



**IMPLEMENTATION OF MARKETING COMMUNICATION STRATEGY  
AND SOCIAL MEDIA MANAGEMENT OF VIVIAN PERFUMERY**

**UNDERGRADUATE THESIS**

**Submitted as one of the requirements to obtain  
Sarjana Ilmu Komunikasi**

**By:  
MAHESWARI KANISTHA PUTRI  
009202200027**

**FACULTY OF SOCIAL SCIENCE  
& EDUCATION STUDY PROGRAM  
CIKARANG  
JUNE, 2025**

# Maheswari Putri

## Final Revisi Finpro Vivian\_2

 Thesis Social Science and Education

---

### Document Details

Submission ID

trn:oid::3618:112326229

Submission Date

Sep 15, 2025, 12:02 PM GMT+7

Download Date

Sep 15, 2025, 12:03 PM GMT+7

File Name

Final Revisi Finpro Vivian\_2 .pdf

File Size

3.6 MB

56 Pages

7,263 Words

41,331 Characters

# 7% Overall Similarity

The combined total of all matches, including overlapping sources, for each database.

## Filtered from the Report

- Bibliography
- Quoted Text

## Match Groups

-  **27 Not Cited or Quoted 5%**  
Matches with neither in-text citation nor quotation marks
-  **8 Missing Quotations 2%**  
Matches that are still very similar to source material
-  **0 Missing Citation 0%**  
Matches that have quotation marks, but no in-text citation
-  **0 Cited and Quoted 0%**  
Matches with in-text citation present, but no quotation marks

## Top Sources

- 5%  Internet sources
- 2%  Publications
- 4%  Submitted works (Student Papers)

# Maheswari Putri

## Final Revisi Finpro Vivian\_2

 Thesis Social Science and Education

---

### Document Details

Submission ID

trn:oid:::3618:112326229

Submission Date

Sep 15, 2025, 12:02 PM GMT+7

Download Date

Sep 15, 2025, 12:50 PM GMT+7

File Name

Final Revisi Finpro Vivian\_2 .pdf

File Size

3.6 MB

56 Pages

7,263 Words

41,331 Characters

## 0% detected as AI

The percentage indicates the combined amount of likely AI-generated text as well as likely AI-generated text that was also likely AI-paraphrased.

**Caution: Review required.**

It is essential to understand the limitations of AI detection before making decisions about a student's work. We encourage you to learn more about Turnitin's AI detection capabilities before using the tool.

### Detection Groups



0 AI-generated only 0%

Likely AI-generated text from a large-language model.



0 AI-generated text that was AI-paraphrased 0%

Likely AI-generated text that was likely revised using an AI-paraphrase tool or word spinner.

#### Disclaimer

Our AI writing assessment is designed to help educators identify text that might be prepared by a generative AI tool. Our AI writing assessment may not always be accurate (i.e., our AI models may produce either false positive results or false negative results), so it should not be used as the sole basis for adverse actions against a student. It takes further scrutiny and human judgment in conjunction with an organization's application of its specific academic policies to determine whether any academic misconduct has occurred.

### Frequently Asked Questions

#### How should I interpret Turnitin's AI writing percentage and false positives?

The percentage shown in the AI writing report is the amount of qualifying text within the submission that Turnitin's AI writing detection model determines was either likely AI-generated text from a large-language model or likely AI-generated text that was likely revised using an AI paraphrase tool or word spinner.

False positives (incorrectly flagging human-written text as AI-generated) are a possibility in AI models.

AI detection scores under 20%, which we do not surface in new reports, have a higher likelihood of false positives. To reduce the likelihood of misinterpretation, no score or highlights are attributed and are indicated with an asterisk in the report (\*%).

The AI writing percentage should not be the sole basis to determine whether misconduct has occurred. The reviewer/instructor should use the percentage as a means to start a formative conversation with their student and/or use it to examine the submitted assignment in accordance with their school's policies.

#### What does 'qualifying text' mean?

Our model only processes qualifying text in the form of long-form writing. Long-form writing means individual sentences contained in paragraphs that make up a longer piece of written work, such as an essay, a dissertation, or an article, etc. Qualifying text that has been determined to be likely AI-generated will be highlighted in cyan in the submission, and likely AI-generated and then likely AI-paraphrased will be highlighted purple.

Non-qualifying text, such as bullet points, annotated bibliographies, etc., will not be processed and can create disparity between the submission highlights and the percentage shown.



## ABSTRACT

This final project focuses on the marketing communication strategy and social media management of Vivian Perfumery, a local perfume brand. Using the AISAS model, PESO, and 3O+1I frameworks, the project implemented strategies such as creative content, influencer marketing, TikTok Shop integration, and paid ads on Instagram and TikTok. The results showed improved engagement (11.3% on Instagram and 165.6% on TikTok) and a 45% sales increase. This demonstrates that structured digital communication strategies effectively build brand awareness and positioning for MSMEs in competitive markets.

**Keywords:** *Marketing Communication, AISAS Model, Social Media Strategy, Vivian Perfumery*

## **ACKNOWLEDGEMENTS**

First, I would like to express my deepest gratitude to my supervisor Abhirama S.D. Perdana, S.Pd., M.Ed., MComn & MediaSt, for the valuable guidance, continuous support, and insightful feedback throughout the process of completing this final project. Your patience and encouragement have played a crucial role in the development of this work.

I would also like to express my sincere appreciation to the School of Humanities, President University, and the Communication Studies Program, for providing a supportive academic environment that encouraged us to conduct and complete this research.

My sincere thanks also go to all lecturers of Communication Studies, President University, who have excellently shared their knowledge and experience during my academic journey. Every class, discussion, and project has contributed to shaping my critical thinking and research skills.

I also wish to acknowledge the administrative staff of Communication Studies, President University, for their assistance and support in academic and administrative matters, which greatly helped my study.

Beyond the academic community, I would like to express my gratitude to my beloved family for their patience, love, and motivation throughout this journey.

Finally, I would like to express my deepest thanks to my friends and teammates Maheswari Kanistha Putri, Melviana Maritsa, and Syalwa Khairunnisa for their companionship, encouragement, and collaboration that helped me stay focused and motivated during this process.

Without the support and contributions of all these individuals, this final project would not have been possible.

## **TABLE OF CONTENTS**

|                                                                         |            |
|-------------------------------------------------------------------------|------------|
| <b>TABLE OF CONTENTS</b>                                                | <b>i</b>   |
| <b>LIST OF FIGURES</b>                                                  | <b>ii</b>  |
| <b>LIST OF APPENDICES</b>                                               | <b>iii</b> |
| <b>CHAPTER 1 INTRODUCTION</b>                                           | <b>1</b>   |
| 1.1 Background of the Problem.....                                      | 1          |
| 1.2 Concept and Strategy .....                                          | 4          |
| 1.3 Goals and Objectives of Communication Activities .....              | 7          |
| 1.3.1 Goals                                                             | 7          |
| 1.3.2 Objectives                                                        | 7          |
| <b>CHAPTER 2 SOLUTIONS AND IMPLEMENTATION OF COMMUNICATION STRATEGY</b> | <b>8</b>   |
| 2.1 Treatment/Solution.....                                             | 8          |
| 2.2 Workflow and Tools.....                                             | 10         |
| <b>CHAPTER 3 ACTIVITY RESULTS</b>                                       | <b>12</b>  |
| 3.1 Achievement of Goals and Objectives .....                           | 12         |
| 3.2 Impact & Benefit.....                                               | 17         |
| 3.3 Evaluation, Challenges and Obstacles.....                           | 19         |
| <b>CHAPTER 4 TEAM MEMBERS AND ROLES</b>                                 | <b>24</b>  |
| 4.1 Team Members.....                                                   | 24         |
| 4.1.1 RASCI                                                             | 24         |
| 4.1.2 GANTT Chart                                                       | 27         |
| <b>VALIDITY SHEET</b>                                                   | <b>29</b>  |



|                                              |           |
|----------------------------------------------|-----------|
| <b>APPENDICES</b>                            | <b>30</b> |
| Appendix 1 Meta Business Suite Analysis..... | 30        |
| Appendix 1.1 TikTok Overview                 | 32        |
| Appendix 1.2 TikTok Shop Overview            | 33        |
| Appendix 1 Social Media Post Timeline.....   | 36        |
| Appendix 2.1 Content Production              | 41        |
| <b>REFERENCES</b>                            | <b>44</b> |

## LIST OF FIGURES

|                                                        |    |
|--------------------------------------------------------|----|
| Figure 1.1. AISAS Strategy Chart                       | 6  |
| Figure 3.1 Reach Instagram                             | 13 |
| Figure 3.2 Views Instagram                             | 14 |
| Figure 3.3 Engagement Rate Instagram                   | 14 |
| Figure 3.4 Collaboration with @tammmsii Overview       | 14 |
| Figure 3.5 Post Views & Profile Views TikTok.          | 15 |
| Figure 3.6 Engagement Rate TikTok                      | 15 |
| Figure 3.7 Vivian's Instagram & TikTok Engagement Rate | 16 |
| Figure 3.8 Increased Product Sales                     | 17 |
| Figure 3.9 Social Listening                            | 18 |
| Figure 4.1 RASCI                                       | 26 |
| Figure 4.2 GANTT Chart                                 | 28 |

## **LIST OF APPENDICES**

|                                         |    |
|-----------------------------------------|----|
| Appendix 1 Meta Business Suite Analysis | 30 |
| Appendix 1.1 TikTok Overview            | 32 |
| Appendix 1.2 TikTok Shop Overview       | 33 |
| Appendix 2 Social Media Post Timeline   | 36 |
| Appendix 2.1 Content Production         | 41 |