

UNILEVER USA MARKETING COMMUNICATION STRATEGY TO BUILD A POSITIVE IMAGE OF WELL-BEING ON SOCIAL MEDIA X

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ABSTRACT

This research aims to analyze the marketing communication strategy carried out by Unilever USA X social media account from January to December 2022. The study was categorized into descriptive qualitative research. The data collection technique was by using documentation and observation. This research focuses on 12 tweets related to marketing communication strategies to improve human's welfare and had been classified, analyzed and interpreted using qualitative method. The result of the study shows that Unilever USA's marketing strategy through platform X involves various kinds of marketing communications such as advertising, content marketing, public relations, and social media marketing. Each kind of communication has different characteristics and strategies that are adapted to build a positive image and improve people's welfare. By identifying specific trends and optimal approaches, this research provides deep insight into how marketing communications strategies can be used to achieve larger social goals.

Keyword: Marketing Communication Strategy, Unilever USA, X, Positive Image, Community Welfare.