

ABSTRACT

Emina Cosmetics is the best local youth cosmetics in Indonesia which was founded in 2015 under the auspices of PT. Paragon Innovation and Technology. Emina Cosmetics has fun and playful characteristics, this has succeeded in making Emina Cosmetics a quality local youth cosmetics brand in Indonesia. One of the marketing communications carried out by Emina Cosmetics is by creating a Brand Community. The Community brand is better known as Emina Girl Gang Ambassador. Emina Girl Gang Ambassador (EGGA) is a Beauty Community which was founded in 2017 and is under the auspices of Brand Development Emina Cosmetics. Beauty Community. Emina Girl Gang Ambassador utilizes various platforms to carry out their functions and roles as public relations for Emina Cosmetics. This research uses quantitative methods and collects data by distributing Google Forms. The Google Form was distributed to 384 respondents who were Emina Cosmetics consumers and knew the Emina Girl Gang Ambassador. The results of this research show that there is a strong relationship and a positive and significant influence between Brand Community and Brand Loyalty. Regression analysis shows that every 1 unit increase in the Brand Community variable correlates with an increase of 0.307 in Brand Loyalty. In addition, through the coefficient of determination, it can be concluded that 13.8% of the variation in Brand Loyalty can be explained by the Brand Community, while the remaining 86.2% is influenced by other factors not examined in this research.

Keywords: *Emina Cosmetics; Emina Girl Gang Ambassador; Brand Community; Brand Loyalty*