



Influencer Marketing Strategies in Ovale's October 2024

Campaign: A Qualitative Case Study

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain
Sarjana Ilmu Komunikasi (S.I.Kom.)**

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CIKARANG

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Influencer Marketing Strategies in Ovale's October 2024

Campaign: A Qualitative Case Study

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Thesis submitted as partial fulfillment of the requirements

for the Bachelor's Degree in Communication Science

(Public Relations)

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Abstract

The rapid growth of digital campaigns in Indonesia has led to the widespread use of influencers as a key strategy for brands to engage with their target audiences. With the popularity of Influencer marketing in Indonesia, LIT SOCIAL agency can help brands to communicate their brand and products through influencer marketing. One of the brands that use influencer marketing on Ovale, Ovale is a beauty brand founded in 1999. To make sure their brand feels close and connected to their customers, Ovale is active in collaboration with influencers. This research uses a qualitative method and conducted a case study on LIT SOCIAL Agency. This research highlights how does LITSOCIAL agency utilize Key Opinion Leaders (KOLs) to boost engagement for Ovale's October 2024 2-in-1 Facial Lotion campaign, with theory Integrated Marketing Communications which focuses on social media marketing, two-steps flow theory, digital consumer behavior, and electrical word of mouth.

Keywords: Digital Campaign, Marketing Communication, Influencer.

Acknowledgement

First and Foremost, I would like to say and give all my thanks and gratitude to Most Gracious and the Most Merciful, the almighty Allah SWT, for the blessings of strength, health, and happiness that have allowed me to finish my thesis. While working on this thesis, I was certainly accompanied and supported by lots of people. I believe one of the reasons I can complete this thesis is because of the help and encouragement of other people. On this special occasion, I would like to express my sincere gratitude to:

- For my dearest papa and mama, thank you for always believing and always supporting their children to achieve what they want, and always encouraging them every day even though they are far away but always supporting me. I really love mama and papa, once again thank you for always supporting my every step.
- My thesis advisor, Abhirama S.D. Perdana Thank you for being the best thesis advisor who not only guided us while working on this thesis, but was also willing to listen to our conditions during the process. Thank you for always caring about our condition. Thank you for your help from the start to finish, Mr Abhirama.
- Wodang Fira, my eldest sister. Thank you for supporting me mentally, physically, and financially. Thank you for giving me support and always believing in me. Please know how much I appreciate the support you've shown me over this entire process.
- Mr Raudy, Mr Abhi, Mr Shihab, Miss Thisi, Mr Supardi, Ma'am Marin, Mr Haris, Mr Sinthu and other communications lecturers, you are the coolest lecturers ever. I also want to express my gratitude to Mba Meri who has helped and provided me with all of the important information related to the thesis.
- Thank you to the LIT SOCIAL Agency, especially Ibu Yvone Yulisia, who was willing to participate and be the informant in this research.
- My best friend, Naila Amara. Thank you for being my friend from the very first day of uni life. Thank you for being my college buddy and thank you for being a friend who can have fun until complaining all this time. Thank you for making my college years so enjoyable, Amara.
- Those who have stayed with me through thick and thin over the years. Much appreciation goes out to all my beloved PUSC members, Sabrina, Lodri, Icha, Caesar, Amni, Syauqi, Echa, Debora, Bilqis, Fira, Jihan, Jiaa, Ghina, Saraswati and other members. I want to say thank you for always being a friends who can exchange ideas, being a discussion partner, being a friend who always supports, always succeeding

organizational events together, sad together, I am very happy to be in one organization with you all, happy and very grateful until now to always be supported and support you all.

- In closing, I'd like to thank myself. I appreciate my dedication to completely finishing the bachelor's degree. This is not the end; rather, it is the beginning of something new.

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