

Analyzing Make-Up Artist Promotion Strategy on Social Media Instagram in Surakarta City

Muhammad Gilang Ramadhan*, Winda Shabrina, Sidiq Setyawan

Department of Communication, Muhammadiyah University of Surakarta, 57169, Indonesia

*Corresponding author's email: *1100174006@student.ums.ac.id

ABSTRACT

Keywords

AIDA Theory
MUA
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In this digital era, people have the potential to become cosmetic and make-up users as part of daily life, so the cosmetic market share is very large. Displayed on Instagram to get the attention of others in the form of "likes" and "compliments" as much as possible, part of narcissism in social media that can increase the endorphins of happiness, but not everyone is talented at dressing themselves, so they call the services of MUA to beautify their appearance. This study uses a qualitative research method with a depth interview and purposive sampling technique. In this study, the results of observations are concluded as an elaboration of promotion strategy that must be carried out by beginner MUA who have started a business but want to attract consumers of makeup services with knowing promotion strategy using social media Instagram to built promotion strategy. The research result obtained three of MUA which is researched when examined from AIDA theory is a form of effect that explains how the audience is able to digest a promotion communication strategy message to make it take an attitude and behave like what the communicator expects.

1. Introduction

According to ((Mafra, et.all, 2020) the people's become users of cosmetics and makeup as part of everyday life so that the market share for cosmetics is very wide. Supported by the current lifestyle of society that leads to hedonism by Joshanloo and Jarden in (Nedra, Hadhri, and Mezrani 2019), namely the desire to look beautiful to be displayed on Instagram in order to get the attention of others in the form of "likes" and "praise" as much as possible. part of narcissism (Duma et.all, 2017) which is able to increase the endorphins of happiness, but not all talented people dress themselves, so they call on the services of MUA to enhance their appearance. There are many reasons why someone looks for an MUA, including the desire to look beautiful on special days such as weddings, graduations, and other special events (Aytuğ, 2015). The increasing consumer demand for the presence of makeup artists has caused the number of MUAs to increase rapidly. The increasing interest in the MUA profession in Indonesia is an interesting phenomenon to observe. This opportunity is emphasized by the many conveniences to become an MUA freelance, including; a) Consumers don't care about the MUA's educational background; b) Many local cosmetic brands are cheap and of good quality, which reduces capital expenditures; c) There is no risk of renting a place of business; d) Ease of promotion via Instagram which is free of charge; d) Ease of updating your makeup knowledge by viewing tutorials on YouTube for free (Aytuğ, 2015). Instagram has grown from social media for social purposes to business interests (Jin, S. Venus, 2020) so that the use of Instagram which is used by MUAs to promote makeup services is very relevant to today's reality. But not all MUAs understand the promotion strategy on Instagram. Based on observations of the MUA in the Surakarta area with a 100% percentage of having an Instagram account for the promotion of makeup results, in the discussion there were many complaints expressed by MUAs who had just started a business regarding the lack of make-up jobs obtained and how good marketing should be done by beginner MUAs so that sales of services increase. Not only beginner MUAs, but "senior" MUAs also complain about having difficulty getting jobs because of the sharp increase in competition.

The phenomenon of increasing the number of MUAs is due to the convenience of becoming an MUA, namely (1) Consumers do not care about the educational background of the MUA; (2) Many local cosmetic brands are cheap in price and have good quality, thereby reducing capital expenditures (3) There is no risk of renting a business place; (4) Ease of promotion via Instagram which is free of charge, (5) Ease of updating makeup knowledge by viewing tutorials on YouTube for free (Mujiati, 2020). Almost all MUAs promote through Instagram. But in fact, not all MUAs understand the right strategy in using Instagram. Then how do we make our photos seen by many audiences as a promotional event so that this study provides a marketing strategy as an appropriate and integrated toolkit to increase the number of viewers and followers in the hope of increasing the potential to become consumers of makeup (Agushartati, et.all, 2020).

Marketing through Instagram is indeed booming among business people in Indonesia. The number of accounts on Instagram that market everything from goods, services, to culinary is proof that marketing through social media is the choice of business people to market and attract potential consumers. By taking advantage of the features provided by Instagram, marketers can easily manage accounts the way they want. They are busy promoting their products through their respective Instagram accounts. Marketing communication helps business people to provide knowledge to potential consumers what kind of product to choose, how to get it, what benefits will be obtained, and all information related to the products or services offered (Kusuma, 2018).

Instagram marketing is doing marketing activities using all the facilities provided by Instagram with the aim of increasing sales (sales) and establishing more lasting communication with customers (customer relationship). The concept of Instagram marketing according to Lasmadiarta (2011) is to add that trust is important in making offers, through Instagram people can build trust by conveying messages in the form of information; a) Include as much information about the profile as possible (as long as it doesn't interfere with privacy); b) Enter the address and contact where you can be contacted Include the names of several partner companies (if any); c) Become a member of famous people pages; d) Post something useful; e) Include photos of presentations that convincing; f) Message delivery

Based on observations made by researchers on MUA with a 100% percentage having an Instagram account for the promotion of makeup products, explicitly in the comments column many complaints expressed by MUA who have just started a business regarding the lack of make-up jobs obtained and how to do good a marketing that must be done by the MUA. Beginner MUA to increase service sales. Not only the beginner MUA, but the "senior" MUA also complained about the difficulty in getting a job because of the sharply increasing competition. So, this research was conducted to educate promotional strategies on Instagram to increase sales of make-up services.

In this study, 3 MUA were observed with the selection criteria for a nationally well-known MUA with a follower count of more than 50,000 people. Through the benefits of Instagram, it is nothing but to make transactions or read marketing articles that have been prepared. By having a lot of followers, you will get organic traffic without having to advertise. This will save on marketing expenses because it will only place ads on Instagram. The results of the observations were concluded to be an elaboration of marketing strategies that must be done by beginner MUA and for MUA who have started a business but want to increase sales of services. makeup which will ultimately contribute positively to creating entrepreneurs through the service sector in the beauty sector. The 3 MUA researchers found that each MUA had more than 1.00 followers with the minimum number of posts 216 belonging to Tanjung Make Up (Sragen) and the most from Faradila Make Up with 6,249 posts. The number of Followers from Tanjung Make Up is around 1,363 while Faradila Make Up is 104 thousand. This explains that the greater the number posts about make-up services, the more attractive it will be to potential consumers.

This study will explain the functions and benefits of Instagram which is part of media marketing. In addition, the author will analyze the AIDA theory approach which consists of awareness, interest, desire and action. Researchers chose the AIDA theory because it is widely used in marketing activities. AIDA theory explains that in doing marketing, knowledge of promotional strategies is needed so that it will give the impression to people to use the services of a make-up artist. The research conducted by the researcher is different from the research conducted by Mujiati (2020) regarding the toolkit in the form of information on strategies for using Instagram as a medium in marketing communication for the work of makeup artists which is expected to increase sales of services in the field of makeup. Using the IMC concept as an integration of basic MUA (offline) and online skills on Instagram. The

results of the study show that the IMC strategies that can be applied to Instagram for MUA are: (1) Upgrading Makeup skills; (2) Upgrade makeup products; (3) Create engagement with the audience; (4) Good photo quality; (5) Videos as proof of the power of makeup; (6) The use of contact lenses affects the results of makeup; (7) The Power of Hashtags on Instagram; (8) Time and consistency of posting. The research conducted by researchers is also different from the research conducted by Hasmarani Yunita, Sugandi (2020) which aims to analyze the Great Store strategy in utilizing Instagram as an online promotion medium. Using marketing and media communication theory. The results showed that Great Store's strategy in utilizing Instagram as an online promotion medium was the segmentation indicator for the division of a Greatstore market to the general public, free from school children to working adults aged 18-24 years. Greatstore's positioning which has admins who are very friendly and very quick to reply to customer chats and differentiation of Greatstore's efforts creates a significant difference from selling a brand that is offered to consumers and potential customers and dares to provide guarantees to consumers.

Based on the explanation on the background, the authors are interested in researching; How does Instagram become the right promotion communication medium for make-up artist services? The increasing number of MUAs in Indonesia are using Instagram as a promotional medium, but in fact there are still many MUAs who do not understand how to make a promotion strategy on Instagram which results in the sale of services in the make-up field being empty of customers.

2. Method

This study uses a qualitative research method with purposive sampling. Case study research or field research is an approach to understanding the actual problems by collecting information so that it can be resolved. The proliferation of MUA in Indonesia that sells services through Instagram can improve the quality of promotions on Instagram and be able to increase sales of services and data analysis techniques are carried out manually (Humas, 2016). MUA whose criteria have been set and for the research data we collect it with in depth-interview from three of MUAs. Observations were made on posts on their Instagram feed where they often shared tips and tricks regarding the use of make-up products, photography and videos. Despite having research that is in line with the use of Instagram for promotion, in this study, 3 MUA were observed, the criteria for selecting MUA with more than 1,500 followers. In this study, the results of observations are concluded as an elaboration of marketing strategies that must be carried out by beginner MUA and MUA who have started a business but want to increase sales of makeup services which will ultimately contribute positively to creating entrepreneurs through the service sector in the beauty sector. The results of the observations were recorded to find the pattern of the strategy and linked with other journals to support this research.

Data collection was collected from the results of researchers' observations on the MUA account and interviews with followers and studio managers, namely Social Management & Community Digital Reputation Manager, Public & Media Relations Manager Agency Studio. The interview technique used in this research is a semi-structured interview technique, which is to prepare a written list of questions and develop questions from the answers of the informants related to the research discussion. This interview is known as a directed interview, the researcher can develop questions according to the conditions and situations to get complete data (Kriyantono, 2012). The data that has been collected is analyzed using constant comparative techniques. According to Kriyantono, qualitative research is research that uses inductive thinking, which is a way of thinking that departs from specific things (empirical facts) to general things (concept level) (Kriyantono, 2012). The qualitative data analysis technique starts with the analysis of various data that has been collected through observation and online media literature. Then the data is classified into certain categories. Constant comparative technique analysis goes through the following stages (1) placing events (data) into categories that are compared with one another, (2) expand categories so that they don't overlap, (3) looking for relationships between categories and (4) simplifying and integrating data into a coherent theoretical structure that enters, adheres to each other or is logically linked (Kriyantono, 2012).

3. Result and Discussion

3.1. Utilizing Instagram as a Promotion Communication Strategy

In this study, three MUAs were interviewed regarding the use of optimizing the use of Instagram as a promotional medium. The results obtained by researchers on 3 MUA services regarding the use of Instagram as a promotion communication strategy. According to MUA @makeupbyerlina Established in 2018, MUA is a business in the field of beauty that has skills in putting on someone's face with the aim of beautifying and making the appearance look more attractive. The importance of doing promotions is giving news, attracting interest as well then affects the level of sales. According to Schoell in Buchari Alma (Julia,2022) explains, the purpose of the promotion is used to obtain learning, attractiveness, increase, lure and to give a trust. promotional activity if done well can have a huge impact to consumers/clients about containers or how consumers / clients as well customers shop from @makeupbyerlina income increase after using Instagram as media promotion to share the snap Instagram and post the feed routine in daily activity of MUAs get the Client more than 10 people/month with income 5 million to above 10 million. Offline workshop, mua event, wedding exhibition. Instagram followers got around 4 thousand followers. Facilities: studio or home service. According to three of MUAs their using Instagram as media promotion because of its wide reach, widely used by young people today. Create a portofolio to attract customers' attention. For general strategy by three of MUAs engage followers from comments, Instagram live, snap Instagram, actively create Instagram live, post using Instagram hashtags, Instagram ads are not very optimal Instagram improves promotion by giving cashback at certain times Make an approach with followers Increase through a portofolio of wedding makeup and graduation.

MUA @imabaharun Established in 2015 with services provided through offline & online. Some of the facilities owned include a mini studio & home service. Clients 7-10 people, usually wedding weekends are always there, invitations, & graduations, income 20 million per month. 20k Instagram followers. The facilities provided to the customer, serve according to the wishes of the client by request, and are not monotonous. Instagram is right on target for all ages, and is the most optimal for MUA promotions. Attract customers with photos, one-month 1x for portfolios, and promote cashback, free softlens. The steps taken in carrying out the promotion strategy are diligently creating profiles on Instagram and Q n A. Optimizing using Instagram feeds. Instagram is very helpful and powerful and has a beneficial effect on promotion using Instagram. Diligently make a portfolio so that customers have a shadow. Constraints that are felt using Instagram, many MUA use Instagram, that is one of the drawbacks because there are many competitors. Within 1 month the graph on Instagram is very helpful in getting customers.

MUA @dhykaclara.mua starting stablishing 2019, services provided through Offline and online. Location in Solo. 3-5 people per month, income 3-5 million, Instagram followers 400-500. The facilities provided are home service and home studio. Social media Instagram can see us from the results of our makeup and the portfolio is clearly there. How to upgrade using hashtags and personal account. Engagement creates Instagram feeds and stories using clients and models to help reach people at large. Instagram can attract customers and really help find customers. Up to date with followers and promos. Target consumer satisfaction and feedback from customers by uploading make-up results. The drawback is that there are many competitors from fellow MUA who use Instagram as a promotional medium. Instagram graphics really help increase the number of new customers who really help MUA in promoting their services. Choosing market segmentation must be right for the middle class, flawless and bold make-up comes in, according to customer requests.

3.2. MUA Services Promotion Communication Strategy based on AIDA Concept Perspective

Social media three of MUA feel comfortable with the facilities displayed with diverse content. One of them is social media such as Instagram which is a digital communication medium that is quite easy to access. Through social media, Instagram allows users to publish various photos and various information. In fact, Instagram is currently being used as one of the online product promotion media (Aprilya, 2017). Online promotion is so broad that it needs to be reduced to a promotion strategy for MUA. In this case the author will integrate the elements that must be considered so that the MUA Instagram account has a graph of increasing audience and followers. Each MUA which is researched when examined from AIDA theory is a form of effect that explains how the audience is able to digest a promotion communication message to make it take an attitude and behave like what the communicator expects. At this stage, the consumer acts to order/buy the product that has been

determined and offered. Instagram is an application that is used to upload and share photos to other users.

Three of @MUA which is researched when examined from AIDA theory is a form of effect that explains how the audience is able to digest a promotion communication message to make it take an attitude and behave like what the communicator expects. At this stage, the consumer acts to order/buy the product that has been determined and offered. Instagram is an application that is used to upload and share photos to other users. Instagram is able to make the information to be conveyed acceptable in real time. Online promotion that is currently being used by 3 @MUA in the form of Instagram is so fast by entrepreneurs large and small, this is due to the many advantages of online promotion compared to offline, namely: a) Online area coverage is 5 km, offline is 3 km; b) Higher online promotion efficiency; c) Faster online promotion time; d) The cost of online promotion is cheaper. The research conducted by the researcher is in line with the research conducted by (Damayanti, Suprihatin Ali 2018) regarding the e-promotion strategy carried out that the promotion strategy carried out by @chels.makeupartist is a social media strategy, especially Instagram. In this social media strategy, it contains advertising, publicity and sales promotions for either the services or goods offered. Promotion is done by displaying a portfolio of services that have been carried out on their Instagram account.

4. Conclusion

The conclusion of research result obtained three of MUA which is researched when examined from AIDA theory is a form of effect that explains how the audience is able to digest a promotion communication strategy message to make it take an attitude and behave like what the communicator expects. At this stage, the consumer acts to order buy the product that has been determined and offered. Instagram is an application that is used to upload and share photos to other users. From the research conducted by researchers is that MUA @makeupbyerlina has been focusing on attracting customers' attention for some time. The way to make consumers interested is to create a portfolio that is consistently active in promotions besides the desire to give what they need and want by providing good service and different from the others. Action in the form of a decision to choose the right market and market segmentation as desired so that it is right on target. MUA @imabaharun : for some time this will focus on a portfolio that is heavily promoted. The way to make consumers interested is to adjust the customer. The steps taken so that customers provide good service, continue to be friendly, keep an attitude, give what they want, good service. MUA @dhykaclara provides home service and studio at home. Social media Instagram can see us from the results of our make-up and the portfolio is clearly there. To increase using hashtags and personal accounts. Engagement creates Instagram feeds and stories using clients and models to help reach people at large. Choosing market segmentation must be right for the middle class, flawless and bold make up, according to customer requests. For recommendation from the authors hope in the future research advise for the MUA to increasing promotion using endorsement promotion strategy for celebgram and making short video routinely.

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