Strategy to Increase Brand Awareness Through Public Relations Activities with PENCILS Analysis Method (Case Study : EDVI Beauty Glow Skincare)

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ABSTRACT

No less rife with the cosmetic products number outside, skin care products in Indonesia lately have many fans ranging from all ages women and men. This means that the awareness level of the Indonesian people towards skin care is starting to increase, due to healthy and beautiful skin could increase the wearer confidence. This is the EDVI Beauty Glow Skincare focal point with the main goal of improving Indonesian skin problems. In this case study, researchers analyze how the EDVI public relations strategy in building products brand awareness using the PENCILS analysis method (Publications, Events, News, Community Involvement, Inform or Image, Lobbying and Negotiation, and Social Responsibility). This study uses a qualitative descriptive method with a narrative approach. Data collection techniques by interviews means, observation, and documentation. Interviews were conducted with the main informants, namely the EDVI owner, the Public Relations Division Head and two customers. The results show that EDVI implements the strategy of the PENCILS analysis method and what media is used. Strategies in the product form and company publicity, implementing program events, creating news, building good relations with the community, brand image, lobbying and negotiating skills, and corporate social responsibility to the community are PENCILS strategy forms that have proven successful in EDVI's efforts to build brand awareness.

INTRODUCTION

Not only focusing on cosmetics, Indonesian people over time have also begun to pay attention to skin health by doing natural treatments, treatments at beauty salons, and using skin care products. In several centuries, whether or not it is true that the beautiful notion and blemish-free skin is still seen as a marker for good body health and a person's well-being (Mahto, 2018). Good

and gentle skincare for the skin is certainly a prima donna in people's hearts. The skincare products development is currently growing rapidly; the competition in the skincare business is also quite tight. With this competition, business people are also encouraged to build what is their own advantage and different from others. Even ideas and strategies now tend to be more varied, so they did not just focus on product development (Marbun & Andhita, 2021). People are also starting to be selective and smart to choose products that are considered the most suitable for their skin type without leaving other skin problems. In fact, sometimes people are willing to spend more to get good and quality products (Zanah & Sulaksana, 2016).

Skincare is a product that is quite complicated and complex for the ingredients combinations, because not all ingredients could be mixed with other ingredients. Some of them could cause bad effects when combined, for example the combination of the active ingredient niacinamide with AHA/BHA, this will produce nicotinic acid which could trigger skin irritation and redness on the face (Rustaviani, 2021). So, it is better to choose skincare products that are clinically tested by a dermatologist and have been tested by the POM to be safe.

EDVI is an acronym for Edi and Evi, which are the owners' names of a local skincare company based in Sidoarjo, East Java. EDVI Beauty Glow Skincare ("EDVI") is here to answer all the facial skin problems of the Indonesian people from women to men. EDVI could solve skin problems ranging from black spots, dullness, redness, acne, to reducing wrinkles, signs of aging therefore natural beauty could radiate perfectly like the slogan from EDVI itself, namely, "Perfect Your Skin, Perfect Your Beauty". The branding that EDVI uses is a premium and quality local skin care product, gentle on the skin, and could enhance the facial skin beauty. Even though it is present as a premium and luxurious skincare, EDVI is not inferior and could compete with other products, both local products and even imported products.

Now EDVI has begun to be known to the public, even though it is a new product in the skincare world. This is partly due to the EDVI Public Relations Division's skills utilize various communication forms to provide product-related information to the public as a Public Relations marketing strategy (Widowati, 2012). Public Relations is a activities series that are planned continuously to build and strengthen the identity of a product to external and company internal parties (Thurlow et al., 2018). Public Relations serves as a liaison between the company and the public that helps companies adjust their performance to what the public wants. Public Relations is not to express views

from the company's side, but to adjust to the public interest in every aspect of the product (Abdillah, 2017).

Based on the description that the researcher has described above, this research will focus on "Brand Awareness Improvement Strategy through Public Relations Activities with PENCILS Analysis Method (Case Study: EDVI Beauty Glow Skincare)". This study aims to find out the planning, strategies, and techniques implemented by EDVI in increasing brand awareness to the public as EDVI marketing targets in terms of the PENCILS analysis concept (Publications, Events, News, Community Involvement, Inform or Image, Lobbying and Negotiation, and Social responsibilities). And also to find out what media EDVI uses in implementing the PENCILS concept.

Previous research is very important for researchers as a reference to explore and enrich the theory used to examine the research to be carried out. The first research is entitled Asia TV Web Public Relations Strategy In Building Brand Image (Case Study of Megakiss Esports) (Vitality et al., 2020). The study results explaining that the strategies used by Public Relations are the research phase, the strategy phase, the tactical phase where there are publications, news, programs, community involvement, lobbying and negotiation, and the last is the evaluation phase to build brand image Megakiss.

The second research is entitled Public Relations Strategy in Building Personal Branding of Visual Artists (Qualitative Descriptive Study of Public Relations Strategies in Building Muklay's Personal Branding as Visual Artists) (Rahmatunisa & Febriani, 2019). The results showed that Muklay had built Personal Branding as a visual artist through publications, events, news, community relations, media relations, lobbying and negotiations, and participating in social activities. The PENCILS strategy has proven successful with Muklay's wide relationship with audiences with different backgrounds, not only in the arts.

The third previous research entitled Efforts to Increase Brand Awareness of PT. Go-Jek Indonesia through Marketing Public Relations Activities (Wahid & Puspita, 2017). The results showed that PT. Go-Jek Indonesia implements the PENCILS strategy in increasing brand awareness. Activities such as publications, carrying out interesting activities, good relations with the community, collaborating with other companies, enhancing a positive image, providing the best service, and adding new features to the network provided to the public stronger.

From the three studies, the researcher concludes that both corporate and individual organizations could implement the PENCILS analysis strategy in an effort to maintain brand awareness that has been achieved by the company.

However, in this study, researchers will refine and focus more on implementing the PENCILS strategy for new start-ups that are still struggling to build brand awareness and gain a positive image from the public.

Every company certainly not only wants its products to be known, but also wants to be able to establish good relations with the public (Ginting & Hasanah, 2015). According to Cutlip, (1962) public relations is a management function assessing public attitudes, policy identifying and a person or organization's procedure in the public interest, a program of activities planned and conducted to gain public understanding and support. It could be concluded that Public Relations (PR) is a part of the company that functions in building and maintaining good communication between the organization or company and external or internal parties that are planned and structured systematically to achieve organizational goals more specifically.

Public relations function is to assist the main management activities to achieve the objectives; Build interaction with the community; Determine something from the public's response or vice versa; Providing the best service for the community and solutions for superiors in order to gain mutual benefit; And create two-way communication between the company and society in order to obtain a positive image (Butterick & Hasfi, 1919).

The strength of the product Brand Values is what a company offers to the public in its marketing activities. According to David A. Aaker in Ruslan, (2010) Brand is a name and symbol as a differentiator (such as a logo, stamp, or packaging) which intends to identify the seller's goods or services. While the Brand Awareness meaning is the brand ability to be able to appear in the consumer's minds when thinking about certain product categories and the ease with which the brand name appears (Shimp, 2003). In this case, brand image could be seen as a key element of how consumers feel about brand image and there is a positive relationship that exists between consumers and companies (Dewi et al., 2021).

There are several brand awareness levels in the forming process the company's activities according to Durianto, (2004) namely: Brand unaware, at this stage customers feel doubtful or unsure whether they are familiar with the mentioned brand or not; Brand recognition, at this stage the customer is able to identify the brand mentioned; Brand recall, at this stage the customer is able to remember the brand without being given a stimulus; Top of mind, at this stage the customer remembers the brand as the first thing that comes to mind when talking about a particular product category.

Picture 1.
Brand Awareness Level (Durianto, 2004)

The PENCILS strategy developed by Harris & Whalen, (2006) as a concept of a good Public Relations mix (PR Mix). There are 7 (seven) main elements in the public relations strategy use, namely: 1) *Publications* (Publication and Publicity), conducting publications or disseminating information through various media about the companies or organizations activities that deserves to be known by the public. After that, generate publicity to get positive feedback more broadly from the public; 2) *Events* (Events Programming), all promotional activities or publications associated with events, such as designing special events, routine events (calendar events), and momenta events that are selected within a certain time period, place, and object, specifically to influence public opinion; 3) *News* (Creating News), creating news through press releases, newsletters and bulletins, and so on. Public Relations Officer (PRO) should have the ability to write, due to most of his duties are for PR writing, especially in making publicity; 4) *Community involvement* (Care for Community), conduct social regarding with certain community groups to creating good relations maintained (community and humanity relations) with the organizations or institutions representing; 5) *Information or image* (Informing Brand Image) that is telling something to attract public attention, so it is hoped that it will get a response in the positive image form from a process of "nothing" trying to be "something"; 6) *Lobbying and negotiation*, namely lobbying and negotiation skills that are very necessary for a Public Relations Officer (PRO) therefore all planned, ideas or an institution or organization activities before in the community need an approach to reach an agreement or obtain support from individuals and institutions that influence therefore a win-win solution arises; 7) *Social Responsibility*, the aspect of company social responsibility and not only thinking about material benefits for the institution or organization and the

figures it represents, but also caring for gaining sympathy or empathy going to success achieved for member's community.

RESEARCH METHODE

This study uses a qualitative approach which does not rely on evidence based on mathematical logic, the numbers principle, and statistical methods but rather with actual conversations and tendencies to analyze (Mulyana, 2003). Descriptive research is relatively simple; the data could be in the form of oral or written and even observable behavior, as well as collecting facts and developing concepts. Collective case study methods are also used in this study which aims to draw conclusions on the theses cases phenomena (Salim, 2006).

The research subject is EDVI Beauty Glow Skincare. As resource persons, researchers chose the owner, the public relations division head, and two customers to obtain data and information. This study uses a case study method that includes direct communication techniques, namely data collection methods in which researchers deal directly with subjects to obtain information or data through interviews with informants, observation, and documentation. Interviews were conducted on several parties as informants. Informant data could be seen in the table below:

Table 1.
Informant's Data

Position	Name of Informan	Domicile
Owner of EDVI	Edi Wiyanto	Sidoarjo
Head of EDVI Public Relations Team	Ika Dana Rahayu	Sidoarjo
*Customers*EDVI (Student)	Suryaning Wulan	Surabaya
*Customers*EDVI (Private Employee)	Shelvia Suhera Mirnanik	Sidoarjo

Source: Researcher Processed Data, 2022

Data collection techniques with primary data are interviewing informants and secondary data by collecting various information from internal companies, articles, news, and other supporting information. Research conducted in EDVI Beauty Glow Skincare head office in Pepelegi area, Waru, Sidoarjo. The list of questions conducted in the interview process could be seen in the following table:

Table 2.
Interview Topics

Indicator	Interview Topic
Publications	Product introduction.
	The difference between EDVI product introduction and other products.
Events	EDVI designs events.
	List of EDVI events.
	The purpose of EDVI to conduct events.
News	EDVI creates news about its products.
	The media carried EDVI news.
Community Involvement	EDVI social contacts with the public.
	Good relationship with clients.
	Benefits of good relationships.
Information or Image	The EDVI strategy creates an image.
	Benefits of a positive public image.
Lobbying and Negotiation	EDVI lobbying and negotiation process.
	Lobbying and negotiating efforts early in EDVI's career.
Social Responsibility	EDVI form of social responsibility.
	The benefits of EDVI for the social community.
	Benefits of social responsibility for EDVI.

Source: Harris & Whalen, (2006)

RESULT AND DISCUSSION

Based on the data received results by researchers through in-depth interviews and observations, it could be concluded that EDVI Beauty Glow Skincare carries out various activities aimed at building and increasing the company's brand awareness in the midst of very tight skincare business competition. Therefore, EDVI carries out public relations activities, conducts external communication and selects media to communicate to the public and conducts public relations activities that could build product image (Onyiengo, 2014). EDVI uses public relations tools, namely the PENCILS public relations mix theory which includes many of EDVI's public relations activities in attracting public attention.

The activities carried out by EDVI in an effort to build and create brand awareness are:

a. ***Publications,*** EDVI through publicity expands information about activities in the company that deserves to be known to the public, this is

a strategy from EDVI to gain public trust, influence the way people think, both the brand position and the company itself. Publicity is carried out by EDVI through two media, namely offline and online. Offline media is by introducing family, relatives, friends, and partners who have been previously established, as well as distributing flyers and brochures in the surrounding community. However, this has problems because the marketing reach is still not wide enough. Therefore, because internet technology is now advanced, EDVI introduces its products through online media as the main publication media through social media (Website, Instagram, WhatsApp, Facebook, Tiktok, Twitter, and Youtube) and marketplace or e-commerce (Shopee, Lazada, Tokopedia, and Blibli). Social media provides easy and unlimited access therefore people could get information anytime and anywhere (Ardianto, 2011). In every upload on social media accounts, EDVI always provides reviews in the testimonials form from customers who have used the product to attract and convince new potential customers, this is the most influential way at this time (Yonita et al., 2019). This is not much different from the approach strategy by other skincare businesses, but EDVI also sees the current trend, namely promotions through videos on Tiktok and also favors luxurious and elegant white and silver packaging, especially for purchasing packages such as the Brightening Glow Series and Ultimate Glow Series, you will get bags and pouches free. This step is quite fast and on target for EDVI in providing information to the public;

b. *Events,* based on the interviews results with EDVI owners that in designing an event or event program, the way to do it is to first determine what concept to work on in accordance with current community trends, then set the right strategy for the event to be run, then execute what has been planned, and the last is the evaluation of the events that have been carried out. However, according to him, the most important thing is the execution and evaluation process. If the execution runs smoothly, the results will also be satisfactory, and if the results are not satisfactory, EDVI always conducts a gradual evaluation for upgrades and improvements for future events. Currently, there are two events types run by EDVI, namely Calendar Events and Special Events. Routine events (calendar events) are programs that are run regularly, such as distributing give a way of up to 12 EDVI products to EDVI followers with terms and conditions from the management, holding big discounts on twin dates, holding other promos that are routinely held every month. Then special events are programs that are run specifically

for certain days, for example during the EDVI grand opening, mini-gathering, as well as education and EDVI Beauty Glow Skincare products socialization to people who are not familiar with EDVI. This activity has a positive impact by increasing followers on social media such as on Instagram, 13 thousand followers, this aims to expand marketing, increase turnover, and increase brand awareness, especially since EDVI is fairly new in the skincare world which requires a wider introduction to the public, especially the giveaway program which makes its fans bigger whose interest could reach 600%;

c. *News,* news is always needed in public relations. To create news about its products, EDVI has two ways, first by building its own website and blog with the name edvibeauty.id. Here, EDVI uploads useful articles including tips for using skincare and skin care, so if someone asks a question on Google, it is possible that the article from EDVI could appear and be seen by the public. Second, by collaborating with outside parties such as advertising and endorsements with artists and social media content creators whose benefits could be shared without forgetting to take into account costs, time, and so on. This is quite influential significantly to make EDVI products viral, interesting content is not boring and neatly arranged in the story telling making, this will be liked by many people even though it is inserted with advertisements;

d. *Community Involvement,* EDVI's way of maintaining a good relationship with the skincare lovers community is through approaching potential customers, treating them like a partner or loved one, paying attention and providing the best service by answering all questions about their skin problems with a free consultation. This free consultation is carried out via WhatsApp, could be through group chats or personally with EDVI's personal doctor through the admin. The consultation begins with what skin problems are being faced, providing advice as needed could be directed first to natural ways and then to EDVI products. This is useful for getting loyal customers, so even if EDVI has not or not given a promo offer, they will still buy because they need it without relying on discounts. Not only that, good relations are also established for the EDVI partner community through cooperation with them, EDVI should provide beneficial benefits for partners, provide attention and solutions and handling objections to problems faced by partners, so EDVI tries to help. If the relationship with everyone is good, then the business could also run well;

e. *Information or Images,* provide interest information to the public in order to get a positive image. A positive image is needed by the company as a company advantage and one of the valuable capitals in winning the competition with other businesses. A positive image also influences the company's marketing activities to increase the product's marketing strategy effectiveness. By establishing good relations with all parties, both internal and external, EDVI is expected to be able to gain a positive image and be known as the best local brand from the community. The EDVI method is to inform the product actual, the uses and product benefits and whether or not there are side effects, certified halal, has permission from the POM, and does not create dependence;

f. *Lobbying and Negotiation,* the ability to lobby and negotiate is also very much needed by public relations. Conducting a meeting beforehand, making plans (plans), making presentations, explaining anything about what benefits could be obtained by collaborating with EDVI which are mutually beneficial from various parties are some of the processes that occur in EDVI's lobbying and negotiation. Good public speaking and writing skills will make it easier for internal and external parties to understand what the company wants to convey. This process is carried out by EDVI for partners and distributors to comply with regulations in accordance with the system established by the company. In addition, EDVI also conducts the lobbying and negotiating process with advertising parties, photo studio services, modeling and talent services, and everything related to the need for EDVI content requires extra negotiation therefore the parties concur and agree on a cooperation policy with EDVI to make it safer and get the best price;

g. *Social Responsibility,* Performing social responsibility is a corporate social work form for the community. In public relations activities, EDVI shows that the company also has concern for the community; this is based not only on getting the maximum profit, but also increasing the community positive image that EDVI is a good company. The existence of EDVI could add new jobs because it also reduces the unemployment rate. EDVI also collaborates with partners such as housewives and students therefore they could earn additional income on their own. EDVI collaborates with small content creators to become EDVI talents to gain experience and become the starting point for their careers. Education and free consultation sessions provided by EDVI have also proven to help people's skin problems, therefore people are no longer wrong in

choosing skincare that is suitable for their skin. This again will generate good feedback for EDVI and indirectly as a form of promotion as well.

From the mixed concept theory seven pillars from the implementation of the PENCILS strategy by EDVI Beauty Glow Skincare, it could be seen that all points have an influence on EDVI to form brand awareness and corporate image. However, there are several main points that have a more significant influence on the EDVI success in achieving its goals, namely Publications, News, and Community Involvement. Publications with the implementation of digital marketing strategies by utilizing social media, this is very necessary because 191.4 million Indonesians are active users of social media (Riyanto, 2022). News, creating news about EDVI products will be very influential for the EDVI business continuity in the future; this could make people aware of the EDVI product existence in the market. And Community Involvement is also very much needed by EDVI at this time to get special attention from the community and to get loyal customers. For the future, EDVI will always innovate and continue to struggle to maintain and develop its business even though the company's image and brand awareness have been achieved.

Media Used by EDVI to Execute the PENCILS Strategy

Based on the PENCILS strategy explanation used by EDVI Beauty Glow in building and increasing brand awareness, there are several media as a tool to carry out this strategy. There are four communication media types according to the characteristics proposed by Couldgara, (2008) namely: 1) Mass media. In publishing its products, EDVI cooperates with mass media and advertising to make news about EDVI itself. The mass media use is therefore the content created could be seen and enjoyed by an unlimited number of audiences; 2) Public Media. In running an event and social program, EDVI utilizes public media. Because this will attract the public attention to come to the event; 3) Interpersonal Media. EDVI uses interpersonal media in lobbying and negotiating with the media, its clients and distributors. This is because these activities require in-depth communication between individuals; 4) Group Media. EDVI uses group media to connect with the EDVI partner community and the EDVI customer community. With this, EDVI and these parties could carry out activities together and get mutual benefits for both parties.

CONCLUSION

EDVI Beauty Glow Skincare implements a strategy based on Thomas L. Harris' theory, namely PENCILS (Publications, Events, News, Community Involvement, Inform or Image, Lobbying and Negotiation, and Social Responsibility). PENCILS' strategy is to be able to introduce EDVI as a natural

and premium skincare product to the Indonesian people, both women and men, which is safe and able to eliminate skin problems therefore beauty could radiate perfectly.

EDVI implements the overall PENCILS strategy, but there are three main points that have a significant effect, namely Publications, News, and Community Involvement. EDVI uses this strategy in its efforts to increase brand awareness and has succeeded in getting a positive image from the public therefore trust will arise. From that trust, it will create a sense to try and get to know EDVI products and then people will feel comfortable and become loyal customers. With the PENCILS strategy activities, EDVI always maintains good relations with various parties such as consumers, clients, partners, communities, and communities in order to gain loyalty and public awareness for the company.

With the ability EDVI introduces its company by providing different advantages of others product, EDVI as a safe and premium skincare brand provides complete comfort to consumers in terms of product quality and service. In the future, EDVI will always innovate and will continue to struggle to develop its business even though the company's image and brand awareness have been achieved.

Implication

Table 3.
PENCILS Implications

Indicator	Implication
Publications	EDVI's publications are good both offline and online, but the content intensity needs to be increased and focus on Tiktok and Instagram due to they are currently being loved by the public.
Events	*Events* held by EDVI is good, but it just needs to be more creative and innovative therefore it is easy to remember in the minds of the people. There is no need to hold events too often, especially like mini gatherings, due to that requires a fairly high cost.
News	EDVI needs to occasionally collaborate in the endorsements form with professional and well-known content creators or could also work with advertisements that have a large number of views in order to speed up and make it easier for Indonesian people to recognize EDVI.
Community	EDVI needs to be closer to the skincare community

Involvement	who are not familiar with EDVI, without reducing the intensity of attention to the customer community and its partners.
Information or Image	A positive image has been obtained from the community, but it is not wide enough. EDVI needs to increase its marketing expansion first, then add other new ways to get EDVI's own image, such as Wardah's example with its halal image.
Lobbying and Negotiation	The EDVI owner ability in public speaking especially in lobbying and negotiating with clients is very good and no doubt, this is an advantage for EDVI. For this reason, EDVI needs to expand relationships and clients to take advantage of these capabilities.
Social Responsibility	EDVI's social responsibility has quite a positive impact on society. For now EDVI needs to maintain it and focus on increasing its turnover and expanding its business because that is where EDVI could find new ways to help the community.

Source: Researcher Processed Data, 2022

Limitations

The researcher realizes that if a study definitely has shortcomings, this research also has limitations and weaknesses which could later become a reference for further researchers to further refine it. First, this research only uses a little small number of informants, which is not sufficient to describe the actual situation. Second, this study relies heavily on the researcher's view of the implied meaning in the interview session. To reduce these deficiencies, the researcher checked between the facts from the informants and the data from other research results. Third, during the interview session with the informant there were several answers from the informant that did not match the question. There are also similar research questions but with different meanings, the informants answered with the same answer. Finally, the researcher should repeat the question therefore the informant understands the question meaning. And finally, this research indicates that three points from PENCILS that have had a significant impact are Publications, News, and Community Involvement, therefore researchers hope that there will be improvements for further research in order to perfect the other four points, namely Events, Inform or Image, Lobbying and Negotiation, and Social Responsibility.

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