

ABSTRACT

Brand Emina educates the public about the use of sunscreen through the Maximum Airy Protection campaign. This campaign is carried out due to the low awareness of teenagers to use sunscreen as protection from UV rays. Persuasive communication in campaign practice has elements of persuasive communication that are intended to invite. This study aims to analyze persuasive communication in the Maximum Airy Protection campaign of the Emina brand, specifically on the aspects of message design logic and communicator selection. The method used in this research is qualitative with a case study approach. In-depth interviews were conducted with key informants, supporters, and experts from February to May 2024. The results of the study show that the persuasive communication of the Emina Cosmetics brand in the Maximum Airy Protection campaign uses expressive logic and rhetorical logic. Expressive logic is seen in campaign messages that focus on the benefits of Emina Cosmetics Sun Battle products, such as products that can protect the skin from UV rays maximally. Meanwhile, rhetorical logic is seen in the rational arrangement of messages using data and facts to show the benefits of Emina Cosmetics Sun Battle products for teenagers. This study also found that in maintaining its credibility, Emina Cosmetics chooses communicators with characteristics of authority, credibility, and attractiveness. These communicators consist of influencer doctors, beauty influencers, Nada Tarina, and Reality Club. Through the logic of message design and communicator selection, it shows that there is a connection in the Maximum Airy Protection campaign. Strong rhetorical logic message design needs to be supported by the selection of strong communicators as well to add validation to the persuasive communication that is carried out.

Keywords: *Persuasive Communication, Message Design Logic, Communicator Credibility, Sunscreen Education.*