



Marketing Public Relations Live Streaming: Case Study on Building Brand Awareness for Browie Products

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ABSTRACT

The development of digital technology has transformed marketing communication practices, particularly through the use of Live Streaming on social media. Live Streaming enables two-way communication between brands and audiences, thereby strengthening Marketing Public Relations (MPR) strategies in building Brand awareness. This study aims to examine the use of Live Streaming as an MPR strategy by Browie in creating brand awareness among young consumers. This research employs a qualitative approach using a case study method. The analysis is grounded in the Marketing Public Relations theory proposed by Harris (1998), specifically the concepts of pull strategy, push strategy, and pass strategy, as well as the Brand awareness theory by Keller (1993), which includes brand recognition, brand recall, top-of-mind awareness. The study utilized observation as its mode of data gathering of the TikTok account @browie_official, detailed interviews with the management team, and live streams hosts, and also Browie audience, and other supporting documentation. It is evident from the findings that Browie Live Streaming activities also are not exclusively directed at making a sale but also serve as communication space which induces audience engagement and trust. Product demonstrations and association, and position it self as a leading Edge in a specific product category. This study concludes that Live Streaming serves as an effective MPR instrument for local brands to build sustainable Brand awareness in the digital environment.

INTRODUCTION

Advances in digital technology have significantly changed the approach to marketing communications, particularly through the use of live streaming, which enables direct, two-way communication between brands and audiences. This process has become an important component of Marketing Public Relations (MPR) for building emotional connections and trust with customers in the digital world. In Indonesia, TikTok Live Shopping was introduced on April 17, 2021 (Batubara & Phannata, 2025), becoming an innovation in social e-commerce where the entire purchasing process is carried out on a single platform without using other applications (Dewi & Wideasanty, 2023). During the COVID-19 pandemic, the phenomenon of live shopping has become more popular, with customers preferring to interact in real time with online stores.

TikTok Shop reached more than 10 million sellers, 50 million active buyers, and a transaction value (GMV) of 68 trillion rupiah in Indonesia in January 2023 (Cantika & Utami, 2025). This reflects a shift in consumer behavior, with people relying on social media to build emotional connections between brand and audiences. The beauty industry has been using live streaming to reach Generation Z and millennials who are active on the TikTok platform, where visual and interactive content is key to shaping brand preferences. Local beauty brands such as Camille Beauty have leveraged TikTok for their digital PR strategy, where viral content and daily interactions help build brand awareness amid competition with brands such as Wardah and (Alviona & Leonardi, 2025).

Based on these findings, the results show that there are major issues in the highly competitive local beauty industry. One of them is how to utilize Live Streaming as a Public Relations Marketing strategy. In another case, Browie has been utilizing TikTok live since 2020. Then in 2024, Browie decided to rebrand and change its product name from 'Brow Tin' to 'Browie'. Currently, Browie TikTok account has 451,400 followers. With Live Streaming, Browie can get closer to its audience and interact with them in real time. The practices implemented have been quite effective in increasing actual brand awareness. Sania and Febriana reinforce the finding that live streaming has proven to be very effective in increasing sales and customer engagement. The problem is, it is still unclear how this strategy actually increases brand awareness in competition with other brands. In that regard, there may be differences in perspective, and it has not yet been fully researched.

Previous research has shown that live streaming is part of digital communication and requires further study in relation to beauty products (Chayadi et al., 2021). The basis of this research is not only remembering the brand, but also combining comments from the audience and host. The issue is that the number of viewers is difficult to predict and consumers may get bored watching the live stream, so the host must always be quick to combine the comments he reads so that viewers do not leave. Live Streaming is crucial because it sells visuals, but in Indonesia, there has been no previous research that looks at or focuses solely on the level of memory caused by Live Streaming to date. The findings (Alviona & Leonardi, 2025) reveal how the Camille Beauty brand, which was initially relatively unknown, managed to grow through

interactive TikTok content. However, the study did not examine the specific mechanisms of live streaming in the context of MPR theory, but rather concentrated on the PESO model as a whole.

A number of previous studies have explored the impact of live streaming on sales and engagement, such as the influence of live streaming on purchasing decisions for Skintific products (Anindasari & Tranggono, 2023) or analysis of audience reception of beauty product live streaming (Qolbidiasih & Putranto, 2025). There is still a gap in specific studies on how MPR's strategy through TikTok Live Streaming builds brand awareness for local beauty brands. Previous studies, such as the MPR strategy for Urban Republic (Topan & Widiyanto, 2022) or analysis of MPR implementation on the Digi Cell TikTok account (Dayat, 2024), more focused on general aspects without delving into real-time two-way interactions as indicators of MPR success. In addition, scientific debate continues regarding the effectiveness of live streaming in building brand recall and recognition in the digital age, where studies on Hanasui brand awareness through influencer marketing (Windi & Tampenawas, 2023) has not fully addressed how the persuasive elements of hosts in live streaming contribute to MPR outcomes such as awareness and engagement (Parapat et al., 2025).

This study provides three major updates to previous studies. The first is the integration of Harris's MPR theory (1998) with the indicators of Pull strategy, Push strategy, and Pass strategy with Keller's Brand awareness theory (1993) with the indicators of brand recognition, brand recall, and top-of-mind in the context of TikTok Live Streaming. This comprehensive theoretical approach is still rarely used for other beauty brands in Indonesia. This study also presents another aspect of how two-way communication between hosts and audiences plays an important role in shaping brand awareness. The analysis focuses on a balanced communication process, which enables the transfer of knowledge through direct engagement. This aspect has not been systematically explored in digital MPR research in Indonesia, even though two-way interaction is the essence of Live Streaming that distinguishes it from static content. The focus on Browie as a local brand that has only been utilizing TikTok live since 2023 will provide a fresh perspective on MPR strategies in the early stages of digital market penetration, unlike studies on large brands such as Wardah or Camille Beauty, which already have a strong audience base.

Given the three important developments currently underway, this study is increasingly crucial and urgent. Along with the growth of TikTok Shop's GMV in Indonesia reaching IDR 68 trillion (Cantika & Utami, 2025), Live streaming is not just content, but a sustainable business. For example, the beauty brand Browie had to develop user guidelines based on research and strategy when collaborating with international brands and larger local brands. On the one hand, the post-pandemic period is a supporting factor for local beauty brands with minimal research, but on the other hand, they also face the risk of stiffer competition in beauty services. Digital platforms are a business opportunity that can increase brand awareness in the local beauty industry. Amidst the abundance of digital content and other brands, brands like Browie risk losing recognition

among the younger generation if they do not understand how to optimize live streaming as an MPR tool. In academia, no one has combined MPR theory and brand awareness for live streaming; practitioners only conduct experiments without a clear scientific basis, and the results are often ineffective.

Based on Thomas L. Harris's Marketing Public Relations theory (1998), this study analyzes how two-way interaction in live streaming facilitates symmetrical communication between brands and audiences, which is rarely done in the context of digital MPR for beauty products. This study aims to analyze how Live Streaming is utilized as a Marketing Public Relations tool by Browie to increase brand awareness among young consumers, thereby providing comprehensive recommendations for such strategies with local beauty industry brands. Additionally, this research is expected to provide conceptual achievements in digital MPR studies and comprehensive practical recommendations to local beauty brands to optimize their Live Streaming strategies in their efforts to build brand awareness and strengthen their position in the dynamic and competitive Indonesian beauty industry.

LITERATURE REVIEW

The development of digital technology in the modern communication era has changed the way companies and consumers communicate. Whereas communication used to be one-way and company-oriented, it has now become an interactive and participatory two-way process. Social media has become the primary platform for people to participate directly in marketing activities, thereby blurring the boundaries between producers and consumers. This is clearly evident in the increasing popularity of live streaming as a digital communication medium that is capable of creating emotional closeness between brands and consumers through real-time interaction. This communication trend makes live streaming very important in modern marketing strategies, which also includes the implementation of marketing public relations (MPR).

Based on this, Live Streaming can be categorized as a form of MPR because it can increase brand awareness, build image, and strengthen public trust through a sustainable two-way communication strategy (Harris & Hotler, 1998). Marketing Public Relations or MPR can be defined as a communication model consisting of three stages, namely planning, implementation, and evaluation of communication programs, aimed at increasing purchasing appeal and customer satisfaction (Ruslan, 2008). In his writing, Harris adds that MPR is not a promotional tool but rather a tool that facilitates and maintains solid personal relationships between brands and audiences. The study shows that there are three main tactics in MPR, namely Pull strategy, Push strategy, and Pass strategy, which can establish credible and effective relationships.

In line with Harris' opinion, technological developments have also positioned live streaming as a new form of communication where customers and brands can interact directly. Sania & Febriana (2024) TikTok Live will bring engagement to brands, as it allows audiences to ask questions, react, and hear answers in real time from the host. In this communication analysis, Browie does more than just promote, but also provides a place for dialogue and builds brand

trust through warm and personal communication experiences with audiences. Therefore, Live Streaming is part of the strategic approach to building MPR, as it can strengthen the emotional connection between the audience and the brand

The role of live streaming is becoming increasingly relevant in light of the shift towards social media as the primary platform for digital communication. Kaplan & Haenlein (2010) explaining that social media consists of a collection of internet-based applications that allow users to create, share, and exchange content directly. The presence of social media such as TikTok makes communication between brands and audiences interactive and participatory. Through TikTok's Live Broadcast feature, promotion, learning, and interaction can be combined simultaneously. This provides ample space for companies to create more innovative strategic content that is closer to their audiences on a personal level. Previous research conducted by Sania & Febriana (2024) found that TikTok Live Streaming can increase audience engagement and trigger immediate purchases due to its spontaneous and lively nature. Therefore, the combination of Live Streaming and social media provides a communication platform that supports a modern MPR approach.

The success of MPR activities through live streaming is highly dependent on content development. Muhibatul et al. (2025) states that an effective digital PR strategy must plan a regular publication schedule, active community participation, and communication that is consistent with the brand identity. In Live Streaming, this includes the host's ability to compose an interesting narrative, maintain active interaction, and display products creatively. According to Dewi & Wideasanty (2023) according to their view, brand awareness is formed when there is effective communication interaction. Therefore, content strategy in Live Streaming plays an important role in achieving the main objective of MPR, which is to increase brand awareness among customers.

Understanding this content strategy cannot be separated from the concept of brand awareness, which is the ultimate goal of many MPR activities. According to Keller (1993), defining brand awareness as the ability of customers to distinguish and remember a brand within a specific product category. As the foundation for building brand equity, brand awareness is crucial in influencing consumer preferences and loyalty. In the digital age, brand awareness develops through interactive and consistent communication, as explained by Dewi & Wideasanty (2023) which found that direct engagement through social media and live streaming strengthens consumers' memory of brands. In addition, according to Lestari et al. (2024) The concept of Integrated Marketing Communication (IMC), which focuses on the synergy of message delivery through various forms of media, also has profound significance in building brand identity. Therefore, more relevant brand awareness can be built through the implementation of IMC and MPR programs via Live Streaming.

The application of these concepts highlights their importance in the context of Browie, a local beauty brand that focuses on eyebrow care. Their main offering is Henna Alis, a semi-permanent eyebrow dye that lasts up to 72 hours or 3 days,

which is used to shape eyebrows with natural results. This product has been approved and certified halal by BPOM. According to observations made on the TikTok account @browie_official, Browie is an online business sector established in 2020, with a cumulative number of TikTok followers totaling 451,400 accounts. Previously known as 'Brow Tint', it was rebranded to 'Browie' in 2024. This is in line with the information found on the Browie website.

Browie not only sells eyebrow henna, but also other products such as eyebrow pencils and eyebrow salon care products designed to meet all eyebrow care needs. Browie also has skincare products, namely face mist. They strive to sustain their business by developing new products and communication strategies amid competition from other beauty industry players and strengthening their position as a brand that understands the needs of Indonesian women. Understanding Browie characteristics and communication strategies is the main foundation for analyzing various previous studies relevant to the topics of Marketing Public Relations and Brand Awareness.

Several previous studies have examined the application of Marketing Public Relations (MPR) strategies and digital communication in building brand awareness through various social media platforms, including TikTok. The first study was conducted by Muhibatul et al. (2025) entitled "Analysis of Public Relations Strategies in Improving Brand Image at Sociamedic Clinic." The purpose of this study is to determine how public relations strategies are used in efforts to build a positive perception of a brand. The findings show that public relations strategies focused on education and mutual engagement can increase public trust in a brand. This study does not examine the dynamics of digital public relations marketing, which includes live streaming on social media, as it only discusses the healthcare clinic environment (Muhibatul et al., 2025).

The next study was conducted by Alviona & Leonardi (2025) with the title "Camille Beauty's Digital Public Relations Strategy through TikTok @camillebeauty_official." The study used a descriptive qualitative methodology with observation and in-depth interviews. The research point is to analyze the perspective of how Camille Beauty's brand awareness builds relationships with audiences through TikTok. The findings show that real-time two-way communication between the host and the audience during Live Streaming can increase interaction. The data used in the study has not been applied with the conceptual indicators of the Three Way Strategy, Pull Strategy, Push Strategy, and Pass Strategy (Harris & Whalen, 2006).

The third study by Syahirah & Eveliene (2023) Titled "Scarlett Whitening's Public Relations Marketing Strategy in Building Image Through Endorsements," the study found that using interactive promotional methods, collaborating with influencers, and live streaming are important ways to increase brand awareness. The findings indicate that live streaming activities can increase audience engagement and brand awareness. However, the main focus of this study is the role of influencers, not the two-way communication patterns used by hosts to interact with audiences during live streaming sessions. (Syahirah & Eveliene, 2023).

A study conducted by Angelin & Paramita (2024) entitled “Analysis of Marketing Communication Strategies in Increasing Customer Engagement for Beauty Products on TikTok” using a qualitative case study approach on the Barenbliss_id TikTok account. The results of the study show that a relevant increase in customer engagement can be achieved through a combination of promotion and direct marketing to customer engagement. Active participation, educational content, and the Live Streaming feature are important aspects in attracting audience engagement. However, this study still focuses on the general perspective of marketing communication and has not specifically positioned Live Streaming activities as MPR practices within the pull, push, and pass strategy framework or its relationship with brand awareness indicators such as brand recognition, brand recall, and top of mind (Angelin & Paramita, 2024)

The fifth research conducted by Lestari et al. (2024) Entitled “Integrated Marketing Communication: Nusantara Coffee Brand Awareness on Oksigen Coffee.” This study concludes that the use of integrated marketing communication (IMC) strategies in Oksigen Coffee's digital campaign has increased brand awareness by combining digital messages and promotional activities. The results show that integrated digital communication can increase customer loyalty. However, because the context of the study was the culinary industry, the findings are not entirely relevant to describe communication strategies in the beauty industry. (Lestari et al., 2024).

Based on the above research, it shows that digital communication and PR marketing strategies play an important role in increasing audience awareness and brand engagement. Therefore, companies in the future can utilize these strategies to market their products. However, most previous studies have focused on the use of social media in general and have not discussed in depth the Pull, Push, and Pass strategies of Thomas L. Harris (1998) in the context of TikTok Live Streaming as a two-way interactive medium. Therefore, this study aims to fill this gap by analyzing how Browie brand uses Marketing Public Relations strategies through TikTok Live Streaming to build brand awareness among young consumers.

This study uses two main theories, namely the Marketing Public Relations (MPR) Theory by Thomas L. Harris (1998) In (Ruslan, 2008)'s book with pull strategy, push strategy, and pass strategy indicators, while Keller (1993) Brand Awareness Theory through the Customer-Based Brand Equity Model asserts that brand awareness is the basis for brand equity formation with brand recognition, brand recall, and top of mind indicators. Consumers who have high brand awareness will more easily recognize, remember, and choose the product over competitors. These two theories are interrelated. An effective MPR strategy can strengthen brand awareness, while a high level of brand awareness is an indicator of the success of a communication strategy. In the context of this study, Harris' theory was used to analyze the strategy employed by Browie in TikTok Live Streaming, while Keller's theory was used to assess the extent to which the strategy contributed to increasing brand awareness.

One effective communication strategy to increase brand awareness is to use Marketing Public Relations through Live Streaming on TikTok. This research is unique because it focuses on the integration of Pull, Push, and Pass strategies. Thomas L. Harris (1998) in (Ruslan, 2008)'s book with Keller (1993)'s Brand Awareness concept within digital context. Unlike previous studies that generally focus on social media in general, this study specifically examines how two-way communication between hosts and audiences in live streaming is used to create an authentic, credible, and sustainable brand experience. Thus, the results of this study are also expected to contribute theoretically to the development of digital marketing communication studies, particularly in understanding the role of digital marketing public relations in shaping brand awareness in the local beauty industry in Indonesia.

METHODOLOGY

The method used in this case study is qualitative. This approach was chosen for the research because it allows researchers to understand communication phenomena that occur in the real world, such as Marketing Public Relations (MPR) strategies through live streaming activities on the TikTok platform by the local beauty brand Browie. This decision is in line with Moleong's opinion in the book *Qualitative Research* (Moleong, 2016).

The object of this study is the Marketing Public Relations strategy implemented by Browie through Live Streaming activities on TikTok. The focus of the study is how hosts can create a positive perception of the brand and increase brand awareness among young customers through two-way communication. Three active Live Streaming hosts on the official @browie_official account, three active audiences who frequently watch and interact during Live Streaming sessions, and Browie digital marketing and public relations team who help design communication strategies. Direct observations were conducted on the official TikTok account @browie_official, which has a Live Streaming production location at Jalan Dukuh Semar No. 24, Cirebon City.

Data collection techniques use three main sources, namely observation, in-depth interviews, and documentation (Moleong, 2016). To conduct the observation, researchers observed Browie live streaming activities on TikTok to identify the patterns of two-way communication, the messaging strategies used, and the audience's response to the brand. Structured interviews were conducted with the PR team, hosts, and audience to find out their experiences and what had been achieved from the live broadcast in terms of improving the brand image. The documentation method was supported by evidence from digital advertising recordings, live broadcast videos, and references on MPR strategies and brand awareness. The interactive model used was Miles and Huberman's (2014) data analysis with three stages, namely data reduction, data presentation, and conclusion drawing.

By comparing the results of observations, documentation, and interviews, this study uses source triangulation techniques to ensure data validity. Through this triangulation process, researchers strive to ensure that the data obtained is

credible, objective, and consistent with the reality in the field, which is in line with Moleong's opinion in the book *Qualitative Research* (Moleong, 2016).

RESULTS

This study explains how the local beauty brand Browie uses Live Streaming as a digital promotion method, particularly in establishing two-way communication between the host and the audience, implementing Marketing Public Relations strategies, and building brand awareness for Browie products. The research findings were obtained from interviews with brand management, hosts, and active and passive viewers who responded to the promotional messages conveyed. The results of the study show that Live Streaming is used not only to sell goods, but also as a place for two-way communication between the audience and the brand, as well as consistently increasing brand awareness. This study focuses on six main parameters, namely: (1) Live Streaming publicity, (2) audience action encouragement, (3) long-term relationships, (4) brand recognition, (5) brand recall, and (6) highest brand awareness. These six parameters are used to examine Browie Marketing Public Relations strategy through Live Streaming and its role in shaping brand awareness.

The results of the research on Live Streaming publicity parameters show that Browie pays a lot of attention to managing promotional content during live broadcasts. This is related to interviews with Browie marketing manager, Live Streaming hosts, and audiences, and is reinforced by the researcher's observations during live broadcast monitoring. Browie Live Streaming content is planned and not merely spontaneous, as shown in the image below, which uses aircraft elements with gimmicks and the concept of the host as a flight attendant, as well as the concept of a vacation in Hawaii.

Figure 1. Live Streaming on TikTok Browie_official



Source: TikTok 2025

Each broadcast follows a specific campaign concept tailored to the momentum, platform, and target audience, so that the promotional message

conveyed remains consistent with the brand identity. This was conveyed by Monnete (2025) As Browie Marketing Manager, he claims that each Live Streaming session has been planned in advance with clear communication objectives, to introduce products, increase interaction, and encourage purchases. According to him, the plan is to ensure that the message conveyed is in line with Browie brand image.

First, in terms of publicity and promotional content on Live, Browie displays content that directly demonstrates the product. During the observation, Browie Live Stream consistently featured product demonstrations, henna eyebrow durability tests, and visual depictions of the product's benefits, creating an informative and convincing live character. The audience felt that Browie promotional content not only made claims but also showed real results, thereby increasing the credibility of the message being conveyed. This assessment was expressed by Riza (2025) As an active audience member, she stated that she felt more confident about Browie products because she could see the results of using henna eyebrow products directly during the live stream. According to her, promotions that only use verbal explanations are less effective than product demonstrations, which provide a more realistic picture.

Second, in terms of audience engagement, the results of the study show that the uniqueness of the Live Streaming concept is a major factor in attracting viewers. Audiences tend to stay longer when hosts present unique gimmicks, varied Live themes, and communicative delivery. Observations show that real-time product demonstrations often trigger increased audience attention and interaction. In reality, not all audiences respond actively, but Browie as a whole has succeeded in creating strong initial interest compared to similar products that are broadcast live. This is reinforced by the statement Meisy (2025) who said that he often watches Browie live streams because, according to him, Browie live streams are not monotonous and feature interesting product demonstrations. He believes that the host's presentation style makes the live streams more interactive and not boring.

Third, Browie uses live streaming hosts or influencers who represent the brand image with neat eyebrows that look perfect on camera. Live hosts serve as brand representatives who foster relationships with the audience, while also functioning as information conveyors. According to the results of observation and interviews, hosts communicate in a friendly, educational, and persuasive manner, making promotional messages easier for the audience to accept. Therefore, the audience will place more trust in Browie because the hosts are perceived to know the product better. In terms of making communication more intimate, Feyka (2025) strive to convey product information in simple language and answer audience questions directly. From the audience's perspective, Zita (2025) saying that by speaking gently, it made him feel confident about the product being offered.

The results of the study reveal several important findings regarding audience engagement and response parameters. The main factor is the speed of audience response. During live broadcasts, audiences tend to respond immediately through comment sections, questions, and purchasing decisions

based on their interviews and observations. Zita (2025) As a live viewer, Browie explained that she was encouraged to buy the product during the live broadcast because of the clear product explanation and excellent demonstration.

Second, regarding promotion and purchase incentives. During the live broadcast, Browie offered discounts, bundled packages, and limited-time offers. According to detailed reports from observations and interviews conducted by the Browie management team, the repeated promotion messages created a strong desire among viewers to check out. Most of the audience considered that the benefits of buying during the live broadcast were one of the main reasons behind their purchases during the broadcast. Third, the aspect of persuasive communication. The host used persuasive communication and storytelling techniques by linking the product to the daily problems of the audience. This approach not only encouraged purchases but also helped the audience understand the benefits of the product more thoroughly.

Based on long-term relationship parameters, the study found that Browie Live Streaming plays a role in building engagement with the audience. The first aspect is the two-way interaction created by the Browie live host. Based on interviews and observations, the Browie live host actively interacts with the audience through questions and answers and responds directly to comments in real time during the live broadcast. This communication pattern creates dialogue and makes the audience feel valued and cared for. The second aspect is audience loyalty. Several viewers said they wanted to make another purchase and return to watch Browie live stream because the delivery and positive experience during the live stream, as well as the emotional closeness with the host, made the viewers feel at home. Third, in terms of positive brand image. The consistency of communication, product quality, and service during and after the live stream shape Browie positive image in the eyes of the audience. The audience views Browie as an informative, trustworthy, and relevant brand that meets their needs.

The findings from the study show that Browie has characteristics that are easily recognizable based on **brand recognition parameters**. It starts with the recognition of the Browie logo. Observations show that the logo and brand colors are consistently displayed throughout the live broadcast, making it easier for viewers to recognize the brand. Second, there is product awareness. The audience knows that Browie is a long-lasting henna eyebrow product that is safe to use for ages 12 and up. Reviewing the awareness parameters, this condition arises when the audience begins to recognize the product through repeated introductions and explanations throughout the broadcast, they begin to become aware and familiar with this eyebrow henna product. Third, there is consistency in the mention of the brand name. The live hosts consistently mention the name Browie in the same promotional messages, which greatly helps to increase brand awareness among viewers.

Based on **brand recall parameters**, the results of the observation show that Browie has a fairly high level of recall among the audience. Then, the most crucial thing is Browie visual identity and logo because they help consumers remember the brand after watching the Live Streaming end. In addition, the aspects that are

easily remembered by the audience about the product are the user experience and explanations given during the live broadcast. When viewers need a specific product for their eyebrows, Browie remains memorable because the message is repeated consistently. In addition to visual elements and consistent brand mentions, the audience's memory of Browie is also formed through repeated experiences while watching the live stream. Based on interviews and observations, the audience remembers the brand not only because of its logo or name, but also because of the product demonstration experience and the host's unique delivery style. When the audience is faced with the need for eyebrow products, Browie is more easily remembered with its messaging patterns about durability, ease of use, and product superiority. Therefore, brand memory is influenced not only by visual information but also by interpersonal experiences.

The **highest awareness parameter results** show that Browie is a great henna eyebrow product. When it comes to henna eyebrow tinting products, Browie always comes to mind first for almost everyone because of its unique broadcast concept and consistent friendly communication. This product is considered an easy-to-use, safe beauty brand that meets the needs of buyers. This proves the brand's high awareness through repeated and consistent exposure during live streaming. The audience not only recognizes Browie as one of the henna eyebrow brands, but also immediately associates it as the main solution in this category. Based on interviews, the spontaneous mention of Browie when discussing eyebrow henna products indicates that this brand has become firmly embedded in the minds of the audience. This is a sign that Browie is not only at the stage of being recognized, but has reached the position of being the first brand that comes to mind for the audience.

Based on the overall results of the study, it can be concluded that the most dominant parameter in Browie Live Streaming practice is two-way communication that forms a long-term relationship between the brand and the audience. This parameter is the main foundation that supports the emergence of other parameters, such as audience action encouragement and brand awareness formation, from brand introduction to the highest brand awareness.

DISCUSSION

The results of the study show that Browie uses the Live Streaming feature on the TikTok platform not only to promote or sell goods. However, Browie uses this TikTok live platform as a communication tool that enables the brand to engage with its audience in real time through two-way interaction. However, in practice, Browie does not make viewers decide to purchase its products quickly. The live host encourages viewers to chat freely and ask for complete information about what they need, such as their eyebrow problems, so that viewers will watch longer and feel comfortable. The brand does not shape perceptions through product purchases, but Browie relies on Live Streaming as a tool to strengthen relationships, build trust, and make the audience believe in the brand, as well as create a positive view of the brand before encouraging them to make a purchase.

Analysis of the live broadcast shows that Browie Live Streaming content is not spontaneous or random. Each live schedule has a general framework that

complies with fairly strict communication restrictions, including demonstrations of use, interaction with the audience, and the delivery of promotions and calls to purchase. This pattern proves that Live Streaming like this shows an awareness of integrating marketing and public relations functions simultaneously. Researchers assess that this approach makes Live Streaming feel more like a two-way conversation rather than a one-way promotion, allowing the audience to feel comfortable.

Regarding the MPR concept, this communication pattern reflects how Browie combines marketing and audience relations functions simultaneously. Thomas L. Harris (1998) in his book (Ruslan, 2008) explains that Marketing Public Relations aims to build public understanding and trust through continuous communication. In realizing this function, Browie implements it through Live Streaming, as it enables direct dialogue between the host, representing the brand, and the audience, its target audience.

The use of product demonstrations as the main attraction in Browie Live Streaming was one of the important findings in this study. The audience not only heard explanations about the product's advantages, but also witnessed firsthand the process of use and the results displayed on camera. These demonstrations provided product information that was easier to understand and felt more real. According to the researcher's observations, this method made the audience feel more confident about the products being offered. Information is no longer abstract or merely a claim, but is supported by visuals and direct experience. This strategy is in line with the concept of pull strategy in Marketing Public Relations, where the audience's attention is drawn through the presentation of relevant and valuable information Thomas L. Harris (1998) in the book (Ruslan, 2008). Interestingly, the results of the study show that audience interest does not always translate into active engagement through comments. However, this does not mean that the audience is not interested. Many viewers remain watching the broadcast until the end, especially when product demonstrations are conducted. This shows that audience interest is not always expressed verbally, but also through attention and viewing duration and the attention given. Thus, the success of Live Streaming is not solely determined by the number of comments, but also by the content's ability to maintain audience attention.

Based on observations of potential buyers' interest and understanding of the product, Browie gradually encourages the audience to make a purchase. Not only in terms of price promotions, but bundling packages and other special offers can also be seen when the host delivers them directly. However, these comments are delivered calmly by the Live Streaming host. What sets Browie apart is that the delivery does not seem pushy. The host links promotions to the audience's daily needs, such as the practicality of using the product or the durability of the results. From the researcher's perspective, this approach makes the call to purchase more reasonable and does not disturb the audience's comfort. According to (Ruslan, 2008),^{'s} view, this tactic is similar to the push strategy, which uses persuasive communication to elicit action from the audience. However, the results of the study show that encouraging audience action is not

the main focus of Browie Live Streaming, but rather emerges as a consequence of two-way communication and the trust that has been built between the host and the audience.

One of the key aspects of Browie Live Streaming is the role of the host, who acts as the main link between the brand and the audience, and not just to explain the product. The communication methods used by the host make the audience feel valued and cared for, such as being friendly, responsive, and providing education. Based on research, the consistent presence of a host who understands the product well builds audience trust in the message being conveyed. This is in line with the concept of pass strategy, where public opinion and trust are shaped through figures who are considered credible, according to Thomas L. Harris (1998) in (Ruslan, 2008). Audiences tend to trust brands more when information is conveyed by parties they consider competent and emotionally close to them. Browie Live Streaming helps build better relationships with audiences. Direct interaction through Q&A sessions and responding to comments helps create a relaxed discussion atmosphere. Audiences are not just spectators but become part of the communication process. Researchers found that this pattern of interaction encourages audiences to watch Browie live in the future. Some customers even stated that they prefer to buy the same product repeatedly.

The various communication strategies implemented by Browie through Live Streaming have increased brand awareness. Browie is expected to build brand recognition. At this stage, the audience can already recognize Browie through its visual appearance, logo, and consistent mention of the brand name during the broadcast. At the brand recognition stage, the experience of watching live broadcasts, offering products, and interacting with the host helps people remember Browie when they need eyebrow henna products. Additionally, the results of the study show that Browie is at the top of some people's minds. When talking about eyebrow henna products, Browie is often the first brand mentioned. According to the study's findings, this position has been achieved through repeated exposure, positive impressions of Live Streaming, and consistent brand communication, as expressed by (Keller, 1993). Thus, the formation of brand awareness for Browie does not stand alone, but is the result of a continuous communication process, positive experiences during Live Streaming, and long-term relationships built between the brand and its audience. Therefore, this study answers the research objectives, namely to explain the two-way communication between the host and the audience in Browie Live Streaming, to examine the application of Marketing Public Relations strategies, and to analyze their role in shaping brand awareness for Browie products.

Researchers believe that Browie main strength lies in its ability to use Live Streaming as a platform for interactive communication. They introduce the audience to the product and encourage them to understand, interact, and build trust first, rather than directly directing them to make a purchase. The goal of this communication process is to gradually build brand awareness among the audience in the long term. This research shows that Live Streaming can serve as an effective Marketing Public Relations tool for local brands. Browie has successfully utilized Live Streaming not only to increase sales but also to build

relationships, brand image, and brand awareness in a sustainable manner in the digital space.

However, this study has a number of limitations that need to be considered. The study focused only on one local beauty brand, so the results cannot be applied to the entire beauty industry. In addition, the research data mostly describes the experiences of audiences who interacted during the live stream, while passive audiences who only watched without responding have not been explored in depth. Furthermore, the limited time allocated for observation restricted this study from fully representing the dynamics of audience behavior changes over a longer period. Thus, the results of this study can be considered more as an illustration of Browie Live Streaming practices.

This study shows Browie uniqueness compared to other beauty brands that also utilize Live Streaming. Browie consistently emphasizes product verification through live and repeated demonstrations, educational information delivery, and a friendly and persuasive host communication style. Live Streaming is not only filled with price promotions, but also with explanations of product benefits and responses to audience questions. This approach allows the audience to not only recognize Browie as an eyebrow henna brand, but also perceive it as a brand that understands consumer needs and is trustworthy.

Compared to existing studies, this study takes a different perspective or position, particularly in terms of digital public relations marketing. In previous studies, live streaming was only discussed as part of regular marketing communication or influencer strategies, but in this study, live streaming is positioned as a public relations marketing practice that focuses more on two-way communication between brands and their audiences. The findings show that the interaction between the host and the audience is very important in shaping brand recognition, strengthening brand recall, and creating top of mind awareness. This is the most prominent part. Therefore, this study can serve as a solid knowledge base for academic research and also provide a practical overview of Indonesian beauty brands. Strategically utilizing the Live Streaming feature to increase brand awareness makes it stronger and more sustainable.

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