

*CLEAN & CLEAR MARKETING COMMUNICATION STRATEGY USING
CAMPAIGN "BANGGA DENGAN WARNA KULITMU" ON MEDIA SOCIAL
YOUTUBE*

PERIOD MONTH AUGUST – NOVEMBER 2017

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ABSTRACT

Indonesia has 1000 different tribes, but there is a social myth among women, especially among young women, that those with whiter skin color are considered more potent for success than those who have darker skin tones. Consequently, many dark-skinned teenagers feel selflessness that causes them to not express themselves completely. Therefore Clean & Clear issues a "Proud With Your Skin" campaign on Youtube social media. The Campaign "Proud of Your Skin" aims to encourage young women from all corners of the country to appear confident and receive a rich diversity of natural skin tones regardless of their skin color. Therefore, the researcher is interested to analyze Bandung city government strategy in executing the campaign so that this research entitled "Clean & Clear Marketing Communications Strategy Using Proud Campaign With Your Skin Color on Youtube Social Media Period Month August 2017 - November 2017". The focus of this research is how the Clean & Clear marketing communications strategy to implement the campaign "Proud With Your Skin Color" through social media Youtube.

This research uses descriptive qualitative method because the writer wants to know a description done by Clean & Clear in doing marketing communication strategy to carry out campaign "Bangga Dengan Warna Kulitmu". The results of this study illustrates that the marketing communication strategy undertaken by Clean & Clear through campaigns on social media Youtube is appropriate and successful.

Keywords: marketing communication strategy, campaign, social media