

Implementation of Digital Marketing Communication for Secondate Cosmetic Brand

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Abstract

Secondate is a local cosmetics brand from Jakarta, Indonesia, established in 2020. The owners of Secondate are a popular beauty influencer, Titan Tyra, and Gitta Amelia, a young entrepreneur and talented investor. Secondate is a beauty brand that not only sells products but also shares stories about women's insecurities and various issues, based on real-life experiences. Secondate places great importance on digital marketing communication at every step, especially on Instagram. Secondate has various digital platforms and offline stores to sell their products. Their campaigns have successfully increased consumer attention, brand awareness, and brand engagement. This research, using qualitative methods with an observational and documentation approach, aims to provide valuable insights for other companies looking to adopt similar strategies in their digital marketing. By understanding how Secondate integrates customer stories, other companies can learn how to enhance customer relationships and strengthen brand engagement through a more personal and authentic approach. The results of this study show that Secondate has successfully used effective digital marketing communication strategies through many platforms. Secondate aims to create a memorable brand through their products and campaigns, emphasizing the importance of marketing communication in the digital era.

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Article History:

Received: July 30, 2024

Accepted: November 29, 2024

Published: December 5, 2024

Publisher:

LPPM Institut Bisnis
dan Informatika
Kwik Kian Gie

Selection and Peer-review
under the responsibility of the
Editor Team of Jurnal
Komunikasi dan Bisnis.

Keywords

communication, digital marketing, beauty brand, secondate

 OPEN ACCESS

INTRODUCTION

The beauty industry has become one of the most talked-about industries recently, especially since the rise of makeup challenges that frequently appear on social media platforms like TikTok and Instagram. Despite the increasingly fierce competition in the cosmetics and beauty world, coupled with the emergence of numerous new brands, cosmetics and skincare have become essential needs, especially for women. Therefore, there are still many brands that can survive and compete in this field.

According to Philip Kotler, a marketing expert, a brand is a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from competitors. In the context of beauty, a beauty brand is the unique identity that a beauty product or service possesses, distinguishing it from competitors and creating value for consumers.

Meanwhile, according to David A. Aaker, a brand management expert, a brand is a set of assets linked to a name and symbol that adds (or subtracts) value provided by a product or service to a company or its customers. For beauty brands, this could mean elements such as product quality, image, customer loyalty, and brand associations that add value to consumers using these beauty products.

Despite the fierce competition among cosmetic brands, consumers can still adapt to the rapidly evolving world of cosmetics. Whether they use cosmetics for special events, daily wear, or for their professions such as artists, models, and other occupations, they can all adapt to the latest trends and innovations in the beauty industry. In this modern era, cosmetics have become a necessity, especially for public figures. It's not uncommon for content creators to make cosmetics the main content on their social media platforms, and it's undeniable that digital media has become a crucial pillar for the growth of the beauty industry, which modern brands cannot afford to overlook. This platform helps enhance brand awareness, increase consumer engagement, and expand their market reach.

According to Stanton, Etzel, and Walker, marketing is a business activity that involves planning, pricing, promoting, and distributing products/services oriented towards satisfying target market needs to achieve organizational goals.

On the other hand, Philip Kotler defines marketing as a societal process where individuals and groups obtain what they need and want through creating, offering, and exchanging products and services of value with others. In this context, marketing encompasses not only operational aspects such as planning, pricing, promotion, and distribution but also broader social dimensions. It serves as a bridge connecting consumer needs and desires with the products or services offered by Secondate. This involves creating significant value for consumers through relevant beauty

products and effective interaction between Secondate and consumers to achieve satisfaction and loyalty.

Overall, Secondate's digital marketing involves a comprehensive approach that includes business strategy and social interaction to build mutually beneficial relationships between the brand and consumers, especially through leveraging digital platforms to strengthen the brand identity in the competitive beauty industry.

In addition to marketing, communication is also crucial in human life. Through communication, humans gain insights, connect with others, share information, and understand each other better. Strong communication forms relationships among humans, making businesses more successful and effective. Communication takes various forms, including verbal communication like speaking with individuals or groups, one-way communication such as radio or podcasts, non-verbal communication through gestures, and audio-visual communication like watching films, animations, or dramas.

Secondate is a local cosmetic brand from Jakarta, Indonesia, established in 2020 by Titan Tyra, a well-known beauty influencer, and her childhood friend Gitta Amelia, a young entrepreneur and talented investor. Secondate not only sells products but also tells stories about women's lack of confidence and various issues, whether sad or joyful, drawn from real-life experiences. This is because Secondate aims to be part of someone's life story through the cosmetics and brand they create. As quoted from Secondate's official website, "Right now we don't expect anything but to become a part of your story, because you have become a part of ours".

SECONDATE

Figure 1. Secondate Logo

Source: <https://secondatebeauty.com/>

All Secondate products have obtained halal certification, ensuring they comply with standards and regulations for Muslim consumers. Additionally, these products are registered and approved by the Indonesian Food and Drug Authority (BPOM), guaranteeing safety and compliance with health regulations. With international shipping services, Secondate not only serves the domestic market but also reaches customers worldwide, allowing them to enjoy high-quality beauty products anywhere. The combination of halal certification, BPOM approval, and international shipping strengthens Secondate's position as a trusted and reliable cosmetic brand.

Initially, when Secondate was founded, they only offered one type of product: lip tint, available in five different colors: brunch, picnic, gallery, naughty, and netflix. Over time, Secondate expanded its product range to include various other cosmetics. These include new shades of lip

tint, gel lip gloss, lip mousse, antibacterial hand sanitizer cream, eyeshadow palette, glitter eyeshadow, brow pencil, face palette, browcara, skintint, concealer, and makeup powder. These products have consistently been popular among cosmetics enthusiasts, both young and adult audiences alike.



Figure 2. Secondate Product

Source: <https://secondatebeauty.com/>

As a major player in the beauty industry, Secondate recognizes the importance of digital media in brand operations. Beyond just a marketing tool, digital media allows them to interact directly with their customers. Embracing their motto "your story is your beauty," which believes everyone has a unique story, Secondate aims to be a part of those narratives. Direct interaction is crucial for them, as they believe active engagement in digital marketing communication enables closer connections with customers, understanding their needs, and playing a more significant role in their beauty journeys.

One of Secondate's marketing strategies involves leveraging Instagram as their primary social media platform. Titan Tyra, one of the founders and a beloved beauty influencer, is highly active on Instagram with a total of 801,000 followers. Her deep understanding of Instagram's workings and how to captivate an audience is enhanced by her personal branding as an "honest beauty influencer." This has successfully drawn attention from her fans and cosmetics enthusiasts to the Secondate brand from its inception. People trust Titan's taste and credibility in the beauty industry, which has been a driving force in Secondate's growth and success up to now.

Secondate has now amassed hundreds of thousands followers on Instagram and tens of thousands on TikTok as their promotional platforms. While Instagram serves as a primary communication and community-building tool, Secondate understands its limitations as a direct sales platform. Therefore, to facilitate sales, Secondate utilizes various channels such as offline stores, pop-up stores, e-commerce platforms, and their official website.

E-commerce plays a crucial role in Secondate's sales strategy by enabling customers to purchase their products conveniently online, a method widely embraced in today's digital age. This approach not only benefits sellers and buyers but also proves highly profitable for Secondate,

as evidenced by their sale of thousands of lip tint products within just seven minutes on their e-commerce launch day, February 20, 2020.

One of the prominent e-commerce platforms Secondate utilizes is Shopee. Through Shopee, Secondate expands its reach to a broader audience, leverages promotional campaigns, engages directly with customers via features like Shopee videos and photos, and builds trust through product reviews. Shopee thus serves as an effective tool for Secondate to implement digital marketing communication and sell their beauty products to consumers.

Beyond online sales through various e-commerce platforms and their official website, Secondate participates in local bazaars, supplies their products to specific beauty stores, and even operates offline stores at By The Sea, Pantai Indah Kapuk (PIK), Jakarta. Their official website plays a critical role in their digital marketing strategy as an information hub that integrates all their digital marketing efforts. It provides comprehensive product information, brand details, purchasing options, and customer service access. Additionally, the website serves as the primary platform for broader digital marketing campaigns, including new product launches, campaigns, and exclusive promotions.

With an appealing design and user-friendly navigation, Secondate's official website enhances the shopping experience for customers while building credibility and trust in the brand. The combination of social media, e-commerce, and the official website creates an integrated and effective digital marketing strategy, enabling Secondate to remain relevant and competitive in an increasingly digital market.

Moreover, Secondate collaborates with beaubit_co for shipping needs and joint marketing efforts, further expanding their reach and brand visibility. Therefore, digital marketing is crucial for Secondate in brand development and reaching a wider audience. By leveraging various digital platforms such as social media, e-commerce, and their official website, Secondate fosters close interactions with customers, understands their needs, and significantly boosts brand awareness. This integrated digital marketing strategy not only enhances sales but also builds a strong and trustworthy brand image among consumers.

This research aims to explore how Secondate's digital marketing communication strategies reflect effective marketing principles and techniques, as well as their impact on customer interactions. The study will examine how these strategies succeed in enhancing brand awareness and brand engagement.

Using a qualitative approach, this research will delve into how customer stories are reflected in Secondate's digital marketing communications and how this influences their perception and engagement. The research will investigate how Secondate integrates customer narratives into its digital marketing strategy to strengthen relationships with customers.

This study also aims to understand how Secondate can become an important part of their

customers' beauty stories. With the right stories, approaches, and marketing techniques, Secondate is expected to create stronger and more meaningful relationships with customers, making them feel more connected and loyal to the brand.

This research is expected to provide valuable insights for other companies wishing to adopt similar strategies in their digital marketing. By understanding how Secondate integrates customer stories, other companies can learn how to improve customer relationships and strengthen brand engagement through a more personal and authentic approach.

LITERATURE REVIEW

Definition of Communication

Firstly, a discussion on the definition of communication by Bahri, S., Harahap, R. R., Rahmah, H., Maulana, S., & Suhairi, S. (2023) in their work, "Analysis of Effective Business Communication Strategies in the Digital Era: Case Studies from Various Industries," published in *Jurnal Pendidikan Tambusai*, 7(2), 14374-14379. According to this journal, communication in business is becoming increasingly important as companies need to convey clear and effective messages, enhance customer engagement, and face challenges in the ever-evolving digital environment. Information and communication technology have drastically changed the perspective on business communication. Companies must recognize and utilize digital communication channels to achieve their objectives in the digital era.

Social media and email have become primary channels for interacting with customers. Visual communication is also crucial in digital marketing. Platforms like Instagram, TikTok, Twitter, and others make visual content dominant in shaping brand perceptions and customer engagement. Therefore, companies need to optimize their visual communication to achieve desired results.

Definition of Marketing Communication

Marketing communication is one of the essential elements in the business world that functions to convey messages from the company to the target market. According to research conducted by Fingki Arumni and Maria Ulfa Batoebara in their work titled "The Existence of OVO Payment System on the Lifestyle of Visitors at Brastagi Manhattan Times Square" (August 2019), marketing communication is defined as marketing activities that utilize communication techniques to provide information to many people with the hope of achieving the company's goals, namely increasing revenue (profit).

This definition emphasizes that marketing communication is not just about conveying information but also aims to influence consumer behavior to become more familiar with, like, and eventually purchase the products or services offered by the company. Marketing communication

involves various tools and strategies, including advertising, sales promotions, public relations, direct marketing, and digital marketing.

Definition of Digital Media

According to Mahardika, E., & Aji, G. G. (2018) in their journal "Implementation of Digital Marketing Communication in Tourism Promotion (Case Study in Batu Tourism City)," published in *The Commecium*, 1(2), social media is an extraordinary tool for business development because it allows companies to reach customers and potential customers quickly and broadly. The use of social media has become a highly effective strategy in marketing, encompassing approaches that include digital marketing across all online platforms, including websites, apps, digital ads, email, and call center services (Setyaningrum, 2017).

In the ever-evolving digital era, marketing communication trends through the internet have an increasing influence. This opens up opportunities for many entrepreneurs and emerging brands to explore various applications and marketing communication strategies that align with the products or services they offer. By understanding online consumer behavior and wisely utilizing digital platforms, companies can effectively reach their target audience and optimize the existing market potential. Therefore, it is crucial for companies to continuously follow the trends and innovations in digital marketing communication to maintain their competitiveness in this competitive market.

RESEARCH METHODOLOGY

Research methodology refers to the steps or procedures taken to conduct research systematically. Sugiyono (2016:2) states that "Research methodology is defined as a scientific way to obtain data with specific goals and uses." Therefore, research methodology can be interpreted as a scientific approach to obtaining valid data with the aim of discovering, developing, and testing knowledge so that it can be used to understand, address, and predict various problems.

In this study, the author uses a qualitative method, which is a method that focuses on in-depth observation. This research method pays great attention to human behavior and the awareness of their daily activities. This method is also influenced by internal aspects of individuals, such as beliefs, backgrounds, and social influences within each person. The research method used by the author is qualitative, involving case studies and document studies, supplemented with observation techniques. This approach is suitable for analyzing and describing the implementation of digital marketing communication conducted by Secondate.

Thus, a case study research method means an in-depth study of an organization, individual, business, or specific institution. This is intended to better describe the conditions of a situation and to seek causes and allow the researcher to find better solutions to existing problems.

According to Yin (2009), the case study research method is a strategy well-suited for research with primary questions of "how" or "why." This method is useful when the researcher has limited time to control the events being studied and when the focus is on contemporary phenomena. The case study method allows researchers to follow the development of current events in depth. The author uses the case study method because it is very suitable for investigating "how" and "why" Secondate implements their digital marketing communication strategies. Case studies allow researchers to conduct an in-depth analysis of this implementation process in a real and contemporary context. This method provides flexibility to explore various data sources, such as content analysis from their digital campaigns, and observations of their interactions with customers across different digital platforms they own, such as social media, official websites, and Secondate e-commerce.

Next, the qualitative document study method is a type of research based on several existing documents, gathering them for analysis and interpretation. This type of research has several ways to collect documents, including through films, notes, scripts, articles, letters, and more.

According to Hadari Nawawi (2015:101), the document study technique is a way of collecting data by categorizing and classifying written materials related to the research problem, whether from documents or books, newspapers, magazines, and others. The author uses the document study method because it allows for an in-depth analysis of various relevant written materials and data related to the implementation of digital marketing communication for the Secondate cosmetic brand. By using document studies, researchers will gather and evaluate various sources of information such as marketing articles, digital publications, social media content related to Secondate's strategy and execution of digital campaigns. This method allows researchers to get a comprehensive overview of how Secondate develops and implements their digital communication strategy.

Lastly, the observation technique. In this technique, the author is required to experience, delve into, and conduct full and thorough observations of a specific object or matter being studied without altering it in any way. The purpose of this observation is to observe and understand human behavior in various different situations. The author uses the observation method because it allows for direct observation of the implementation of digital marketing communication strategies at the Secondate cosmetic brand. By using the observation method, researchers can monitor in real-time how Secondate interacts with customers through various digital platforms such as social media, websites, and e-commerce. The observation method allows researchers to

gather empirical data on Secondate's digital marketing activities, including the types of content shared, posting frequency, customer responses, and the level of engagement generated.

According to Sugiyono (2018:229), observation is a data collection technique that has specific characteristics compared to other techniques. Observation is not limited to people but also to other natural objects. Meanwhile, according to Nasution and Sugiyono (2020:109), observation is a condition where direct observation is conducted by the researcher to better understand the context of data in the overall social situation, thereby obtaining a holistic (comprehensive) view.

RESULT AND DISCUSSION

After conducting various research and discussions, we found that Secondate places a high emphasis on digital marketing communication in every step they take. Secondate not only focuses on making a profit but also aims to create a brand that is memorable to customers. They strive to make people always remember the products and campaigns they run.

Secondate incorporates digital marketing communication methods into all aspects of their business. From the initial product creation to campaign launches, they ensure every step is designed to attract and engage customers. This strategy involves using social media, marketing content, websites, and videos, all aimed at creating strong brand awareness.

Additionally, Secondate leverages digital technology to understand their customers' preferences and needs. By collecting data from various digital channels, they can tailor their messages and offers to be more relevant and appealing to their target audience. This approach not only increases engagement but also builds long-term relationships with customers.

Secondate also emphasizes transparency and authenticity in their communication with customers. They often share stories behind product creation, customer testimonials, and company achievements. This approach helps customers feel more connected to the brand and more trusting of the products offered. Their campaigns are designed not only to promote products but also to convey the company's values and mission.

With this comprehensive approach, Secondate has succeeded in differentiating itself from competitors. They have not only become a memorable brand but also one that is appreciated by customers. Their campaigns are not easily forgotten because they always strive to create meaningful and memorable experiences. Through effective digital marketing communication, Secondate has built a strong brand that holds a special place in their customers' hearts.

Social Media as the Main Marketing Medium

As a crucial part of their digital marketing strategy, Secondate uses several social media platforms, including Instagram, TikTok, and Twitter. Instagram, with its growing number of users

in Indonesia, was chosen as the primary platform. In the first five months, Secondate gained 100,000 followers, and currently, Secondate has more than 171,000 followers on Instagram and 26,000 followers on TikTok, demonstrating their success in building a strong online presence.

Instagram is not only used as a promotional tool but also as a means to communicate directly with consumers. Through innovative photos and videos, Secondate presents their products attractively to the audience. Additionally, they collaborate with well-known models to introduce Secondate products, enhancing customer trust and admiration for the brand. They place a high importance on communication and relationships with customers and audiences, even before they began selling their first product, Milky Gel Lip Tint.

Before the official launch, Secondate launched a campaign aimed at increasing public awareness and curiosity about their brand. They engaged with many influencers to post the "2ND8" logo in various places, sparking curiosity among influencers' followers and other social media users. As we know, Secondate chose the right approach by collaborating with many influential influencers because traditional product marketing is now shifting to digital marketing. One of the strategies in digital marketing is influencer marketing. Influencers are individuals on social media with many followers who can influence their audience. The use of influencers to market products has also become increasingly popular among businesses. Influencers can be brand ambassadors, do paid promotions, or provide endorsements, all of which are commonly seen on social media.

Influencer marketing leverages the popularity and influence of individuals on social media to promote products or services. Influencers who have a large and actively engaged following are often considered more effective in reaching a broader and more relevant audience. Many businesses use influencers for various purposes, from increasing brand awareness and driving sales to acting as brand ambassadors and models. Additionally, the more personal relationship between influencers and their followers can create greater trust in the products they promote, thereby increasing the likelihood of someone purchasing a product endorsed or promoted by an influencer or even their idol. Thus, influencer marketing has become an important tool in modern digital marketing strategies, helping businesses reach consumers in a more authentic and effective way.

As a result, Secondate has gathered significant attention from the public, and this campaign has successfully aroused curiosity about the meaning and purpose of the "2ND8" logo, which, when read in English, becomes "second-eight" or "Secondate," as well as the products they will launch.

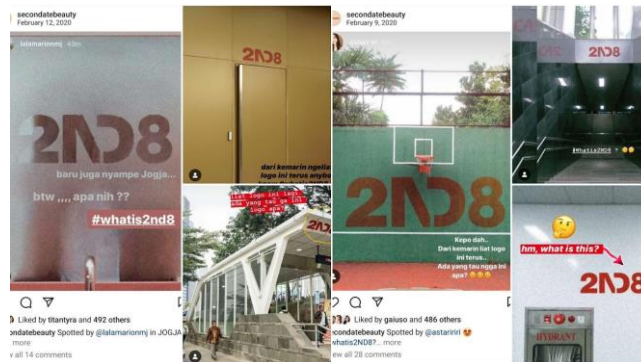


Figure 3. Secondate's Campaign on Instagram in 2020

Source : www.instagram.com/secondatebeauty/

On February 8, 2020, Secondate officially announced their brand, with the first product photo published on February 12, 2020. Starting from February 13, 2020, they introduced and explained their first product to the public. They also sent PR packages to various influencers, including a handwritten letter from the owner, Titan Tyra, in which she described her feelings and precious memories with each recipient before starting the product sales on February 20, 2020.

The campaign conducted by Secondate on Instagram successfully generated high interest among the public with an emotional approach. This increased curiosity and interest in Secondate's lip tint brand. By using social media as the main tool for communication and relationship-building with consumers, Secondate also achieved early success in introducing their brand to the market by selling 10,000 units of their first lip tint product in just 7 minutes on their official website. This success was made possible by the thousands of enthusiastic people who eagerly awaited on their official website for several hours beforehand.

E-commerce as a Sales Medium

In today's digital era, e-commerce, or the process of buying and selling online, has become a popular trend among the public. One of the most actively used e-commerce platforms by Secondate is Shopee, with over 142.3 thousand followers and a rating of 4.9 from 101.4 thousand reviews.

Shopee, as one of the leading online trading platforms in Indonesia since its establishment in 2015, provides a convenient shopping experience for customers. Its user-friendly design makes it easy for potential buyers to browse through the various products offered by Secondate. The success of Secondate in selling thousands of lip tint products in a short time on Shopee demonstrates how effective this platform is as an online sales medium for local cosmetic brands. By leveraging the advantages of Shopee's features and design, Secondate can reach potential customers more efficiently and increase the visibility of their products in the online market.

In addition to Shopee, Secondate is also active on other e-commerce platforms such as Tokopedia, Sociolla, Blibli, and Lazada to expand their sales reach. By integrating various e-commerce platforms, Secondate can reach more potential consumers and diversify their distribution channels. This provides flexibility for customers to choose the most convenient e-commerce platform for them to purchase Secondate products.

In the context of digital marketing, the role of e-commerce as a primary tool in implementing Secondate's marketing strategy is crucial. Through e-commerce, Secondate can not only promote their products online but also sell directly to consumers quickly and efficiently. By harnessing the potential of existing e-commerce platforms, Secondate can continue to develop their online presence and increase market penetration in the increasingly competitive beauty industry.

Website as a Marketing Medium and Information Hub

Since its inception, Secondate has been prepared with a well-designed website. This website features various functionalities, from domestic and international sales to comprehensive information about Secondate, including the founders, campaigns, touching stories, product information and display, contact information, and more. Specifically on this website, Secondate also offers free shipping throughout Indonesia with a minimum purchase of 350,000 IDR.

The Secondate website has successfully built an engaging and informative online platform for its visitors. The attractive and professional design leaves a lasting impression on users. Visitors can easily find complete information about Secondate products through the Shop page, which provides comprehensive descriptions, prices, and product images. Additionally, the Diary page with personal stories from Secondate product users helps strengthen the emotional connection between the brand and consumers.

The ease of navigation offered by this website is also a plus, as visitors can quickly find what they are looking for through a well-structured menu. Being responsive to various devices ensures that the user experience remains optimal, whether on a computer, tablet, or phone. Furthermore, efforts to increase online visibility through SEO optimization have helped boost visitors to Secondate's website.

With all these features, Secondate's official website is not just a tool to introduce their products to customers but also a significant step in strengthening the brand's position in the beauty market. By utilizing the power of digital marketing through their website, Secondate has successfully created a positive online experience for its visitors, strengthened consumer engagement, and increased brand awareness among the public.

CONCLUSION

From this research, it can be concluded that Secondate has successfully implemented an effective digital marketing communication strategy to introduce and develop its brand in the competitive beauty industry. By utilizing various digital platforms such as social media, e-commerce, and their official website, Secondate has been able to create close interactions with customers, increase brand awareness, and boost their product sales.

Through social media, particularly Instagram, Secondate has built a strong online presence and introduced their products to a broad audience in an engaging and emotional manner. They have also effectively leveraged collaborations with influencers and well-known models to enhance consumer trust in their brand. On the other hand, e-commerce has become a key component in Secondate's sales strategy. The combination of online and offline sales, along with the use of their official website, provides customers with various options to purchase Secondate products.

The official Secondate website also plays a crucial role in strengthening the relationship between the brand and consumers. By providing comprehensive information about products and the brand, as well as personal stories from Secondate product users, the website creates a memorable online experience for its visitors.

According to the research conducted, a well-integrated digital marketing communication strategy has helped Secondate remain relevant and competitive in the ever-evolving beauty market. Through an innovative and consumer-oriented approach, Secondate has successfully built a strong and trustworthy brand while enhancing consumer engagement. Future research is recommended to expand the study's scope by including various brands or businesses in the same industry for a more in-depth comparative analysis.

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EDITORIAL NOTE

This article is the result of collaboration between Jurnal Komunikasi dan Bisnis and Universitas Ciputra at the Konferensi Nasional Ilmu Komunikasi (KONA KOM) 3.0 Communication Shift in the Digital Age 2024.