Abstract

The main goal, the researcher do the research study about Oriflame Strategic Public Relation to develop Image Oriflame is the researcher want to know the step of PR Oriflame. Because, Oriflame is one of cosmetic company which is from Sweden which has the fastest growth then the other cosmetic company. Besides of that, Oriflame has more experience and longer portfolio for 44 year in Cosmetic industry, so in must be doubt again, it is the strategy of the PR to grow the image.

To graduate from Binus University, thesis is one of the requirement. With the use of qualitative method, researcher is trying to mingle with the subject, the customer and the Oriflame Consultant to understand about Oriflame and why they choose Oriflame. With this method, the researcher also want to know the relationship between the media and the customer and their consultant from their viewpoint, Oriflame side. It’s enough to know how they do it.

With the use of Teory uses and gratifications, the researcher want to know what is the society want from the cosmetic company and the pleasure that they want to find so they can develop the good view Oriflame image in the society viewpoint.

With the event that Oriflame held, Corporate Social responsibility, The promotion with catalog and Publication in many media, it’s proof that the teory uses and gratification is very useful because Oriflame know what is the society want. Oriflame success to make society choose this company. At least people feel satisfied and feel the benefits with the Oriflame product. In the end, Oriflame succeed to develop its image because Oriflame understand and know what is the society want to find from Oriflame’s product and Oriflame can satisfied the customers.

Key word : Oriflame, PR Strategy, Brand Image