

## INTISARI

Saat ini industri kosmetik tengah gencar memberikan inovasi yang menarik untuk konsumen, salah satunya menerapkan Strategi Unintentional Communication Co-Branding dalam membangun strategi pemasaran Implora dan Relaxa dengan membentuk kemitraan dan kerja sama untuk tujuan saling memperkuat brand dan mendapatkan perhatian dari publik. Namun pada praktiknya perusahaan yang menerapkan strategi Unintentional Communication Co-Branding dapat beresiko terhadap tingkat kepercayaan, persepsi, skeptis maupun respon konsumen terhadap brand karena menggabungkan kedua brand untuk menghasilkan citra brand yang baru. Tujuan penelitian ini untuk menganalisis lebih dalam persepsi mahasiswi Ilmu Komunikasi Universitas Amikom Purwokerto konsentrasi Public Relations angkatan 2019 dan 2020 mengenai strategi Unintentional Communication Co-Branding produk Implora dan Relaxa. Penelitian ini menggunakan jenis metode pendekatan kualitatif dengan jenis deskriptif. Hasil penelitian ini menunjukkan persepsi mahasiswi Ilmu Komunikasi Universitas Amikom Purwokerto konsentrasi Public Relations angkatan 2019 dan 2020 pada Co-Branding antara Implora dan Relaxa menunjukkan bahwa adanya dominasi yang menonjolkan Relaxa terlihat pada kemasan produk kolaborasi antara Implora dan Relaxa. Produk Co-Branding yang dihasilkan oleh Implora dan Relaxa mendominasi pada desain kemasan produk saja, namun tidak memiliki kualitas yang diklaim oleh Implora dan Relaxa bahwa produk Lip Cream Matte memiliki tekstur matte.

Kata kunci: Strategi Co-Branding, Unintentional Communication, Persepsi, Implora X Relaxa

## **ABSTRACT**

*Currently, the cosmetics industry is intensively providing attractive innovations for consumers, one of which is implementing the Unintentional Communication Co-Branding Strategy in building Implora and Relaxa marketing strategies by forming partnerships and cooperation for the purpose of mutually strengthening the brand and getting attention from the public. However, in practice, companies that implement the Unintentional Communication Co-Branding strategy can risk the level of trust, perception, skepticism and consumer response to the brand because it combines the two brands to produce a new brand image. The purpose of this study is to analyze more deeply the perceptions of Communication Science students of Amikom Purwokerto University, concentration of Public Relations class of 2019 and 2020 regarding the Unintentional Communication Co-Branding strategy of Implora and Relaxa products. This research uses a qualitative type of approach method with a descriptive type. The results of this study indicate that the perception of Communication Science students of Amikom Purwokerto University, concentration in Public Relations class of 2019 and 2020 on Co-Branding between Implora and Relaxa shows that the dominance that highlights Relaxa can be seen in the packaging of collaboration products between Implora and Relaxa. Co-Branding products produced by Implora and Relaxa dominate in product packaging designs only, but do not have the quality claimed by Implora and Relaxa that Matte Lip Cream products have a matte texture*

*Keyword: Strategy co-branding, Unintentional communication, Perception, Implora X Relaxa*