

ABSTRACT

This study explores the implementation of community-based marketing communication by Glowies Beauty through the Glowies Angel community on Instagram. The research focuses on how community-driven activities contribute to building organic brand awareness. Using a qualitative approach with a case study method, data were collected through in-depth interviews, digital observation, and content documentation. Informants included members of the Glowies Angel community, the Glowies Beauty marketing team, and a digital marketing expert. the findings indicate that Glowies Angel functions not only as a promotional channel but also as a social space that encourages two-way interaction, mutual support, and active member participation. The content strategy employed includes collaborations, creative challenges, and brand appreciation initiatives. Instagram is strategically utilized for its visual strength and interactive features. Glowies Beauty's communication approach is personal and consistent, fostering emotional connections with its audience. these findings support the Brand Community theory, emphasizing the role of social engagement in enhancing brand loyalty and awareness. This study highlights the strategic value of digital communities in contemporary marketing communication..

Keywords: *digital community, marketing communication, Brand awareness, Glowies Angel, Instagram*