



Rosé All Day Brand Communication Strategy in Facing the Boycott Issue

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Submitted: 19 July 2024. Accepted: 05 August 2024. Published: 08 August 2024

ABSTRACT

This research aims to analyse the communication strategies used by the Rosé All Day brand in dealing with the boycott issue, specifically related to the controversy involving one of its founders. This research method uses a descriptive qualitative approach with a literature review to analyse effective communication strategies in managing controversial issues. The research involved collecting and analysing literature related to crisis communication strategies, public relations, and brand management. The results of this study indicate that as a local brand company in the Indonesian cosmetics industry, it faces serious challenges in managing boycott issues. Through the analysis of communication strategies, this research identified several strategies that were effective in managing the boycott issue, including: improving relationships with the public, responding quickly, establishing positive partnerships, and prioritising accurate two-way communication. In addition, this research also analyses Rosé All Day Cosmetics' brand communication strategies on social media, especially Instagram and TikTok. These strategies include the use of creative content, interaction with followers, positive campaigns and collaboration with influencers. The findings of this study provide more understanding of effective communication strategies in dealing with controversial issues for similar companies. The results may also provide valuable insights for public relations practitioners and brand managers in managing reputational crises related to sensitive issues in competitive markets.

Keywords: Boycott, Cosmetics Brand, Instagram, Communication, TikTok.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis strategi komunikasi yang digunakan oleh brand Rosé All Day dalam menghadapi isu boikot, khususnya terkait kontroversi yang melibatkan salah satu pendirinya. Metode penelitian ini menggunakan pendekatan kualitatif deskriptif dengan literatur review untuk menganalisis strategi komunikasi yang efektif dalam mengelola isu-isu kontroversial. Penelitian ini melibatkan pengumpulan dan analisis literatur terkait strategi komunikasi krisis, public relations, dan manajemen merek. Hasil penelitian ini mengindikasikan bahwa sebagai brand perusahaan lokal di industri kosmetik Indonesia menghadapi tantangan serius dalam mengelola isu boikot. Melalui analisis terhadap strategi komunikasi, penelitian ini mengidentifikasi beberapa strategi yang efektif dalam mengelola isu boikot, antara lain: memperbaiki hubungan dengan publik, merespons dengan cepat, menjalin kemitraan yang positif, serta memprioritaskan komunikasi dua arah yang akurat. Selain itu, penelitian ini juga menganalisis strategi komunikasi brand Rosé All Day Cosmetics di media sosial, terutama Instagram dan TikTok. Strategi tersebut mencakup penggunaan konten kreatif, interaksi bersama pengikut, kampanye positif kolaborasi dengan influencer. Temuan penelitian ini memberikan pemahaman yang lebih terkait strategi komunikasi efektif dalam menghadapi isu-isu kontroversial bagi perusahaan sejenis. Hasil ini juga dapat memberikan wawasan yang berharga bagi praktisi public relations dan manajer merek dalam mengelola krisis reputasi yang terkait dengan isu-isu sensitif di pasar yang kompetitif.

Kata Kunci: *Boikot, Brand Cosmetics, Instagram, Komunikasi, Tiktok.*

INTRODUCTION

Boycott is an action or process where certain parties refuse to cooperate, trade, talk, or participate in certain matters as an expression of dissatisfaction with other parties who are deemed to have acted improperly. This is reflected in the rejection of a thing or entity that is the target of the boycott. Protests through boycotts against these brand products carried out by some Islamic communities in the world are a response to policies that are considered to support Israel, especially in the context of the Palestinian-Israeli conflict.¹ Boycotts are carried out as a form of moral expression and protest against the Brand's support for Israel, which is considered to violate Palestinian rights. The main reason behind the boycott of the brand's products is due to indications that a portion of the brand's national income is used to help Israel, either directly or indirectly.² This assistance can be in the form of direct financial assistance for infrastructure development and weapons development that strengthens Israel's existence in Palestinian land.

In addition, there is also the brand's support for Israeli policies towards Palestine. Factors that influence consumer decisions to boycott a product include individual religiosity values and knowledge about the product.³ The value of religiosity can motivate individuals to take actions that are in accordance with their religious beliefs and morality, while knowledge about the product can affect consumers' perceptions of the product and influence their decision to buy or avoid the product.

The boycott of consumer products in Indonesia in the third quarter of 2020 has led to a significant decline in the profits of several brand management companies, such as PT Mitra Adiperkasa Tbk (MAPI), which manages the Starbucks beverage brand, as well as PT Sarimelati Kencana Tbk (PZZA) which operates Pizza Hut restaurants, and PT Fast Food Indonesia Tbk (FAST) which manages the KFC brand. The losses experienced by some of these companies are quite large, as seen from the 815.69% increase in losses experienced by PT Fast Food Indonesia Tbk (FAST).⁴ In addition, boycotts against major companies, both local and international, such as Unilever, Zara, and H&M, as well as top cosmetics brands such as Maybelline, Nivea, and L'Oréal, have caused a significant impact. Al-Jazeera reported that in 2018, such boycotts could cause losses of up to US\$11.5 billion or around Rp180.48 trillion, based on an assumed exchange rate of IDR15,694/US\$.⁵ As such, these boycotts represent a serious impact on company performance and finances and can be detrimental to the economy as a whole.

¹ Rian Rifki Eliandy et al., "Konflik Palestina Dengan Israel," *Jurnal Pendidikan Ilmu Pengetahuan Sosial (JPIS)* 1 (2023): 106–12, <http://e-journal.upr.ac.id/index.php/JP-IPS>.

² Chelsey Monica Teo et al., "Pengaruh Konflik Boikot Terhadap Penjualan Carnation Evaporasi Di Q4 2023 Pada Bidang HORECA Di Batam" 5 (2024): 3674.

³ Adilah Hasna Khairunisa, Mohamad Rosyidin, and Muhammad Faizal Alfian, "Memori Dan Trauma Dalam Hubungan Internasional: Dukungan Austria Terhadap Israel Dalam Melawan Aksi Boikot, Divestasi, Dan Sanksi (BDS)," *Journal of International Relations*, vol. 8, 2022, <http://ejournal-s1.undip.ac.id/index.php/jihiWebsite:http://www.fisip.undip.ac.id>.

⁴ R. Williams, "Social Media Marketing Strategies in the Face of Consumer Boycotts.," *International Journal of Business Communication* 45, no. 2 (2023): 134–50.

⁵ R. Salsanilla, "8 Brand Yang Diboikot Di 2023 Karena Dituduh Dukung Israel," *CNBC Indonesia*, December 29, 2023, <https://www.cnbcindonesia.com/lifestyle/20231228191131-33-501086/8-brand-yang-diboikot-di-2023-karena-dituduh-dukung-israel>.

Not only overseas companies, some popular cosmetic brands in Indonesia have also been affected by the boycott. For example, ESQA, Rosé All Day Cosmetics, and Scarlett were targeted for boycott due to their alleged support for Israel. The controversy began when ESQA Co-Founder Cindy Angelina and Rosé All Day Cosmetics Co-Founder Tiffany Danielle engaged in social media interactions that were perceived as supportive of Israel. Gal Gadot's post featuring the 'Star of David' symbol favoured by Tiffany Danielle triggered a public backlash accusing them of supporting Israel.⁶ Meanwhile, Scarlett's founder, Felicya Angelista, was also involved in a similar controversy after netizens deemed her more pro-Israel through her personal video upload. In response, netizens en masse made calls to boycott the three brands.

In particular, the boycott of Rosé All Day Cosmetics stemmed from Co-founder Tiffany Danielle's actions of supporting Israel by liking a post by Israeli celebrity Gal Gadot. In this context, boycotts are part of the community's response to support or attitudes that are considered incompatible with their aspirations and solidarity with Palestine in the conflict with Israel.⁷ The boycott of the brand's products by some Islamic communities is a manifestation of dissatisfaction with the brand's foreign policy that is considered detrimental to Palestine, as well as an effort to provide moral support to the struggle of the Palestinian people in the conflict with Israel. In this context, the role of public relations becomes very important. They must be able to provide a quick and effective response to sensitive issues that arise as a result of product boycotts.

The role of public relations is not only to provide a response, but also to understand related issues and prepare appropriate response strategies to minimise negative impacts and improve the company's image.⁸ In addition, building good relationships with the media is also an important aspect of managing product boycotts. By paying attention to a well-thought-out strategy, companies can face the challenges of product boycotts more effectively and build a positive corporate image in the eyes of consumers and the general public. Therefore, it is important for companies to have a well-trained and experienced public relations team to execute strategies in dealing with product boycotts and other sensitive issues that can affect the company's reputation.⁹

RESEARCH METHODS

This research uses a descriptive qualitative approach with a literature review to analyse the communication strategies used by the Rosé All Day brand in dealing with the boycott issue. This research method involves collecting and analysing literature related to the topic under study. This research will identify relevant literature on crisis communication strategy, public relations, and brand management. The literature will include journal articles, books, case studies, and research reports related to the boycott issue and the company's response to the reputation crisis. This research will analyse the

⁶ Editorial Team, "Usai Kontroversi Pro Israel, Rose All Day Donasi Ke Palestina.," *CNBC Indonesia*, November 6, 2023, <https://www.cnbcindonesia.com/lifestyle/20231106141809-33-486729/usai-kontroversi-pro-israel-rose-all-day-donasi-ke-palestina>.

⁷ M. R. I. Taufani, "Ada Gerakan Boikot Israel, Saham Perusahaan Rontok Berjamaah.," *CNBC Indonesia*, November 26, 2023, <https://www.cnbcindonesia.com/research/20231126132123-128-492114/ada-gerakan-boikot-israel-saham-perusahaan-rontok-berjamaah>.

⁸ Naila Elia Ulfiza, "Strategi Public Relations: Membangun Citra Perusahaan Terhadap Produk Boikot Pro-Israel" (Universitas Islam Negeri Walisongo, 2023).

⁹ A., & Lee, M. Davis, "Brand Communication Strategies in Crisis Situations: A Case Study of Beauty Brands.," *Journal of Crisis Management* 12, no. 1 (2021): 78–92.

collected literature to identify patterns in communication strategies used by companies in dealing with boycott issues. This analysis will involve evaluating the appropriateness, consistency and effectiveness of the communication strategies employed by the Rosé All Day brand and other similar companies.

In addition, this research will also involve a comparative analysis of the communication strategies used by the Rosé All Day brand with other companies that experienced similar boycott issues. This aims to compare the different approaches in dealing with the boycott issue and identify the factors that influence the success or failure of the communication strategy. The results of this research are expected to provide a deeper understanding of effective communication strategies in dealing with boycott issues for the Rosé All Day brand and similar companies. In addition, this research can also provide valuable insights for public relations practitioners and brand managers in managing reputational crises related to controversial issues.

RESULT AND DISCUSSIONS

The Boycott, Divestment, and Sanctions (BDS) movement against products affiliated with Israel is expanding, and the impact is being felt in the share prices of affected companies. Some of the stocks affected by BDS include Starbucks, KFC, Unilever, Nestle Pure Life, Apple, and hardware and software technology products distributed by Metrodata Electronics. Share price declines occurred in several companies, such as PT MAP Boga Adiperkasa Tbk (MAPB) which manages Starbucks, with a decline of 0.51% in the past month due to declining visitor numbers at Starbucks outlets in Indonesia. In addition, shares of PT Fast Food Indonesia Tbk (FAST), which operates KFC, fell 1.3% in the past month, showing the impact of BDS on the fast food restaurant. PT Unilever Indonesia Tbk (UNVR) also saw its shares decline by 11.53% in the past week as BDS affected many of Unilever's consumer goods brands. In fact, ADES shares with its Nestle Pure Life drinking water product fell 14.22% in the past month, even though ADES net profit increased in Q3 2023, as sales of Nestle Pure Life were affected by the boycott of products affiliated with Israel.¹⁰ Thus, the BDS movement has put significant pressure on the share prices of Israeli-affiliated companies, reflecting the market's response to efforts to put economic pressure on Israel in accordance with Fatwa No. 83 of 2023 from the Indonesian Ulema Council (MUI) which supports equal rights for Palestinians.

¹⁰ M Khoiruman and A Wariati, "Analisa Motivasi Boikot (Boycott Motivation) Terhadap Produk McDonald Di Surakarta Pasca Serangan Israel Ke Palestina.," *Excellent: Jurnal Manajemen, Bisnis Dan Pendidikan* 10, no. 2 (2023): 247–57.

Koreksi Saham Dampak Boikot Afiliasi Produk Israel dalam Sebulan Terakhir

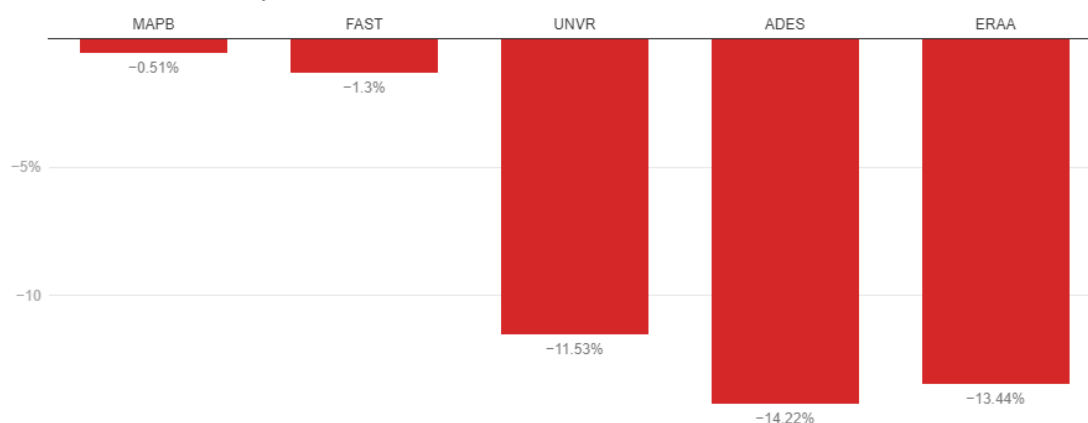


Figure 1. Graph of Product Share Decline during November 2023

Source: CNBC Indonesia ¹¹

Corporate image is a psychological impression and picture of the various activities of a company in the eyes of its public, which is formed by the knowledge, responses, and experiences that have been received by the public. The company's image can be good, medium, or bad depending on the judgement made by the public. Dowling defines image as a certain point of view on an issue through description, memory, or other relationships related to the issue. MacInnis and Price point out that a company's image is formed from an evaluation process by consumers involving thoughts, feelings, and previous consumption experiences associated with the company.¹² Product boycotts are a phenomenon that can have a significant impact on a company's image. As boycotted products are removed from the menu and replaced with local products, the company has to face consequences that can damage its reputation. Boycotts can damage a company's reputation by eroding public trust and support. Public criticism of business practices can lead to a decline in public trust, which results in a decline in consumer loyalty and clarity in public perception of business principles.

In dealing with the impact of boycotts on corporate image, company management needs to devise thoughtful and responsive strategies. Transparent communication, wise policy changes, and efforts to restore public trust and support can be critical steps¹³ A willingness to listen to public feedback, re-evaluate the company's position, and take actions that are in line with the values valued by consumers can help minimise negative impacts and rebuild the company's image.

One of the local companies contributing to the Indonesian cosmetics industry is Rosé All Day Cosmetics. Founded in August 2017 by three local female entrepreneurs, Tiffany Danielle, Samantha Wijaya, and Cindy Gunawan, the company has a vision to educate the public about the minimalist cosmetic trend or 'No Makeup, Makeup Look' to highlight natural beauty. Rosé All Day Cosmetics products are available in a wide range of colours to suit the skin tones of Indonesians. However, the brand is also involved in political issues related to the Israeli-Palestinian conflict. Through a post on its official

¹¹ Taufani, "Ada Gerakan Boikot Israel, Saham Perusahaan Rontok Berjamaah."

¹² Epsilody Mardeson and Hermiza Mardesci, "Fenomena Boikot Massal (Cancel Culture) Di Media Sosial The Phenomenon Of Cancel Culture On Social Media," *Jurnal Riset Indragiri* 1 (2022).

¹³ N. D. Ardhani, "Analisis Dampak Boikot Pro Israel Terhadap Perekonomian Di Indonesia," *Jurnal Oportunitas Unirow Tuban* 4, no. 2 (2023): 13–16.

Instagram account, Rosé All Day Cosmetics expressed its support for the people of Gaza, Palestine, by making a humanitarian donation worth IDR 500 million through the National Amil Zakat Agency (Baznas). However, the company also experienced controversy when one of its founders, Tiffany Danielle, liked a post by Gal Gadot, an Israeli celebrity who has drawn controversy over the conflict.

In response, Tiffany Danielle clarified and apologised for the misunderstanding. Through a post on her personal Instagram Story, she stated that her actions were not in support of Israel and that she is against any form of genocide in Palestine. Rosé All Day Cosmetics also issued a statement and clarification on its official Instagram account, stating that it does not support violence in Palestine and thanking customers for their trust. In addition, the company also donated IDR 500 million to help Palestinians through Baznas.¹⁴ Thus, while Rosé All Day Cosmetics continues to grow in the Indonesian cosmetics industry, the company has also had to face challenges and responses related to sensitive political issues, such as the Israeli-Palestinian conflict. The company's responses and actions in addressing such controversies can affect their image and reputation in the eyes of consumers.

Rose All Day Cosmetics Brand Communication Strategy

Rosé All Day Cosmetics faces serious challenges in managing the boycott issue related to one of its founders' support for Israel in the context of the Israeli-Palestinian conflict. In dealing with this issue, companies can use various communication strategies that are in accordance with the main functions of public relations in organisations, as described in research by the International Public Relations Association (IPRA) in 1981. One of the main functions of public relations is to foster and develop good relations between the organisation and its public. In the context of Rosé All Day Cosmetics, PR needs to foster good relationships with customers, business partners and the wider community. This can be done through transparent and honest communication regarding the company's stance on sensitive issues.

In addition, PR needs to assess and determine public opinion relating to the company and advise company leaders on how to manage public opinion. In this case, Rosé All Day Cosmetics needs to respond quickly to emerging issues, provide clear clarifications, and take steps to respond to customer concerns. Another function of public relations is to prevent conflict and misunderstanding and promote mutual respect and social responsibility. Rosé All Day Cosmetics can do this by promoting open communication, clearly explaining the company's stance, and demonstrating their commitment to positive social values, including support for humanity and peace¹⁵ In addition, companies also need to create and foster two-way communication that is based on truth and complete information. This allows companies to listen to public input, respond to their concerns, and improve the company's image in accordance with the expectations and needs of society.

In dealing with the boycott issue related to one of its founders' support for Israel, Rosé All Day Cosmetics can implement various communication strategies that are in

¹⁴ Jessica Aisyah Larasati and Daniel Susilo, "The Influence of Rose All Day Instagram Sales Promotion Message And Endorsement By Beauty Influencer on Followers' Buying Intention," *Jurkom: Jurnal Riset Komunikasi* 4, no. 2 (2021): 215–31.

¹⁵ Liliek Nur Sulistiyowati, "The Effect Of Transferring Israel Capital City To Jerusalem Toward Indonesia Macro Economy," *EKUITAS (Jurnal Ekonomi Dan Keuangan)* 3, no. 2 (January 8, 2020): 260–82, <https://doi.org/10.24034/j25485024.y2019.v3.i2.4111>.

accordance with the main functions of public relations in organisations, as previously explained.

1. The Rosé All Day Cosmetics company has the potential to hold public events or activities that are in line with its organisational values and objectives, as well as appealing to its target audience. Through such events, the company can convey accurate messages about its products and change the public's perception of its minimalist beauty concept. The event could be a product launch, a beauty workshop, or a seminar on emerging makeup trends. Thus, Rosé All Day Cosmetics can utilise this opportunity to expand its market reach, strengthen its brand image, and increase engagement with consumers.
2. Rosé All Day Cosmetics can strengthen its position by building alliances and partnerships with reputable organisations or individuals in the cosmetics or beauty industry. Through these partnerships, the company can expand its market reach and gain wider support from the public. In addition, collaborating with reputable parties can also enhance the brand image of Rosé All Day Cosmetics as a company that is trusted and has a commitment to product quality and environmentally friendly beauty. Thus, this strategy of building alliances and partnerships can be an effective step to strengthen Rosé All Day Cosmetics' position in the cosmetics market.
3. In the controversy over the boycott of pro-Israel products, Rosé All Day Cosmetics needs to conduct a thorough situation analysis to evaluate the impact on the company's reputation. This analysis includes not only assessing the public's view of the issue, but also considering how it may affect consumers' perception of the brand. By thoroughly understanding the situation, the company can identify the focus of the PR strategy needed to address the controversy and maintain consumer trust. These proactive measures will help Rosé All Day Cosmetics maintain its positive image in the cosmetics market.
4. To maintain public trust, Rosé All Day Cosmetics should prioritise transparency and open communication regarding the pro-Israel boycott issue. It is important for the company to provide clear, accurate and unambiguous information regarding its position and response to the issue. Open communication will help strengthen relationships with consumers and the media, and ensure that the company stays on track with its values and integrity. By taking these steps, Rosé All Day Cosmetics was able to maintain a positive reputation and minimise the negative impact of the controversy.
5. In the Public Relations strategy, building a good relationship with the mass media is key for Rosé All Day Cosmetics. The company needs to establish positive partnerships with journalists and media outlets to ensure that their messages are delivered accurately and effectively to the public. By strengthening these relationships, Rosé All Day Cosmetics can ensure that the information they convey regarding their response to the pro-Israel boycott controversy is well received and understood by the public. This will help the company to manage their image well in the eyes of the public and minimise the potential negative impact of these issues.
6. To manage negative issues and build support, Rosé All Day Cosmetics should actively engage with stakeholders, such as the government, local communities and non-governmental organisations. By listening to feedback and concerns from relevant parties, the company can design more effective response strategies and take steps that can improve their image. Through open communication and close collaboration with

stakeholders, Rosé All Day Cosmetics was able to build trust and support that is essential in facing challenges and addressing issues that may arise.

7. Rosé All Day Cosmetics should prioritise providing clear, accurate and verifiable information as a key strategy in addressing negative issues. By ensuring that information shared with the public is based on valid facts and data, the company can build trust with consumers, the media and other stakeholders. Transparent and accurate communication will help avoid the spread of misinformation or misinterpretation related to issues that may arise, as well as strengthen the company's image as a responsible and trustworthy organisation.

By effectively implementing these public relations strategies, Rosé All Day Cosmetics can manage the boycott issue well and maintain the company's reputation in the eyes of the public.

Analysis of Rosé All Day Cosmetics Brand Strategy on Social Media Instagram and Tiktok

In dealing with the boycott issue, Rosé All Day's brand communication strategy can capitalise on the growing trend of social commerce in Indonesia. According to a Populix survey, 86% of Indonesian respondents have made purchases through social media, with the majority of them shopping through TikTok Shop. By utilising social commerce platforms such as TikTok Shop, Facebook Shops, and Instagram Shopping, Rosé All Day can stay connected with consumers and promote their products directly to relevant audiences.¹⁶ Moreover, by tailoring their sales and marketing strategies based on the product categories that consumers are most interested in such as clothing (61%), beauty products (43%), and food and beverages (38%), Rosé All Day can maximise sales opportunities and strengthen their brand position in the market. Thus, social media can be an effective tool for Rosé All Day in dealing with boycott issues and maintaining consumer engagement.¹⁷ This analysis provides an overview of the communication strategies that can be used by Rosé All Day Cosmetics in dealing with the boycott issue, focusing on the social media platforms TikTok and Instagram. The following is an explanation of the communication strategy:

1. TikTok content can be an effective tool for Rosé All Day Cosmetics to increase their brand awareness among users of the platform. By presenting content that is easy to understand, relevant and consistent, Rosé All Day can capture the attention of TikTok users and strengthen their brand image. They can utilise creative features such as challenges or unique effects to create engaging and entertaining content, increasing the likelihood of their content going viral and reaching a wider audience. Thus, TikTok content can be an effective strategy in expanding Rosé All Day Cosmetics' brand awareness on this popular social media platform.
2. Instagram content can be an effective means for Rosé All Day Cosmetics to communicate with their followers. This visual platform allows brands to present compelling visual storytelling, introducing the story behind the product and brand values in an engaging and emotional way. By using images and videos, Rosé All Day

¹⁶ A. Ahdiat, "Ini Media Sosial Yang Banyak Dipakai Konsumen Indonesia Untuk Belanja.," *Databoks Katadata Media Network*, July 28, 2023, <https://databoks.katadata.co.id/datapublish/2023/07/28/ini-media-sosial-yang-banyak-dipakai-konsumen-indonesia-untuk-belanja>.

¹⁷ Titiani Intan Firdaus, "Representation of the Hedonism of the Main Character in Kevin Kwan's Chinese Novel Rich Girlfriend," *Syntax Idea* 5, no. 7 (July 1, 2023), <https://doi.org/10.46799/syntax-idea.v5i7.2416>.

is able to build strong connections with their followers. In addition, through direct interactions such as comments, direct messages, and other interactive features, Rosé All Day can strengthen relationships with their followers and increase their engagement with the brand. Thus, Instagram content becomes an important platform for Rosé All Day in building and maintaining a positive relationship with their community of followers.

3. In the face of boycott issues, Rosé All Day Cosmetics should respond with transparency and positive campaigns. Transparency is key to building trust with followers, therefore, the company should speak openly about the boycott issues faced and the actions they are taking to address them. This includes providing clarification of misinformation and clearly explaining the actions taken to followers. In addition, through campaigns that highlight positive values such as diversity, sustainability or community support, Rosé All Day Cosmetics can reinforce their positive image amidst the boycott issue. By focusing on messages that promote positive values and strengthen relationships with followers, the company can minimise the negative impact of the boycott issue and maintain consumer support.
4. Collaboration with influencers is an important strategy for Rosé All Day Cosmetics in expanding the reach of their message. By working with influencers who have relevant audiences, companies can introduce their brands to more people effectively. Influencers have loyal followers and sometimes have a great influence in their followers' opinions and purchasing decisions. Therefore, when influencers recommend Rosé All Day products, it can increase brand awareness, consumer trust, and can help expand the company's market share. Thus, collaborating with influencers is a strategic move that can help Rosé All Day Cosmetics achieve their marketing goals.
5. Performance analysis is a critical step for Rosé All Day Cosmetics to understand the impact of their communication strategy. Through performance analysis of content on platforms such as TikTok and Instagram, companies can systematically measure the results of their communication efforts. This includes monitoring user engagement levels, number of impressions, interactions, and conversions into customers or sales. By analysing such data, Rosé All Day Cosmetics can evaluate how effective their communication strategy is and identify areas for improvement. In addition, performance analysis allows companies to make the necessary adjustments in their communication content and tactics to achieve their marketing and business goals. Thus, performance analysis becomes a very important tool for Rosé All Day Cosmetics in improving the effectiveness and success of their communication strategy in the market.

By implementing this strategy, Rosé All Day Cosmetics was able to manage the boycott issue more effectively, maintain a positive brand image, and stay connected with their followers on social media.

CONCLUSIONS

From analysing the impact of Boycott, Divestment and Sanctions (BDS) on companies affiliated with Israel, as well as the importance of corporate image in maintaining public trust, it appears that Rosé All Day Cosmetics was faced with serious challenges related to the boycott issue due to one of its founders' alleged support for Israel in the context of the Israeli-Palestinian conflict. However, by designing a thoughtful and responsive communication strategy, the company can better manage the issue. In this

case, it needs to communicate transparently and honestly, and take steps that rebuild public trust and support. Companies should also be active in responding to emerging issues, providing clear clarifications and taking actions that are in line with the values valued by consumers. These proactive measures will help Rosé All Day Cosmetics maintain its positive reputation in the cosmetics market.

In addition, the analysis of Rosé All Day Cosmetics' brand strategy on social media platforms Instagram and TikTok shows that the company can utilise the trend of social commerce and cooperation with influencers to expand the reach of their message. By focusing on engaging and relevant content, as well as continuous performance analysis, companies can increase consumer engagement and achieve their marketing goals. Through these measures, Rosé All Day Cosmetics was able to manage the boycott issue more effectively, maintain a positive brand image, and stay connected with their followers on social media. Thus, a communication strategy that is tailored to the situation and focuses on transparency, content quality, and performance analysis can help Rosé All Day Cosmetics face challenges and maintain its position in the Indonesian cosmetics market.

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