



Public Relations Communication Strategies in Building Consumer Branding: Analysis of Unilever Company

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ABSTRACT: This article examines the Public Relations (PR) communication strategies employed by Unilever in building and maintaining a strong consumer branding. The study aims to understand how Unilever integrates PR communication strategies and adapts to the digital and social media era to create positive relationships with consumers. The research follows a qualitative approach, utilizing data collection techniques such as market research and consumer trend analysis and utilized a systematic Literature Review (SLR) method. The analysis reveals that Unilever emphasizes transparency, honesty, and consistency in their brand messages and values. They actively engage with consumers through social and environmental initiatives, creating a responsible and caring brand image. The results demonstrate that Unilever's PR strategies have successfully built a strong consumer branding and generated sustainable customer loyalty. The findings have implications for companies seeking to establish a positive and sustainable brand image in a competitive global market.

Keyword: Branding, Communication, Public Relations, Unilever



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INTRODUCTION

Unilever, a multinational company renowned in the consumer and household products industry, has long been recognized as one of the key players in the business world. Established in 1930, Unilever has played a significant role in influencing consumption patterns and global brand image. One of the key elements to Unilever's success is their ability to build and maintain a strong brand image in the eyes of consumers. This can be achieved through various effective Public Relations (PR) communication strategies that assist Unilever in establishing a solid consumer branding. In this context, understanding the background of Unilever's PR strategies in building consumer branding becomes crucial.

Unilever is one of the largest multinational companies in the world, focusing on various consumer market segments including food and beverages, personal care products, and household care products. With a brand portfolio that encompasses over 400 well-known brands such as Dove,

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Lipton, Axe, Knorr, Sunsilk, and many more, Unilever has built an image as a leader in providing high-quality products that meet consumer needs worldwide.

Unilever understands the importance of brand image and reputation in their business. A strong and positive brand image is a valuable asset as it can influence consumer preferences, purchasing decisions, and customer loyalty. In their efforts to build and maintain a strong brand image, Unilever has implemented various measurable and effective PR strategies. These include consumer communication, sustainability initiatives, social initiatives, and efforts to maintain positive relationships with stakeholders.

As a company with a strong global footprint, Unilever operates in over 190 countries, and as technology and media evolve, they have adopted diverse PR strategies that are relevant to local and global conditions. Unilever's PR strategies have garnered attention in the business and academic world, as they have demonstrated a commitment to corporate social responsibility (CSR) and sustainable development, which are crucial elements in building a positive brand image in the modern era.

Unilever has emphasized that brand image and corporate social responsibility are two sides of the same coin. They believe that socially and environmentally sustainable business is the right way to do business, and this is reflected in every aspect of their PR strategies. In efforts to gain a deeper understanding of Unilever's PR communication strategies in building consumer branding, it is important to explore the role of CSR and sustainability in their PR activities.

Unilever has a clear and ambitious vision to "Double the Value, Halve the Footprint." This reflects their commitment to doubling their business growth while reducing their environmental impact. This strategy includes commitments to reducing their environmental footprint through various means such as reducing carbon emissions, managing waste more efficiently, and supporting sustainable farming practices. Additionally, Unilever actively engages in various social initiatives, including campaigns for social change and policies supporting sustainability and equality. They have undertaken various successful PR campaigns, such as the "Dove Real Beauty" campaign aimed at celebrating beauty diversity and promoting positive self-esteem.

Unilever's commitment to CSR and sustainability is not only a moral action but also a crucial element in their PR communication strategies. They recognize that modern consumers are increasingly concerned about the social and environmental impact of the products they purchase. Therefore, by adopting PR strategies focused on corporate social responsibility and sustainability, Unilever has successfully built a positive brand image in the eyes of discerning and socially conscious consumers.

In the digital and social media era, Unilever has also adapted well by integrating digital platforms into their PR communication strategies. They are active on various social media channels, communicating positive brand messages and sustainability efforts. This helps them stay connected with consumers, listen to feedback, and respond promptly to issues emerging on social media. Additionally, Unilever also maintains a strong presence in the blogosphere and website domains, providing information about various aspects of their sustainability and CSR efforts. They combine

technology with real-life stories of the positive impact they have created in society and the environment.

Based on the aforementioned background, the problem statement in this article is (1) How does Unilever integrate Public Relations (PR) communication strategies in their efforts to build and maintain a strong consumer branding? and (2) How does Unilever adapt to the digital and social media era in the context of their PR strategies to create positive relationships with consumers?

Public Relations

Public Relations (PR) communication is an essential element in the business world, government, nonprofit organizations, and society. It is a strategic function aimed at building, maintaining, and strengthening relationships between an entity and various stakeholders involved, including employees, customers, business partners, investors, media, and the general public. PR helps organizations manage their image, communicate effectively, and achieve their goals.

PR is a discipline that involves planning, implementing, and managing communication to create understanding, support, and goodwill towards a specific organization or individual. It involves a range of activities that encompass both external and internal communication. PR helps organizations interact with various stakeholders, manage issues related to their image, and influence the public perception of them. One crucial aspect of PR is creating consistent and relevant messages to achieve communication goals. These messages must be delivered through various communication channels, including mass media, social media, press conferences, special events, internal newsletters, and others. The ultimate goal is to build a positive image, increase brand awareness, and create trust.

PR plays a primary role in various aspects of business, government, and nonprofit organizations. Some key roles and functions of Public Relations Communication include:

a. Reputation Management

One of the main roles of PR is to maintain and enhance the reputation of an organization. A good image can influence consumer purchasing decisions, attract investors, and maintain positive relationships with stakeholders.

b. Issue and Crisis Management

PR has a crucial role in managing issues that can affect an organization and in handling crisis situations. This includes providing clear and transparent information to the public to avoid further reputational damage.

c. Media Relations

PR builds and maintains good relationships with the media. They plan press conferences, send press releases, and respond to journalists' inquiries to ensure positive media coverage. The use of social media in company is used as a source of information, communication, and promotion for

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creating a positive image of the company and attracting the interest of prospective students in the intense competition in the era of globalization ([Nur Fitriyanti, 2023](#)).

d. Stakeholder Relations

PR serves as a liaison between the organization and various stakeholders, including employees, customers, investors, and the local community. They communicate with these groups to understand their needs and ensure their satisfaction.

e. Social Media Management

In the digital era, PR plays a significant role in managing an organization's presence on social media. They interact with followers, respond to comments, and disseminate content that supports the organization's goals. Various social media platforms used for student recruitment, including Facebook, Instagram, YouTube, WhatsApp, alongside websites and other social networks ([Nasih & Ghozaly, 2022](#)).

f. Event Planning

PR is often responsible for planning and executing events such as conferences, seminars, product launches, and others. These events provide opportunities to build relationships and promote the organization's messages.

g. Internal Communication

Based on ([Ilmiah & Makna, 2021](#)) public relations for internal and external communication to showcase its commitment to local culture. PR is also responsible for ensuring effective internal communication within the organization. They help disseminate information to employees and ensure consistent understanding of the company's vision and mission. Public relations to promote and preserve local culture through internal practices and community engagement, Unilever's potential use of PR strategies to promote social responsibility and build positive relationships with communities ([Hia et al., 2020](#)).

h. Advocacy

PR can serve as an advocate for the organization in issues related to regulations, public policies, or specific interests. They strive to influence policies and public opinion in line with the organization's goals.

i. Research and Evaluation

PR conducts research to understand public perceptions and then evaluates the effectiveness of communication campaigns. This data is used to improve future PR strategies. This directly relates to the importance of a well-defined PR strategy for building a strong consumer brand for a destination like Unilever might do for its products ([Andrariladchi & Adiwibowo, 2018](#)).

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There are several important aspects in Public Relations Communication that need to be understood to achieve success in this discipline.

a. Transparency

Transparency is key in PR. The public expects organizations to be honest and open in their communication. Dishonesty or lack of transparency can damage reputation. PR in social media has a stronger influence than traditional sources, the concept can be loosely linked to the idea of where consumers get their information about brands ([Adinugroho et al., 2019](#)).

b. Engagement and Interaction

PR should focus on engaging with stakeholders and meaningful interaction. This includes listening, responding, and participating in conversations with the public. The creative and interactive features of Social Media, which can be leveraged to engage the audience and create a memorable brand experience ([Van Gobel et al., 2023](#)). Based on [Rusdi, \(2011\)](#) the importance of interactive programs for radio stations to stand out in a competitive market, the concept aligns with the idea of audience engagement in consumer branding strategies.

c. Creativity

PR often requires creativity in crafting compelling and engaging messages. Creative ideas can help organizations stand out in the information overload. Based on ([Lutvia et al., 2023](#)) utilizes various IMC elements such as advertising, sales promotion, public relations, direct marketing, and personal selling to build consumer loyalty, Unilever's potential use of a mix of communication channels, including social media, traditional media, influencer marketing, and direct-to-consumer initiatives, to reach and engage target audiences.

d. Crisis Management

PR should have a well-developed plan to manage crisis situations. This includes communicating promptly, providing accurate information, and managing the negative impact. Based on ([Oktavianti & Irwansyah, 2016](#)) technology-mediated communication networks for journalists to gather information, is aligns with the idea of PR professionals building networks with journalists and media outlets to share information and build positive brand perception.

e. Evaluation and Measurement

Assessing the effectiveness of PR campaigns is crucial. This can be done through measurements such as media coverage, consumer reactions, and public understanding.

f. Sustainability

PR should also focus on sustainability. This includes supporting sustainable policies and practices and raising awareness of environmental and social issues.

g. Technological Adaptation

PR needs to keep up with technological advancements and social media to remain relevant in the digital era. The ability to communicate on online platforms is a highly valuable skill.

Branding

Branding is one of the most important aspects in the modern business world. It closely relates to how a company builds its image, differentiates itself from competitors, and creates a strong impression on consumers. Branding is not just about logos, colors, or slogans, but also encompasses values, mission, and experiences associated with the brand.

Branding refers to the process of creating, managing, and promoting a unique brand identity. It involves several elements, including the logo, design, brand name, brand message, brand values, and customer experiences associated with the brand. The goal is to differentiate the brand from competitors, create an emotional connection with consumers, and build brand loyalty. Branding is highly important in modern business, and there are several reasons why it is so vital.

a. Differentiation from Competitors

The market is currently filled with intense competition. A strong brand can help a company differentiate itself from competitors and attract consumer attention. This is key to surviving in a competitive business environment. Based on ([Ramadhan & Gartanti, 2022](#)) creating unique content and using trademarks to protect intellectual property, Unilever's potential efforts to build a strong brand identity on social media by creating engaging content, using distinctive visuals, and protecting its brand assets.

b. Building Trust and Customer Loyalty

A strong brand tends to be more trusted by consumers. When consumers have confidence in a brand, they are more likely to purchase the products or services offered by that brand. Brands with strong customer loyalty also tend to have stable and sustainable revenue. Based on ([Rachmadani et al., 2023](#)) utilizes social media features such as quizzes, giveaways, and live streaming to engage with consumers and create a positive brand image, Unilever potential use of interactive content, influencer marketing, and social media campaigns to connect with target audiences and build brand loyalty.

c. Marketing Ease

A widely recognized brand makes marketing easier. Consumers tend to pay more attention to brands that they are already familiar with compared to unfamiliar brands. This allows companies to spend less money and effort on promoting their products. Using Instagram to drive sales and customer engagement, Unilever's potential focus on using social media to drive traffic to its website, increase product sales, and build a strong online community ([Priambodo et al., 2023](#)).

d. Added Value

A strong brand tends to have higher value in the eyes of consumers. This means that companies can command higher prices for their products or services. Additionally, they are also more attractive to potential investors and business partners. Unilever's potential focus on building a strong brand reputation through its PR strategies, including social media communication, product quality, and corporate social responsibility initiatives ([Choerotun Nisa & Susanto, 2023](#)).

e. Business Sustainability

A strong brand helps a company to survive in the long run. Brands can be highly valuable assets, and many brands have existed for decades or even centuries. Building a strong brand identity is a process that requires time, planning, and consistency. Here are some steps in building a strong brand identity:

a. Mission and Value Determination

The first step is to determine the brand's mission and values that will serve as its foundation. This includes what the brand aims to achieve and the principles that will guide it.

b. Target Market Analysis

It is important to understand the target audience for the brand. This includes understanding the needs, preferences, and expectations of potential customers.

c. Brand Name and Logo Selection

Choosing a suitable brand name and logo design is a crucial step in branding. They should reflect the brand's values and character.

d. Brand Message Development

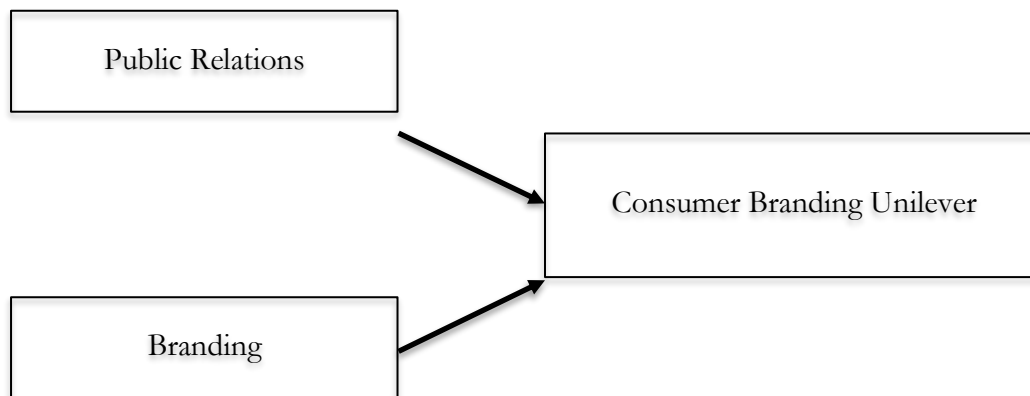
The brand message is the core of what the brand wants to convey to consumers. It should be clear, consistent, and influential.

e. Consistency

Consistency in all aspects of the brand is crucial. This includes consistency in design, colors, messages, and customer experiences.

f. Positive Customer Experience

Creating a positive customer experience is key to building customer loyalty and a positive brand image.



Public relations and branding have significant implications for consumer branding at Unilever. Through effective public relations strategies, Unilever can shape its reputation and image, which are crucial for building a strong consumer brand. By carefully crafting and delivering key brand messages, Unilever can effectively communicate its brand values, benefits, and unique selling propositions to consumers. This clear and consistent messaging helps consumers develop a strong association with the Unilever brand. Public relations facilitates consumer engagement by providing platforms for interaction and feedback (Syarah & Wulandari, 2022). Unilever actively engages with consumers through social media, promptly responding to queries, and conducting interactive campaigns. This engagement fosters a sense of connection and involvement, strengthening the relationship between consumers and the Unilever brand.

Unilever's commitment to customer and sustainability is also integral to its public relations strategies. By demonstrating social and environmental responsibility, Unilever appeals to socially conscious consumers who value ethical business practices. This emphasis on CSR enhances the brand's reputation and attracts consumers who align with the brand's values. It contributes to the development of a positive brand image and fosters consumer loyalty. By effectively managing and resolving crises, Unilever can protect its brand image and maintain consumer trust (Oktavianti & Irwansyah, 2016). Timely and transparent communication during crises helps mitigate reputational damage and ensures that consumers perceive Unilever as a responsible and trustworthy brand.

METHOD

The research method used in this paper is qualitative method with a literature study approach. The qualitative method was chosen because this research aims to delve into the understanding of Unilever's Public Relations communication strategies in building consumer branding, including qualitative aspects such as brand values, brand messages, and brand image. This method allows researchers to analyze descriptive and exploratory information in relevant literature.

A literature study is an appropriate approach in this research because it requires an in-depth understanding of Unilever's PR strategies, which can be found through the analysis of previously

published materials such as academic articles, books, company reports, and other relevant sources. By analyzing existing literature, researchers can gather the necessary data and information to answer research questions related to Unilever's PR communication strategies in building consumer branding.

This research will integrate and synthesize various relevant literature sources to develop a comprehensive understanding of Unilever's PR communication strategies and their impact on consumer branding. Researchers will evaluate and analyze existing literature to identify patterns, trends, and key aspects related to the research topic. The results of this literature analysis will be used to depict and explain how Unilever has successfully built a strong consumer branding through their PR communication strategies.

To explain the use of Systematic Literature Review (SLR) in the context of "Public Relations Communication Strategies in Building Consumer Branding: Analysis of Unilever Company", a SLR would involve more structured steps in the collection and analysis of literature. In an SLR, researchers would identify clear inclusion and exclusion criteria to select relevant literature studies. They would conduct a systematic literature search and detail the steps taken to gather and select literature that meets the inclusion criteria.

RESULT AND DISCUSSION

Unilever's Public Relations Communication Strategies in Building and Maintaining Branding

Unilever, as one of the leading multinational companies in the consumer industry, has successfully integrated Public Relations (PR) communication strategies in their efforts to build and maintain a strong consumer branding.

a. Understanding Consumers and Stakeholders

Unilever has a deep understanding of their consumers and stakeholders. They regularly conduct market research and consumer trend analysis to understand the needs, preferences, and changes in consumer behavior. This helps them in crafting relevant and appropriate PR messages. Unilever also recognizes the importance of being responsive to social and environmental issues that matter to modern consumers. They actively engage in sustainability initiatives and corporate social responsibility, reflecting consumer values and building a sustainable brand image. By understanding their consumers and stakeholders, Unilever can design appealing and relevant PR messages, thereby enhancing relationships with consumers and stakeholders. Andrariladchi & Adiwibowo, (2018) supports the research on Public Relations Communication Strategies in Building Consumer Branding: Analysis of Unilever Company by demonstrating that effective public relations communication strategies should be well-planned, considering the areas, roles, objectives, and action plans. This is in line with the findings of Unilever's research, which show that effective public relations communication strategies should have clear objectives, defined target audiences,

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and well-communicated messages. importance of tourist satisfaction and the role of attractions in building a positive experience, this concept can be loosely linked to the idea of customer experience and how Unilever strives to create positive experiences with its products to build brand loyalty ([Shaykh-Baygloo, 2021](#)).

b. Transparency and Honesty in Communication

One key aspect of Unilever's PR strategy is transparency and honesty in their communication. They are committed to providing clear and accurate information to consumers, stakeholders, and the general public. For example, Unilever has launched initiatives to disclose the entire list of ingredients in their products, allowing consumers to make better-informed decisions about the products they use. This transparency builds consumer trust and creates a strong brand image as a responsible and honest company. importance of using a convergence of communication channels (technologies, media) for brand awareness campaigns, Unilever's likely use of multiple communication channels like social media, traditional media, and potentially partnerships with retailers to build brand awareness for their products ([Wang, 2017](#)).

c. PR Campaigns Focusing on Social and Environmental Issues

Adapted its marketing communication strategy during the COVID-19 pandemic to meet customer needs, relates to the importance of Unilever adapting its PR strategies during a crisis to address consumer concerns and changing market conditions ([Riyantie et al., 2021](#)). Unilever has been successful in launching PR campaigns that focus on social and environmental issues relevant to consumers. For instance, the "Dove Real Beauty" campaign is a highly renowned example of how Unilever takes a stance in promoting beauty diversity and combating unrealistic stereotypes in advertising. Such campaigns create emotional connections with consumers and leave a positive impression of the brand. Additionally, Unilever has a commitment to sustainability and environmental policies. They actively participate in campaigns to reduce carbon footprint and manage waste more efficiently. This is an example of how they use PR strategies to build a sustainable brand image and address issues that are important to consumers. Importance of reputation for a company and how public relations can play a crucial role in managing various communication activities to maintain a positive reputation ([Oktaviani et al., 2020](#)).

d. Media Relations and Engagement in Digital Content

Various PR strategies, including community relations, persuasive and educational approaches, social responsibility, collaboration, and coordination and integration. These strategies align with the methods used by Unilever to build consumer branding, such as community engagement, persuasive advertising, educational campaigns, and partnerships ([Hendrarto & Ruliana, 2019](#)). Unilever understands the importance of media relations. They have good relationships with mass media and frequently communicate with journalists and publishers. This enables them to ensure that their brand messages reach consumers through positive media coverage. Additionally, Unilever integrates their PR strategies into digital media. They are active on social media platforms such as Facebook, Twitter, and Instagram, using digital content to communicate with their consumers. They respond to consumer comments, provide up-to-date information, and build more personal

relationships with consumers through social media. Their presence in digital media helps them reach a wider audience and build stronger relationships with consumers.

e. Continuity in Brand Messages and Brand Values

Unilever ensures consistency in brand messages and brand values. Brand messages such as "Doubling the Value, Halving the Impact" reflect their brand values related to sustainable growth and social responsibility. These messages are consistently promoted in all their PR campaigns, creating a consistent impression among consumers. Consistency in brand messages and values is key to building a strong brand image and avoiding confusion among consumers. Effective public relations communication strategies can build consumer branding and trust, ultimately increasing the number of consumers. This is in line with the findings of Unilever's research, which show that effective public relations communication strategies can build consumer brand awareness and loyalty (Ismailidina et al., 2020) .

f. Evaluation and Adjustments

Unilever continuously evaluates the effectiveness of their PR strategies. They use various metrics to measure the impact of their PR campaigns, such as media coverage, consumer reactions, and increased brand awareness. This data is used to evaluate whether their PR strategies are successful in achieving their consumer branding goals. If necessary, they make adjustments and improvements in their PR strategies to be more effective in building and maintaining a strong consumer branding. Marketing Communication MPR (Marketing Public Relations) is a tool used to achieve profit and increase sales by carrying out marketing activities for products or services. PR activities, through MPR, aim to touch the emotions and thoughts of potential consumers in order to create an attraction for the company's offerings and provide value or meaning to consumers. Especially in a pandemic situation, the implementation of MPR strategies is crucial ([Hendrayani et al., 2022](#)).

Unilever's Strategies Adapting to the Digital and Social Media Era in the Context of Public Relations Strategies

Unilever, as one of the major players in the consumer goods industry, has taken significant steps to adapt to the digital and social media era to enhance their Public Relations (PR) strategies. In an era where consumers are increasingly connected and engaged on various online platforms, Unilever has recognized the importance of utilizing digital and social media as tools to foster positive relationships with their consumers.

a. Active Presence on Social Media

Unilever has adopted a proactive approach to social media by establishing a presence on various platforms such as Facebook, Twitter, Instagram, YouTube, and LinkedIn. They have official brand accounts and leverage these platforms to directly communicate with consumers. With a strong presence on social media, Unilever can execute more effective PR campaigns and establish closer relationships with their consumers. They share relevant content such as articles, images, and videos

that depict their brand values and sustainable initiatives, supporting a responsible and socially conscious brand image.

A notable example of active presence on social media is the Dove campaign on Twitter with the hashtag #RealBeauty. Dove promotes the message of beauty diversity, urging individuals to celebrate real beauty in its various forms and sizes. This campaign received significant positive feedback from consumers and supported Dove's image as a brand that cares about diversity and self-esteem. By actively participating in social media, Unilever can reach consumers directly and listen to their opinions, which is a key step in fostering positive relationships. The first step taken by the leather workshop in designing its marketing communication strategy is to create an Instagram account as one of the means to develop its business. Additionally, in the next stage, the leather workshop plans and creates pre-planned content after setting up its Instagram account. By determining attractive content designs to be presented on the Instagram platform, including capturing product images to be shared in a single Instagram post, the leather workshop designs a marketing communication strategy within the post. This strategy includes images of people sewing, stitching details, and descriptions of the raw materials used to create a product, as well as examples of the workshop's leather creations. The timing strategy is also considered by posting on Instagram during the consumers' break time, as the target consumers of the leather workshop are individuals who are already working and have their own businesses ([Ramadhan & Gartanti, 2022](#)).

This marketing communication strategy is developed to plan business promotion that will be disseminated through electronic and online media. Based ([Ramadhan & Gartanti, 2022b](#)), designing is the depiction, planning, and sketching or arrangement of various separate elements into a unified and functioning whole. The leather workshop has utilized this function of designing marketing communication strategies as one of the promotional tools on the social media platform Instagram. Continuing with creating engaging content using clear and easily understandable communication that can be sought after by potential customers, the leather workshop incorporates product names and material descriptions in their Instagram posts. They also utilize relevant hashtags related to their business, making it easily discoverable by potential customers.

b. Utilizing Quality Content to Reinforce Brand Messages

Unilever has recognized that content is one of the most effective tools to foster positive relationships with consumers in the digital era. They create high-quality content that reflects their brand values and objectives. This includes campaign videos, articles, blogs, and various engaging visual content such as images and infographics. A prominent example is the "Love Beauty and Planet" campaign that uses beautiful content to voice their commitment to sustainable and environmentally friendly products. They depict the journey of their ingredients and how their products help reduce environmental impact.

Unilever also utilizes the YouTube platform to release their campaign videos. These videos often carry positive and inspiring messages that support brand values. For instance, the Lifebuoy campaign "Lifebuoy 5" on YouTube aims to raise awareness about the importance of proper handwashing to prevent the spread of diseases. These videos garner millions of views and contribute to Lifebuoy's image as a brand that cares about health and hygiene. Unilever's potential

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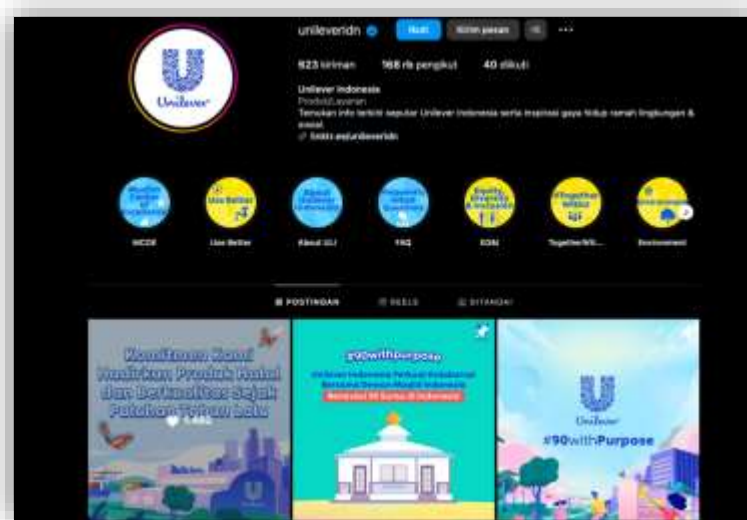
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focus on building a resilient PR strategy that can adapt to unforeseen circumstances and continue to build brand reputation and customer relationships (Adithia & Jaya, 2021). By creating quality and relevant content, Unilever not only delivers their brand messages more effectively but also provides added value to consumers with useful and inspiring information. This helps in building more positive relationships and strengthening brand loyalty.

c. Prompt and Interactive Response to Consumers

Unilever adapting its PR strategies to address consumer concerns and changing market conditions during a crisis (Hendrayani et al., 2022). In the era of social media, quick and responsive interactions with consumers are crucial. Unilever has successfully implemented PR strategies that focus on direct interaction with consumers through social media platforms. They respond to comments, questions, and feedback from consumers promptly and attentively. This creates the impression that Unilever brands listen and care about consumer opinions. Based on (Meta Meidina Risanti & Sutisna Riyanto, 2021) Unilever's understanding of its target audience and tailoring its communication strategies to resonate with different consumer segments.

Additionally, Unilever has also adopted the trend of using chatbots and automated messaging on some of their social media platforms. This enables them to provide quick responses and useful information to consumers, even outside working hours. For example, when a consumer inquires about the usage of a specific product on the Facebook page of a Unilever brand, they can immediately receive usage guidelines through automated messaging. This enhances the quality of customer service and creates a positive experience.



Picture 1. Social Media Unilever

The social media (instagram) Unilever shows a post that received indicating the complete functionality of social media, including sharing, collaborating, and connecting, within the content. The high number of likes reinforces the branding of Unilever. This post provides useful information to the public, especially regarding the usage of products until they are completely

consumed. It encourages people to reduce packaging waste and be more economical by using products until they are completely empty and used up.

Throughout the period from April to June 2022, various environmentally-friendly videos and images were posted with accompanying texts and captions. This makes it easier for the audience to understand the intended message conveyed by @unileveridn. Almost all the features available on Instagram are utilized, such as photos, videos, texts, hashtags, and shareable or savable links. The language used is commonly understood by the millennial generation. The audience can actively engage with the digital content by liking or commenting, either in real-time or at a later time ([Syarah & Wulandari, 2022](#)).

Utilizes public relations and social media, specifically TikTok, to build brand image by creating engaging content, running promotions, and fostering a connection with consumers ([Devian et al., 2023](#)). The audience tends to prefer video content when viewing posts by @unileveridn. This is evident from the high number of views or likes received when content is presented in the form of a video, complete with audio and text, compared to images or photos. Campaign or educational content is sometimes delivered by @unileveridn in collaboration with Instagram accounts that have a focus on environmental issues. Therefore, it can be said that all the posts uploaded strengthen the branding of Unilever as an environmentally-friendly company through the activities of sharing, collaborating, and connecting on social media.

d. Social Media Quiz and Giveaway Campaigns

Unilever's likely use of social media platforms like Instagram, Facebook, and Twitter to build brand awareness, engage consumers, and promote its products ([Paramesti & Setyanto, 2022](#)). Unilever frequently conducts quiz and giveaway campaigns on social media as part of their PR strategy. This creates enjoyable and participatory interactions between the brand and their consumers. Quizzes often focus on social and environmental issues relevant to the brand, such as quizzes about carbon footprint reduction or understanding diversity. Social media marketing strategies on Instagram, such as advertisements, promotions, and live content, to reach and engage consumers ([Sinambela et al., 2023](#))

For example, the Ben & Jerry's brand often launches quizzes on their social media that invite consumers to identify various ingredients in their ice cream. Additionally, they have launched giveaways that support environmental conservation with prizes including trips to beautiful natural ecosystems. This is an effective way to encourage consumer participation and create positive impressions about the brand. To determine the optimal position, Based on ([Aprila & Pribadi, 2023](#)) there are two questions to analyze the brand:

1. **User-Oriented Positioning:** By focusing on the consumers, the company can assess how well consumers feel when using the brand or its products. This approach allows the company to understand and meet consumer expectations and preferences effectively. On ([Priyono & Ahmadi, 2021](#)) utilizes social media platforms to promote its products and run marketing campaigns to reach consumers.

2. **Product-Benefit-Oriented Positioning:** In positioning the company based on its products and benefits, the company can follow three effective steps: making initial decisions, selecting the appropriate benefits, and using the right benefit focus. Understanding the market conditions where the brand competes, as defined by consumers, is crucial in framing the positioning strategy. To develop a strong positioning strategy, [Mulitawati & Retnasary \(2020\)](#) statement it's essential to first understand the competitive landscape from the consumer's perspective. This involves making initial choices, selecting the most relevant benefits to highlight, and focusing on the right message that resonates with the target audience.

Before determining the best position for the brand, Unilever conducts market research to identify issues relevant to its target audience. Then, based on the research findings, suitable themes are created for publication, Unilever applies a combination of User-Oriented Positioning and Product-Benefit-Oriented Positioning by creating educational content that ultimately incorporates sales promotions, such as webinars, e-courses, workshops, or e-book sales. Unilever's promotional activities are not conducted directly; instead, they initially focus on addressing the audience's issues. After providing information about the audience's problems, the content concludes with offering solutions through the sale of Unilever's products.

Directly matching media with buyers or group attitudes is much more efficient than demographic matching. When we understand the nature of the media and its implications, it is crucial in communication strategies to choose the best way to communicate because it relates to the media we use. Unilever utilizes the social media platform Instagram for its marketing communication strategy. In addition to Instagram's diverse features that align with Unilever's marketing needs, they believe that their target audience is most active on Instagram. The Instagram audience demonstrates a keen interest in learning more, as evidenced by their engagement and response compared to other platforms like TikTok ([Aprila & Pribadi, 2023](#)). Unilever implements communication strategies through Instagram's provided features, such as utilizing reels and guides.

e. Utilizing Influencers and Community Support

Unilever also recognizes the potential of social media influencers in influencing consumers. They have collaborated with influencers to support their campaigns and communicate brand messages. This includes partnering with beauty influencers to promote personal care products such as shampoo and body wash. According to ([Febriana & Setyanto, 2019](#)), personal selling is a form of direct communication between a seller and a buyer. Personal promotion is essential in business to ensure effective communication between Unilever and its consumers. Unilever ensures that its employees provide the best service to customers. In personal selling, interaction occurs between Unilever and the consumers. Unilever is expected to always be friendly towards its consumers. This is done to ensure that the consumer's message is clearly conveyed to Unilever, allowing them to meet the consumer's expectations. This sales strategy proves to be effective. Word of Mouth, as an element in increasing the number of Unilever's consumers, is also highly important. Many consumers provide positive impressions to potential consumers, resulting in an increase in the number of consumers for Unilever. Based on the research findings, it was observed that, on average, consumers who use Unilever products during certain months.

In addition to influencers, Unilever supports communities in relevant social campaigns related to their brands. They often participate in social campaigns that support issues such as diversity, health, and the environment. This creates positive relationships with the community and reflects the brand's social responsibility.

CONCLUSION

In analyzing the Public Relations (PR) communication strategies implemented by Unilever, we can conclude that the company has successfully created and maintained a strong consumer branding through effective communication approaches. Unilever has a deep understanding of their consumers and stakeholders, enabling them to design relevant PR messages aligned with brand values. They also emphasize transparency and honesty in their communication, fostering more positive relationships with consumers. Additionally, Unilever is active in PR campaigns that focus on relevant social and environmental issues, supporting their image as a responsible and sustainable company.

Moreover, Unilever maintains consistency in brand messaging and brand values, creating a strong impression in the eyes of consumers. They utilize various media, including social media, to create high-quality content that supports their brand messages and provides added value to consumers. Responsiveness to consumers and active participation on social media are integral parts of Unilever's PR strategy, allowing them to build closer relationships with consumers. Through these efforts, Unilever has successfully built a strong consumer branding and fostered sustainable customer loyalty. By combining these elements, Unilever stands out as an example of a company that understands the importance of effective PR communication in building a positive and sustainable brand image in the global market.

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