

Marketing Communication Strategy for Beauty Products on Instagram in the Covid-19 Pandemic

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ABSTRACT

Beauty products are important things that become the needs of most women. Currently, many types of beauty products appeared. Some of the customers using beauty products because of the appearance of skin problems on their faces. The beauty product referred in this paper is skincare. However, there are also a number of other products such as makeup, body care, hair care, and perfume. Instagram account @bilikayu sells beauty products from high-end brands. The products sold are skincare, makeup, body care, hair care, and perfume. Bilik ayu is a reseller of high-end brand beauty products that sells its products with affordable prices than in the store and has been selling for eight years using Instagram. The purpose of this study is to find out how the marketing communication strategy carried out by Bilik Ayu to survive, particularly for high-end products that are sold using social media of Instagram. The method used in this study is a case study with a qualitative approach and uses interview and documentation as techniques to gather data. The results of this study are that the marketing strategy used by @bilikayu is to apply the trust that has been given by customers and be friendly with customers so that customers will not move to other online shops. The seller also creates interesting content, and interact with customers.

Keywords: *beauty products, instagram, marketing strategy, social media*

1. INTRODUCTION

For women, using beauty products is important in everyday life. Women using skincare beauty products generally those who have problems with facial skin that make them not feel confident when they leave the house. But keep in mind that people who tend in using skincare are not only those who have problems with their facial skin but also to prevent signs of fine wrinkles and premature aging.

In order to get their expectation skin, customers willing to spend a large amount of money. However, it should also be noted that using beauty products must be in accordance with the needs and conditions of the facial skin. If not, it will allow new problems to arise on our facial skin. Beside skin care, other beauty products are make-up, body and hair care, and perfume. Skincare usually used to overcome skin problems on the face. Skincare can be in the form of toner, moisturizer, eye cream, night cream, sunscreen, and so on. To determine the right skincare product for customer's facial skin, they must first know whether their skin condition is oily, sensitive or combination. Also, the handling is different.

A person generally allowed using skincare products when they are 12 years old or above. For beginners, the stages of using skincare are face wash, moisturizer, and sunscreen. Concurrently, skincare products are growing such as eye cream, toner, serum, face oil, face mask, and so on.

However, please note that, when customer's skin is oily, they need additional skincare products such as serum to control excess oil on their face.

In addition, other beauty products are makeup, body care and haircare, and perfume. Makeup is a beauty product applied on the face that makes customer's faces look colored and not pale. Using makeup will make a person more beautiful.

The development of the cosmetics industry showed a positive trend. In the past five years, the Food and Drug Supervisory Agency (BPOM) noted that 185,290 cosmetic products were circulating in the community. While the latest data from the Ministry of Industry in 2018 there are 153 new small and medium-scale cosmetic industries. This figure accumulates the total number of cosmetic industries to 760 companies. SMEs fill 95% and others 5% are large-scale industries [1].

Makeup is neutral, or it can be used by both women and men. Makeup has its own trend. First in ancient Egypt, the trend of thick smoky eyes for both women and men by using kohl or a type of eyeliner from the mineral galena was believed can ward off evil spirits and disease. Second, in contrast to ancient Egypt, which had a bold makeup trend, ancient Greece had a soft makeup trend, such as a no-makeup look. To get a white facial skin, they used a face cream that contains lime to whiten the face. Then the eyebrow style is blended in the middle of the forehead to

make it look natural. Also, fruits were used to give color to the lips and cheeks. Third, the makeup trend in Venice which tends to be glamorous and excited. They used face patches made of taffeta paper with various shapes such as crescent moons to animals. Lastly, in 1994 the trend of using bright red lipstick was recommended by the United States and British governments [2].

Further, the three beauty products - hair care, body care, and perfume - have their respective functions and uses. Hair care which is used on hair has a function to prevent hair loss, reduce dandruff, and make hair thicker. Then, body care used to make the skin smoother, brighter, and moist. Meanwhile, perfume is a beauty product that is always carried by everyone that has the function of giving people's body a fragrant aroma when it is sprayed. The resistance of the perfume scent is based on the type of perfume used. The types in question are EDP (Eau de Parfum), EDT (Eau de Toilette), and Extrait de Parfum [3].

Body care is a beauty product used on the body that has a function to moisturize and brighten the skin. Body care has various types such as body lotion, body cream, and body butter. Body lotion is a light textured skin moisturizer that is often used every day. As the name suggests, the lotion is absorbed easily by the skin and leaves no oil after application. Body cream has a higher oil content than body lotion. Therefore, it is only applied to oily body parts such as the chest and back. While body butter has a texture that is almost similar to butter, and the oil content in body butter is higher. Therefore, to choose body butter, one must be careful in addition to the high oil content as body butter can leave stains on clothes. Generally, the oil used comes from shea butter, cocoa butter, and coconut butter. Body butter is only used at night on the elbows, knees, and heels. Using excessive body butter can cause stretch marks, especially in pregnant women [4].

Next is hair care, a type of beauty product that has functions to overcome hair problems such as hair loss, oily, dandruff, and dryness. There are many people who want healthy hair, but keep in mind that to get it, it must be accompanied by hair care starting from combing hair before shampooing, using shampoo that suits your needs and problems, shampooing twice a day, using conditioner, and drying. By doing the following steps regularly, one's will be able to get healthy hair.

The coronavirus outbreak began in China, especially in the city of Wuhan, and spread to almost all parts of the world. The virus, which claimed originated from mammals, has forced almost all countries to lock down, wear masks, wash hands, avoid crowds, and maintain social distance. The impact of the emergence of this virus is the economic decline in most of the countries in the world. It requires the employee lay-off since they are unable to pay salaries. In addition to the economic sector, many industries such as airlines, MSMEs, and the manufacturing has been affected. The President of the Republic of Indonesia, Joko Widodo, has warned public to use double masks, wash hands, sanitize their hand, reduce activities outside the home, keep a distance, and eat more nutritious food. The President of the Republic of Indonesia, Joko Widodo, had been announced the implementation of the Enforcement of

Restrictions on Community Activities (PPKM) in July 2021. The strict rules have been implemented in the islands of Java and Bali. The PPKM then extended to 15 regions outside the islands of Java and Bali covering the cities of Tanjung Pinang and Batam (Riau Islands), Singkawang and Pontianak (West Kalimantan), Padang Panjang and Bukit Tinggi (West Sumatra), Lampung, Manokwari and Sorong (West Sumatra). West Papua), Bontang City, Balikpapan, Berau Regency (East Kalimantan), Padang City (West Sumatra), Mataram (NTB), and Medan City (North Sumatra) [5]. When the emergency was over, then the government extended the same rules to July 25, 2021 and if the number of covid-19 cases decreased, then PPKM will be lifted on July 26, 2021.

Based on the official Covid-19 website in July 2021, the number of coronavirus cases in Indonesia touched 2,670,046. As much as 2,157,363 have been recovered, and 69,210 died [6]. As for abroad, such as India, as many as 30,901,311 positive cases, 409,287 deaths, and 30,052,461 recovered. In the United States, as many as 34,754,135 positive cases, 622,967 deaths, and 29,268,556 recoveries. And Brazil as many as 19,106,971 positive cases, 534,233 died, 17,666,654 recovered.

Due to the COVID-19 pandemic, many people have opened small businesses to fulfill their daily needs, such as the food, clothing, service, or preloved business, and so on. In developing their business, people tend to use social media as platforms in its buying and selling activities.

In this era of development, almost all humans on earth use social media in their daily lives, both for doing business, selling, and documenting their personal lives. Starting from the young to the elderly also use social media. Business people use Instagram social media to sell, to promote and to introduce their products to other social media users. Doing business using Instagram social media is nothing new but has been used by many people because it is considered effective in selling a product and does not take long. But before starting an online business, it is necessary to know what marketing strategy will be used in marketing and what media will be used in carrying out this marketing strategy. The Instagram @bilikayu social media account, which has been established for eight years, is engaged in high end beauty products. High-end beauty products are beauty products in the form of makeup, skincare, hair care, body care, and perfumes that have brand names that are well known by many people, especially at the prices listed on each product, which are different from other products, usually these high-end beauty products. It comes from foreign brands. Initially, Bilik Ayu only sold its products using Instagram social media and did not have an offline store. However, Bilik Ayu is now has an office in Bumi Serpong Damai City, Tangerang, Indonesia. Since its establishment, Bilik Ayu has started selling using Instagram social media, such as selling preloved makeup and skincare. During the pandemic, where more and more people are using Instagram as a means of selling, it makes easier for Bilik Ayu to introduce the products being sold to consumers prospective buyers.

Before that, the owner of Bilik Ayu held conversation sessions with customers about the development of their business. The owner asked customers how the products being sold are no longer preloved, but new products directly from the store and what kind of beauty product needs and desires they want and want to try. After having a such conversation, the customer finally agreed and the owner of Bilik Ayu immediately raised funds to buy new products. The owner of @bilikayu is a 45-year-old mother named Eva Margawaty who pioneered Bilik Ayu since the beginning. Bilik ayu is a reseller of high-end brands such as Coach, Chanel, Dior, Louis Vuitton, Gucci, and many more. In the Instagram social media account, @bilikayu sells beauty products with prices ranging from Rp. 500,000 to up to one million rupiah.

Based on the author's interview with Bilik Ayu's customers, customers say that the prices of products sold by @bilikayu are more affordable than in the store. Besides being affordable, there are also gifts given to the customers by making transactions with a minimum purchase. In addition, when it comes to Bilik Ayu's birthday, Eva Margawaty's mother always holds a giveaway in the form of makeup, skincare, perfume, body care, hair care. The main prize is sometimes a bag from the Louis Vuitton brand. By holding those giveaway, Bilik Ayu can attract and engage with other customers. Therefore, the results of the author's interview with @bilikayu customers also said that they knew Bilik Ayu from an office friend who recommended it to them and the average customer was very satisfied when shopping at Bilik Ayu both in terms of service, friendliness of the Bilik Ayu team, to the point of view of the customer. The packaging of the products sent is also neat and safe.

In the social media account, Bilik Ayu's Instagram does not only carry out promotional activities, but also the daily life of Eva Margawaty's mother and complaints from several customers to the owner. Based on the customers, the owner of Bilik Ayu is a cheerful and friendly mother figure, because she is always willing to reply comments and direct Messages, and is willing to help customers who have difficulty choosing the right beauty products. Therefore, customers always want to shop at Bilik Ayu when they hear the owner's voice.

Selling beauty products that are quite pricey or expensive is indeed not easy, especially during this pandemic period where almost all people experience an economic downturn. However, in Bilik Ayu's interview with iNews TV, one of national television in Jakarta, Indonesia, Eva Margawaty as the owner said that the key to success is to hold and apply trust given by customers for the past eight years and also the team's hard work supports.

2. THEORETICAL BASIS

2.1. Marketing Strategy

Strategy is a tactic in language that relates to the understanding of organisms in responding to external stimuli. According to Bennett, strategy is a statement about

how a brand or product achieves its goals. The Big Indonesian Dictionary (KBBI) states that strategy is the science of using resources to implement certain policies [7]. Marketing is a system of business activities designed to promote and distribute goods that can satisfy wants and achieve target markets and company goals [8]. According to Kotler (1991), marketing is a social and managerial process by which individuals or organizations obtain what they need and want by offering and exchanging value products.

While the marketing strategy according to Sula (2006) is a statement about how a brand achieves goals [9]. According to Assauri, marketing strategy is a comprehensive plan in the field of marketing that provides guidance on activities to be carried out to achieve company goals [10].

The stages that need to be known before carrying out a marketing strategy are:

1. Determine its Target Market

The target market is a step that must be taken by business people to attract consumers' attention to the products that they will sell. According to Keegan & Green (2008), target market is the process of evaluating segmentation and focusing marketing strategies on a country, province, or group of people who have the potential to provide a response.

2. Customer's Needs and Wants

Needs are something that customer really need and are usually related to their daily lifes, for example the need to eat, the need to have a place to live, and so on. While the desire is something people's want that is usually beyond the need. For example, the need to have a car, house, and so forth. Needs can be in the form of physical needs (food, housing, clothing) and social needs (friends). While the desire arises because of a desire from within, such as the desire to gather with friends, hunger, go on vacation, and so on. Knowing the needs and wants of a customer is important for business people, so that we can read and find out what is needed by many people. After we know the needs and desires, then we look for or make these products and, designed according to the needs and desires of customers. The success or failure of a marketer is determined by its success in identifying the wants and needs of customers.

3. Build Good Relationships with Customers

Having a good relationship between business people and customers is one of the factors for the survival of a company's business. The existence of a good relationship leads to customer satisfaction related to customer loyalty to our business, not only that it allows customers to participate in making long-term investments in our company.

A business people establish a company with the main goal of achieving profit and increasing market share. This happens if a business people manage is able in identifying the wants and needs of consumers and see opportunities that occur. In the concept of marketing the company's goals are achieved through consumer decisions. Consumer decisions are obtained after their needs and desires are achieved or fulfilled. Alma (2004) suggests the following marketing objectives:

- a. Finding market balance between sellers and buyers, distributing goods and services, from the owners of goods and services to customers.
- b. The main purpose of marketing is not merely to make a profit but to provide satisfaction to consumers [11].

2.2. Marketing Communication

According to Effendy (2006) communication is a process of changing the behavior of others [12]. It can be concluded that marketing is an activity carried out by a company in order to raise and promote products or goods to be sold to customers. Before doing a marketing, it must be considered that the brand name must have its own uniqueness and is easy for customers to remember. Then after determining the brand, the quality of the products also be in accordance with the target market. For example, the product that company A will sell is a moisturizer that functions to brighten and overcome acne scars, so the target market the company is aiming for is young people who have problems dull skin and acne scars that are difficult to remove. In addition, price also certainly affects customer buying interest in a product.

2.3. Instagram

The word “media” comes from Latin which is the plural form of the word medium. Literally, media means an intermediary, namely an intermediary between the source of the message (a source) and the recipient of the message (a receiver). Some things that are included in the media are film, television, print media, and mass media. According to Mandibergh, social media is a medium that facilitates collaboration between users who produce content (user-generated content). Meanwhile, according to Shirky (2008) social media and social software are tools to increase the ability of users to share (to share), cooperate (to cooperate) among users and take collective action, all of which are outside the institutional and organizational framework [13]. Instagram is an image and video-based application and social media that provides services for its users to share photos or videos online. Various groups from young to old use Instagram social media in their daily lives. Instagram was founded on October 6, 2010 which was founded by two CEOs named Kevin Systrom and Mike Krieger. Initially, Instagram could only be accessed by iPhone users, but on April 9, 2012 Facebook officially took over Instagram which was worth nearly \$1 billion in shares and cash so that Android users could use it. The logo used by Instagram is a polaroid camera that depicts an application for sharing instant photos and videos. From 2010 to the present, Instagram is growing, such as sharing photos and videos that can be uploaded from the photo gallery of cellphone albums, being able to add captions, using effects (filters) provided by Instagram, like, share, Instagram stories, Instagram Television (IGTV) columns. IGTV, which was founded in June 2018, has a function to save the live streaming that we just carried out on Instagram and usually lasts 10 minutes with a file size of 650MB and 60 minutes

for users who have been verified by Instagram or blue tick with file size up to 5.4GB.

3. RESEARCH METHOD

This study aims to find out what marketing communication strategy Bilik Ayu used in this covid-19 pandemic to promote high-end beauty products. To meet the research objectives, the researchers used research methods that were adapted to the problem under study.

The research approach used in this study is a qualitative approach. The main subject of this research is Eva Margawaty, a 45-year-old owner of Bilik Ayu, who has founded Bilik Ayu for eight years. Eva Margawaty is an owner who has a characteristic in greeting followers on the Instagram @bilikayu social media account with the greeting "Hi Ladies". The greeting turned out to be an imprint in the minds of loyal customers or longtime followers of the @bilikayu Instagram account. In addition to the greeting that became her trademark, Eva's friendly, cheerful and friendly figure also made customers feel closer to consult about products with the owner, when customers felt difficulties and have a question about a product or in choosing a product, the owner does not hesitate to answer it in a friendly manner.

The data collection method that the author uses in this study is a written interview and documentation method. The author conducted a written interview with two of Bilik Ayu's loyal customers and documented the Instagram @bilikayu social media account. To get information about the promotional and sales activities that Bilik Ayu does on Instagram, the researcher examines what activities Bilik Ayu does every day starting from posting photos to snapgrams (status on Instagram). After all the data is collected, the writer analyzes, summarizes, and processes the data.

4. FINDINGS AND DISCUSSION

In this study, the subject that the researcher used is the Instagram account @bilikayu. Bilik Ayu is one of the online shops offered beauty products. Ayu's room, located in BSD City, Tangerang, Indonesia, has been standing since 2013. Then, on November 19, 2020, the Instagram account @bilikayu celebrated the 7th anniversary of the establishment of Bilik Ayu. Bilik Ayu held a giveaway event for Bilik Ayu's loyal customers with a variety of attractive gifts in the form of beauty products up to the main prize, a brown monogram metis bag from the Louis Vuitton brand.

Bilik Ayu has grown to this day, which already has 153 thousand followers and 5,077 posts with three admins. In every post, the owner posts photos of the products he sells along with the size per product and price comparisons between Bilik Ayu and the official counter.

In Bilik Ayu's Instagram social media account, each post has several likes above one hundred and with comments

above ten comments that usually ask about how to order it, complaints about delays in shipping goods, to questions about whether it can be engraved or not. The engraving in question is the activity of engraving on the surface of an object which is usually in accordance with the wishes of the customer such as engraving the customer's name.

All video content uploaded to the Instagram @bilikayu social media account, especially on snapgram is a marketing communication activity carried out by Bilik Ayu to its customers and followers on Instagram social media. This aims to provide information in the form of products that are currently available, product prices, sizes (size) product, and product name in Bilik Ayu. Bilik Ayu uses marketing communications in order to reach the intended target market, marketing communications that often occur on Bilik Ayu's Instagram account are usually promoting a product accompanied by a review from Eva Margawaty so that customers can receive more information about the product being sold whether it will be suitable or not with Bilik Ayu customers or followers.

Having a cheerful nature, before Eva Margawaty promotes a product on social media Instagram @bilikayu always greets followers with the greeting "hi ladies". This greeting is the hallmark of the Bilik Ayu owner and leaves a mark on the minds of customers. In addition, the owner of Bilik Ayu always instills the trust that has been given by customers during the establishment of Bilik Ayu. Generally, the customers before deciding to buy a product at Bilik Ayu, they consult with Eva Margawaty both in terms of budget and the function or usability of the product.

The content created by Bilik Ayu on Instagram social media aims to seek engagement, so that the uploaded content is not always about selling but Eva Margawaty's daily life both when she is on vacation with her children and when shopping or stocking up on merchandise that has run out at the mall. During the research activity, the researchers found findings in the form of transcripts of Bilik Ayu's interview with iNews TV (one of national television in Indonesia), photos of Shopee and Tokopedia marketplaces, photos of Instagram posts, photos of Bilik Ayu's 7th anniversary, product photos and photos of Bilik Ayu's office location.

"All of the reviews, feedback from customers who have bought a product that we have sell are indeed very important because it is also one of the keys to the survival of our business. When a customer gives a good and positive review, the review will be read by the next potential customer to decide whether to buy the product or not, the reviews are given not only for a product but for the store or online shop that we have. If the product or store gets good reviews, customers will automatically buy the products we sell," said Eva.

5. CONCLUSION

The marketing communication strategy used by Bilik Ayu is active interaction through Instagram social media. The owner and followers interact each other. The owner greets "hi ladies" and being consistent in creating interesting

content on Instagram social media. In addition, by holding an event in the form of a giveaway on Bilik Ayu's birthday, it can attract other customers to shop and participate in the event.

Most of the Bilik Ayu's customers and followers know that Bilik Ayu sells beauty products from high-end brands with an original level of guaranteed original products due to direct shopping at the store, the friendliness of the owner and admin, to the greeting "hi ladies" which hypnotizes followers to shop at Bilik Come on. In addition, Bilik Ayu always applies the "trust" that has been given by customers during the establishment of Bilik Ayu so that customers are not easily turned away from similar online shops.

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