

Marketing Communication Strategy through Social Media Instagram @tntbeautyofficial

Natasha Velia^{1*}, Imam Nuraryo²

^{1,2}Communication Study Program, Kwik Kian Gie School of Business
Jalan Yos Sudarso Kav 87, Sunter, Jakarta, 14350, Indonesia.

¹Alamat email: msnatahavelia@gmail.com

²Alamat email: imam@kwikkiangie.ac.id

*Penulis korespondensi

Abstract: *On these days, technology has a significant progress which caused the business competition is also getting tougher. To be able to compete with other business, they need a good marketing communication strategy by utilizing the technology development itself. The research was conducted to determine the role of marketing communication strategies in forming a well-known business. Based on internet marketing theory, they used internet in order to promote their business and maintain long relationship with consumers. This research method is descriptive qualitative and data collection technique from observation, documentation, and direct interview. The results of the research shows that marketing communication strategies which has been carried out by TnT Beauty Shop through social media Instagram @tntbeautyofficial are personal selling, sales promotion, and public relations. They actively create various contents such as informative content, promotional content, and other content in order to make their followers feel more confident in buying the products. So it was concluded that the role of marketing communication strategies through social media Instagram has become one of important tools to carry out TnT Beauty Shop.*

Keywords: marketing communication strategy, marketing mix, social media

Cite: Velia, N., & Nuraryo, I. (2024). Marketing Communication Strategy through Social Media Instagram @tntbeautyofficial. *Global Research on Economy, Business, Communication, and Information*, 2(1), 47-54. <https://doi.org/10.46806/grebuci.v2i1.1756>

1. INTRODUCTION

On these modern eras, science and technology also experience continuous development. This technological development has caused rapid progress in the business world so the business competition has become tighter as well. Therefore, every business that operates in the field of goods or services need a good marketing strategy so that it can keep up with the current development and compete with other businesses.

Marketing is one of the ways carried out by companies to achieve the desired goals that have been set previously. Every business needs to be able to convey the value of the goods or services which they sell by adjusting what consumer wants so the company can achieve their goals. Apart from that, the company will always try to maximize the quality of its services or goods in order to run activities of the company and gain their goals smoothly.

Through the use of marketing communication plan, a business hopes to remind, educate, and reassure customers about their brand and products. Companies employ a variety of tactics, including public relations, sales promotion, advertising, personal selling, and direct marketing, to effectively convey the consumer value and build a mutually beneficial relationship with their customers.

Not only that, marketing communications strategies are also used as one of the tools implemented by the Marketing Division in providing introductions to the products or services that they sell to the public. By doing this, the audience will get persuaded and interested to purchase the company's products. In current times, consumers are generally more individualistic and demand things that are more personal or personalized.

To be able to meet these needs, companies must be able to understand all the wants and needs of consumers. This is done by the company with purpose to make their business can survive for a long time. If consumers think the products being marketed is in accordance with what they want and need, then the product or service is considered successful in attracting consumers to want to buy it (Kotler & Armstrong, 2017).

Nowadays, many types of social media help everyone to communicate, especially companies. Almost every businesses use social media to carry out their marketing communications activities to the target audience that they want to reach and have been set by the company. One of the social media which used by the companies is Instagram. Through social media Instagram, the business leaders do not need to spend huge cost like when doing marketing with traditional media.

Instagram has several differences from other social media, including that we can upload photos quickly, we can share our daily activities in story or post, we can add filters or stickers into our photos to make them look more interesting, give likes or comments to photos that uploaded by other users, exchange messages with other users through the direct message feature, as well as a variety of Instagram content.

Based on research data with users aged 16 to 64 years which conducted by We Are Social through Kompas, it can be seen that Whatsapp obtained results of 92.1 percent and became the most used social media by Indonesian people. After that, it was followed by social media Instagram where users were 86.5 percent and had a difference of around 5.6 percent with Whatsapp.

@tntbeautyofficial is one of the social media accounts owned by TnT Beauty Shop on the Instagram platform. TnT Beauty Shop itself is an online shop that sells well-known beauty products reliably, such as skincare, makeup, haircare, bodycare, etc. This online shop has sold tens of thousands items because the prices are more affordable than official stores. They also actively carries out marketing communications strategies via Instagram @tntbeautyofficial by uploading content or collaborating with affiliates.

2. LITERATURE REVIEW

2.1. Internet Marketing

According to Kotler and Armstrong (2017), internet marketing is a set of activities that a company runs on the internet in order to attract new businesses and develop a brand identity. They used digital media tools such as web sites, online video, e-mail, blogs, social media, mobile ads and apps, and other digital platforms to directly engage consumers everywhere and anytime. The widespread use of the internet

marketing is having a dramatic impact on both buyers and the marketers who serve them.

Using internet as marketing communication channel presents both advantages and challenges. On the plus side, internet allows the marketers to create and share tailored brand content with individual consumer or customer communities. They can be used to reach customers anytime, anywhere with timely and relevant marketing content regarding brand happenings and activities.

Internet also presents challenges. Many companies are still experimenting with how to use them effectively and results are hard to measure. Internet networks are largely user controlled, the company's goal in using internet to make the brand a part of consumers conversations and their lives. But marketers can't simply muscle their way into consumers digital interactions, they need to earn the right to be there.

2.2. Marketing Communication

In carrying out their daily lives, humans need media to exchange information with other people. To be able to exchange the information, they must communicate with the others. Communication can occur between one person and another person, two or more people, or with a group. Nowadays, communication is not only face-to-face, but can be done digitally with social media. Marketing is a process implemented by a company in order to create value for society and build relationships with public so the company will get the feedback from them (Kotler & Armstrong, 2017).

Kotler and Keller (2017) in a book entitled "Marketing Management" defined marketing communication as a technique used by companies to provide persuasion, memory, and information to consumers regarding the services or products. Marketing communication is an activity that is often carried out to persuade and remind the customers continuously so it can create a good perception in each consumer which the company's image will also be assessed as good by consumers.

2.3. Promotion Mix

Promotion mix consists of the specific blend of promotion tools that the company used to persuasively communicate customer value and build customer relationships (Kotler & Keller, 2017; Kotler & Armstrong, 2017). Each category involves specific promotional tools that are used to interact with consumers such as:

1. Advertising is any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor.
2. Sales promotion is short-term incentives to encourage the purchase or sale of a product or service in limited time.
3. Personal selling is personal customer interactions by the firm's sales force for the purpose of engaging customers, making sales. And building customer relationships.
4. Public relations is building good relations with the company's various publics by obtaining favorable publicity, building up a good corporate image, and handling or heading off unfavorable rumors.
5. Direct marketing is engaging directly with carefully targeted individual consumers and customer communities to both obtain an immediate response and build lasting customer relationships.

To achieve an integrated promotion mix, all of the firm's functions must cooperate to jointly plan communication efforts. Many companies even include customers, suppliers, and other stakeholders at various stages of communications planning. Scattered or disjointed promotional activities across the company can result in diluted marketing communications and confused positioning. By contrast, an integrated promotion mix maximizes the combined effects of all firm's promotional efforts.

2.4. Marketing Mix

According to Kotler and Armstrong (2017), marketing mix is the set of tactical marketing tools that the firm blends to produce the response it wants in the target market. The marketing mix consists of everything the firm can do to influence the demand for the products. The many possibilities can be collected into four group of variable as follows:

1. Product is the goods and services combination that the company offers to the target market.
2. Price is the amount of money customers must pay to obtain the product.
3. Place is the company activities that make the product available to target consumers.
4. Promotion is the activities that communicate the merits of the product and persuade target consumers to buy it.

An effective marketing program blends the marketing mix elements into an integrated marketing program designed to achieve the company's marketing objectives by engaging consumers and delivering value to them. The marketing mix constitutes the company's tactical tool kit for establishing strong positioning in target markets.

2.5. Social Media

Social media is an online platform that facilitates interpersonal communication between users, eliminating the need for face-to-face meetings and the constraints of time and location. Social media allows people to connect with each other anytime, anywhere, regardless of distance and time. This also removes the barriers to socialize with other peoples, including those related to space or time.

Using social media as a platform for marketing, business, making connections, cultivating friendships, and other purposes has many benefits. Social networks can help smart people to live better life by simplifying tasks, such as studying and working, finding or sending assignments, searching for information, shopping, and much more.

3. METHODS

In research, the research subject is crucial. Informants are people who provides the information that the researchers need for the research being carried out (Moleong, 2017). Generally, research subjects are found through interaction or identification of data that has been previously done by the researcher. The subjects of this study were the co-owner and a digital marketing's staff of TnT Beauty Shop.

This research used descriptive qualitative method which also called as naturalistic research method. Qualitative method is a research method that focuses on the condition of natural objects, with the researcher as the key instrument (Sugiyono, 2017). This research aims to explain a phenomenon that occurs or provide a comprehensive picture of an event. In addition, this research design helps researcher to

describe the situation seen in the field more precisely, transparently, and comprehensively.

Researcher used observation, interviews, and documentation to collect the data for this research. Observation is carried out by looking at the environment that has been decided as place or source of the research. Interview is carried out systematically and logically to collect various data that related to the problem. Documentation study is a data collection method that involves searching documents to find information about the problems being investigated.

According to Moleong (2017), analysis data is a process of grouping and sorting data into categories so the themes can be found and suggested working hypotheses can be formulated based on the data. Therefore, data analysis is the process of compiling data systematically so it can be easily understood and the findings can be informed to other people. In short, data analysis techniques are used to process data into information.

4. RESULTS AND DISCUSSION

TnT Beauty Shop is considered to have implemented marketing communications strategies by utilizing social media Instagram to introduce their products, influence their consumers, and increase their sales. TnT Beauty Shop carries out several marketing communications strategies on social media Instagram with the aim of increasing their sales and revenue.

TnT Beauty Shop chose Instagram as a medium in implementing their marketing communication strategy because Instagram is one of the social media that is widely used by Indonesian people, especially among teenagers who are the main target of TnT Beauty Shop's marketing where they use Instagram to share their daily lives. Not only teenagers, there are still many adults who use Instagram, so Instagram is considered easier to reach everyone.

The choice of Instagram as a marketing channel is because Instagram has many advantages compared to other social media. One of the main advantages of Instagram is that media focuses on visuals such as images and videos, making it more attractive to users. In addition, consumers are more receptive to marketing messages on Instagram because the feature allows TnT Beauty Shop to interact more with consumers and market their brand from a different angle.

They carried out the personal sales strategy to their followers via social media Instagram by collaborating with affiliates to help them to inform the public about the products that they sell and the product's advantages. The content uploaded also varies, thereby increasing people's choices in purchasing similar products that they need. Then, they can persuade people to buy the products through the attached link on their post.

Affiliate marketing is a strategy in marketing techniques that is considered effective because it makes it easier for sellers to introduce their products or services to customers. Through the affiliates marketing strategy, sellers need to pay for the affiliate's services if they are successful in selling the products that offered by the sellers. Currently, affiliates marketing have become a popular digital marketing method used by online sellers in Indonesia.

Apart from creating content, the affiliates are also allowed to go live on their personal social media accounts so they can promote TnT Beauty Shop products to their friends or followers. If they promote the sample products that are provided by TnT

Beauty Shop, they are obliged to send the proof of the content or the live content of the product so they can be held accountable and they can obtain their commission.

Sales promotions are also carried out in the TnT Beauty Shop marketing communication strategy through social media Instagram by providing discounts or flash sale products at certain times. The discounts which given by TnT Beauty Shop are certainly quite successful in increasing the number of sales. Apart from that, sales promotion was done by selling bundle products at cheaper prices compared to purchasing each one of them.

Sometimes, TnT Beauty Shop also provides information about their live schedule where later they will give discount coupons or cash back with a certain minimum purchase to people who watch them. Products that are already cheap plus further discounts are certainly what the Indonesian peoples like the most because they prefer cheap goods with genuine quality like products which offered by TnT Beauty Shop.

The story feature on Instagram is used by TnT Beauty Shop to be able to build relationships with potential consumers and the public in a deeper way. Even though TnT Beauty Shop has a Whatsapp account to communicate with their customers, they also still use the story feature on Instagram if there is potential consumers whose want to ask questions at there so the questions that may not have been answered on Whatsapp can be asked via QnA session in the story feature.

The Questions and Answers (QnA) session conducted by TnT Beauty Shop also makes them closer to consumers because this session helps consumers to ask things they want to know more quickly without having to wait long. TnT Beauty Shop has also become more likeable by consumers because they feel appreciated when their questions are answered. Apart from that, questions from followers through this session can become content ideas for TnT Beauty Shop.

Not only that, TnT Beauty Shop also uses the threads feature to inform their consumers about products that are on sale or notify them of discounts during certain periods. This feature also used by TnT Beauty Shop to tell any kind of stories to their followers because consumers are their friends they want to establish deeper and closer relationship with the potential customers.

TnT Beauty Shop also uses Instagram to carry out sales promotion by making giveaways of their products several times that accompanied by several rules which need to be followed by everyone who want to join it. Giveaway is an activity that involves giving gifts to other people with certain terms and conditions so they must fulfill the conditions that are proposed by the giveaway maker.

Giveaways conducted by TnT Beauty Shop can attract the attention of their target audience, help to introduce their brand to people who don't know about TnT Beauty Shop, and increase the number of their followers. The aim of this giveaway is to carry out promotions as well as strengthen their relationship with buyers or potential consumers who have not yet or have followed TnT Beauty Shop's Instagram account.

Through the features provided by Instagram, TnT Beauty Shop actively create various contents, such as informative contents about the benefit or how to use the products, promotional contents about the flash sale products, and other contents in order to make their followers feel more confident in buying the products that they sell by sharing appropriate and detail product information.

5. CONCLUSION

Based on the research that has been carried out, it can be concluded that TnT Beauty Shop used marketing communication strategies through social media Instagram @tntbeautyofficial by personal selling, sales promotion, and public relations. TnT Beauty Shop handle the personal selling with using the service of affiliates who help them to promote the products that they sell by making creative content. TnT Beauty Shop implements the sales promotion by providing the contents of their discounts or flash sale products on Instagram. In order to be able to communicate with their consumers, TnT Beauty Shop using the Instagram story and threads features so they can interact closely and know what their target audiences need.

REFERENCES

A Belch, G. & Belch, M. (2018). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. New York, U.S.: McGraw Hill.

Dewi, R. C. P. (2020). *Strategi Komunikasi Pemasaran Melalui Media Instagram (Studi Kasus Pemasaran Produk Pada Akun Instagram @Homedia.id)*. Skripsi. Jurusan Komunikasi dan Penyiaran Islam. Institut Agama Islam Negeri Ponorogo.

Effendy, U. (2005). *Ilmu Komunikasi Teori dan Praktek*. Bandung, INA: PT. Remaja Rosdakarya.

Fauzi, V. D. (2021). *Strategi Komunikasi Pemasaran Onlineshop @Nellcodoxshop di Instagram*. Skripsi. Program Studi Ilmu Komunikasi. Universitas Muhammadiyah Surakarta.

Firmansyah, M, A. (2020). *Komunikasi Pemasaran*. Pasuruan, INA: CV. Penerbit Qiara Media.

Hurriyati, R. (2015). *Bauran Pemasaran dan Loyalitas Konsumen*. Bandung, INA: Alfabeta.

Kotler, P. & Armstrong, G. (2017). *Principles of Marketing Seventeenth Edition Global Edition*. Upper Saddle River, NJ: Pearson Education Limited.

Kotler, P. & Keller, K, L. (2017). *Marketing Management*. Upper Saddle River, NJ: Pearson Education Limited.

Kurnia, I. D. & Wiwitan, T. (2023). *Strategi Komunikasi Pemasaran Bahagia Kopi melalui Media Sosial Instagram*. Bandung Conference Series: Public Relations, 263-269. <https://doi.org/10.29313/bcspr.v3i1.6782>

Krismanto, R. E. (2019). *Strategi Komunikasi Pemasaran Coffee Toffee Pekanbaru dalam Menarik Minat Pelanggan*. Skripsi. Program Studi Ilmu Komunikasi. Universitas Islam Riau.

Kusumadinata, A. A., Ramadhan, A., Maulana, D., et al. (2023). *Strategi Komunikasi Pemasaran Kedai Hegar Coffee & Liwet Melalui Akun Instagram*. Jurnal Sosial Ekonomi dan Humaniora, 9(3), 316-324. <https://doi.org/10.29303/jseh.v9i3.368>

Kuswandy, J. & Aulia, S. (2022). *Strategi Komunikasi Pemasaran Instagram Online Shop (Studi Kasus Online Shop Mishalot Florist)*. Kiwari, 1(3), 415-423. <https://doi.org/10.24912/ki.v1i3.15752>

Lubis, S. & Aulia, A, G, S, E. (2019). *Strategi Komunikasi Pemasaran Dalam Mempromosikan Produk Homemade Kefir di Kota Medan*. Jurnal Network Media, 2(2), 1-27. <https://doi.org/10.46576/jnm.v2i2.562>

Moleong, L, J. (2017). *Metodologi Penelitian Kualitatif*. Bandung, INA: PT Remaja Rosdakarya.

Mubarokah, A., Wahyuni, S. & Zulianto, M. (2022). *Strategi Komunikasi Pemasaran Melalui Media Sosial Instagram (Studi Deskriptif Pada Akun @osingdeles)*.

Jurnal Pendidikan Ekonomi: Jurnal Ilmiah Ilmu Pendidikan, Ilmu Ekonomi, dan Ilmu Sosial, 16(1), 98-104. <https://doi.org/10.19184/jpe.v16i1.24614>

Mulyana, D. (2013). *Metodologi Penelitian Kualitatif*. Bandung, INA: PT Remaja Rosdakarya.

Pertiwi, C. P. & Santoso, B. (2023). *Strategi Komunikasi Pemasaran @sinarkosmetik_id Melalui Instagram*. Skripsi. Program Studi Ilmu Komunikasi. Universitas Muhammadiyah Surakarta.

Ramadhan, B. R. & Gartanti, W. T. (2022). *Strategi Komunikasi Pemasaran Bengkel Kulit Melalui Instagram*. Jurnal Riset Public Relations, 2(1), 47-52. <https://doi.org/10.29313/jrpr.vi.886>

Sandy, M. D. A. N. & Prasetyo, D. (2022). *Strategi Komunikasi Pemasaran Brain Coffee Melalui Media Sosial Instagram*. DIGICOM: Jurnal Komunikasi dan Media, 2(1), 1-7.

Sugiharto, M. & Amalia, D. (2022). *Strategi Komunikasi Pemasaran Digital Produk Taste-Me Melalui Instagram*. NUSANTARA: Jurnal Ilmu Pengetahuan Sosial, 9(9), 3193-3200. <https://doi.org/10.31604/jips.v9i9.2022.3193-3200>

Sugiyono, D. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan r&d*. Bandung, INA: Alfabeta.

Susilo, D. (2023). *Komunikasi Pemasaran Digital: Brand dan Isu Keberlanjutan dalam Pemasaran*. Malang, INA: Literasi Nusantara.

Triyono, A. (2021). *Metode Penelitian Komunikasi Kualitatif*. Yogyakarta, INA: Bintang Pustaka Madani.