

ABSTRACT

One form of marketing communication that is widely used by companies is building a brand community as a marketing communication strategy to sell their products. Due to the growth of the cosmetics industry experiencing a fairly rapid increase from 2022 to 2023 amounting to 29.1% with the number from 913 to 1,010. From this, companies need innovation to market their products, one of which is by forming a brand community. Brand community is a specific community but not geographically bound, based on structured social relationships between brand admirers which have three indicators that form a recognizable community, including shared awareness, shared rituals and traditions, and moral responsibility. This research was conducted with the aim of measuring the magnitude of the influence of the Wardah Youth Ambassador brand community on Wardah's brand trust. Meanwhile, brand trust is the willingness of consumers to rely on consumers' abilities to carry out brand functions. In this study, researchers used the S-O-R (Stimulus-Organism-Response), which means that changes in attitude or behavior can occur when the stimulus in the form of a message can be received. Theory to measure how much influence the Wardah Youth Ambassador brand community has on Wardah brand trust from consumers. The method used in this research is using a quantitative approach with data collection techniques using online questionnaires from 384 respondents. The results of the research conducted by this researcher explain that the Wardah Youth Ambassador brand community has an influence on 56.3% of Wardah's brand trust, while 43.7% is influenced by other variables not discussed in this research.

Keywords: Brand community, brand trust, Wardah Youth Ambassador, Wardah