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**EFFECTIVENESS OF ADVERTISING THROUGH INSTAGRAM SOCIAL MEDIA AS A MEDIA FOR LOCAL COSMETIC PRODUCT PROMOTION**

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**Abstract:**

This research aims to determine the effectiveness of advertising via social media Instagram as a medium for promoting local cosmetic products in Mustika Ratu. The sample used in this research was 194 respondents with the criteria being that they had Instagram social media, lived in DKI Jakarta, and were aged 17-31 years. The software used in this research is SPSS version 25 to process data and analyze research data.

**Keywords: Advertising Effectiveness, EPIC Model, Instagram**

**Background**

In the current era, technological developments can facilitate the flow of information exchange as seen from the increasing number of internet users. The internet is a medium that can make it easy for everyone to fulfill their needs. It can be seen nowadays with the widespread growth of social networking sites in cyberspace, this social networking media has also been seen by online business people to market the products they sell. And most internet users access the internet using their cell phones or smartphones (Santoso & Larasati, 2019).

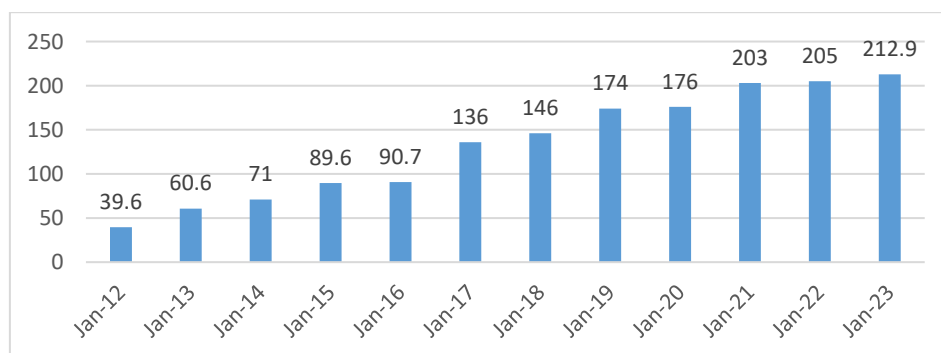


Figure 1.1 Number of Internet Users in Indonesia (January 2012 – January 2023)

Source : We Are Social (2023)



As can be seen from the image above, according to the We Are Social report (2023), the number of internet users in Indonesia has reached 212.9 million in January 2023. This indicates that around 77% of the Indonesian population has used the internet. The number of internet users in January 2023 was 3.85% higher than a year ago. In January 2022, the number of internet users in Indonesia was recorded at 205 million.

The average Indonesian uses the internet for 7 hours 42 minutes every day. Apart from that, 98.3% of internet users in Indonesia use mobile phones. Through the internet, we can easily fulfill our needs with many things such as knowledge, looking for news, socializing, working, shopping, and promoting by advertising a product.

Based on data from the Central Statistics Agency (2022), the cosmetics industry, including the pharmaceutical, chemical and traditional medicine industry sectors, experienced growth reaching 9.61% in 2021. BPOM RI also noted that the cosmetics industry experienced an increase in the number of companies of up to 20.6%. . A total of 819 cosmetics industries increased to 913 starting from 2021 to July 2022. The increase in the number of business actors in the cosmetics industry is dominated by the MSME sector, namely 83%. This shows the huge potential and opportunities in the cosmetics industry, especially in Indonesia.

The growth of the beauty industry is one of the impacts of the rapid flow of information through digital media or the internet. One of the things that influences the growth of the cosmetics industry is the ease of shopping online via the internet. The availability of the internet makes it easier for sellers to promote and also sell cosmetic products via the internet. It can be seen that many social media users post product reviews, both positive and negative, on internet media, such as Webiste, Youtube, Instagram, Tiktok, etc. (Purnamasari, 2022)

Erica and Novia (2019) stated that the large number of companies that advertise their products via social media does not necessarily make internet media the right media. Advertising products online via social media can be said to be ineffective because research shows that people avoid advertising because it interferes with their main goal when accessing social media or the internet. Therefore, this topic needs to be researched more deeply to find out whether advertising products via social media, especially Instagram, is really effective or not.

Based on the explanation above, it can be concluded that this research aims to determine "The Effectiveness of Advertising via Instagram Social Media as a Media for Promotion of Local Cosmetic Products".

## **THEORETICAL FRAMEWORK**

Marketing communication is a multidisciplinary approach that combines theories and concepts between communication science and marketing science. This study resulted in a "new" study called marketing communications. Marketing communication is a marketing activity using communication techniques aimed at providing company information to its target market. Marketing activities to offer products and services to the community or public cannot be separated from communication activities by persuading and inviting with the aim that the products and services offered will be in good demand (Donni 2019).

Marketing communication is a communication activity that aims to convey messages to consumers using various media, with the hope that communication can produce three stages of change, knowledge, attitude change and desired change (Dicky and Dyah 2020). Then, according to



Erminati (2019), marketing communications is a company's means of providing information, persuading and reminding consumers directly or indirectly about a product and brand.

All companies definitely implement marketing communications efforts at different levels. There are several considerations regarding examples of integrated marketing communications (IMC), namely: 1) communication between business to consumers (business to consumer/B2C), 2) communication between business to business (business to business/B2B), 3) marketing communications programs that aimed at individual customers as well as business customers.

Hulman and Irene (2020), stated that marketing communication is an effort to convey messages to the public, especially target consumers, regarding the existence of products on the market. The concept that is generally used to convey messages is what is called the promotional mix or marketing mix.

Iga (2020), states that marketing communication is an activity that seeks to disseminate information, influence and persuade or remind the target market of the company and its products so that they are willing to accept and buy loyally to the products offered by the company in question.

Marketing communications is a very important aspect in all missions or companies and determines the success and failure of a company. Marketing communications continues to develop rapidly in this era and provides enlightenment for communications, marketing practitioners, even in academic circles. This enlightenment continues to develop, in this case the renewal of concepts and their application, as well as the increasing breadth of professions operating in this field (Dicky and Dyah, 2020).

#### B. Advertising

Advertising is the presentation and promotion of ideas, goods or services carried out by a particular company. The main key to advertising is that an advertisement must be able to attract the attention of potential consumers to the product or service being offered (Hermawan, 2021). Meanwhile, according to Kotler and Keller (2019) advertising is a non-personal form of ideas, goods or services by sponsors identified through broadcast media, network media, print media, electronic media and display media (billboards, posters and signs).

Advertising is an important factor in the company. Advertising provides an opportunity for companies to develop a brand in a product. Existing consumers with advertising maintain relationships with the latest products and services that are available to consumers, by reminding them of the existence of the product (Erminati, & Dwi, 2019)..

## METHOD

This research is useful for examining the level of "Effectiveness of Advertising via Instagram Social Media as a Media for Promotion of Local Cosmetic Products". The data in this study uses a population, namely followers of Instagram Mustika Ratu in the DKI Jakarta area, totaling 194 respondents. The data was collected using a questionnaire method distributed via Google Form. This research uses a quantitative approach. Researchers used a survey method. The survey method is a research method that uses questionnaires as the main instrument for collecting data. The analysis techniques used to process the collected data are validity and reliability tests with SPSS software.

## RESULT

Based on the calculation of the average value using the EPIC Model, promotional media via Instagram carried out by Mustika Ratu was proven to be "effective", this is shown by the average value for the four dimensions (Empathy, Persuasion, Impact, and Communication) of 4.02 is in the range (3.4 – 4.2) which means the promotion carried out by Mustika Ratu via Instagram social media is in the "Effective" category. This shows that if viewed from these four dimensions, Mustika Ratu's Instagram promotional



media displays content that is creative, innovative, in accordance with the theme and appears different compared to advertisements for other beauty products, so that it can attract consumers. Apart from that, the promotions carried out are able to provide consumers with knowledge about the function or benefits of the product because they are accompanied by a hashtag (#) in each post, making it easier for consumers to search for product catalogues. And the communication carried out includes providing information on images that are in accordance with the description of each product photo displayed. So the product description column is one way for sellers to communicate with buyers in writing.

Knoll (2021) "Analysis of the Effectiveness of Higher Educational Institutions Advertising via Instagram Social Media with an approach" also states that calculations using the EPIC Model analysis have an average value of 3.73 based on the advertising effectiveness range scale. This value falls within "effective" scale range. Based on the results of a simple analysis of the EPIC Model, the Empathy, Persuasion, Impact, and Communication dimensions of the scale range are effective. This is said to be effective because the attractiveness of advertising in the Empathy dimension makes a big contribution to the promotion of Educational Institutions on Instagram, apart from that the study program in the Persuasion dimension becomes a stimulus for determining the choice of Higher Education Institution. The superiority of the study program and the competency of effective graduates in the Impact dimension are a reference for choosing a Higher Education Institution. Communication indicators or dimensions that contribute to advertising effectiveness are clarity of information on higher education institutions and their study programs, content design that is easy to understand and understand slogans. In general, advertisements for Higher Education Institutions on Instagram social media are effective

## CONCLUSION

This research is useful for examining the level of "Effectiveness of Advertising via Instagram Social Media as a Media for Promotion of Local Cosmetic Products". The data in this study uses a population, namely followers of Instagram Mustika Ratu in the DKI Jakarta area, totaling 194 respondents. The data was collected using a questionnaire method distributed via Google Form.

Next, the researcher carried out data analysis and discussion as outlined in chapter IV of the Discussion, it can be concluded that "The Effectiveness of Advertising via Instagram Social Media as a Media for Promotion of Local Cosmetic Products" is rated as "Effective" with an average value of 4.02.

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