

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

In the world of modern marketing, marketing communication plays a central role in shaping consumer images and perceptions of a brand. For a company as large as Unilever USA, which has various brands under its umbrella, building a positive image is a crucial strategic need. One of Unilever USA main focuses is to build a positive image regarding well-being, both for consumers, communities and the environment. Unilever USA is one of the largest consumer goods companies in the world that has long been known and has a high level of familiarity among global consumers. Unilever has succeeded in building consumer trust through a portfolio of strong and widely recognized brands, such as Dove, Lipton and Ben & Jerry's. This familiarity is an important foundation in their marketing strategy, including efforts to build a positive image regarding community welfare.

As a global corporation, Unilever's operations are inextricably linked to the resources that promote sustainable development and the well-being of society. With the title of the 3rd largest household producer in the world, Unilever Indonesia implements a product diversification strategy by producing, marketing and distributing consumer goods which include soaps, drinks, food, cosmetics and others, so that Unilever companies are known to be able to improve people's welfare by providing household ingredients.

Unilever understands the importance of building customer loyalty to increase repeat purchases and long-term brand awareness. They offer loyalty programs to encourage repeat purchases and incentivize customer loyalty. These programs often involve purchase points, exclusive discounts, personalized offers, and access to special events or experiences. Unilever USA sees wellbeing

as a key element that is not only commercially relevant, but also has a significant social impact.

The quality of life and the satisfaction of fundamental needs are two examples of indicators of community welfare. Welfare is a collection of pleasures one derives from using money received. What things are associated with a reputation are a brand's implicit feature. The prevalence of Unilever-created advertising and imagery that seek to increase human welfare is one component. Unilever has never been motivated to establish this reputation. Because people are aware that Unilever is a provider of daily necessities, Unilever not only develops its brand but also strengthens its relationship with its customers.

A product can be introduced to the world in one method through marketing, making it a crucial element for a business. The presence of marketing will allow for an improvement in the company's reputation. The most popular method for starting a company or enterprise is marketing. Marketing is the branch of business operations that directs the flow of products and services from the producer to the customer. Prosperous American companies, such as Unilever, strive to better society through their products because they actually understand marketing and how to meet changing consumer needs. In a cutthroat industry, marketing brings satisfaction to the consumer. The negative state of the economy won't stop the marketing strategy from working.

The marketing strategy will benefit in the economic environment, unprecedented business changes, growing globalization, and growing technological advances. Marketing strategy is the most important action in building the sustainability advantage of the company itself. With the existence of a marketing strategy a company will compete with other companies. The marketing strategy is very impactful for a company, such as Unilever in the United States, of course they have their own strategy in marketing their products, which is able to increase the welfare of the people of the United States. This study, apart from using marketing strategies, researcher also focus on

communication used in marketing. Communication is also an important factor in this research.

Marketing communications are two important elements in the company, marketing communications in the business world are used in maintaining relationships between consumers and companies, in other words marketing communications can be referred to as business planning to disseminate product information and company development. Marketing communications play an important role in influencing consumer behavior towards a product and also a company. Therefore the company seeks to design attractive marketing communications. In general, marketing communications aim to increase sales and also enhance the positive image of the company itself. Through a marketing communication strategy, it is able to bring out the needs and urgency of consumers.

The Marketing Communication Strategy implemented by Unilever USA plays an important role in conveying messages related to welfare. Through this strategy, companies strive to build a strong narrative about how their products and initiatives contribute to consumer well-being. This strategy involves the use of a variety of communication tools, including advertising, social campaigns, and collaborations with influencers, all of which are designed to create an emotional connection with consumers.

Marketing communication strategies can be carried out with the aim of attracting consumers, increasing sales, building a positive image for the company which later through strategic marketing can have an impact on how strategic marketing can improve people's welfare. In general, marketing is a function used that has the most contact to attract the attention of buyers and how to satisfy customers by means of communication marketing.

Based on the explanation above, this study tries to analyze several cases in communication strategy and marketing. Then the researcher concludes that Strategy communication and marketing are one of the things that are interrelated for a company. So companies must be able to carry out a marketing communication strategy to increase a positive image so that later the marketing

communication strategy can have an impact on people's welfare. Marketing communication strategy is a form of marketing in advancing within a company. The marketing strategy focuses on the company's long-term goals in involving marketing plans that support the welfare of the company and society. Unilever USA conduct marketing through social media, namely X.

Choosing Twitter or X to build Unilever USA's welfare image is based on several key data. Twitter has approximately 450 million monthly active users with an audience that tends to be 18-29 years old, an important demographic for many global brands. This platform allows direct interaction with consumers and rapid dissemination of information through retweets and trending topics features. Twitter's advanced analytics tools, such as Twitter Analytics, enable real-time tracking of campaign performance, while creative branding capabilities, including the use of hashtags, support innovative and effective marketing strategies. This data shows that Twitter is a strategic platform for building an image of prosperity.

Choosing "Unilever USA" as the focus in a marketing communications strategy to build a positive image of welfare on social media can be based on several important reasons. First, the USA is one of the largest and most diverse markets in the world, which allows Unilever to reach a wide audience and test various marketing approaches that can be adapted to other markets, including Indonesia. In addition, the USA has significant economic power and global influence, so success in this market can improve Unilever's image on the international stage.

The USA market is also known for its fierce competition, and success here can provide strong validation of the effectiveness of the communications and marketing strategies used. The USA also has strict regulations when it comes to communications and marketing on social media, so success in this market shows Unilever's ability to meet these high standards, which in turn strengthens the brand's reputation around the world. By making the USA the focus, Unilever can also develop strong case studies as global benchmarks, which can then be applied to other markets, including Indonesia.

Based on Unilever's annual report Unilever USA has a strong reputation worldwide for several important reasons, Global Impact, Unilever USA is one of Unilever's priority strategic markets, along with India and China. This market accounts for approximately 19% of Unilever's total revenue, indicating its significant influence in the company's global business strategy. Economic Capability, The United States market has strong economic capabilities, which allows Unilever to achieve significant growth. In 2022, Unilever recorded 7.9% growth in the United States market, with annual revenues of €12.39 billion (\$13.9 billion). Fierce Competition, The United States market is known as a competitive market, which validates the effectiveness of Unilever's communications and marketing strategies. Unilever has demonstrated the ability to remain competitive by launching new products and innovative brands.

Researchers chose 2022 for this research period because that year is a crucial time after the COVID-19 pandemic, where the concept of welfare becomes more important for consumers. During this period, many companies, including Unilever USA, adjusted their marketing strategies to place greater emphasis on physical, mental and environmental well-being, as consumers became increasingly aware of the importance of these aspects.

Examining Unilever USA's marketing communications strategy in 2022 provides relevant insight into how the company is navigating emerging challenges and opportunities in the post-pandemic landscape. The choice of this title reflects the importance of understanding how large companies, through smart marketing communications strategies, can build a positive image that not only supports their business goals but also makes a real contribution to the welfare of society.

Based on the background statement above, the researcher interested in researching the strategy of Unilever USA communication marketing while carried out on X. Through Unilever USA content on X and also the communication in every tweet which aims to carry out marketing strategies that have a positive impact on image so that it will improve welfare for the community. This study will focus to conduct the research about “Unilever USA

Communication Marketing Strategy to Build Positive Image of Well-being On Social Media X”

## **1.2 Formulation of the Problem**

Based on the explanation in study background above , this study is formulatted to :

1. What kind of Unilever USA Tweets can build positive Image through X
2. How are marketing strategy used which Unilever USA through X ?

## **1.3 Scope and Limitation of the Study**

### **1.3.1 Scope of the Study**

To avoid too broad a discussion that will be examined, this research will focus on the scope of the marketing strategy carried out by Unilever USA through tweeting media in posting content on social media in the form of X. So the researcher will analyze the marketing strategy carried out by Unilever USA through content on X. The scope of this research can be seen from the tweets in each post by Unilever USA X, how is the communication strategy carried out by Unilever USA in each content or post which attracts consumers to Unilever USA products themselves which will later be through content created by Unilever USA can have an impact on people's welfare. In this research, researcher will discuss tweets contained in Unilever USA content in 2022.

### **1.3.2 Limitation of the study**

This limitation of this study focused on Unilever USA corporate communication marketing through its X in 2022, through its marketing content, researcher are trying to analyze Unilever USA communication marketing strategy on X in 2022. This study will analyze several tweets on Unilever USA

content. In this study, in accordance with the scope above to avoid being too broad of this research, the researcher limit research on tweets on Unilever USA X content as many as 12 tweets from posts related to marketing communication strategies to improve people's welfare in 2022 starting from January-December.

#### **1.4 Purpose of the Study**

Based on formulation of the study, the purpose of the study can be describe :

1. To identify the marketing communication strategy used Unilever USA through X
2. To describe kind of Unilever USA communication strategy content through tweets via X that have an impact on people's welfare.

#### **1.5 Significane of the study**

Based of the information of the problem there are significane of the study :

1. For researches  
The benefits of this research further is for researcher to gain broader knowledge about how Unilever USA increases their production value by carrying out marketing strategies to improve people's welfare through communication with X media.
2. For students  
The benefits of this research for readers, apart from adding insight into the topics discussed, are also useful for other students who want to find information and references related to Unilever USA. This research can be useful reading material for students who are studying or researching marketing communication strategies and their application in multinational companies such as Unilever USA.
3. For society

The benefits of this research are social so that people know that Unilever companies are able to prosper their consumers through products and also social actions carried out by Unilever itself, so that later people will not hesitate to use Unilever products



communication strategy carried out by Unilever USA X which is the company's means of informing, persuading and attracting the attention of consumers. The researcher collected data through observing the tweets on Unilever USA X by understanding every tweet in Unilever USA posts. Through these observations, the researcher conducted documentation by sorting out each post that contained elements of marketing communications that had an impact on people's welfare.

### 3.6. Research Schedule

**Table 3. 3 Research Schedule**

No	description of activities	Mei	Jun	Jul	August	Sep	Oct	Nov	Des	Jan	Feb	Mar	Apr	Mei	Jun	Jul
1	preparation and submission of titles															
2	submission of proposals															
3	implementation stage															
	a. data collection															
	b. data analysis															
4	report preparation stage															
5	script preparation															