DIGITAL MEDIA COMMUNICATION

COMMUNITY ENGAGEMENT TO BUILD WOMEN EMPOWERMENT IN MAINTAINING BRAND IMAGE (STUDY ON COMMUNITY MEMBERS LOCAL SKINCARE BRAND)

Salsabila Putri Nareswari[1], Ruvira Arindita[2]

[1]Universitas Al Azhar Indonesia, salsabilaputri.2002.sbp@gmail.com, Indonesia
[2]Universitas Al Azhar Indonesia, ruvira,arindita@gmail.com, Indonesia

Abstract

RUBI Community, Skin Game Warrior, and Wardah Youth Ambassador are beauty communities from local skincare brands that aim to empower women and address gender inequality issues that still occur in Indonesia. This research uses qualitative with in-depth interview to explore the perceptions of community members regarding community engagement carried out by RUBI Community, Skin Game Warrior, and Wardah Youth Ambassador in empowering women to maintain the brand image of Avoskin, Skin Game, and Wardah. Based on the results of the research, the community engagement carried out shows that members are active in participating in women's empowerment activities that improve skills. Skills improvement is obtained from workshops, campaigns, and self-development classes. The brand community has met the expectations and needs of its members by providing useful experiences. The brand community is very open and transparent, thus building trust among community members. Women's empowerment carried out by the brand community facilitates the development of members independence and skills in a safe and supportive environment. Avoskin, Skin Game, and Wardah have a strong character and commitment in managing their communities to contribute directly to women empowerment. The results shows that community engagement carried out by Avoskin, Skin Game, and Wardahis able to maintain brand image.

Keywords: Brand Image; Community Engagement; Women Empowerment

Introduction

According to the Public Relations Society of America, public relations is the relationship between organizations and the public that brings benefits through a strategic communication process (Supada, 2020). PR builds relationships with internal and external stakeholders to prevent issues (Syahruddin, 2020). This shows that companies and the public are interdependent. The company's PR must be able to manage its environment and establish two-way communication to create a positive image for the company and its public. In establishing effective communication with its publics, PR addresses and resolves company issues (Melita, 2017). In accordance with the task of PR that needs to build good communication to form and maintain public opinion, so that the organization or company can develop well (Batoebara & Zebua, 2021).

Public relations has an ongoing role and function. In PR, there is a public relations mix related

to PR work practices. Referring to the public relations mix proposed, one of the roles of PR is to do community involvement. The role of PR in fulfilling community involvement is to establish good relations between the company and community groups (Chandra & Juwita, 2022). One way PR manages communication with the public is by involving the community. Community engagement is a community process and practice that has a mutual and collaborative commitment to solving problems and sharing and exchanging knowledge. The principle of community engagement emphasizes mutual learning, respect, and understanding between organizations and communities. The community engagement process includes planning, identifying and prioritizing collective actions, reflecting and critically evaluating the implemented actions for further improvements that are appropriate to the context (Dennis & Halbert, 2023).

Throughout the process, the PR helps to overcome problems experienced by community members. One of the problems found by the PR was the gender inequality experienced by women. Based on data from the Central Statistics Agency, in 2023 the gender inequality rate decreased by 0.012 compared to the previous year. The data explains that gender inequality is getting better (Badan Pusat Statistik, 2023). One of the main objectives of the 2005-2025 RPJM is the empowerment of women. This is due to the low level of women's participation in development. In addition, Indonesian women continue to be considered a socially and economically vulnerable group of society (Hasyim & Syahdara, 2022). When viewed from regions in Indonesia, there are 15 provinces that have an index below the national achievement while 19 other provinces are above the national achievement. BPS Deputy for Distribution and Services Statistics, Puji Ismartini, explained that the decline in gender inequality is measured based on three dimensions, namely reproductive health, gender empowerment, and the labor market (CNN Indonesia, 2023).

In order to break gender inequality, it is necessary to provide opportunities and space for more women to show that women deserve to be in the position they want. Maximized women's empowerment will have an impact on improving the quality of themselves and their environment. The benefits to the environment can be seen from the results of women's empowerment programs in an area. Women not only succeed in improving their skills but also improve the economy of the family or in the area where they live (Firdaus et al., 2022).

Community engagement is one of the potential strategies to overcome inequality. Providing women empowerment is a positive activity that can be implemented by organizations or companies. Companies can conduct social activities with the community to implement women empowerment programs. The beauty industry has implemented empowerment programs through community engagement. Skincare brands are one of the industries that support women empowerment (Rifai & Ohorella, 2022).

Local skincare brands are trying to follow in the footsteps of international brands that already have communities. One of the international brand communities is TBS Babes from The Body Shop. PR and Advocacy Manager of The Body Shop Indonesia said that the presence of TBS Babes is to build emotional connections with beauty and skincare enthusiasts to participate in social activities (Yanti, 2023). Beauty communities formed by local skincare brands bring together people who care about skincare and share the same interests as the offerings of each beauty community.

Forming a beauty community is an effort to empower women who have abilities or skills aligned with their interests and talents. Women empowerment is defined as an effort to enhance the status and role of women in national development, as well as the quality of their role and independence within organizations (Purnamawati & Utama, 2019). This community allows women to develop optimally and acquire the ability to organize, plan, take initiative, and take responsibility for themselves and their surroundings. In a community, networks and friendships that support one another are formed. The presence of a community helps companies and consumers communicate with each other. Community activities not only involve sharing information but also occasionally collaborating with the company. Members of this beauty community are able to share experiences and support each other, fostering empowerment through solidarity (Septyani, 2019). Beauty communities that actively provide women empowerment activities are RUBI Community, Skin Game Warrior, and Wardah Youth Ambassador.

RUBI Community is a community formed by the Avoskin. RUBI stands for Respecting and Understanding Beauty Influencer. RUBI Community has set 4 pillars namely empowerment, entrepreneurship, sustainability, and creativity, specifically for Indonesian women in order to represent the attitude of the pillar. RUBI's tagline is #RUBIEmpoweringWomen to match the goal of inviting women to contribute to the environment. RUBI Community's vision is to become the community that realizes the empowerment of the largest and most influential women in Indonesia. RUBI Community's mission is to provide training, education, and social activities to empower Indonesian women.

Skin Game Warrior is a community formed by Skin Game. Skin Game's founder, Michelle Ham, formed the community because she enjoyed discussing with audiences on social media. Over time, the relationships grew and became more open. When the relationship was already close, Michelle decided to gather it into a community. Skin Game Warrior not only maintains a community to talk about skin problems that members are experiencing but creates empowerment activities.

Wardah Youth Ambassador is a community that aims to be a place where young women gather and move together to support each other in goodness, especially in the beauty and fashion industry. The main tasks of Wardah Youth Ambassador members are to contribute to Beauty Moves Youth (roadshows, festivals, and community activities), and become social media ambassadors.

Brand community has a relationship between customers and brands or products. Community structure can affect relationship maintenance and brand building. Cuomo & Foroudi (2024) hypothesize that elements of a brand community affect relationships, one of which is brand image. A public relations practitioner must have innovation to keep the company's reputation good (Effendi et al., 2024). In order for the company to be accepted and liked by the public, a public relations strategy is needed to form a positive opinion in order to improve the community-oriented brand image (Amanda, 2020). Maintaining and developing the company's image is one of PR's tasks. Basically, one of the expectations that a company wants to achieve during its growth is a positive image. A positive image will enable the company to achieve success and strengthen the company's position and gain public trust. Corporate public relations can build this public trust (Widijanta, 2023).

Brands can strengthen public perception if PR supports certain principles. The principle used by Avoskin, Skin Game, and Wardah is to address the issue of gender inequality. PR needs to make this effort to maintain brand image through community engagement by addressing gender inequality. PR plays an important role in managing communication between organizations and the public, including brand perception. Brands can strengthen public perception by using PR to support certain principles, such as empowering women. Brands can directly support and empower women through various programs through community engagement. This involvement not only builds closer relationships with the community but also creates positive associations with the brand. When PR is actively involved in empowering women, brands can build a positive image as a caring and socially responsible entity. The company will maintain a positive image by participating and committing to addressing the issue of gender inequality.

Theoritical Framework
Community Engagement

Community engagement is the process of working with and through a group of people connected by special interests, geographic location, or similar conditions to address issues that affect their well-being (Moravec, 2019). Customers' behavior towards other members, active participation in joint activities, and voluntary actions to support community-endorsed initiatives enhance community value for oneself as a result of community engagement (Kumar & Kumar, 2020).

Community engagement indicates a willingness to listen and talk about issues of interest, and organizations should be prepared to consider what stakeholders want to achieve (Magdalena et al., 2019). Community engagement is categorized into three types: transactional, transitional, and transformational. The transactional strategy is based on two-way communication, providing distinct benefits to both parties, but it does not reach the level of collaborative decision- making. Transformational engagement goes beyond transitional engagement by allowing local communities not only to participate but also to lead the decision-making process, ensuring their voices drive outcomes. From the perspective of community engagement strategies, one way for companies to create long-term value for both the community and the company is by paying attention to the demands of the local

community (Kougiannou & O'Meara Wallis, 2020).

Community engagement focuses on building and improving relationships between organizations and communities through effective communication. Community engagement programs help address complex issues that involve diverse groups of people and environments. The legitimacy of these programs relies on practitioners' ability to represent and respond to diverse community perspectives. Community engagement empowers organizations to connect with individuals and groups that authentically reflect community perspectives. For community engagement to be meaningful, its execution must embrace, preserve, support and facilitate the diversity of the community (Johnston & Lane, 2019).

	Dimension	Source
Content (message)	Factual (true)	(Molleda, 2010)
	Consistent	(Molleda & Jain, 2013)
	Social significance	(Botan and Taylor., 2005Botan & Taylor, 2005)
	Genuine (in the sense that it is what it says it is).	(Edwards, 2010; Molleda, 2010; Theunissen, 2014)
	Orientation toward other (good will)	(Bowen, 2016; Furco, 2010; Molleda & Jain, 2013)
	Moral character, integrity	(Bowen, 2016)
Source (person)	Expectations	(Edwards, 2010; Steiner & Reisinger, 2004)
	Honesty	(Bowen, 2016)
	Representation (are they who they say they are)	(Johnston, 2010; Johnston & Lane, 2018b)
Process	Transparent and open	(Devin & Lane, 2014; Shen & Kim, 2012)
	Follow through	(Bowen, 2016)
	Trust	(Edwards, 2010; Ledingham & Bruning, 1998; Molleda, 2010)
	Legitimacy	(Edwards, 2010; Molleda, 2010)
	Channels	(Adamson & Bromiley, 2013)

Figure 1. Community Engagement Dimensions
Source: Johnston & Lane (2019)

Women Empowerment

Women empowerment is the awareness of shaping major changes, power, and oversight of decision-making in order to create equality between men and women. Women empowerment not only strengthens the members but also the institution. The reason women must be empowered is because women have the same rights as men, women have the same interests in development, development that involves women will provide a positive spirit for the next generation, and women have special interests that are only owned by women (Anwar et al., 2023). Women empowerment has a great meaning because it organizes and takes care of the family, especially children as the next generation of the nation.

Providing quality education for women indirectly ensures better education and opportunities for other family members, particularly children. So that to support the existence and availability of the next generation of quality, there needs to be more attention given to providing opportunities and resources for women (Nur, 2019). Women empowerment is crucial for positive change and transformation of today's unequal societies, their role in changing power relations across countries is a modern concept. Gender empowerment aims to foster independence and enable women to be more productive outside the home. The purpose of empowering women is to be able to access and control the economic, political, social and cultural. With empowerment, women can contribute to overcoming a problem and play an important role in it (Tamba et al., 2020). Supporting women's empowerment means supporting women to develop skills, access resources and engage in entrepreneurial activities (Yuanti et al., 2023).

There are three steps in empowering women. Steps to fulfill women's empowerment are:

1. Partisanship: must side with women as the target to be empowered.

2. Preparation: women are required to be able to access, participate, control, and benefit.

3. Protection: women are given protection during the empowerment period (Anwar et al., 2023).

Brand Image

The role that PR has to form a good image in the eyes of the public must continue to be pursued through strategies that have been designed. PR plays a role in creating consistent messages to build brand image. PR also plays a role in maintaining brand image, especially when facing challenges. With the right communication strategy, PR can reduce negative impacts and restore brand image. PR manages public perception by continuously delivering relevant and positive messages. This includes information dissemination through the media, collaboration with influencers, and involvement in social or community activities that reinforce brand values.

Brand image is the perception and mental association people have about a product or service, formed through direct experience and external influences. Consumers will recall both positive and negative experiences when using a product (Miati, 2020). Brand Image is an important thing that can provide an overview of the extent of the brand's position in the market. Brand should be able to provide an overview related to its quality. Consumer attachment to a brand will be stronger if consumers have good perceptions, experiences, values, beliefs, thus the brand image is well built (Irawan et al., 2022). Brand image has an influence on consumer perceptions because consumers have selectively chosen brands. Brand perception of a product helps customers understand what they need and differentiate it from competing products (Andono & Ihza Maulana, 2022).

Brand image has important elements that influence how consumers understand a brand, and is the foundation for building a strong brand image. These elements are:

1. Strength of brand associations. The strength of brand associations is influenced by how consumers retain information from a brand. The priority of brand associations is one that builds brand image because the product has advantages. Strength of brand associations includes: a) personal relevance, it is brand information that sticks in consumers' minds such as logos, designs, and colors. b) consistency, it is information that is consistently distributed through marketing communications such as consistent price, service, product, and promotion.

2. Favorability of brand associations. Consumer trust in a brand that consumers consider in assessing brand image. Favorability of brand associations includes: a) desirable, the extent to which the brand meets consumer needs. b) deliverable, the information provided to consumers is conveyed well.

3. Uniqueness of brand associations. A brand that has uniqueness is a consideration for consumers in choosing a product (Prayoga & Yasa, 2023).

Material and Methodology

This study used a qualitative approach. Qualitative research allows for identifying a problem from the researcher's perspective, helping to understand the meaning behind behaviors, events, or objects. It focuses on exploring subjective experiences. Qualitative research approaches in various ways to suit the research subject (Yusanto, 2020). The constructivist paradigm explains the perceptions of community members about community engagement by RUBI Community, Skin Game Warrior, and Wardah Youth Ambassador in empowering women and maintaining the brand images of Avoskin, Skin Game, and Wardah. The research findings from six informants will be presented descriptively to address the stated problems and educate a broader audience. To present the findings, this research employs descriptive methods, which allow researchers to detail the data collected. This research uses phenomenology to examine the experiences of community members regarding women empowerment. The three brand communities were chosen because they share the same goal: empowering women, so that researchers need community members to fulfill research objectives.

The informants in this study must meet the following requirements:

1. Joining one of the beauty communities (RUBI Community, Skin Game Warrior, or Wardah Youth Ambassador) in 2022-2024.

2. Actively involved by participating in a series of activities organized by the brand community and uploading theseactivities on social media.

3. Understand the concept of women empowerment. Informants must understand the concept of women empowerment, which was assessed through screening questions.

This research uses data collection techniques through in-depth interviews. The study used semi-standardized interviews, allowing researchers to explore additional questions beyond the initial structure for deeper insights. Researchers can explore questions further by adding questions from the question structure. The questions asked were about the community engagement of RUBI Community, Skin Game Warrior, and Wardah Youth Ambassador, the impact of women empowerment activities, and the brand image of Avoskin, Skin Game, or Wardah. After the data was collected, the researcher analyzed the data using coding. Coding involves assigning labels to data segments, enabling researchers to organize and categorize the information into related topics, while also identifying contextual meanings.

Table 1. Research Informants

Informant	Age	Role
I	24	- Member of RUBI Community Batch 3 and 4 - Selected in the nomination "The Most Avoskin"
II	27	- Member of RUBI Community Batch 6 - Selected in the nomination "Queen of Enviromental Savior"
III	21	- Member of Skin Game Warrior Batch 14 - Actively attending offline community events
IV	24	- Member of Skin Game Warrior Batch 13 - Actively participates in Skin Game campaigns
V	26	- Member of Wardah Youth Ambassador 2023 - Has received the most points among other Wardah Youth Ambassador members
VI	23	- Member of Wardah Youth Ambassador 2023 - Wardah Campus Ambassador 2021

Result and Discussion

Community Engagement

RUBI Community, Skin Game Warrior, and Wardah Youth Ambassador align with Johnston & Lane's framework by fulfilling the three key dimensions of content, source, and process. In the content dimension, brand community consistently provides women empowerment programs and members have actively participated in empowerment activities. Empowerment activities positively enhance members' skills, illustrating the impact of active community involvement. RUBI Community organizes the RUBI Course to enhance knowledge, soft and hard skills. The discussion material in the RUBI Course includes community pillars, women empowerment, sustainability, and entrepreneurship. Empowerment aims to have social responsibility, be honest, and be able to give encouragement. Entrepreneurship aims to become a business owner, innovative, able to collaborate, independent, brave, and competitive. Sustainability aims to be able to bring change, be environmentally friendly, and be able to educate the surrounding area. Skin Game Warrior actively conducts development programs such as workshops, campaigns, and Warrior Talk. Workshops held in 2024 include learning how to review food directly to become food reviewers who understand culinary arts. Skin Game Warrior members are involved in the Campaign Skin Game. Warrior Talk, held online regularly, discusses development careers in various fields. Wardah Youth Ambassador also involves its members in various activities that add experience and enhance hard skills. Wardah Youth Ambassador offers training in areas such as mix-and-match fashion, editing, photography, videography, and public speaking, which helps members build confidence and develop professional skills, including opportunities to be an MC at Wardah events.

Mutual respect is essential within a community to foster collaboration and a sense of belonging. To foster mutually beneficial relationships, RUBI Community offers rewards as a form of appreciation to its members. These rewards come in the form of extra points or free skincare products when members complete certain activities. In the Skin Game Warrior, members are spread across nine regions. Given the large number of members in different areas, Skin Game Warrior relies on members for assistance and provides opportunities for those interested in becoming captains. Captains are responsible for managing regional community groups with a tenure of 6-12 months. To honor their hard work, Skin Game Warrior compensates the captains as a sign of respect. Similarly, Wardah Youth Ambassador shows respect to its members by giving them voting rights, despite the crucial role of beauty promoters in event planning.

In addition to mutual respect, it is important for brand communities to determine strategies to generate high levels of community member involvement. The community strategies aim to encourage members to actively participate in organized activities. RUBI Community creates various programs to

support individual growth in empowerment, creativity, sustainability initiatives, and career development. Skin Game Warrior's strategic focus is evident in their decision to limit the number of members to ensure equitable empowerment. Although the community members are limited, the nature of membership in Skin Game Warrior is forever. Therefore, members can experience the empowerment program for a long period of time. Skin Game Warrior allows flexibility in participating in activities, which directly impacts the empowerment process. Meanwhile, Wardah Youth Ambassador organizes empowerment activities and gives members opportunities to contribute to Wardah events.

Through the women empowerment programs provided, the informants also felt that their actions persuaded other women to join the beauty community via social media. Additionally, social media played a role in shaping the integrity of community members. RUBI Community, Skin Game Warrior, and Wardah Youth Ambassador allowed members to freely provide honest reviews about the products given to them. Brand communities significantly influence their members' perspectives, especially in promoting women's empowerment through structured and impactful activities. RUBI Community and Wardah Youth Ambassador offer classes filled with relevant information and knowledge about women's empowerment. Not only do they design activities aligned with their pillars, but RUBI Community also encourages members to apply the positive lessons gained from these activities. Skin Game Warrior demonstrates a collaborative approach by involving members in various activities.

"These activities demonstrate that community engagement enhances members' skills and knowledge while fostering personal and social development. The brand community understands the needs of its members and strives to provide resources and opportunities to help them grow in various areas. The benefits received by community members align with the promises made by the brand community. This is reflected in the experiences of members who feel that their involvement in the community has had a positive impact, both in terms of skill enhancement, personal branding, and building confidence and integrity. Brand community members not only actively participate in empowerment goals but also provide support on social media. They actively interact on communication channels to support each other in various activities, community participation, academic achievements, and work.

In the source dimension, the brand community meets the expectations and needs of its members by providing exclusive and valuable experiences. Members of the brand community feel that they are given opportunities that cannot be found outside the community, such as hard skill training and the chance to participate in various self-development activities. This shows that the community not only fulfills the expectations of its members but also provides a genuine and relevant representation for them.

In the process dimension, the brand community is highly open and transparent. To demonstrate open and consistent communication, the brand community practices honesty by allowing members to freely express their opinions. RUBI Community provides a platform for feedback. Skin Game Warrior offers direct access to the CEO for criticism and suggestions, reflecting their commitment to transparency in communication. Skin Game embodies the slogan "Your Skin Listener," ensuring they listen to consumer needs. Aligned with their initial goals, Skin Game creates a community to foster constructive feedback. Similarly, members of Wardah Youth Ambassador can freely offer suggestions and criticism, reflecting honesty within the community. In terms of transparency, information regarding activities, competitions, and concept changes is clearly communicated to members, making them feel more involved and better prepared. This transparency is crucial for building trust among community members, ultimately strengthening their bonds and participation within the community. It also shows that the brand community is committed to ensuring all its members gain the most from their involvement. Brand communities use communication channels to achieve openness and transparency. RUBI Community uses platforms like WhatsApp, Telegram, and Discord to disseminate information and engage with its members. Meanwhile, Skin Game Warrior and Wardah Youth Ambassador primarily use WhatsApp as their main communication channel, creating community groups to facilitate interaction and collaboration among members.

Women Empowerment

A strategic approach is essential for providing effective women empowerment programs. This strategy has been exemplified by RUBI Community, Skin Game Warrior, and Wardah Youth Ambassador, which have successfully tailored programs to support their members' personal and professional growth. These communities have designed strategies by creating programs that support their members. The women empowerment programs offered by these communities have been carefully tailored to meet the needs of their members, ensuring protection as long as they are involved.

Support refers to targeted initiatives that address the specific needs of women, enabling them to overcome challenges and achieve empowerment. The communities take an approach that addresses the specific needs and challenges faced by women. RUBI Community demonstrates strong support by prioritizing women's empowerment through various programs designed to enhance confidence, knowledge, and skills. Skin Game Warrior offers support through skill development in content creation. Wardah Youth Ambassador focuses on support by providing opportunities for women to improve personal branding and sharpen both their soft and hard skills.

The brand community ensures that its members gain access, participation, and benefits from empowerment activities. These activities have a significant impact on the lives of community members. Through these women's empowerment programs, members are encouraged to continuously develop their skills, ultimately achieving greater independence. RUBI Community provides access to various activities, including free materials, assignments, events, and opportunities to increase income and expand social networks. The increase in income is influenced by the success of community members in building personal branding as content creators. Skin Game Warrior fosters members' creativity in content creation and offers knowledge through Warriors Talk, training them to produce innovative work. The skills and experiences provided by Skin Game Warrior also help members become more independent, offering them opportunities to work as freelancers at Skin Game beauty events. Wardah Youth Ambassador has successfully provided workshops on personal branding, photography, and public speaking, enabling members to enhance their digital presence and gain recognition as skilled content creators. The experience gained through Wardah Youth Ambassador helps members become more confident and independent as beauty influencers. In addition to honing their skills, members also achieve financial independence by consistently applying the knowledge gained from training, work experiences, and maintaining their personal branding on social media.

In addition to providing support through empowerment programs, these communities also prioritize protection to ensure members feel safe and valued throughout their journey. Protection involves providing safeguards to community members, ensuring they feel safe and supported throughout their development process. RUBI Community offers protection through the RUBI Safe Space program, which provides a secure environment for mental health consultations. Skin Game Warrior ensures protection by fostering a supportive environment where members feel safe sharing experiences and learning. Members are free to share personal experiences and learn from one another in a non-judgmental atmosphere. Similarly, Wardah Youth Ambassador creates a safe and supportive space where members can express their aspirations and showcase their skills in front of other members.

Brand Image

In brand association, there are three key elements: strength, favorability, and uniqueness. These elements work together to create a strong perception in the minds of consumers. When brand associations are positive and consistent, they help reinforce brand image, making it easier for consumers to recognize and recall the brand.

The strength of brand association is demonstrated by how effectively consumers recall and connect the brand's core values, such as Avoskin's focus on sustainability and Wardah's emphasis on halal principles, reinforced through consistent community engagement. In the context of Avoskin, this strength comes from the brand's commitment to sustainability and diversity. Consumers recognize Avoskin as a brand that cares about the environment, as seen in its eco-friendly packaging and diverse representation within RUBI Community. Skin Game stands out for its strong branding in basic skincare and its genderless approach, making it appealing to both women and men. Another standout trait of Skin Game is its well- managed community. Meanwhile, Wardah has strong associations with halal values and women empowerment, both from the brand itself and its community. This resonates deeply with their target market—independent women who use halal products.

Favorability of brand association, or consumer trust in a brand, is built through consistency and transparency in communication and promotion. Avoskin, Skin Game, and Wardah have successfully established this trust by avoiding exaggerated claims and instead providing realistic and honest information. Consumers trust these brands because they do not offer false promises, such as instant solutions to skin problems. All three brands emphasize the importance of understanding individual skin needs in a realistic way.

The uniqueness of brand association lies in the characteristics that differentiate each brand from its competitors. Avoskin stands out for its sustainability initiatives, such as its bottle return program, which aligns with its environmental commitment. Skin Game is distinguished by its minimalist yet high-quality approach, setting it apart from other brands that often focus on instant results or unrealistic claims. Wardah's uniqueness lies in its identity as a halal beauty brand deeply connected to the image of independent women, making it appealing to consumers who prioritize Islamic principles and women's empowerment.

Conclusion

The community engagement carried out by local skincare brands demonstrates the application of the three dimensions: content, source, and process. In the content dimension, active participation from brand community members is evident. The source dimension reflects how brand communities have fulfilled the expectations and needs of their members by offering experiences that develop skills and opportunities for personal growth. The process dimension is seen in the openness and transparency of the brand community in communicating information, which is crucial in building trust and ultimately strengthening member bonds and participation. The empowerment of women within RUBI Community, Skin Game Warrior, and Wardah Youth Ambassador is supportive, providing appropriate programs and protecting community members. This support is evident in the community's efforts to provide broad access to activities that promote independence. In terms of provision, brand communities offer experiences that enable members to increase income, build relationships, enhance personal branding, and develop creativity. Protection is also a vital aspect, as each member is given a safe space and supported in their personal development journey.

The strength of brand association for Avoskin, Skin Game, and Wardah shows a commitment to organized communities by empowering women. Favorability of brand association is built through the delivery of realistic and honest information, fostering trust. Uniqueness of brand association is evident, as each brand—Avoskin, Skin Game, and Wardah—has distinct characteristics aligned with its image. This illustrates that the community engagement efforts of these brands have successfully maintained their brand image.

References
Amanda, A. (2020). Startegi Public Relations Dalam Meningkatkan Citra Perusahaan. *ADVis: Journal of Advertising*, *1*(1).

Andono, B., & Ihza Maulana, Y. (2022). PENGARUH BRAND IMAGE DAN ONLINE CUSTOMER REVIEW TERHADAP KEPUTUSAN PEMBELIAN MELALUI ONLINE TRAVEL AGENT TRAVELOKA (Studi pada konsumen di lingkungan mahasiswa STTKD). *Jurnal Manajemen Dirgantara*, *15*(1), 62–72. https://doi.org/10.56521/manajemen-dirgantara.v15i1.570

Anwar, A., Suhadarliyah Suhadarliyah, Mariana Mariana, Christina Heti Tri Rahmawati, Dahlia Amelia, Erviva Fariantin, I Made Murjana, Faisol Faisol, Sushardi Sushardi, Ce Gunawan, Lukertina Sihombing, Mu'ah Mu'ah, Norvadewi Norvadewi, Agus Khazin Fauzi, & Nuryati Nuryati. (2023). *Kewirausahaan Berbasis UMKM*. Seval Literindo Kreasi.

Badan Pusat Statistik. (2023, August 1). *Indeks Ketimpangan Gender (IKG) 2022*. Www.Bps.Go.Id. https://www.bps.go.id/id/pressrelease/2023/08/01/2042/indeks-ketimpangan-gender--ikg--2022.html

Batoebara, M. U., & Zebua, D. (2021). PERAN PUBLIC RELATIONS DALAM MENINGKATKAN CITRA POSITIF HOTEL SANTIKA PREMIERE DYANDRA MEDAN. *Network Media*, *4*(2), 20–39. https://doi.org/10.46576/jnm.v4i2.1403

Chandra, R., & Juwita, R. (2022). Peran Public Relation dalam Pelaksanaan Program Corporate Social Responsibility di PT. Badak NGL. *Ejournal Ilmu Komunikasi*, *10*(4).

CNN Indonesia. (2023, August 2). *Data BPS: Ketimpangan Gender Turun karena Makin Banyak Wanita*

Bekerja. Www.Cnnindonesia.Com. https://www.cnnindonesia.com/ekonomi/20230801150415-92-980512/data-bps- ketimpangan-gender-turun-karena-makin-banyak-wanita-bekerja

Cuomo, M. T., & Foroudi, P. (2024). *Digital Transformation and Corporate Branding*. Routledge.

Dennis, M., & Halbert, J. (2023). *Community Engagement in the Online Space*. IGI Global.

Effendi, A., Hasanah, A. P., Yolanda, S. D., Rozzy, F., Hayyu, A. D., & Silalahi, N. M. (2024). Analisis Peran Etika Dalam Meningkatkan Public Relations Pada Citra Perusahaan. *Jurnal Pendidikan Tambusai*, *8*(1).

Firdaus, A. Z., Sumarti, T., & Firmansyah, A. (2022). Hubungan Tingkat Efektivitas Program Corporate Social Responsibility (CSR) dengan Tingkat Keberdayaan Perempuan Mitra Binaan. *Jurnal Sains Komunikasi Dan Pengembangan Masyarakat [JSKPM]*, *6*(2), 278–286. https://doi.org/10.29244/jskpm.v6i2.953

Hasyim, F., & Syahdara, A. M. (2022). PEMBERDAYAAN PEREMPUAN MELALUI GERAKAN LITERASI DI ERA DIGITAL. *JUKESHUM: Jurnal Pengabdian Masyarakat*, *2*(1), 46–52. https://doi.org/10.51771/jukeshum.v2i1.175

Irawan, P. R., Abdillah, A., & Taryanto, T. (2022). PENGARUH BRAND IMAGE TERHADAP KEPUTUSAN PEMBELIAN PADA HOME INDUSTRY SANDAL KULIT KANDANGWESI COLLECTION GARUT. *Jurnal Muhammadiyah Manajemen Bisnis*, *3*(2), 61. https://doi.org/10.24853/jmmb.3.2.61-68

Johnston, K. A., & Lane, A. B. (2019). An authenticity matrix for community engagement. *Public Relations Review*, *45*(4), 101811. https://doi.org/10.1016/j.pubrev.2019.101811

Kougiannou, N. K., & O'Meara Wallis, M. (2020). 'Chimneys don't belch out carnations!' The (in)tolerance of corporate hypocrisy: A case study of trust and community engagement strategies. *Journal of Business Research*, *114*, 348–362. https://doi.org/10.1016/j.jbusres.2019.08.029

Kumar, J., & Kumar, V. (2020). Drivers of brand community engagement. *Journal of Retailing and Consumer Services*, *54*. https://doi.org/10.1016/j.jretconser.2019.101949

Magdalena, M., Sukoharsono, E. G., & Roekhudin, R. (2019). Community engagement: Implementasi corporate social responsibility pada PT BNI (Persero) Tbk. *Jurnal Ekonomi Dan Bisnis*, *22*(1), 101–120. https://doi.org/10.24914/jeb.v22i1.2205

Melita, Y. (2017). Membangun Organisasi/Perusahaan Melalui "Stakeholder Relations." *Jurnal INSANI*, *4*(1), 53–62.

Miati, I. (2020). Pengaruh Citra Merek (Brand Image) Terhadap Keputusan Pembelian Kerudung Deenay (Studi pada Konsumen Gea Fashion Banjar). *Abiwara : Jurnal Vokasi Administrasi Bisnis*, *1*(2), 71–83. https://doi.org/10.31334/abiwara.v1i2.795

Moravec, J. W. (2019). *Emerging education futures: Experiences and visions from the field*. Education Futures.

Nur, S. (2019). PEMBERDAYAAN PEREMPUAN UNTUK KESETARAAN & MENINGKATKAN PARTISIPASI DALAM PEMBANGUNAN LINGKUNGAN HIDUP. *AN-NISA*, *10*(1), 99–111. https://doi.org/10.30863/annisa.v10i1.388

Prayoga, I. K. W., & Yasa, N. N. K. (2023). *Electronic Word of Mouth, Brand Image, dan Purchase Intention*. Media Pustaka Indo.

Purnamawati, I. G. A., & Utama, M. S. (2019). Women's Empowerment Strategies to Imrove Their Role in Families and Society. *International Journal of Business, Economics and Law*, *18*(5).

Rifai, K. I., & Ohorella, N. R. (2022). MY BODY IS MINE CAMPAIGN RESPONDING TO POSITIVE BEAUTY TRENDS (STUDY ON UNTOUCHED BRAND THINGS). *Journal of Digital Media Communication*, *1*(1), 32–39. https://doi.org/10.35760/dimedcom.2022.v1i1.6571

Septyani, D. (2019). Implementasi Komunikasi Pemasaran Berbasis Komunitas (Studi Kasus Pada Wardah Beauty Agent Surabaya). *Commercium*, *1*(2).

Supada, W. (2020). Peran Public Relations Dalam Membangun Pencitraan Positif Organisasi. *Jurnal Communicare*, *1*(1).

Syahruddin, S. (2020). Pengaruh Teknologi Informasi dan Komunikasi terhadap Efektivitas Komunikasi Antarpribadi Mahasiswa. *Kareba: Jurnal Komunikasi Unhas*, *7*(1), 81–90.

Tamba, W., Rizka, M. A., & Andriani, I. (2020). Implementasi Pendidikan Masyarakat Melalui Pemberdayaan Perempuan Berbasis Life Skill Education. *Jurnal Paedagogy*, *7*(3), 237. https://doi.org/10.33394/jp.v7i3.2745

Widijanta, T. P. (2023). Strategi Public Relations PT. Adaro Indonesia Dalam Mempertahankan Citra Positif Perusahaan. *Jurnal Pendidikan Tambusai*, *7*(3).

Yanti, Y. Y. (2023). *#TBS Babes Ajak Para Beauty Enthusiast Menjadi Pribadi Versi Terbaik*.

Www.Medcom.Id. https://www.medcom.id/gaya/community/yKXEM6XN-tbs-babes-ajak-para-beauty-%20enthusiast-menjadi-pribadi-versi-terbaik

Yuanti, Y., Dewi Rostianingsih, Siti Khoirina, Emmy Solina, Sella Antesty, Sabaruddin, E. E., & Nur hidayah. (2023). Pemberdayaan Perempuan melalui Program Pengabdian Masyarakat di Provinsi Jawa Tengah: Menciptakan Kesetaraan Gender dan Kesempatan Berwirausaha. *Jurnal Pengabdian West Science*, *2*(6), 451–459. https://doi.org/10.58812/jpws.v2i6.449

Yusanto, Y. (2020). Ragam Pendekatan Penelitian Kualitatif. *JOURNAL OF SCIENTIFIC COMMUNICATION (JSC)*, *1*(1). https://doi.org/10.31506/jsc.v1i1.7764