

Application of Public Relations Management Concept as A Communication Strategy for Corporate Social Responsibility Campaign #BeautyDiQuity PT Luxury Cantika Indonesia (Luxcrime)

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Abstract: Luxcrime conducted a public relations program campaign, in 2023 by choosing the campaign moment to coincide with International Women's Day with the theme "Beauty in Diversity and Equality" #BeautyDiQuity which means that beauty in diversity and equality. In the #BeautyDiQuity campaign, Luxcrime invited five disabled models to campaign for beauty in diversity and equality, Luxcrime also invited the audience to take part and support the #BeautyDiQuity program by buying International Women's Day Bundle products which later ten percent of the revenue will be donated to the Unique Project Theatre Foundation and Nali Tari Yogyakarta. The response obtained through the BeautyDiQuity CSR event as part of Luxcrime's public relations activities was positive and supported. Where Luxcrime celebrates the diversity of beauty. This is already based on CSR activities that have previously been carried out by Luxcrime. So the expected response from this activity remains oriented to the Luxcrime brand image as a brand that upholds empowerment values and not just selling.

Keywords: public relations strategy, international women's day, BeautyDiQuity campaign, luxcrime

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1. INTRODUCTION

According to Isnawati (2019) Beauty is reflected in two things, namely beauty from outside and from within. Beauty that appears from the outside is beauty that is formed by regular facial care, the use of appropriate cosmetics, and a healthy face from skin diseases such as acne. While inner beauty is that which arises by a calm and organized attitude, a mental condition that is always well controlled, and positive impressions that arise from within, so it is often called inner beauty.

The beauty industry is currently showing rapid growth in Indonesia. This growth is expected to increase as post-pandemic activities recover and new trends emerge in the Indonesian beauty market. The Covid-19 pandemic period has made many businesses down. However, the large market potential of the beauty industry does

not make businesses in this field shaken. In fact, many new companies have emerged amid the Covid wave. Based on data from the Central Statistics Agency (BPS), the cosmetics industry which includes the pharmaceutical, chemical and traditional medicine industry sectors experienced growth of 9.61% in 2021. In addition, BPOM RI noted that the cosmetics industry experienced an increase in the number of companies by 20.6%. A total of 819 cosmetics industries increased to 913 industries from 2021 to July 2022. The increase in the number of business actors in the cosmetics industry was dominated by the MSME sector, which amounted to 83%. This shows the great potential and opportunities in the cosmetics industry, especially in Indonesia (2022, accessed on May 16, 2023).

According to Corina Fajriyani in Kantar Conquering The New Beauty Look of Indonesia (2022, accessed on May 16, 2023), The growth of the beauty industry recovered compared to before the COVID Delta pandemic in 2021. In 2022 the skincare and cosmetics category saw an increase of 16%, this is indicated by the continued higher spending in the skincare and cosmetics category which is expected to see an increase in Indonesian trends after the pandemic.

Based on a statista report written by Anisa Mutia (2022, accessed May 28, 2023) Revenues in the beauty and self-care market reached US\$7.23 billion or IDR111.83 trillion (at an exchange rate of one dollar of IDR15,467.5) in 2022. The market is expected to grow annually by 5.81% (CAGR or growth rate per year from 2022-2027). Relative to the population, revenue from the beauty and personal care market per person in Indonesia of US\$25.90 was generated in 2022. In the Beauty & Personal Care market, 15.8% of the total revenue will be generated through online sales by 2022.

Cosmetic and facial care brands must focus on tactics to quickly adapt to dynamic consumer needs, for this reason, brands in the beauty industry must be able to organize marketing communication strategies uniquely and differently. According to Solihin Sofian, Chairman of the Association of Indonesian Cosmetics Companies and Associations (PPAK) stated that during the pandemic, many beauty start-ups and local brands were really creative, this was conveyed by him during the opening of Cosmobeauté Indonesia 2022 in Central Jakarta, Thursday, November 3, 2022. Local skincare and cosmetics manufacturers have succeeded in improving product quality so that they can compete, even beat foreign products. Because of this creativity, beauty industry players still did not lose consumers even though most people spent time at home during the initial wave of the pandemic. Furthermore, she said that this is due to the high demand for women to beautify, maintain and care for themselves. The growth of the beauty industry has been tremendous. The increase in skincare and cosmetics manufacturers amounted to 300 percent and resisted the crisis.

According to Ma'arif (2022:113), This social activity or activity is finally used as a mandatory activity for a company called Corporate Social Responsibility (CSR). Corporate Social Responsibility (CSR) is carried out by companies, with their own awareness and is voluntary. Although CSR is a voluntary activity, the reality in the field is that this CSR program is used as an arena in shaping the company's image, as has been done so far, there is a program called TOP CSR Award. This program in 2020 has been attended by more than 100 companies. The TOP CSR Award activity is not just an award for companies that are successful in implementing CSR programs, but as a learning tool for companies that participate in improving the quality of CSR programs to support sustainable business. In some companies, the implementation of the

Corporate Social Responsibility program is carried out directly with the community, some have made this program a routine program of the Public Relations division.

A well-planned and implemented Corporate Social Responsibility (CSR) program (supporting the company's core business) will add value to the company so that it is expected to be one of the triggers for brand loyalty, especially now that environmental issues are rife (triple bottom line). The successful implementation of CSR programs that adhere to the triple bottom line is expected to achieve synergy because it is the key to the concept of sustainable development. In order for CSR to truly be a marketing tool for the company, its implementation must be adjusted to the company's vision and mission, which means that if the program is successful, its implementation is not only aimed at momentary publicity, but must be sustainable. So that CSR can maintain or increase competitiveness through reputation and product brand loyalty or corporate image. Both of these will be the company's competitive advantage that is difficult to imitate by competitors (Knox, Maklan, French, 2005). One of the rising local beauty cosmetic brands is Luxcrime.

Luxcrime is a local cosmetic brand founded by Achmad Nurul Fajri in December 2015 until now it has won many awards ranging from the Official Award from Beauty Fest Asia, Sociolla Awards, to Female Daily Award. Luxcrime began as a result of Fajri's thesis while studying for a Master of Business Administration with interest and seeing prospects based on statistics that there is an increase in market value in the beauty industry both in Indonesia and globally every year (Kompas, 2022, accessed on May 16, 2023).

Luxcrime has a tagline "I, Makeup, Skin, Happy" which is communicated on all Luxcrime campaigns and sales media, this tagline means that Luxcrime provides a complete range of products ranging from skin care to cosmetics and Luxcrime hopes that customers will have a pleasant and happy experience when in direct contact with Luxcrime products through high- quality and attractive product packaging and formulations (Luxcrime, accessed on May 16, 2023).

Luxcrime always develops beauty and personal care based on customer demand and beauty product trends in the global market. Luxcrime has a Corporate Social Responsibility communication strategy that is known to be creative and out of the box which is associated with current issues, and unique branding and packaging, one of which is Luxcrime dares to feature men in this campaign, and usually people think that cosmetics are only for women, but Luxcrime still includes male figures (Kompas, 2022, accessed on May 16, 2023).

Luxcrime again conducted a Corporate Social Responsibility program campaign, in 2023 Luxcrime chose a campaign moment to coincide with International Women's Day with the theme "Beauty in Diversity and Equality" #BeautyDiQuity which means that beauty in diversity and equality. To succeed this CSR campaign Luxcrime collaborates with communities and self- sufficient organizations to raise issues related to women in Indonesia.

In the #BeautyDiQuity campaign, Luxcrime invites five disabled models to campaign for beauty in diversity and equality, through the official Instagram page Luxcrime also invites audiences to take part and support the #BeautyDiQuity CSR program by purchasing International Women's Day Bundle products which ten percent of the revenue will be donated to the Unique Project Theatre Foundation and Nali Tari Yogyakarta.

With the explanation that has been presented above, the researcher is interested in examining how the application of the concept of public relations management as a public relations communication strategy for the #BeautyDiQuity campaign of PT Luxury Cantika Indonesia (Luxcrime) to raise social issues in women with descriptive qualitative research methods. It aims to analyze how the application of the four stages of the Public Relations process in the Luxcrime campaign #BeautyDiQuity campaign.

Based on the main problems found, the researcher identified several problems that became the focus of this research, as follows:

1. How to define a problem or issue in Public Relations related to Luxcrime's BeautyDiQuity CSR campaign?
2. How is Luxcrime's Public Relations communication planning and programming in the BeautyDiQuity CSR campaign?
3. How is the implementation and delivery of Luxcrime's Public Relations communication in the BeautyDiQuity CSR campaign?
4. How is the control of Luxcrime's Public Relations communication program in the BeautyDiQuity CSR campaign?

2. LITERATURE REVIEW

Qualitative research is a type of research that seeks to understand phenomena or events that have been experienced by the research subject as a whole or are intact and cannot be divided. The research subject is an object, object, or person with inherent and problematic research variable data. Research subjects are people who are sources of information or who participate in the research process.

2.1. Marketing Communication

According to Kotler in Firmansyah (2020) Marketing communication is a means by which companies try to inform, persuade, and remind consumers directly or indirectly about the products and brands being sold. The word "Marketing Communication" has two main elements, the first is communication, namely the process by which thoughts and understanding are conveyed between individuals, or between organizations and individuals.

2.2. Public Relations Management Process Concept

According to Rex F Harlow in Cutlip and Center (2016) Public relations is a special management function that helps build and maintain lines of communication, understanding, acceptance, and mutual cooperation between them an organization and its public. According to Cutlip and Center (2016) Public Relations is a management function that builds and maintains mutually beneficial relationships between an organization and its public on whom its success or failure depends.

2.3. Public Relations Activities

According to Cutlip and Center (2016) A growing area of practitioner involvement in the corporate environment is active involvement in corporate social responsibility (CSR) programs. Their ability to see the diverse stakeholders whose attitudes, beliefs, and behaviors can affect company performance and their role as holders of organizational reputation, Public Relations executives are increasingly

involved in the types of decisions that determine how corporate social responsibility programs are developed, implemented, and communicated.

3. RESEARCH METHODS

The data collection technique used by researchers in this study uses indirect observation: (Documentation, interviews, and observation). The definition of documentation itself, according to (Sugiyono, 2019) is, getting data and information in the form of books, archives, documents, numbers, and images that can be used to support research.

3.1. Interview

The next qualitative data collection approach, namely interviews, is an event or process that involves direct conversation between interviewers (interviewers) (Yusuf, 2014). This technique tries to document the views, sentiments, emotions, and other aspects of the people of the research subjects. With the advancement of telecommunication technology, interviews can be conducted through telecommunication media as opposed to face-to-face. Where interviews are used to obtain in-depth information about a topic or problem highlighted in a study. In this study, the author carried out data collection by interviewing the interviewees, namely the owner of the Luxcrime brand, Luxcrime Event Manager, Luxcrime Marketing Manager and Model.

3.2. Documentation

Documentation it self according to (Sugiyono, 2019) includes obtaining facts and information in the form of books, archives, records, numbers, and images that can be used to assist learning. The author in this study carried out and collected documentation of events held by Luxcrime either direct data or through other platforms such as articles and social media from Luxcrime.

4. RESULTS AND DISCUSSION

The researcher got the results from the analysis of the interviewees based on the concept of Public Relations Management initiated by Cutlip and Center, Luxcrime generally successfully applied the four concepts of Public Relations Management in the BeautyDiQuity CSR event to commemorate IWD. Existing problems or opportunities are explained and illustrated in detail through situation analysis. Situation analysis is conducted on internal factors (related to policies, procedures and organizational actions related to the situation at hand) and also external factors (gathering stakeholder information, what they know, how they feel or view, and what they do in relation to the situation). To find out these things, research is needed. Research is used to find true and honest data and to find out the situation and opinions that exist in society. Broom & Dozier (in Putra, 1999: 19) suggest that defining accurate and complete problems can be done through research, because research provides information to determine problems, identify publics, goals and objectives, and select PR program strategies. Because research is used to understand the problems used in program planning and evaluation so that the right solution can be proposed.

In preparing the BeautyDiQuity campaign, we must pay attention to the problem at hand, whether it is a social problem, or there is a problem with the image, or see the situation of the market that is being targeted. In reading the situation and determining what problem is being faced, this BeautyDiQuity CSR activity took the opportunity on International Women's Day. Luxcrime understands very well the position and image that it wants to show as a brand that does not just sell beauty products but also as a brand that encourages women's empowerment. CSR activities carried out by Luxcrime focus on women's empowerment, where beauty standards no longer have to look at physical appearance alone. This opportunity is taken by Luxcrime to expand the market segment by attracting all women without exception, regardless of ethnicity, religion, race, and class. Not caring about physical appearance such as skin color, Luxcrime breaks through the standard of beauty that has been considered normal by focusing on the whole woman's personality not only from her physical appearance. As a brand engaged in the beauty industry, Luxcrime really thinks about the meaning of beauty for women. Luxcrime understands very well that the market of the beauty industry excludes people with disabilities, this is seen as a problem as well as an opportunity by Luxcrime to expand the market and empower every woman, that every woman no matter what kind of physical condition, deserves to feel beautiful. Luxcrime succeeded in seeing the opportunity by involving people with disabilities.

4.1. Defining the Problem or Opportunity

This first step involves assessing and monitoring knowledge, opinions, attitudes, and behaviors related to organizational actions and policies. In preparing the campaign, BeautyDiQuity must pay attention to the problem at hand, whether it is a social problem, or there is a problem with the image, or look at the situation of the market that is being targeted. In reading the situation and determining what problems are being faced, BeautyDiQuity's CSR activities take the opportunity on International Women's Day. According to Luxcrime's Founder, Fajri said:

"Actually, for the International Women's Day campaign, we must always do it every year. Because we feel that besides being commercial, we also have to support empowerment campaigns for women themselves. That's who we are, our personal brand. Not only selling products, but we also promote campaigns that are about women's confidence. Apart from make up, we also have to motivate them in simple ways, motivational events, quizzes. So yesterday, we held a CSR event every year. So that we are not known only as a brand that sells, but also as a brand that encourages women's empowerment."

4.2. Planning and Programming

The information gathered in the first step is used to make decisions about publics, targets, communication actions and strategies, tactics and program objectives. The second step in the PR process is to study the situation based on what and what to change, do or say. In running a Public Relations program in the form of the BeautyDiQuity campaign, Luxcrime must elaborate on the data that has been collected through previous campaign activities that have been carried out. In addition, Luxcrime also reads the current situation by looking at market segment opportunities that have not been reached by competing brands. In strategizing the beautydiquity campaign, Fajri as the Founder of Luxcrime stated:

"Okay, so we try to make every year different. In 2021 and 2020, we are targeting the pandemic audience, which is like health workers, then those who are victims, mothers who have been laid off, and gojek women, so different years have different segments. In 2022, we used the aforementioned segments, victims of domestic violence, victims of disasters, victims of sexual violence, because we feel like we can help them by going there, we are directly touchable to them, we directly teach makeup, give motivation for five days. So when we got back, we were so attached to them, we cried when we got back, I swear. After that the next year we thought, oh this audience is already, this kind of audience is already, what are we looking for again, disability, so. Maybe in the future we will repeat it, but maybe in different regions, so that all Indonesians are well reached. So not just one segment, but we try to provide motivation, provide assistance, provide events to increase confidence to every segment that needs it. But we're trying to reach all of Indonesia. There's no way we can touch that in one night, Win. So we have to touch one by one, one year."

4.3. Taking Action and Communicating

The third step involves program implementation of actions and communications that have been designed to achieve specific objectives for each public to reach the program's goals. All forms of preparation that have been carried out must ultimately be executed properly. In the implementation of the program there are challenges but they must also be overcome properly. Good planning will easily face challenges that have been predicted beforehand. Furthermore, Fajri as the Founder of Luxcrime said:

"Okay, definitely for speakers, we look for those who relate. There's no way we'll invite a master chef. That's impossible. So we really invite people who are like psychologists, understand how to motivate. Secondly, speakers who have been bullied. They've been bullied because maybe they're not confident or they feel that they're physically less good than other people. We definitely choose speakers who relate to the event. For example, speakers who were bullied in the past, they motivate us if for example I used to be bullied but now I don't care anymore because they feed us, right. That's the first one for the speakers. Oh, from the community, we go directly to the regions. We go to Jogja, we ask around, oh, which associations are disabled communities that like to hold performances, like to give events. We go directly to them, we tell them we have an event, we want this goal, our goal is this, to them, like that. Until now they are still touching us, like that. To give like an update, yesterday was like this, they are really happy. We even made a video, all the audience cried yesterday, right. So it's like even though they're not able to do the things that people do, they seem to be trying very hard to receive a good show. That's from the selection of the community. Then again from the determination of the place, for example yesterday we were in Jogja, maybe it was because of the tight time, yes. So we were really like yesterday we were in Lembata NTT, it really needs the cost of time that is really available. But in Jogja, maybe when we were still on an island, why did we choose Jogja first? Maybe next year we really want to touch Eastern Indonesia again."

4.4. Evaluating the Problem

The final step in the process involves the readiness, assessment, implementation and outcomes of the program. Adjustments have been made since the program was implemented, based on evaluation feedback regarding whether it was successful or not. In executing the PR program, there are various obstacles faced and become lessons learned in order to create a better PR program in the future. The obstacles faced according to Fajri as the Founder of Luxcrime are as follows:

"So for the obstacles, maybe because our planning is quite good, so there are no significant obstacles, but there are some like for example the audience was late in coming, then the performance was good but the rehearsal was better, but when the performance maybe nervous or something, so the maturity of the concept, all kinds. But the most important thing is, I don't think it's a big obstacle, because we just see it's really cool, they just like to perform and can dare to perform, how can we, we have to, who like this can maintain our appearance."

5. CONCLUSIONS

Public relations strategy is a special management function that helps build and maintain lines of communication, understanding, acceptance, and mutual cooperation between an organization and its public. According to Cutlip and Center (2016: 26) Public Relations is a management function that builds and maintains mutually beneficial relationships between an organization and its publics on whom its success or failure depends.

This involves managing problems, helping management to stay informed and responsive to public opinion, defining and emphasizing management's responsibility to serve the public interest, helping management follow and take advantage of change effectively, serving as an early warning system to help anticipate trends, and using research and healthy and ethical communication as its main media.

1. Public Relations activities carried out by Luxcrime focus on issues or problems that are not on the physical aspect alone, but also on the mental aspect. Luxcrime believes that beauty can radiate through self-confidence that beautifies itself from the inside and is ultimately supported by beautifying from the outside by using Luxcrime products. The opportunity seen by Luxcrime is to reach people who are not reached by competing brands.
2. Planning and programming of Luxcrime's public relations communication through the beautydiquity campaign, it is hoped that every woman can be more confident and more courageous in expressing herself. The response obtained through the BeautyDiQuity CSR event as part of Luxcrime's public relations activities was positive and supported. Where Luxcrime celebrates the diversity of beauty.
3. Implementation and delivery of Luxcrime public relations messages based on CSR activities that have previously been carried out by Luxcrime. So the expected response from this activity remains oriented to the Luxcrime brand image as a brand that upholds empowerment values and not just selling.
4. The control of public relations programs in Luxcrime's BeautyDiQuity CSR campaign is carried out by using post events carried out by bundling programs and following up on responses from these activities in social media and mass media.

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