



**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**

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**FACULTY OF SOCIAL SCIENCE
& EDUCATION STUDY PROGRAM
CIKARANG
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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*

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