between an organization and its audience (Ruliana, 2014). This implies that PR involves a series of systematically organized activities that are continuous in nature.

According to D.P. Kusanti and Leliana (2018), Public Relations is a sustainable technique of managing efforts to garner positive responses and definitions from

customers, employees, and the broader public. It involves programs that help an organization to understand its environment. Quoting from the book "Public Relations: A Values-driven Approach" by Pearson, PR is defined in terms of "public: any group of people who share common interests or values in a particular situation—especially interests or values they might be willing to act on." Thus, when a target audience has a relationship with an organization, they are considered stakeholders, meaning they have an interest in the organization or issues potentially influenced by it (Marsh and Guth, 2016). Marsh and Guth further add, "The fact is that as long as people are people, they will continue to view the world with differing perspectives."

From these explanations, it can be concluded that PR is a systematically organized and continuous technique of reputation management aimed at garnering positive responses from the public. The public, in this context, refers to a group of people sharing common interests.

The primary objective of Public Relations is to build credibility for a company, organization, or brand. It also aims to increase stakeholders' interest while reducing marketing communication costs to reach the masses. According to experts Grunig and Hunt (2017), the goal of public relations is to create mutually beneficial relationships between an organization and its public through two-way communication, fostering mutual understanding.

According to Edward L. Bernays (as cited in Ruslan, 2016), Public Relations encompasses three primary functions. Firstly, it involves disseminating clear and accurate information to the public about the company's activities, products, or services. Secondly, it aims to directly influence the public by persuading them to change their attitudes, thinking, and behaviors. Thirdly, Public Relations works to maintain harmonious relationships by aligning the actions and attitudes of the public with those of the company. These functions are essential in shaping public perception and fostering positive relationships between organizations and their audiences.

### *Marketing Public Relations*

Thomas L. Harris defines Marketing Public Relations (MPR) as the process of planning and evaluating programs that encourage purchases and customer loyalty through credible communication of information and impressions that align companies and their products with consumer needs and concerns (Ruslan, 2016). MPR is essentially a strategic program designed to attract and satisfy customers by providing credible information and effective communication, thus fostering positive perceptions that align with the company's identity.

Marketing Public Relations serves as a communication strategy that supports all marketing activities, focusing on driving consumers to purchase a company's products or services. This strategy is continuous and integrates with Public Relations activities. For Jacquelle Beaute, MPR is vital for enhancing brand awareness, as exemplified by their #JacquelleDisneyEdition campaign.

MPR combines marketing strategy implementation with PR activities to expand marketing reach and achieve customer satisfaction. According to Kotler (1993), the roles of MPR in achieving organizational goals in a competitive environment include:

- a. Raising consumer awareness of new products.
- b. Increasing consumer trust in the company's image or the benefits of the offered product.
- c. Generating enthusiasm through sponsored articles about the product's benefits.
- d. Achieving cost efficiency by reducing advertising expenses in various media.
- e. Committing to maximizing customer service, including handling complaints.
- f. Assisting in marketing new product launches and repositioning older products.
- g. Consistently communicating through PR media about the company's activities and programs, aiming for positive public perception.
- h. Maintaining the company's or product's image in terms of quality and service.
- i. Proactively addressing potential negative events, such as declining company image, crises in trust, and management or financial crises.

MPR is highly effective and efficient in disseminating messages or information. It employs a persuasive and educational approach to engage the public. According to Rosady Ruslan (2016), the Three strategies to achieve company goals include:

- a. Pull Strategy: Attracting consumers through significant advertising and promotions to create consumer demand.
- b. Push Strategy: Boosting sales and production to push products through marketing channels.
- c. Pass Strategy: Addressing complex marketing processes by influencing or forming favorable opinions to penetrate blocked or protected markets.

Jacquelle Beaute uses seven primary MPR tools as part of their #JacquelleDisneyEdition campaign to enhance brand awareness, as identified by Kotler and Keller (2012):

- a. Publication: Utilizing audio-visual materials, articles, brochures, bulletins, company magazines, and annual reports.
- b. Events: Hosting special events such as press conferences, bazaars, company anniversaries, seminars, and competitions to attract public attention.
- c. Sponsorships: Promoting the company by sponsoring respected events in sports, culture, and charity.
- d. News: Generating positive news about the company's products and people, and ensuring media coverage through press releases and press conferences.
- e. Speeches: Engaging company leaders in public speaking to improve the company's image.
- f. Public Service Activities: Demonstrating goodwill through charitable contributions of money and time.
- g. Identity Media: Creating recognizable visual identities such as logos, brochures, stationery, signs, business cards, uniforms, and dressing styles.

Kotler, as cited in Ruslan (2016), identifies several compelling factors driving the need for Marketing Public Relations (MPR) strategies in companies. These include escalating costs of advertising promotions that often outweigh the returns and face constraints in media space. Additionally, fierce competition in promotional activities and media placements further underscores the importance of effective MPR. Rapid shifts in consumer preferences, shaped by a plethora of product options, also necessitate agile MPR strategies. Moreover, declining consumer engagement with traditional advertisements, attributed to their overwhelming and monotonous nature, heightens the relevance of engaging MPR approaches to capture audience attention and foster brand loyalty.

#### *International Collaboration*

Collaboration between brands and celebrities who share similar target market segments has proven effective in positively impacting brand awareness and sales (Afifah, 2022). This effect is especially pronounced in international collaborations. International collaboration is essential for addressing complex global challenges. Through such partnerships, countries can mutually benefit and contribute to better global governance. Collaboration between developed and developing countries facilitates access to technology and investment for the latter, while the former can expand markets and find new resources. International collaboration is crucial for tackling global issues such as climate change, international security, and poverty reduction (Rose, 2011; World Bank, 2015).

#### *Cosmetics*

The term "cosmetics" originates from the Greek word "kosmetikos," meaning the skill of beautifying oneself. Historically, cosmetics were made from natural ingredients and used sparingly. Over time, with technological advancements, cosmetics have evolved with distinct characteristics across regions. According to the Indonesian Food and Drug Authority (BPOM) Regulation No 23 of 2019, cosmetics are products used on the human body's exterior to cleanse, perfume, change appearance, correct body odor, or maintain good condition, excluding therapeutic or preventive purposes. Overuse of cosmetics can lead to skin irritation, allergies, and other health issues, highlighting the importance of using high-quality products and following usage instructions (Saputra, 2018). Cosmetics enhance appearance but should be used wisely, choosing quality products and understanding their ingredients to avoid adverse effects.

#### *Brand Awareness*

Kotler, Keller, Brady, Goodman, and Hansen (2019) define a brand as a unique identification of a product or service that distinguishes it from competitors, encompassing elements such as a name, term, symbol, design, or a combination of these. Keller (2013) further elaborates that Brand Awareness relates to a consumer's

ability to recognize a brand under various conditions, which influences brand recognition and customer memory.

Based on these definitions, it can be concluded that brand awareness is the company's effort to build brand recognition and recall among its target market or customers. Jacquelle Beaute, in its endeavor to create brand awareness, has strategically utilized the Disney license. Disney, as a major company, provides a significant leverage in building a memorable brand association.

According to David A. Aaker, brand awareness ranges from the lowest level, "Unaware of Brand," to the highest level, "Top of Mind." The following is a hierarchy of brand awareness levels from lowest to highest, as outlined by Aaker (Vildayanti, 2019):

- a. Unaware of Brand: At this stage, consumers are not aware of the brand. The brand does not trigger any association in the consumers' minds.
- b. Brand Recognition: At this stage, consumers begin to recognize the brand. Although they know of the brand, it does not yet trigger any specific associations in their minds.
- c. Brand Recall: At this stage, the brand triggers specific associations in the consumers' minds. Consumers can recall the brand when a product or product category is mentioned.
- d. Top of Mind: At this stage, the brand is the first that comes to consumers' minds when a product or product category is mentioned.

In the context of Jacquelle Beaute, the company aims to ascend this pyramid to ensure that their brand becomes top of mind among consumers, leveraging strategic marketing initiatives such as the #JacquelleDisneyEdition campaign.

## METHODOLOGY

The research method used in this study is qualitative research. This method is also referred to as the natural setting method because the object of the study is natural and as it is, thus it is known as the naturalistic research method (Sugiyono, 2013). According to Ardianto (2014), qualitative research is a method to understand the dynamics, characteristics, and holistic nature of human life and the relationship between humans and their environment. This method is also descriptive, meaning that the findings are presented in the form of words and images, not numbers. This aims to describe phenomena through words that broadly answer questions such as who, when, where, and how (Neuman, 2013). Essentially, this research is an effort to uncover the truth through in-depth study, explaining and examining the relationships between problems, situations, events, attitudes, or viewpoints that affect a phenomenon (Nazir, 2011; Bungin, 2015).

From the various definitions discussed, this research employs a descriptive qualitative method to obtain a fundamental understanding and reach the research objectives, which is to analyze the Marketing Public Relations strategy of Jacquelle Beaute through international collaborations in enhancing Brand Awareness.



The data collection method is the technique of how data is found, extracted, classified, and analyzed. It is a tool used to gather data that will be examined in the research. Data collection is a crucial step because the main goal of research is to obtain data. Data can be collected in different ways, from different sources, and in different settings, classified into primary and secondary data.

Primary data refers to information collected directly from the subject of study, which has not been previously documented (Sugiyono, 2017). This study utilized primary data obtained through interviews and observations. Specifically, semi-structured, in-depth interviews were employed to gather comprehensive insights from the participants, offering flexibility to explore a wide range of ideas and opinions firsthand.

According to Bungin (2015), respondents are individuals who provide information related to the research object. Sugiyono (2013, p. 300) defines respondents as those who have information related to the research object. The respondents for this study include internal members of Jacquelle Beaute and external beauty enthusiasts and experts who will provide necessary information about the Marketing Public Relations strategy for building Jacquelle Beaute's Brand Awareness.

- a. Internal Respondent: Vanessa Lorraine, Team Leader Marketing Communication, deemed suitable due to her extensive experience with Jacquelle Beaute's Marketing Public Relations strategy.
- b. External Respondents: Raras Ajeng Syafira Putri and Najla Mumtaz Poncowati, students and beauty enthusiasts who follow Jacquelle Beaute's social media.
- c. Expert Respondent: Elke Alexandrina, MSc., a lecturer at LSPR Jakarta and an expert in Marketing Public Relations.

According to Kriyantono (2014), secondary data is obtained from second-hand sources or previously collected primary data, presented in tables, images, graphics, diagrams, etc., to become informative data. Suryani and Hendryadi (2015) describe secondary data as obtained from existing sources like company documentation, financial reports, government reports, etc. This research uses secondary data from journals, news, articles, and internal documentation related to the research topic to complement the primary data.

According to Bungin (2012), qualitative research findings are validated through systematic mechanisms involving various data collection techniques. This study employs triangulation analysis to ensure the validity of its data. Specifically, source triangulation is utilized to verify the credibility of information gathered from multiple sources. This approach involves examining, comparing, and confirming the reliability of information obtained from diverse sources.

Miles, Huberman, and Saldana (2014) describe data analysis as a systematic process to understand and interpret data in three ways:

- a. Data Reduction: Extracting important findings to provide a clear understanding.
- b. Data Presentation: Offering a complete picture of the research based on the data.
- c. Conclusion Drawing: Forming concise meanings from analyzed data.

Applying data analysis techniques requires considering the research context and objectives and choosing the most appropriate analysis techniques. Proper data analysis and careful interpretation are crucial for producing valid and reliable findings.

This research focuses on gathering information and data related to Marketing Public Relations strategies applied by Jacquelle Beaute to create Brand Awareness through their Instagram media. The research will be analyzed using the seven main tools of Marketing Public Relations strategy developed by Kotler and Keller (2012).

The research will be conducted from September 2022 to June 2023, focusing on Jacquelle Beaute's Marketing Public Relations strategy through their international collaboration with Disney, #JacquelleDisneyEdition, to enhance Brand Awareness. The study's limitations include its focus on Jacquelle Beaute, making the results not generalizable to all makeup brands, and only focusing on the seven main Marketing Public Relations tools used by Jacquelle Beaute.

## RESULTS AND DISCUSSION

In this study, Jacquelle Beaute serves as the research subject. Established in late December 2015, Jacquelle Beaute is a local beauty brand that prioritizes multitasking and sustainability in its product development. The brand is characterized by its unique and cheerful nature. Over the years, Jacquelle Beaute has achieved significant milestones, including being the first local brand to receive the MURI award as the first beauty product in Indonesia to hold a Disney license. Additionally, Jacquelle Beaute has secured the first global license to collaborate with Spy X Family.

According to an interview with Vanessa Lorraine, the Team Leader of Marketing Communication at Jacquelle Beaute, the brand was founded due to the founder's concern over the quality of local beauty products. In 2015, there were few high-quality local beauty products on the market, and the prevailing stigma among beauty enthusiasts was that only foreign beauty products were of good quality and worth the price. Consequently, Liana Lee, the founder of Jacquelle Beaute, decided to create her own beauty brand, ensuring that the products could rival international standards. Initially, Jacquelle Beaute released beauty tools such as eyelid tape and makeup brushes. Over time, the brand expanded its product line to include unique makeup items like Tone-up powder (V. Lorraine, Personal Communication, 2023).

Jacquelle Beaute's achievement of earning the MURI record as the first local brand to obtain a Disney license is noteworthy. Vanessa Lorraine explained that this process began with an opportunity to be introduced to Disney's Person in Charge (PIC). Disney was expanding its market in Indonesia and was introduced to Jacquelle Beaute through a third party. Through discussions, it was evident that Disney's values aligned with those of Jacquelle Beaute. Jacquelle Beaute made efforts to match Disney's high standards, and fortunately, the factory used by Jacquelle Beaute met Disney's requirements. Additionally, the quality of their products and the design of their packaging were adjusted to fit Disney's characters (V. Lorraine, Personal Communication, 2023).

Regarding the company's logo, Vanessa Lorraine mentioned in an interview that there is no deep philosophy behind it. The logo was created based on the personal preferences of Liana Lee, the founder, who aimed to reflect the unique and cheerful characteristics of Jacquelle Beaute through the choice of name, color, and font (V. Lorraine, Personal Communication, May 9, 2023).

The main divisions within Jacquelle Beaute include marketing communication, sales and promotion, sales and distribution, and creative. However, details about individual staff members were not disclosed due to confidentiality (V. Lorraine, Personal Communication, May 12, 2023).

Jacquelle Beaute's vision is "The beauty brand that makes the Indonesian proud." The brand continually evolves and innovates while achieving significant milestones, thus enhancing Indonesia's reputation in the global beauty industry. Their mission is to "Inspire, innovate, and serve the Indonesian beauty industry".

Jacquelle Beaute encourages Indonesian youth to be confident, not only in their appearance but also in their knowledge, thereby inspiring their peers. The brand's logical spirit is a core part of its identity, focusing on creativity, research, and development. Vanessa Lorraine emphasized that Jacquelle Beaute pays close attention to the needs of its target market, producing products suited to the Indonesian climate and educating the public, especially beauty enthusiasts, about safe ingredients through clinically tested products (V. Lorraine, Personal Communication, 2023).

#### *Segmentation, Targeting, and Positioning (STP) of Jacquelle Beaute*

Jacquelle Beaute primarily targets women aged 18-35 years, belonging to social classes A to B+, who are either students or professionals. The brand has a broad geographic reach, catering to both the Indonesian market and international customers. Psychographically, Jacquelle Beaute appeals to women who are deeply invested in their appearance and are beauty enthusiasts who prioritize product quality before making a purchase. By focusing on this demographic, Jacquelle Beaute effectively positions itself as a local beauty brand that emphasizes sustainable and multitasking product development. The brand's unique and cheerful nature is reflected in its innovative offerings, which resonate with a discerning audience that values both style and substance.

#### *Seven Tools of Marketing Public Relations*

Referring to Kotler and Keller (2012), companies rely on content publication to influence, attract, and engage their target consumers. This strategy encompasses creating articles, magazines, brochures, annual reports, internal company newspapers/magazines, and audiovisual materials. Jacquelle Beaute aligns with this approach, using publication as a primary strategy to disseminate information about promotions, product knowledge, and events. Jacquelle Beaute selects Instagram and TikTok as their main publication platforms, targeting their demographic of 18-30-year-olds, who are active users of these social media channels. According to Vanessa Lorraine, Team Leader Marketing

Communication at Jacquelle Beaute, the brand focuses on reviews from beauty creators/influencers who genuinely enjoy Jacquelle products. This organic approach leverages social media's influence among young generations, who are more likely to scroll through social media than watch TV. This strategy avoids the high costs associated with TV advertising while effectively reaching the target market through social media content. By May 11, 2023, Jacquelle Beaute's official Instagram account @Jacquelle\_official had 221,000 followers, and their TikTok account @Jacquelle\_official had 225,000 followers. Vanessa Lorraine also mentioned that there is no fixed schedule for their publication periods; often, beauty influencers review Jacquelle Beaute products spontaneously because they genuinely like them. This organic review system attracts public attention and increases brand awareness, supporting Kotler and Keller's (2012) assertion that Marketing Public Relations can reduce promotion costs through direct mail, advertising, and media use without high expenses. The effectiveness of this strategy is confirmed by Najla Mumtaz Poncowati, an Instagram follower of Jacquelle Beaute, who discovered the brand through a collaboration with influencer Shirin Al Athrus (@Shireezenz) and subsequently followed @Jacquelle\_Official. This indicates that Jacquelle Beaute's use of social media as a publication tool effectively enhances brand awareness, leveraging unique products and influencer reviews to draw public interest.

According to Kotler and Keller (2012), special events such as interviews, seminars, exhibitions, competitions, and product anniversary events can help companies attract attention and reach a broader audience for their products and activities. Jacquelle Beaute employs this strategy to enhance its brand awareness through various events. Vanessa Lorraine of Jacquelle Beaute mentions that the company frequently organizes and participates in events, though not on a regular schedule but rather in connection with product launches or campaigns. For instance, during the decline of COVID-19, Jacquelle Beaute held an offline event to launch their Princess Collection with Ariel, coinciding with receiving a MURI award for being the first Indonesian beauty brand to collaborate with Disney (V. Lorraine, personal communication, May 9, 2023). These events, while not routine, are highly engaging and attract numerous beauty enthusiasts. The effectiveness of these events in raising brand awareness is evident from the unique and captivating concepts Jacquelle Beaute employs, which highlight their products. Raras Ajeng Syafira Putri, a beauty enthusiast, shared her positive experience attending a Jacquelle Beaute makeup class, where she learned valuable makeup techniques and received generous goodie bags (R.A.S. Putri, personal communication, May 8, 2023). Similarly, Najla Mumtaz Poncowati, an Instagram follower and event crew member, recounted the comprehensive setup of a Jacquelle Beaute beauty class, which included hands-on product trials and immediate purchase options with discounts (N.M. Poncowati, personal communication, May 10, 2023). This approach aligns with the benefits of Marketing Public Relations highlighted by Kotler and Keller (2012), which suggest using direct mail, advertising, and media to reduce promotional costs effectively.

According to Kotler and Keller (2012), companies can effectively market their name or brand by sponsoring and publicizing cultural or sports events. Jacquelle Beaute frequently employs sponsorship as a strategic tool. Vanessa Lorraine explained that Jacquelle Beaute often sponsors university events to align with their target market, which consists of young college students (V. Lorraine, personal communication, May 9, 2023). This targeted approach enhances Jacquelle Beaute's brand awareness among young generations. Najla Mumtaz Poncowati, a student at LSPR, highlighted the positive experience of collaborating with Jacquelle Beaute, noting their comprehensive preparation and communicative, friendly staff (N.M. Poncowati, personal communication, May 10, 2023). Sponsoring university events, where many beauty enthusiasts are present, proves to be a precise strategy for brand promotion. The ripple effect of word-of-mouth recommendations among students further amplifies brand visibility. An example of this strategy in action is the "Back to Beauty School" event held at the Jakarta Design Center on June 10, 2022, in collaboration with LSPR Jakarta students. This event featured a beauty makeup class led by Ashilla Sikado, giveaways, photobooths, and a Jacquelle Beaute booth offering a 10% discount on products tried during the class. Such sponsorship initiatives effectively bolster Jacquelle Beaute's brand awareness within the university setting.

As stated by Kotler and Keller (2012), organizing or participating in events relevant to the company, its products, or its employees, and engaging the media to publish press releases and attend press conferences, are crucial tasks for Public Relations practitioners. Vanessa Lorraine, Team Leader of Marketing Communication at Jacquelle Beaute, mentioned that the brand has been featured in news media several times by inviting media to their events. For example, during an offline event to launch their princess collection with Ariel, media coverage was generated, and Jacquelle Beaute received a MURI award (V. Lorraine, personal communication, May 9, 2023). Research indicates that most media coverage of Jacquelle Beaute occurs when the brand invites media to their events, although there are occasional spontaneous reports. Evaluating the effectiveness of such media coverage in increasing brand awareness requires specific indicators set by Jacquelle Beaute. Elke Alexandrina, a Marketing Communications lecturer at the Institut Komunikasi dan Bisnis LSPR, emphasized that effectiveness depends on meeting the objectives set by the company, such as enhancing reputation and brand awareness. If results are lacking despite efforts, it may indicate misalignment with target audiences or ineffective media selection. Interviews suggest that while Jacquelle Beaute employs news strategies, they lack a dedicated Public Relations management team, impacting the effectiveness of their media coverage as a tool for brand awareness. Examples of media coverage include Beautynesia's report on Jacquelle's collaboration with SPY X Family, Popbela's feature on popular Jacquelle products, and Fimela's coverage of Jacquelle's MURI award for being the first Indonesian beauty brand to obtain a Disney license.

Kotler and Keller (2012) define a speech as a straightforward interaction where company executives answer a series of media questions, thereby enhancing the

company's image. Although not frequently utilized by many companies, including Jacquelle Beaute, this strategy can be powerful. Elke Alexandrina, a Marketing Communication Lecturer at LSPR, elaborates that speeches in Marketing Public Relations (MPR) extend beyond formal event openings to include activities like talk shows, media interviews, and magazine contributions, thus broadly exposing the brand. Vanessa Lorraine of Jacquelle Beaute confirms that while the company engages in direct media interactions, such instances are rare, typically aligning with major events like product launches, where they rely more on press releases. For instance, founder Liana Lee's media interview during the MURI award and Disney princess collection launch exemplifies their sporadic use of direct speeches. Though infrequent, these engagements contribute to brand awareness, as highlighted by Alexandrina, suggesting the significant role of media exposure in publicizing Jacquelle Beaute's products. On October 11, 2022, at the Jakarta Aquarium and Safari, Liana Lie publicly addressed the media during the MURI award event and the launch of the Jacquelle Beaute Disney princess collection featuring Ariel (Instagram @Jacquelle\_Official, 2023).

Kotler and Keller (2012) assert that companies can build a positive image by donating money or time to beneficial activities. In alignment with this strategy, Vanessa Lorraine revealed that Jacquelle Beaute engaged in a Corporate Social Responsibility (CSR) initiative during the COVID-19 pandemic. She described how, before their collaboration with Disney, Jacquelle Beaute conducted online CSR courses via live Instagram sessions twice or thrice a week, collaborating with practitioners in yoga, calligraphy, English, and illustration to offer free educational content. This initiative aimed to support those who lost jobs or faced difficulties finding employment post-graduation, providing them with productive activities and new learning opportunities. These live sessions, which were broadcast on Instagram @Jacquelle\_Official, included quizzes with prizes from Jacquelle for five winners meeting certain criteria. While this online CSR activity was effective in raising Jacquelle Beaute's brand awareness, the researcher found that it was not continued, suggesting the strategy's limited long-term effectiveness. Nonetheless, such initiatives reflect Jacquelle Beaute's humility and willingness to share beneficial knowledge, potentially increasing public affinity and brand recognition. For example, the "Learning Online With Astari Budi 'Grateful Ramadhan'" session on May 24, 2020, and the "Morning Yoga" session with Deera Dewi on June 6, 2020, were part of these efforts. Other notable sessions included calligraphy tutorials on May 9, 2020, and career guidance on June 16, 2020, all of which contributed to Jacquelle Beaute's online CSR campaign during the pandemic (Instagram @Jacquelle\_Official, 2023).

According to Kotler and Keller (2012), companies need to create an easily recognizable identity through logos, signs, brochures, stationery, business cards, buildings, uniforms, and dress codes. Vanessa Lorraine, Team Leader of Marketing Communication at Jacquelle Beaute, elaborated on Jacquelle's identity media, emphasizing their focus on multitasking and sustainability in product development. The #JacquelleDisneyEdition was part of their broader campaign strategy, with

collaborations extending beyond Disney to include other major brands like Spy X Family. Lorraine highlighted that sustainability and multitasking are core values, exemplified by products like the Eye Essential, which combines eyeliner and eyebrow makeup, and the Magic Wash, a reusable cotton pad alternative. Their sunscreen doubles as a primer, illustrating their commitment to multitasking products. Research and interviews with beauty enthusiasts Raras Ajeng Syafira Putri and Najla Mumtaz Poncowati revealed that Jacquelle's international collaborations serve as a distinctive identity medium due to their attractive, unique, and easily recognizable packaging. Statements from these enthusiasts highlighted the appeal of Jacquelle's packaging, which is described as cute, eye-catching, and distinctly feminine. This distinct packaging helps differentiate Jacquelle from competitors and boosts brand awareness. Jacquelle Beaute's identity media includes their logo, color palette, sustainable and multitasking products, unique packaging, and content design on platforms like Instagram. For example, their logo and color palette are integral to their branding, while products like the Eye Essential, Magic Wash, and sunscreen emphasize their sustainable and multitasking ethos (Jacquelle, 2023; Coolors, 2023). Their packaging and content design further enhance brand recognition, making Jacquelle easily memorable to the public (Instagram @Jacquelle\_Official, 2023).

As with any strategic implementation, challenges inevitably arise, and Jacquelle Beaute has faced difficulties in their social media publicity efforts. The main challenge, according to the Jacquelle Beaute team, lies in trying new things, specifically engaging new Key Opinion Leaders (KOLs) or beauty influencers to review their products. Vanessa Lorraine, Team Leader of Marketing Communication at Jacquelle Beaute, acknowledged that while every aspect of publicity presents its own obstacles, the biggest hurdle is ensuring the message reaches the right audience. She noted that using new influencers who do not align with Jacquelle's target market has sometimes resulted in unsatisfactory feedback. Despite these setbacks, Jacquelle Beaute remains committed to refining their publicity strategy by seeking influencers who genuinely resonate with their brand values and target market. Lorraine emphasized that finding the right beauty influencers who truly like Jacquelle's products is crucial for effective communication and market reach (V. Lorraine, Personal Communication, May 12, 2023).

### *Push, Pull and Pass Strategy*

The push strategy aims to drive consumers or potential customers by adding value to a product to enhance satisfaction. Jacquelle Beaute has implemented this strategy using seven main tools to boost brand awareness. The tactics include effective use of social media platforms such as Instagram and TikTok, where they disseminate product knowledge through engaging content and influencer reviews. Their events, both online and offline, like the Disney collaboration launch, are meticulously themed to reflect their brand's unique and cheerful character. Additionally, they leverage public statements from key figures, such as the founder's speeches during major product launches and recognition events, to maintain public interest and credibility. Through these efforts,

Jacquelle Beaute effectively pushes its brand into the public consciousness, making its products more appealing and recognizable.

The pull strategy involves attracting customers by creating a positive impression of the brand's products. Jacquelle Beaute employs several tactics under this strategy to draw in customers and enhance brand awareness. They frequently engage in sponsorships, particularly with universities, where they organize makeup classes and offer product discounts, effectively reaching beauty enthusiasts in the academic community. Media coverage also plays a significant role; Jacquelle Beaute often invites media to their events, resulting in extensive coverage that highlights their achievements and new product launches. The brand's core development of sustainable and multitasking products further strengthens its identity, with unique and functional items like the 2-in-1 Eyessential and Magic Wash, along with creatively designed packaging that differentiates them from competitors. These pull strategies ensure that Jacquelle Beaute remains memorable and appealing to its target market.

The pass strategy focuses on enhancing public image through social responsibility and community engagement. Jacquelle Beaute has successfully implemented this strategy through their online CSR initiative, #JacquelleOnlineCSR, during the COVID-19 pandemic. This initiative involved free live Instagram sessions featuring various experts in yoga, calligraphy, foreign languages, and more, providing valuable content to the public. The sessions also included quizzes with product giveaways, engaging participants further. By allocating special funds for such social activities, Jacquelle Beaute demonstrates its commitment to societal issues, thereby fostering a positive public opinion and enhancing brand awareness. This strategy not only showcases their corporate responsibility but also solidifies their brand presence in the minds of consumers.

### *Brand Awareness Level*

Brand awareness encompasses four levels as outlined by David A. Aaker in his book "Managing Brand Equity." These levels are: Top of Mind, where a brand is the first that comes to mind when discussing a product; Brand Recall, where respondents easily remember the brand without prompts; Brand Recognition, where respondents can identify the brand when mentioned; and Unaware of Brand, where respondents are uncertain about the brand. According to Vanessa Lorraine, Team Leader of Marketing Communication at Jacquelle Beaute, the success of their Marketing Public Relations efforts is measured by insights and engagement from influencers, although they do not strictly adhere to numerical KPIs (V. Lorraine, Personal Communication, May 12, 2023). This approach is contrasted by Elke Alexandrina MSc, a Marketing Communication lecturer at LSPR, who emphasizes the importance of Key Performance Indicators (KPIs) to monitor and measure brand awareness (E. Alexandrina, Personal Communication, May 12, 2023).

Interviews with beauty enthusiasts who follow Jacquelle Beaute on Instagram revealed differing opinions on the brand's level of awareness. Najla Mumtaz Poncowati



believes Jacquelle Beaute is at the Brand Recognition stage, noting that while the brand's unique and charming products are memorable, she often needs a prompt to fully recognize it as Jacquelle (N.M. Poncowati, Personal Communication, May 10, 2023). In contrast, Raras Ajeng Syafira Putri feels Jacquelle Beaute has reached the Brand Recall stage, citing the brand's numerous collaborations with Disney as a significant factor in enhancing brand recognition (R.A. Syafira Putri, Personal Communication, May 8, 2023).

### *Discussion*

Based on the research findings, the strategic Marketing Public Relations (MPR) implemented by Jacquelle Beaute through its international collaboration with Disney was analyzed using the seven key tools of MPR to enhance brand awareness. The analysis, derived from in-depth interviews, shows that Jacquelle Beaute has effectively carried out its public relations functions through various MPR activities.

Jacquelle Beaute has fulfilled the three public relations functions as defined by Edward L. Bernay in Rosady Ruslan (2016). First, they have effectively communicated clear and accurate information about their activities, products, and services to the public through digital media platforms like Instagram and TikTok, promoting their sustainable and multitasking products and their unique achievement as the first local beauty brand to receive a Disney license. Second, they have directly persuaded the public by organizing well-conceptualized events that reflect the brand's characteristics, aimed at attracting interest in their products. Third, they have maintained a harmonious relationship with the public by leveraging opportunities from their international collaboration with Disney, emphasizing the widespread appeal of Disney across all age groups, sustainable and multitasking product development, and high product quality comparable to international brands.

The effectiveness of Jacquelle Beaute's MPR strategies can be seen in the following four out of the seven key tools analyzed:

- a. **Publication:** Jacquelle Beaute uses Instagram and TikTok as their primary publication tools, disseminating product knowledge through reviews by beauty influencers. Although there have been challenges in selecting suitable influencers, they continue to seek those who align with the brand's values and market.
- b. **Events:** The brand frequently participates in and hosts both online and offline events, such as the grand launch of their Disney Ariel collaboration, and appearances at Jakarta X Beauty, Surabaya X Beauty, and Sociolla Beauty Wonderland. These events are designed to align with the brand's unique and cheerful character.
- c. **Sponsorship:** Jacquelle Beaute has successfully utilized sponsorships, particularly targeting young adults in universities. This strategy has proven effective in spreading brand awareness through word-of-mouth among students, as noted by Najla Mumtaz Poncowati, a student at LSPR, who praised the brand's thorough attention to event needs and product completeness.

- d. **Media Identity:** Jacquelle Beaute's media identity strategy includes producing multitasking and sustainable products, which are core values in every product. Their unique packaging and the distinctive nature of their products, such as those resulting from their Disney collaboration, make them easily recognizable and memorable to the public, further enhancing brand awareness.

Jacquelle Beaute has utilized four of the seven key MPR tools effectively according to Kotler and Keller (2012). While their MPR activities have been well-executed, they have not yet yielded highly significant results. The primary challenge in their publication strategy lies in trying new approaches, particularly in selecting new Key Opinion Leaders (KOLs) or beauty influencers for product reviews. Nonetheless, they remain committed to finding influencers who are a good fit for their brand and market.

The goal of MPR to build and enhance brand awareness has seen moderate success through Jacquelle Beaute's Disney collaboration. This is evidenced by increased media coverage and feedback from external sources indicating the brand's awareness level at Brand Recall and Brand Recognition stages. However, considering their target market of 18-30 year-olds, the product price range of Rp.130,000 to Rp.290,000 is relatively high for students, despite the high quality offered.

Jacquelle Beaute has benefited from the essence of MPR, as stated by Ruslan (2016), by maximizing cost-effectiveness in publicity and enhancing the credibility of their messages through public relations channels. This approach bridges the gap that traditional advertising may not cover, supported by social media publications and influencer reviews discussing and recommending Jacquelle Beaute products.

## CONCLUSION

The research delves into Jacquelle Beaute's strategic Marketing Public Relations (MPR) initiatives, specifically through their partnership with Disney, analyzing the effectiveness of seven key MPR tools in boosting brand awareness. Drawing on Edward L. Bernays' framework, Jacquelle Beaute has effectively informed the public about their products via platforms like Instagram and TikTok, highlighting their sustainability and multitasking features. They've also influenced public attitudes through well-planned events that showcase their brand's unique identity. By nurturing positive relationships, especially through collaborations like Disney, Jacquelle Beaute has strengthened their brand's visibility and credibility.

Analyzing four effective MPR tools—publication, events, sponsorship, and media identity—reveals strategic insights. Publication efforts leverage social media and influencer partnerships to disseminate product knowledge, despite challenges in influencer selection. Events, including high-profile launches and beauty expos, play a crucial role in enhancing brand recognition. Sponsorship activities targeting young adults in universities have also been successful, fostering word-of-mouth promotion. Jacquelle Beaute's media identity strategy, emphasizing unique product attributes and distinctive packaging from Disney collaborations, has further solidified their brand's presence.

While Jacquelle Beaute claims to utilize all seven MPR tools, the study finds that only four are effectively employed. Challenges remain, such as feedback from new influencers and pricing issues for their target demographic. Despite these, external feedback confirms Jacquelle Beaute's achievements in Brand Recall and Recognition. Moving forward, the brand should refine influencer partnerships and explore more accessible pricing strategies to broaden their market appeal. Overall, their strategic MPR efforts, particularly through digital media and impactful events, underscore the importance of targeted strategies in bolstering brand awareness.

#### BIODATA

*Anindya Aulia Qausya, S.Ikom* born in Medan on January 20, 2001, is an Indonesian communications specialist with a background in both practical and academic settings. She holds an undergraduate degree from the London School of Public Relations in Jakarta, completed in 2023, and has previous education in social sciences from SMA Muhammadiyah 11 Jakarta. Her professional experience includes an internship in Management Communication at the National Library of Indonesia and a role as a Mental Health Ambassador for BETA Indonesia in DKI Jakarta. Anindya is fluent in Indonesian and English, excels in communication and problem-solving, and has a proven ability to work under pressure, both independently and in team environments.

*Sophia Bernadette Tambunan, S.E., M.I.Kom*, born in Ambon on 7th April 1974, is a full-time lecturer. She holds a bachelor degree from Universitas Indonesia and Master degree in Corporate Communication from the Communication and Business Institute LSPR. In addition, Sophia possesses a national certificate as an assessor for public relations competency certification from BNSP. With over 12 years of experience as a public relations practitioner, she has established herself as an expert in the field. Sophia is also a seasoned trainer and spokesperson, frequently conducting public relations training and workshops for government, private, and non-commercial organizations.

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