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Public Relations Strategy For Promoting The Wardah Brand (Case Study Of Irian Supermarket Medan Tembung)

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Abstract

With the speed at which information and communications technology is developing nowadays, public relations (PR) professionals can use online media to advertise items and, in some situations, build a company's reputation. This study examines the PR approach that the Wardah brand used to advertise its goods at the Irian Supermarket in Medan Tembung. The research methodology used was qualitative and descriptive. Observation, interviews, documentation, and literature reviews from pertinent books and journals are some techniques used to gather data. The research findings indicate that Wardah employs three public relations strategies for brand image promotion at Irian Supermarket Medan Tembung: 1) Strategy of Publicity, 2) Strategy of Persuasion, and 3) Strategy of Image. According to research, Wardah sends press releases emphasising the benefits of its products to guarantee favourable publicity by using its strong ties with the local media. Furthermore, the company sponsors neighbourhood events and activities inside the store, organising unique discounts and events to attract customers. Working with prominent locals and influencers, participating in community events, and attending social gatherings all help improve links with customers. Along with implementing a digital PR strategy, Wardah increased its online visibility through blogs, websites, and social media platforms while continuing to engage in active customer service. Wardah extensively advertises its items at Irian Supermarket Medan Tembung, building a positive brand image and raising consumer awareness. The company focuses on in-supermarket product demonstrations, eye-catching layouts, and innovative web advertising.

Keywords: *Irian Supermarket; Promising; Public Relations; Tembung Field*

Abstrak

Dengan pesatnya perkembangan teknologi informasi dan komunikasi saat ini, para profesional humas (PR) dapat menggunakan media online untuk mengiklankan barang dan, dalam beberapa situasi, membangun reputasi perusahaan. Tujuan dari penelitian ini adalah untuk mengkaji pendekatan humas (PR) yang digunakan merek Wardah dalam mengiklankan barangnya di Supermarket Irian Medan Tembung. Metodologi penelitian yang digunakan bersifat kualitatif dan deskriptif. Observasi, wawancara, dokumentasi, dan tinjauan pustaka dari buku dan jurnal terkait adalah beberapa teknik yang digunakan untuk mengumpulkan data. Temuan penelitian menunjukkan bahwa Wardah menggunakan tiga strategi humas untuk mempromosikan citra merek di Supermarket Irian Medan Tembung: 1) Strategi Publisitas, 2) Strategi Persuasi, dan 3) Strategi Citra. Berdasarkan penelitian, Wardah mengirimkan siaran pers yang menekankan keunggulan produknya untuk menjamin publisitas yang menguntungkan dengan menggunakan ikatan yang kuat dengan media lokal. Selain itu, perusahaan secara aktif mensponsori acara dan aktivitas di lingkungan sekitar toko, menyelenggarakan diskon dan acara unik untuk menarik pelanggan. Bekerja sama dengan penduduk lokal dan influencer terkemuka, berpartisipasi dalam acara komunitas, dan menghadiri pertemuan sosial semuanya membantu meningkatkan hubungan dengan pelanggan. Seiring dengan penerapan strategi PR digital, Wardah meningkatkan visibilitas online melalui blog, situs web, dan platform media sosial sambil terus terlibat dalam layanan pelanggan aktif. Wardah banyak mengiklankan produknya di Supermarket Irian Medan Tembung, membangun citra merek yang positif dan meningkatkan kesadaran konsumen. Perusahaan ini berfokus pada demonstrasi produk di supermarket, tata letak yang menarik, dan periklanan web yang inovatif.

Kata Kunci: *Irian Supermarke; Promisi; Public Relations; Medan Tembung*

A. Introduction

The cosmetics business has made enormous progress, with ever-higher-quality and more sophisticated products available. Girls and women in their twenties who are already parents are particularly interested in fine cosmetics. Using cosmetics is essential to efforts to keep their appearance intact. The cosmetics sector falls under the significant industry category and is distinguished by intense competitiveness. Nonetheless, business owners in this sector never stop innovating to create goods that can compete in the marketplace. The fierce rivalry motivates them to develop distinctive advantages. In addition to new product innovation, brand image development concepts and techniques are becoming increasingly creative, demonstrating ingenuity in enhancing their brand's attractiveness to customers. (Marbun, 2021).

According to Euromonitor International (2018), the cosmetics market is large-scale, especially for hair care products, accounting for 35.8%. This is followed by skincare products at 31.7%, makeup products at 10.5%, perfumes at 7.2%, and cleansing products reaching 14.8%. The Compound Annual Growth Rate (CAGR) for the beauty and personal care industry indicates a growth of 13.1% from 2012-2017. Meanwhile, the CAGR for the mass beauty sector is estimated to grow by around 12% between 2019 and 2023. These conditions create a beautiful beauty industry and lead to the emergence of many new cosmetic brands. Intense competition in this sector is inevitable, and product innovation, marketing strategies, and a deep understanding of consumer needs are critical to the success of brands in the beauty industry. With significant growth and various product categories favoured by consumers, the beauty industry remains dynamic and competitive. (Salsabila & Rizqi, 2022). In the present day, prospective consumers can easily access information about beauty products by searching through various mass media, including print, digital, and online platforms. Cosmetic manufacturers convey information about their products through mainstream media channels. Advertising serves as the primary conduit used by manufacturers to communicate information to the public through various media outlets (Angrainingsih & Hamidah, 2018).

The diversity of products in the market provides consumers with a broader range of choices to meet their needs, creating a high level of satisfaction. Consumers can freely choose products that align with their preferences. Market competition intensifies with various products' emergence, motivating manufacturers to compete for consumer attention. One example of a cosmetic product in Indonesia that has gained attention is the products from the Wardah brand, produced by PT Paragon. Wardah's beauty products have obtained halal certification from the Indonesian Ulama Council (MUI), demonstrating the brand's commitment to providing cosmetic products that adhere to halal principles. (Amaliyah, 2022).

Introduced in 1995, Wardah is a part of the cosmetic industry in Indonesia. This beauty product line primarily focuses on female consumers. Wardah, as a beauty company, understands the significance of confidence and skin comfort for women. Initially founded by PT. Perpustakaan Tradisi Ibu (PTI), the company rebranded itself as PT. Paragon Technology and Innovation in 2011. The Wardah

product range offers skin and facial care solutions for women seeking safe and comprehensive solutions. In 1999, the Wardah brand received an award from the World Halal Council as one of the first halal brands in Indonesia. (Yudhistira, 2022).

Despite being a pioneer in the Indonesian cosmetic market with halal certification, Wardah faces stiff competition in the domestic cosmetic industry. Considering its wide market segmentation, the brand must compete with other cosmetic products, even those without halal certification. Maybelline is one of Wardah's main competitors, having been established long before Wardah. The Top Brand Award 2021 survey results show how people feel about this competition. PTI, the business that makes Wardah cosmetics, must carefully preserve its brand identity to sustain and grow its sales and product offers in the future. In the face of intense competition, strategic approaches, such as creativity, marketing plans, advertising, post-purchase assistance, and promptness, are essential. Being a large company, PTI is aware of how challenging it is to lead the sector. However, more work is required to maintain competitiveness, particularly in light of the existence of Maybelline and other rivals. (Shalsabila & Nurrahmawati, 2022).

Halal certification for Wardah products adds value and garners attention by employing hijab-wearing brand ambassadors. This approach is a marketing strategy for Wardah Cosmetics that relies on the role of brand ambassadors to develop the company's product identity. Greenwood states that the identification of a brand ambassador can be seen from indicators such as the support of celebrities relevant to their field of work. The selection of Zaskia Sungkar as a brand ambassador is considered fitting for Wardah's halal product identity, attracting attention from well-known hijab-wearing celebrities in the country. This strategy sets Wardah apart from its competitors, demonstrating its commitment to its products. In this context, brand ambassadors are intermediaries between the company's products and customers. According to Royan, the presence of a brand ambassador can increase consumer awareness of a product and help differentiate it from competitors. This is crucial because brand ambassadors play a vital role in promoting and developing products, assisting in making the product known to the general public (Shalsabila & Nurrahmawati, 2022).

Over time, Wardah has been actively expanding its market share. While maintaining its identity as a halal-labeled cosmetic brand, Wardah is now taking further steps by not only featuring hijab-wearing women in its advertisements. Instead, they collaborate with women who do not wear hijab, such as Nadya Almira. This move indicates that Wardah is not limited to one market segment. With this growth, Wardah intends to convey that halal cosmetics can be used by anyone who wants to look attractive, not just limited to hijab-wearing women. In executing this marketing strategy, selecting endorsers like Nadya Almira is crucial because they can attract the attention of many potential customers, allowing Wardah to market its products more effectively. (Malina, 2015).

Although Wardah has implemented various high-intensity sales promotion strategies involving brand ambassadors, its ranking has been declining yearly. At the same time, the top ranking is held by another cosmetic brand, Make Over, which

has successfully collaborated with a brand ambassador, an influencer, and a domestic model, Paula Verhoeven. Unfortunately, Wardah has not secured a leading position in the Indonesian cosmetic industry. The success of a brand in achieving a high ranking is not only dependent on sales promotion but also involves other factors such as consumer perception, product innovation, quality, and market trends. Perhaps a thorough evaluation of the strategies and other factors influencing Wardah's image and position in the cosmetic market is needed to become a market leader in the future. (Husna et al., 2023).

Globalisation has transformed economic competition into a dynamic, complex, and unpredictable landscape. This brings challenges and opportunities for organisations as they must choose the most effective strategies to acquire and retain market share. Every business adopts various strategies to attract potential customers, and one key strategy is providing product information to them. Various marketing communication strategies, including public relations, direct marketing, sales promotion, advertising, and personal selling, can be utilised to disseminate information about these products. With these various options, organisations can enhance their visibility, attract consumers, and build their presence in the competitive global market. (Malina, 2015).

The intensifying competition among various business industries demands that appropriate strategies be adopted to enhance brand awareness. In this context, public relations (PR) has become a critical strategic tool for achieving this goal. The efforts made by companies through PR can encompass various activities, such as interacting with the media, sponsoring events, collaborating with influencers, and utilising online platforms. By increasing positive exposure across various communication channels, PR helps create strong brand awareness in the minds of consumers. Alongside the growth of competition, PR also plays a crucial role in building the company's reputation, fostering engagement with consumers, and delivering compelling stories to differentiate the brand from competitors. Thus, effective PR strategies not only support the increase in brand awareness but also strengthen the company's position in the competitive market (Dwi et al., 2023).

One of the concepts supporting the marketing mix is advertising activities, which include elements of Public Relations. Within the marketing mix, there are several components of marketing strategy, including product naming, utilisation of techniques and packaging, market research, sales activities, pricing, product distribution, and post-sales support. All of these components require effective communication and public relations, which play a crucial role in the success of marketing strategies. Specifically, market education knowledge is a critical factor in introducing and implementing products or services managed by a company. This is how the effectiveness of advertising campaigns can be measured to evaluate their success. Public Relations acts as a link between the company and the public, helping to convey information, build a positive image, and create a deep understanding of the products or services offered. (Dwiprakasa, 2022).

In the context of enhancing Wardah product sales performance in the city of Medan, one strategic step taken by the distribution centre is to engage with the Irian supermarket in Tembung. By integrating successful marketing strategies from this

supermarket, the distribution centre aims to expand and enhance the distribution of Wardah products more effectively. The involvement of Irian supermarket in Tembung in this marketing effort is expected to have a positive impact on increasing Wardah cosmetic product sales in the area. Through this collaboration, it is hoped that a beneficial synergy will be created for both parties, increasing the presence of Wardah products in the local market and expanding market share in Medan. (Prakoso et al., 2017).

The cosmetic industry has experienced rapid advancement, offering increasingly high-quality and sophisticated products. Young women and women in their twenties, including those who are already mothers, are particularly interested in high-quality cosmetics. Using cosmetics is considered a crucial aspect in maintaining appearance and self-esteem. As part of a large industry, the cosmetic sector faces high levels of competition. Nevertheless, businesses in this industry continue to innovate to create products that can compete in the market. Intense competition drives them to develop unique competitive advantages. In addition to new product innovations, concepts and techniques in brand image development are becoming more creative, demonstrating their ingenuity in enhancing brand appeal to customers. (Ayu, 2017).

A similar study by Noviany Wijaya and Diah Dharmayanti titled "Analysis of the Effectiveness of Wardah Cosmetic Advertisements Using the Consumer Decision Model (CDM)" implemented a descriptive causal study method. The study results concluded that information significantly positively influences brand recognition. Brand Recognition itself has a significant favourable influence on attitude. Furthermore, Brand Recognition also has a significant positive influence on Confidence. Attitude then has a significant positive influence on Intention, while Confidence also has a significant positive influence. This study is similar to previous research because both discuss Wardah product advertisements. However, the fundamental difference lies in the research focus. The previous study emphasised Wardah's promotional efforts through the Consumer Decision Model, while this study further explores Public Relations strategies in promotional efforts, especially at Irian Supermarket in Medan Tembung. Thus, this research provides an additional contribution to understanding Wardah's promotional strategies by considering Public Relations aspects in the context of a specific local supermarket (Wijaya & Dharmayanti, 2014).

The highlighted background of the issue indicates the need to understand more deeply the Public Relations strategies applied by the Wardah brand in promoting its products at Irian Supermarket in Medan Tembung. With growth in the cosmetics industry and increasing competition, especially in Medan, research on Wardah Brand's Public Relations Strategy draws attention as a step to identify best practices that can provide a competitive advantage in the market. Through a case study at Irian Supermarket in Medan Tembung, this research has the potential to reveal in detail how Wardah executes its Public Relations strategy, especially in the context of cooperation with supermarkets. By understanding elements such as relationships with local media, in-store promotions, influencer usage, and digital PR strategies, this research can provide a comprehensive overview of Wardah's efforts

to build brand image and increase sales in the local market. The findings of this research are expected to provide insights to cosmetic companies, including Wardah, to enhance the effectiveness of their Public Relations strategies. Additionally, the findings of this research can contribute to theoretical and practical understanding in the field of public relations, especially in the context of the cosmetics industry at the local level.

B. Method

An important qualitative study to understand the impact of the Wardah Brand's PR strategy in promoting its goods at the Irian Medan Tembung Supermarket is research on the use of strategy in this case. Documentation, interviews, observation and reference collection methods were used to collect in-depth data. Through observation methods, researchers could see how Wardah's PR strategy was implemented at Irian Supermarket, including customer interaction, product arrangement, and implementation of in-store promotions. This provides a clear and helpful picture of how the technique is applied in real situations. Interviews with related parties, namely three research informants, including Puspita Imelda (23 years) as PR Wardah, Melda Ernawati Siregar (22 years) as PR Irian Supermarket Medan Tembung, and Muharramy Balqist (29 years) as BA Wardah. Through interviews, researchers can learn more about goals, decision-making processes, and assessments from various points of view. Documentation is very important because it includes the collection of promotional materials, visual data and records of PR actions that can provide a clear picture of how well Wardah's PR plan is implemented at Irian Supermarket. Visually represented images and films can provide clear examples of how customers present and receive promotions. The aim of collecting references from books, journals and previous research is to perfect the conceptual framework and research theory. This allows academics to compare and disseminate Wardah's ideas with those currently in use, as well as provide context for PR tactics that have been successful in the cosmetics sector. It is hoped that this combination of techniques will provide a thorough understanding of Wardah's PR strategy in the context of the Irian Medan Tembung Supermarket, thereby enabling it to help promote products as best as possible and advance PR tactics in the cosmetics sector.

Combining these methods is expected to provide a comprehensive understanding of the effectiveness of Wardah's PR strategies in the context of Irian Supermarket in Medan Tembung, promoting their products optimally. This research adopts Brand Image Theory as its theoretical foundation. Surachman explains that brand image includes identifiable but non-verbal brand elements, such as symbols, unique typography, colour design, or customer perceptions of the product or service represented by the brand. Meanwhile, according to Ferrinadewei, brand image is interpreted as a concept formed in the minds of consumers based on subjective reasons and personal emotions. Essentially, brand image refers to the mental picture or impression that a brand creates in the minds of its consumers. Efforts to build and maintain this brand image must be done continuously to ensure the strength and positive response from consumers. A brand with a solid and favourable

image has a greater chance of being remembered by consumers, increasing the likelihood of consumers choosing and purchasing products or services from that brand (Basit & Rahmawati, 2018).

C. Results and Discussion

Study results on public relations strategy The brand image of Wardah in the Tembung Irian Supermarket promotion indicates that the brand uses three primary strategies: Publicity, Persuasion, and Citra strategies. According to its public relations strategy, Wardah leverages its good relationship with the local media to ensure positive publicity by submitting press releases highlighting its products' shortcomings. Conversely, using a persuasive strategy, active women can support local events and grocery store activities and create special events and promotions that draw consumers' attention and help them understand the benefits of a product. In addition, using the Strategy of Image, collaboration with local influencers and businesses, and participation in social activities within the community help Wardah strengthen its relationship with customers and create a positive brand image. On the other hand, Wardah also implements a digital PR strategy by increasing its online presence through social media, blogs, and websites, as well as maintaining active customer interaction. With a focus on product placement in supermarkets, attention-grabbing displays, and creative online campaigns, Wardah effectively and comprehensively promoted the product at Supermarket Irian Medan Tembung. This resulted in positive brand perception and increased consumer satisfaction through practical means.

A public relations professional is crucial in coordinating and formulating the best strategies for marketing campaigns or promotions to ensure their success. The task of public relations is to inform the public about important events or facts. The implementation of a strategy can help an institution achieve its goals. (Yanti & Wijaya, 2022). Two closely related elements work together to create a public relations strategy: the target element, which often consists of stakeholders and the public with shared interests. Through the segmentation process based on the extent to which the target groups have common opinions, potential, controversies, and influence on the future of the organisation, institution, corporate brand, and products, these target groups are narrowed down into specific target groups referred to as the target audience. This target group is then further narrowed down structurally and formally. According to Adnanputra, the second part of the public relations strategy is the method component, which directs these three options towards a position or dimension that benefits. (H. Lestari & Nurhajati, 2019).

According to Harwood Child, there are several strategies in public relations activities to design a message in the form of information or news, as follows: (Marbun, 2021).

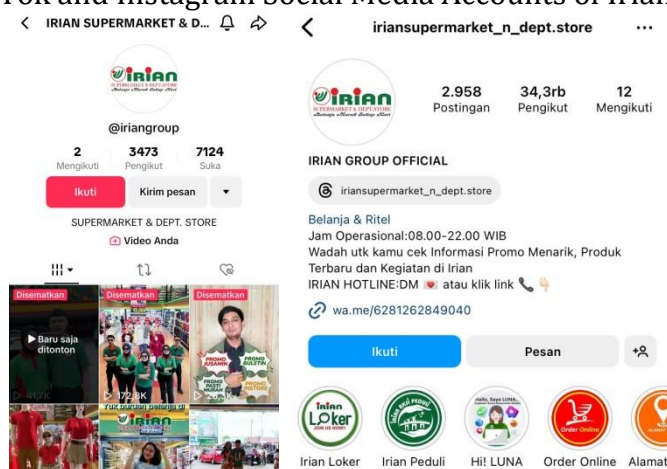
1) Publicity Strategy: Conducting message dissemination campaigns through publishing news through collaboration with various mass media. Additionally, using tactics to engineer a news item can attract the audience's attention, thus creating favourable publicity. Research results indicate that Public Relations (PR) is crucial in promoting Wardah cosmetic products at Irian

Supermarket in Medan Tembung. The main focus of this PR strategy lies in building good relationships with local media, with a particular emphasis on digital media platforms such as WhatsApp (WA), Instagram (IG), and TikTok.

In this context, building positive relationships with local media on these platforms forms the foundation of Wardah's marketing strategy. Leveraging WhatsApp as a direct communication medium, Instagram as a popular visual platform, and TikTok as a burgeoning source of creativity reflects Wardah's efforts to create an engaging presence among potential consumers. Through positive interactions on these social media platforms, Wardah can expand its promotional reach, enhance consumer engagement, and craft compelling narratives around its cosmetic products. By establishing strong relationships with local media through these platforms, Wardah can provide product information, usage tutorials, consumer testimonials, and other engaging content to its audience. This not only increases consumer awareness of the Wardah brand but also fosters positive engagement, resulting in a more effective impact in marketing and promoting products at Irian Supermarket in Medan Tembung. Thus, this research provides a deeper understanding of how PR and local media interactions on digital platforms can be key to the successful marketing of cosmetic products in the local market (Interview, 2024).

Content marketing is a marketing strategy that involves creating or producing content to provide information to potential consumers. According to Lammenett (2019), content marketing is about delivering value. This can be achieved through informative, advisory, and entertaining content in text, images, videos, or podcasts. Content marketing also includes a strategy of creating and distributing content that is valuable, engaging, unique, relevant, and consistent. In line with the views of Frost and Judy (2016), content marketing is a marketing strategy involving creating and publishing content by a company on its website and social media. For example, in the marketing of Wardah products, content marketing strategies typically involve providing information about the products to introduce them to potential consumers. Social media is considered one of the effective tools for promoting and rapidly developing products. (Safitri & Barkah, 2019).

Image 1. TikTok and Instagram Social Media Accounts of Irian Supermarket



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Source: Tiktok @iriangroup dan Instagram @iriansupermarket_n_dept.store

The TikTok account used in the promotional efforts for Wardah products at Irian Supermarket Medan Tembung is @iriangroup, while the Instagram account utilised is @iriansupermarket_n_dept.store. Besides leveraging the accounts launched by Irian Supermarket, promotions are also frequently conducted through Wardah's official Instagram account, namely @Wardahbeauty. Please check these social media accounts directly for more accurate and up-to-date information.

By harnessing social media platforms such as Instagram, TikTok, and WhatsApp, Wardah brand, particularly those available at Irian Supermarket Medan Tembung, optimises the utilisation of content marketing with the aim of enhancing sales. Through these platforms, Wardah can present informative, engaging, and relevant content to prospective consumers, creating valuable experiences and building strong product awareness. With its emphasis on visual images and videos, Instagram enables Wardah to showcase its products attractively and provide beauty tips. As a viral platform based on short-form video content, TikTok offers opportunities to create creative and interactive content that can capture the younger generation's attention. Meanwhile, WhatsApp can communicate with consumers directly, offer special deals, and provide the latest product information. By diversifying its content across various social media platforms, Wardah can cultivate closer relationships with consumers, enhance interactions, and ultimately influence sales growth through an effective content marketing strategy (Interview, 2024).

2. The Strategy of Persuasion involves campaigning to persuade or rally audiences through suggestive or persuasive techniques to change public opinion by highlighting the emotional aspects of a story, article, or feature based on humanity's interest. One promotional effort for Wardah products at Irian Supermarket Medan Tembung used to persuade the target market is organising engaging promotional events and offering rewards to consumers. For instance, Wardah could hold a "SUNREADY FEST" event at Irian Supermarket, where consumers can learn about makeup tips and good skincare from beauty experts. Additionally, Wardah could offer attractive promotions such as special discounts on specific products or product bundles or even provide direct rewards such as free products or shopping vouchers for consumers who purchase above a specific value. By hosting engaging events and promotions like these, Wardah can build closer relationships with consumers, enhance brand awareness, and increase interest and purchases of their products. Below is an example of Wardah's efforts to persuade consumers through event flyers and product promos at Irian Supermarket.

Image 2: Wardah Event Flyer and Product Promo at Irian Supermarket

Source: Flyer BA Wardah Irian Supermarket Medan Tembung

Wardah effectively ensures positive product coverage by disseminating press releases through social media. This mechanism targets loyal consumers and Wardah users who are part of the community and potential new customers. In this context, using social media as a channel for distributing press releases has a broader and more immediate impact. Wardah leverages social media to distribute press releases to loyal consumers, who have the potential to become brand ambassadors, providing positive testimonials. Through these press releases, Wardah highlights the superiority of its products, builds a positive image, and stimulates customer loyalty. On the other hand, the target audience for press releases also includes potential new customers, with the hope that positive coverage will serve as an additional attraction to capture their attention. With this approach, Wardah creates an environment on social media that caters to loyal customers' needs and provides compelling and convincing information to new consumers. Thus, delivering press releases through social media not only fosters positive engagement with existing customers but also serves as an effective tool to attract the interest of potential new consumers.

Wardah at Irian Supermarket Medan Tembung can employ various methods to persuade buyers directly. One method they might use is to conduct product demonstrations at the store location. For instance, they could invite beauty influencers or makeup artists to provide consumers with tutorials on using Wardah products. By directly observing the results of these products, consumers can feel more confident and motivated to purchase Wardah products. Additionally, Wardah can utilise direct promotions such as special discounts or product bundle offers for in-store purchases. By providing direct incentives to consumers, Wardah can increase the interest and desire of buyers to try their products. Another strategy Wardah might use is to provide free product samples to consumers. By trying the products firsthand, consumers can experience the quality and benefits of Wardah products, making it easier to persuade them to purchase the products in the future.

By employing these methods, Wardah can directly persuade buyers at Irian Supermarket Medan Tembung and increase sales of their products. Below is direct documentation with Wardah customers at Irian Supermarket Medan Tembung.

Image 3. Documentation with Wardah Customer at Irian Supermarket Medan Tembung



Source: Personal Documentation

Wardah ensures its positive presence in Irian Supermarket Medan Tembung through press releases and actively sponsors local events and activities within the supermarket. In this effort, Wardah successfully attracts consumer attention by organising special events and various types of diverse promotions. Some examples of activities and promotions conducted by Wardah include: 1). Makeup Demo: Wardah hosts makeup demo events that provide consumers with firsthand experience with their products and offer opportunities to understand practical product usage. 2). Price Reduction Promotions: Price reduction strategies are an effective way to enhance product appeal. Wardah can encourage consumers to try their products by offering discounts or special promotions. 3). Buy 1 Get 1 Promotion: The buy one get one (BOGO) program is a strong attraction for consumers seeking added value in their purchases. This not only stimulates sales but also provides a positive experience for consumers. 4). New Product Promotion: Wardah holds special promotions for its new products, allowing consumers to try the latest innovations from the brand. 5). Happy Hour: Wardah can organise "Happy Hour" events where consumers receive special offers or additional bonuses if they shop within a specific time frame. This creates a sense of urgency to shop. Through active participation in these events and promotions, Wardah builds direct interaction with consumers at Irian Supermarket Medan Tembung, increases brand awareness, and stimulates consumer interest in getting to know and using their products.

Wardah Irian Supermarket Medan Tembung often organises attractive lucky draws to incentivise customers to be more interested in purchasing their products.

This strategy aims to increase customer interest and drive purchases. Customers can win prizes or receive special discounts every time they purchase Wardah products by participating in the lucky draws. This is intended to boost sales, create a positive experience, and build customer loyalty. Further information about the lucky draws or promotions can usually be found in physical stores, Wardah's official website, or social media accounts. This ensures customers understand the terms and methods to participate in the ongoing lucky draws or promotions. Such strategies generally foster customer engagement, create closer relationships between the brand and consumers, and stimulate repeat purchases.

Image 4. Documentation with the Winner of Wardah Product Purchase Raffle



Sumber: Personal Documentation

3. Strategy of Image. The strategy involves creating positive news in publications to maintain the image of the institution or organisation, including its products. For example, it's not just about showcasing promotional aspects but also about creating non-commercial publications that demonstrate concern for social and environmental issues, benefiting the overall image of the institution or organization (corporate image). One of the promotional efforts for Wardah products in Irian Supermarket Medan Tembung aimed at creating a positive image and attracting the interest of the Muslim community is through the use of the Instagram platform. Wardah can use solid and convincing arguments in each post to build a positive image of its products. For instance, Wardah can upload content highlighting the halal status of its products and how they adhere to Islamic principles, such as not containing any forbidden substances. Additionally, Wardah can also use honest, accurate, and clear Islamic communication in every piece of information conveyed. This can instill trust in consumers regarding the Wardah brand, as consumers will feel confident that what they promote aligns with the authenticity of their products. By employing this strategy, Wardah can build a positive image of its products among the Muslim community while increasing consumer interest in trying and purchasing Wardah products.

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Wardah Cosmetics currently engages beauty promoters as one form of service to expand market share and attract new consumers. In this context, products and services are the main aspects of acquiring customers. The role of beauty promoters is crucial as they can not only increase sales but also expand the marketing of products. Beauty promoters are not only responsible for boosting sales but also provide essential services to customers. They assist customers in choosing and determining products that suit their individual needs and preferences. With the presence of beauty promoters, Wardah can provide a more personalised and focused experience to customers, thereby creating a strong relationship between the brand and consumers. This strategy is a step in expanding and maintaining Wardah Cosmetics' market share in the beauty industry. (W. Lestari & Farid, 2023).

In Irian Supermarket Medan Tembung, Wardah can utilise beauty promoters as part of their promotional strategy to build a positive product image. By hosting promotional sessions in-store involving beauty promoters, Wardah can provide direct information to consumers about the advantages and benefits of their products. This can help increase consumer awareness of the Wardah brand and shape a positive image as a quality and safe cosmetic brand. Beauty promoters can also provide beauty tips and tricks to consumers, demonstrating Wardah's concern for their customers' needs and desires. Therefore, through collaboration with beauty promoters, Wardah can strengthen the positive image of their products in Irian Supermarket Medan Tembung.

Wardah's collaboration with beauty promoters in Irian Supermarket Medan Tembung and their participation in social activities in the local community creates strong bonds with consumers. The beauty promoters in Irian Tembung act as active marketing agents, introducing and guiding consumers to Wardah cosmetic products. Consumers can gain direct insights, expert advice, and personal experiences about using Wardah products through their presence. This collaboration provides deeper product insights and strengthens consumer trust in the brand. Beauty promoters serve as reliable resources and can assist consumers in making informed purchasing decisions. Thus, Wardah becomes a brand and fosters personal relationships with consumers through this collaboration. Furthermore, participating in social activities in the local community demonstrates Wardah's commitment to corporate social responsibility. This creates a positive image in the eyes of consumers who care about brands that actively support the local community. By participating in social activities, Wardah builds more profound relationships with consumers, showing that the brand prioritises sales and contributes positively to its surrounding environment.

As one of the dominant social media platforms, Instagram is considered a key element in product marketing, especially for online businesses and retailers. The diversity of products marketed through Instagram includes toys, accessories, clothing, footwear, wallets, cosmetics, and even food. Instagram users can choose desired products from images and content uploaded by brand owners or retailers. Specifically, cosmetic brands pursue promotions through this social media platform, leveraging its visual appeal and broad reach to increase consumer presence and awareness of their products. (Fidyah, 2017).

Social media plays a crucial role for Public Relations (PR) practitioners in the current era of digitalisation. Social media enables PR to build a company's image by engaging in interactive two-way communication, and it provides advantages in terms of cost efficiency for company marketing. Some popular types of social media include TikTok, YouTube, and Instagram. According to data from wearesocial.com, Instagram is one of the most accessed applications in Indonesia, with a total user base reaching 99.1 million in January 2022, ranking Indonesia fourth globally. Instagram as a platform for product marketing has proven effective, especially for local skincare brands and other business industries. Through Instagram, PR can utilise its visual and interactive features to build brand image, communicate directly with the audience, and promote products more personally. With the right strategy, Instagram can become an efficient tool for companies to achieve marketing and communication goals, especially in the context of local skincare brands in Indonesia. (Andata & Putri, 2022).

The use of Instagram as a platform for promoting Wardah products at Irian Supermarket Medan Tembung is further reinforced by advertisements during special promotions. Through the Instagram account @iriansupermarket_n_dept.store, the supermarket actively promotes Wardah products to its followers. In this collaboration, there is synergy between Wardah and Irian Supermarket, where the promotion of cosmetic products is strengthened through this online channel. The advertisements posted on Instagram @iriansupermarket_n_dept.store include information about Wardah product promotions, including discounts, bundle packages, or special gifts. By leveraging this platform, Irian Supermarket creates consumer awareness of ongoing attractive offers while also providing easily accessible information for customers following the account. The collaboration between a local supermarket and a cosmetic brand through social media demonstrates the effectiveness of digital marketing strategies in increasing product visibility. By utilising Instagram, Irian Supermarket provides additional support in promoting Wardah products to a wider audience, enhancing consumer appeal, and building mutually beneficial cooperation between the two parties. All these efforts aim to attract consumer interest by building a positive image of Wardah products. Through effective publication, persuasive messaging, and positive brand building, Wardah strives to create a favourable impression among consumers, enticing them to try and purchase Wardah products. By leveraging beauty promoters, participating in social activities, and employing digital PR strategies, Wardah hopes to increase consumer interest in its products and strengthen its brand position in the market.

Figure 5. Events and Promotions on the Irian Supermarket Instagram Account

Source: Instagram @iriansupermarket_n_dept.store

The steps taken by Irian Supermarket Medan Tembung to promote the Wardah brand involve various highly effective strategies. One of the key strategies implemented is launching new products from the Wardah brand. Launching new products can create excitement and new interest from consumers, providing an opportunity to introduce the latest innovations and increase brand visibility. Additionally, sponsoring events or stores managed by Irian Supermarket Medan Tembung is a smart move. Sponsoring events or stores can provide additional exposure to the Wardah brand, especially if advertisements are on television or social media. This helps create broader consumer awareness. Advertising placements on media such as television and social media open access to a larger audience and can be an effective channel for communicating with consumers. In-store, using planograms, wobblers, and discounts can create an engaging shopping experience and attract consumers at the local level. All these holistic strategies focus on increasing the wider community's interest and acceptance of Wardah products.

Islamic Communication by Wardah Brand for Product Promotion

Islamic communication in promoting rap The Wardah upholds Islamic principles and tenets. In a marketing campaign, wardah promotes its products and moral values, such as *kesederhanaan* and *kejujuran*, as well as Islamic etiquette. Through this campaign, Wardah aims to promote a consumer culture that aligns with Islamic values and customs. Wardah often adopts public relations communication strategies that align with Islamic values in promoting its products. One of Wardah's initiatives in communicating its products to create a positive brand image is presenting communication-based on facts and truths without denigrating other products. In the context of Islam, such a communication approach is referred to as "qoulan sadidan". "Qoulan sadidan" is an Arabic expression that can be translated as "true speech" or "straight speech." In Islam, honest, accurate communication that does not manipulate information is highly emphasised. This

principle reflects the values of honesty, fairness, and integrity taught in Islamic teachings. In marketing or product promotion, applying the principle of "qoulan sadidan" means communicating honestly and conveying information about products without falsifying or denigration of competitor products. Wardah, for example, is recognised to have adopted this approach by emphasising facts and truths in its public communications. This can build consumer trust in the brand and create a positive image. The importance of the principle of "qoulan sadidan" is also reflected in the hadiths and teachings of Islam that emphasise the importance of honesty in speaking and interacting with others. By applying this principle, companies like Wardah can build strong relationships with consumers and society while adhering to Islam's ethical values. As Allah says in the Quran: "O you who have believed, fear Allah and speak words of appropriate justice." (Quran, Surah Al-Ahzab, 33:70)

يَا أَيُّهَا الَّذِينَ آمَنُوا اتَّقُوا اللَّهَ وَقُولُوا قَوْلًا سَدِيدًا ۝

"O you who have believed, fear Allah and speak words of appropriate justice." (QS. Al-Ahzab 33: Ayat 70).

In executing its promotional strategies, Wardah adopts an approach that aligns with Islamic teachings, as conveyed in Surah Al-Ahzab (33:70). It calls for fearing Allah and speaking words of appropriate justice. In the context of promotion, Wardah emphasises honesty and accuracy of information related to its products. By adhering to the values of fearing Allah, the company seeks to create promotions that reflect the truth and build consumer trust. This strategy is translated by presenting factual and positive product information without denigrating competitors. The principle of "speak words of appropriate justice" is understood by Wardah as the foundation for creating a positive image while maintaining business ethics and avoiding disparaging other products. Thus, Wardah integrates Islamic values into its promotions, balancing business success and ethical responsibility.

Furthermore, in its efforts to promote its products, Wardah also applies the concept of "Qaulan Baligha". This refers to using effective, targeted, communicative, easily understood, straight-to-the-point words that are not convoluted or verbose. This approach aims to ensure that consumers can clearly and easily understand the advantages of Wardah's products. By using "Qaulan Baligha", Wardah seeks to convey information persuasively and efficiently, ensuring that promotional messages are optimally delivered to the target audience. Here is a verse from the Quran regarding "Qaulan Baligha":

وَقُلْ لَهُمْ فِي أَنْفُسِهِمْ قَوْلًا بَلِيغًا

"And say to them words of appropriate kindness." (QS. An-Nisa': Ayat 63).

The verse in Surah An-Nisa' (4:63) teaches us to speak words that impact the soul. In promoting its products, Wardah applies this principle by using communicative, targeted, easily understandable, and straight-to-the-point words to convince consumers of the excellence of Wardah's products. Promotional messages

are carefully crafted to profoundly impact consumers' understanding and belief in the product. Thus, Wardah focuses on clear and relevant information and seeks to create a communicative experience that builds trust and leaves a positive impression on consumers' souls. This approach reflects Wardah's earnestness in providing impactful and persuasive information, which is in line with Islamic teachings emphasising clarity and meaningful impact in communication.

The fact that the Wardah brand in Irian Supermarket Medan Tembung can achieve sales between 150 million to 200 million indicates that the promotional efforts have been successful. This success largely depends on the level of traffic or visits by the community to the supermarket. This achievement may be attributed to the effective implementation of promotional strategies, such as leveraging social media, hosting special events, product promotions, and more. It is important to continually monitor and evaluate the promotional strategies used to adapt to changes in consumer behaviour and market trends. By understanding the factors influencing sales, the Wardah brand in Irian Supermarket Medan Tembung can continuously enhance the effectiveness of its promotions and strengthen its position in the local market.

D. Conclusion

The main goals of Wardah's PR strategy at Irian Supermarket Medan Tembung are to establish a strong brand image and a solid reputation for its items. The following strategies can be linked to Wardah's publicity, persuasion, and image-building promotional campaign at Irian Supermarket Medan Tembung:

1. **Publicity and positive connections with Local Media:** Wardah's PR approach via local media is associated with initiatives to cultivate positive connections with local media establishments. Wardah guarantees favourable coverage of its products through this intimate partnership, which is a component of the PR strategy to generate favourable publicity.
2. **Persuasion and Partnership with Beauty Promoters:** It is possible to interpret Wardah's partnership strategy as an attempt to persuade customers of the superiority and security of its goods. As part of shaping favourable attitudes, this engagement gives consumers direct knowledge.
3. **Image Building and Social Activity Participation:** Wardah's approach to cultivating a positive image through social activity participation in the community indicates the company's attempts to position itself as a responsible and compassionate brand. This is an additional component of the image-building plan aimed at enhancing the brand-consumer emotional bond.

Wardah aims to develop a strong brand image and a favourable perception of its products, particularly in the Irian Supermarket Medan Tembung market, by holistically developing these PR methods. In the long term, these initiatives should improve consumer awareness, solidify the brand's position, and boost the expansion of Wardah's product sales.

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