

ABSTRAK

Penelitian ini bertujuan untuk menggambarkan bagaimana peran komunitas Muslimah Millionaire dalam strategi komunikasi pemasaran produk di media sosial melalui peran artis didalamnya. Penelitian ini menggunakan metode kualitatif dengan menggunakan pendekatan studi kasus. Pengumpulan data dilakukan dengan wawancara, observasi dan studi dokumen. Sumber data pada penelitian ini dibagi menjadi dua, yaitu data primer dan sekunder. Dimana data primer diperoleh dari wawancara mendalam (*depth interview*) terhadap informan dan data sekunder diperoleh dari dokumentasi perusahaan.

Hasil dalam penelitian ini menunjukkan bahwa peran komunikator Oki Setiana Dewi dengan konsep endorsement dapat meningkatkan penjualan atau omset lebih dari 2 kali lipat. Hal tersebut terjadi dikarenakan *fame* (popularitas), *adjustment* (kecocokan atribut) dan *finanical features* (keuntungan). Muslimah Millionaire menetapkan anggaran untuk endorsement Oki Setiana Dewi didasari dengan metode metode tujuan dan tugas (*objective and task method*). Strategi utama untuk meningkatkan komunikasi pemasaran yang baik dan efektif didasari oleh mengidentifikasi khalayak yang dituju, menentukan tujuan komunikasi, merancang pesan, memilih saluran komunikasi, evaluasi hasil komunikasi pemasaran dan Mengelola dan megoordinasikan proses komunikasi pemasaran terintegrasi.

Kata Kunci: *Komunitas, Produk, Media Sosial, Pemasaran, Artis*

Abstract

The role of the artist or KOL can increase brand awareness of a product. The study discusses the role of the Muslimah Millionaire community in product marketing communication strategies on social media through the role of artists in it. The purpose of this study was to determine the role of the artist in the marketing strategy of the Muslimah Millionaire community on social media. This study uses a qualitative method using a case study approach. Data was collected by interview, observation and document study. The source of data in this study was obtained through in-depth interviews with informants, namely Oki Setiana Dewi, Diaz Adriani and partners and customers of Muslimah Millionaire. Secondary data obtained from company documentation. The data were analyzed using data validity and descriptive analysis techniques. This research is based on the number of online sellers or companies that use social media features to run their business into events that are worthy of research. High competition and promotional clashes, brand ambassadors and the role of artists in running advertisements and product campaigns are often a threat, especially for novice online businessmen. This research model is based on the Integrated Marketing Communications Model. This type of research is a qualitative research with a paradigm or a case study approach. The results in this study indicate that the role of communicator Oki Setiana Dewi with the concept of endorsement can increase sales or turnover more than 2 times. This happens because of fame (popularity), adjustments (attribute suitability) and financial features (profits). Muslimah Millionaire sets the budget for the endorsement of Oki Setiana Dewi based on the objective and task method. The main strategy to improve good and effective marketing communications is based on identifying the intended audience, determining communication objectives, designing messages, selecting communication channels, evaluating the results of marketing communications and Managing and coordinating the integrated marketing communication process.

Keywords: Community, Product, Social Media, Marketing, Artist