SOCIAL MEDIA MARKETING OF BEAUTY PRODUCTS ON INSTAGRAM ACCOUNTS @FACETOLOGYOFFICIAL

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Abstract: General Background: Social media marketing has revolutionized the way businesses connect with customers, offering a powerful platform for promoting products and building brand awareness. **Specific Background:** This research focuses on the Instagram account @facetologyofficial, exploring how Facetology employs social media marketing strategies to engage consumers and drive sales. **Knowledge Gap:** Despite the increasing reliance on social media for marketing, there is limited research that specifically analyzes the application of social media marketing theories within local beauty brands on platforms like Instagram. **Aims:** The study aims to investigate the social media marketing strategies utilized by Facetology on Instagram, with a focus on their implementation of the 4Cs framework: context, communication, collaboration, and connection. **Results:** Employing a descriptive qualitative approach and observational data collection, the findings reveal that Facetology effectively applies the 4Cs: 1) **Context**—maintaining a consistent visual aesthetic across posts; 2) **Communication**—using photos and videos, particularly Instagram Stories for product reviews; 3) **Collaboration**—partnering with influencers for endorsements to enhance market reach and consumer trust; and 4) **Connection**—fostering customer relationships through active engagement in comments, direct messages, and sharing customer testimonials. **Novelty:** This study contributes to the understanding of how local beauty brands can leverage specific social media marketing strategies to enhance their online presence and customer engagement. **Implications:** The results highlight the importance of a structured social media marketing approach, suggesting that other businesses can benefit from implementing similar strategies to strengthen customer relationships and increase brand loyalty. This research provides practical insights for practitioners in the beauty industry aiming to optimize their social media marketing efforts.

**Keywords**: **:** Social Media, Marketing, Instagram, Facetology

Introduction

In the digital era, social media has become a daily staple for humans. The definition of social media consists of two words, namely "social" and "media." "Social" is defined as the ability for individuals to interact with one another, as humans are known as social beings. Meanwhile, "media" itself means a communication channel used to convey information or data. Therefore, it can be interpreted as a whole that social media is an internet-based platform that provides ease for users to engage in social activities. These activities include communicating, interacting, and providing information in the form of text, photos, and videos [1]. Therefore, social media or online media is very beneficial for everyone and can be easily accessed by anyone, anywhere, in this era [2]. There are various types of social media platforms, including Facebook, Instagram, WhatsApp, Twitter, TikTok, and so on. Not only as a medium for socializing and interacting, the presence of social media also has a very significant impact, especially in marketing products [3].

Marketing or promotion is an activity aimed at introducing products or services so that they are widely known by the public. This is also a form of communication between the company and customers to attract, retain, and satisfy customers regarding the marketed products or services [4]. Marketing plays a crucial role in the business world; to achieve market targets and increase sales, it is necessary to use the right and effective marketing media [5]. Proper marketing will have a positive impact on maintaining long-term business growth. This is done to ensure the durability of the business products can withstand over a long period, thereby maintaining the brand and quality of the offered products [6]. Therefore, with marketing, it can also help customers to more easily find or search for products that meet their needs.

Recently, in Indonesia, more and more beauty products have been emerging with various brands. This is due to the phenomenon of beauty trends present in society, which has led to the emergence of a standard assumption of female beauty [7]. Facetology is one of the local brands that sells beauty or skincare products formulated safely and approved by BPOM, making these products suitable for various skin types, including pregnant women. Facetology was established in 2022 and has become a topic of conversation on several social media platforms in 2023 and continues to be so, due to the proven quality of its products. There is one product from Facetology that is most popular among teenagers, which is a sunscreen or can be said to be a lotion that protects the skin from sunlight. Based on data from the Instagram account @compas.co.id in 2023, the Facetology product ranks 5th in the best-selling local sunscreen category. The sunscreen went viral because it was reviewed by a beauty influencer, Tasya Farasya, who declared it the best sunscreen she had ever used. Facetology is also a beauty product recommended by Halodoc doctor Dr. Karlina Novianti Kasim Sp.DVE. There are various Facetology products with different ingredients and benefits, including a facial gel cleanser containing real oat, 8x ceramide, and panthenol, which helps to soothe the skin, hydrate the skin, maintain the skin barrier, and deeply cleanse the skin. In addition to the facial gel cleanser, Facetology has its best-selling product, the triple care sunscreen, which contains cica, mugwort, hybrid formulation, niacinamide, and SPFF 40 PA +++. This sunscreen helps to brighten the face, protect the skin from UV A and UV B rays, provides a cooling sensation when applied, soothes the skin, and is safe for sensitive skin. There are many more ingredients and benefits in other products as well.

Now social media is widely used as a medium for marketing products, one of the most popular social media platforms to date is Instagram. According to data from We Are Social [8], it is known that Instagram social media users reach 86.5% of all internet users in Indonesia. Social media platforms like Instagram have become one of the leading platforms for visual marketing. Instagram is very beneficial in creating inspiration and enhancing creativity for its users, by using various features available on Instagram to make posts more interesting. These features, such as posting images, videos, stories, and shopping features, can provide great opportunities for them to interact with consumers in creative ways, thereby increasing consumer appeal [9].
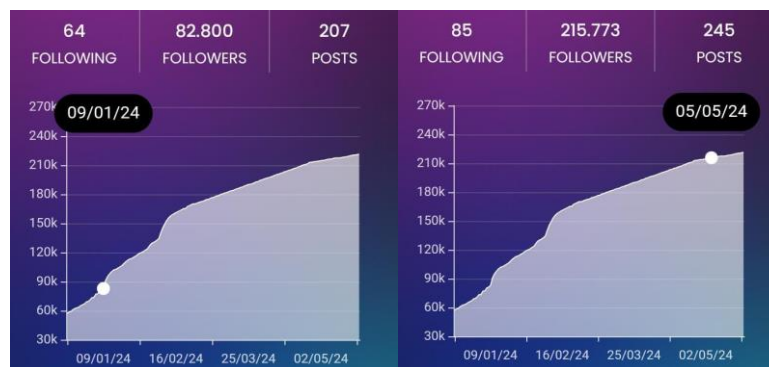
Figure 1. Instagram Followers Growth Diagram
(9 Januari – 5 April 2024)

Facetology itself has an Instagram account named @facetologyofficial with 215 thousand followers. However, during the 3 months from January 9 to April 5, 2024, the Instagram account @facetologyofficial experienced an increase of approximately 132,973 thousand followers, which initially had 82,800 thousand followers on January 9 and then increased to 215,773 thousand on April 5, 2024. The daily increase in followers is unpredictable, but it can be assured that the Instagram account @facetologyofficial has a fairly rapid growth in followers. Facetology has content posts over a period of 3 months, consisting of 28 reels and 23 photo posts on Instagram. Each month, the content posts are inconsistent; for example, in February, Facetology was able to present 23 pieces of content, while in March, Facetology posted 14 pieces of content. Facetology also uses several hashtags such as #Facetology, #Triplecare, and others. In addition to having a rapidly increasing number of followers, the posts on the Instagram account @facetologyofficial also have their own content characteristics, namely by creating content designed in purple and white. The content presented on that Instagram account also includes various interesting visual content such as product photos, tutorial videos, product-related information, and so on. This is very beneficial for customers, and they also find it easier to recognize the distinctive features of a product. Therefore, in utilizing Instagram as a digital marketing medium, a well-planned and structured marketing strategy is necessary.

According to [10], social media marketing is an effort to use social media aimed at persuading consumers towards a company regarding the products or services marketed using social networks, marketing blogs, and online communities. This is done by utilizing social media platforms to promote the products or services they have. The integration of social media with marketing aims to support marketing performance in line with the current developments in technology and information. The power of social media in the marketing world is very important, as it can more easily reach connections with customers, build a brand to be recognized by the public, and increase sales. Furthermore, according to Chris Heuer in [11], there are 4Cs in the operation of social media. The 4Cs can be considered as indicators of social media marketing, which include: (1.) Context explains how to design a story or message into information, whether in conveying the content of the message. This can take the form of graphics, designs, and attractive color tones. (2.) Communication is the way to share information by listening, responding, and creating understanding through message development to the audience. (3.) Collaboration is the cooperation between the company and its users on social media to build something better and more efficient. (4.) Connection is how to maintain the established relationship to be sustainable and even better, so that users feel closer to the company. Facetology products use social media marketing, with various activities carried out by the Instagram account @facetologyofficial to

promote their products, such as creating engaging and informative content, involving influencers, fostering good interaction and communication, and much more.

No	Date	Content	Sunscreen Products Sold on TikTok Shop	Total Revenue from All Products Sold on TikTok Shop
1	20 February – 27 February 2024	Total 12 contents, 7 video reels contents, and 5 image contents.	3,35 thousand	Rp 935,02 million
2	2 March – 9 March 2024	Total 5 contents, 2 video reels contents, and 3 image contents.	2,72 thousand	Rp 848,36 million

Social media marketing for the Facetology product can be considered quite effective when they presented 7 video reels and 5 image posts in 1 week from February 20 to February 27, 2024. They earned a total revenue of Rp 935.02 million from all products sold. Meanwhile, the best-selling product at Facetology is sunscreen, which can achieve sales of 3,350 sunscreen products sold in one week through the TikTok shop. However, if they upload fewer pieces of content in one week, such as from March 2 to March 9, 2024, when they only uploaded 2 video reels and 3 image posts, it means the content was less than the previous week's posts. As a result, they also earned slightly different revenue, amounting to Rp 848.36 million in total revenue from all products sold in the TikTok shop, and 2,720 sunscreen products sold in one week. Because the Facetology product is very popular and proven to be good, there are many positive reviews from customers regarding the product. This can be seen from the highlights on the Instagram account @facetologyofficial, where many customers repurchase and even restock the product when there is a discount.

Research by [12], titled "Effectiveness of Social Media as an Online Promotion Strategy for the Pacet Mojokerto Tourist Area," found that social media is a fairly effective promotion strategy for promoting a tourist destination because Instagram is quite popular among the public. Research by [13], titled "Analysis of the Role of Instagram Social Media in Increasing Online Sales," shows that by utilizing Instagram social media, such as uploading content and using Instagram features, it can attract the target market and interact with its followers. Research by [14], titled "The Use of Instagram Social Media as a Marketing Strategy (Case Study on the Account @rroutdoorgear_official)," shows that the marketing conducted by RR Outdoor is through the Instagram social media on the account @rroutdoorgear_official using various Instagram features such as the Instagram feed, hashtag usage, instastory feature, and direct message. Research by [15], "Analysis of Social Media Marketing Strategies on Instagram Raja

Parfum," defines that engaging visual content and the utilization of Instagram features can help maximize marketing potential. Research by [16], titled "Marketing Strategy Through Instagram Social Media (Descriptive Study on the Account @subur_batik)," shows that after selling through the Instagram social media account @subur_batik, there was an increase in sales because they also involved several influencers and used features available on Instagram such as instastory. This is because social media is one of the most powerful and effective ways to promote their products. Research by [17] titled "The Role of Social Media in Maintaining Customer Loyalty at Fantasy Mobile Store in Biak" found that social media plays an important role in maintaining customer loyalty. With the presence of social media, Fantasy Mobile can build more intense communication with its customers. Meanwhile, its relevance to this research is that both study social media Instagram, and the methods used both employ a qualitative approach. However, in terms of the discussion, this research uses social media marketing indicators that include context, communication, collaboration, and connection.

The formulation of the problem in this research is how social media marketing is used on the Instagram account @facetologyoffcial? From the formulation of the problem, this research aims to focus on understanding the social media marketing currently used by Facetology in marketing its products. Thus, there is great hope that this research can enhance knowledge and understanding regarding the existence of social media as a more accessible and practical marketing tool. Because through social media, customers can more easily reach any products they need. Therefore, it is also expected that businesspeople can continuously develop their marketing through social media platforms.

Methods

The research method used in this study is a descriptive qualitative method, the purpose of the descriptive qualitative approach is to understand a phenomenon being experienced by the subjects to be studied [18]. This research focuses on analyzing and describing the social media marketing used on the Instagram account @facetologyofficial. The data collection technique used in this research is through observation of the Instagram account @facetologyofficial. Observation is an activity of observing, seeing, and recording specific objects to obtain information. Analysis of the Instagram account @facetologyofficial was conducted over a period of 3 months from January 9 to April 5, 2024, due to one of the posts during that month having the highest viewership, reaching 3 million views on January 9. With such high viewership, this has made the Facetology products increasingly well-known to many people. Meanwhile, the data analysis technique used in this study employs the Miles and Huberman data analysis technique [19], which consists of three stages, including data reduction, defined as the stage of simplifying data to meet the needs for easier information retrieval. In this study, data reduction involves categorizing according to the posting dates of content on the Instagram feed, and then selecting content with the highest views and comments. Then there is the presentation of data, which is a combination of information so that researchers can provide an overview of the events or situations that are occurring. The presentation of data in this research is data that has been selected and categorized, then presented in narrative form. After that, there is the drawing of conclusions from all the data obtained during the research process. The conclusion in this research is drawn by taking conclusions from the collected data to obtain a result.

Results and Discussion

Nowadays, beauty products are indeed being favored by almost all groups, especially women.

The increasing awareness of self-care has led to a surge in beauty products, both foreign and local, competing in the market as they have proven to be of equally good quality. One of the local beauty products that is currently in high demand among consumers is Facetology. Facetology has been established since 2022 and is one of the brands that sells beauty products. Facetology has a variety of products, including sunscreen, micellar water, facial wash, toner, and many more. Facetology uses social media to market its products, one of which is Instagram. Facetology has an Instagram account named @facetologyofficial with 217 thousand followers, which continues to grow daily. The @facetologyofficial account features various activities that have been carried out to market its products.

Context (Konteks) is how to design a story or message into information, whether in conveying the content of the message. It can be in the form of graphics, designs, and attractive color tones. On the Instagram account @facetologyofficial, a series of contexts are shown by conveying information through posts on their Instagram account. Features such as posting photos and videos are well-utilized through the creation of content with attractive visuals and captions. This can be seen through the neat Instagram feed posts that have good continuity between them.

Choosing a consistent color tone can create a uniform visual impression in every post. Visual consistency in marketing through Instagram is important for a product to help create a strong product identity and have a distinctive character on the Instagram feed. Here, Facetology chooses bright colors like purple and white for their Instagram feed posts because these two colors have strong symbolic meanings. The color purple itself has a luxurious and elegant impression, which can attract consumers. Meanwhile, the color white symbolizes purity, cleanliness, and simplicity, making it a neutral color that can be combined with other colors. Therefore, the combination of purple and white can create a visually appealing contrast. The luxurious purple color, when paired with the clean white, can give an elegant and striking impression. In addition, Facetology also successfully arranged the layout of their photo and video posts with an attractive pattern that appears neat when viewed as a whole on the Instagram profile @facetologyofficial. In addition to shaping product identity and strong visual appeal, Facetology is capable of building a positive brand perception in the eyes of customers through consistent and aesthetically valuable content uploads. The presentation of the content found on the Instagram account @facetologyofficial includes various themes. Among them are product photos, and the product photos taken by Facetology are very detailed. They are very skilled at positioning the camera angle and selecting the right props so that the product looks appealing. In addition to product photos, the content on the @facetologyofficial account also includes information such as beauty tips, the ingredients used in the products, product usage tutorials, testimonials, and

interviews with random people regarding Facetology products. In the video interview content, it shows that there is a team from Facetology interviewing middle school students who are visiting the mall. They were asked whether they had ever used Facetology products, and what SPF was in the Facetology products? Then, if they can answer the question correctly, they will be given a product from Facetology as a reward. Looking at the video, it shows that they are very enthusiastic in responding to and answering questions from the Facetology team. The content is presented in both photo and video formats with the aim of attracting attention and trust from customers. Facetology is able to present a total of 51 pieces of content, including 28 reels and 23 images, over a period of 3 months from January 9 to April 5, 2024. The posting of this content each month is inconsistent; for example, in February, Facetology was able to present 23 pieces of content, while in March, they posted 14 pieces. In other months, they also presented 14 pieces of content. The more content they post, the more customers purchase Facetology products. Based on research, Facetology once presented 7 video reels and 5 image contents over the course of 1 week from February 20 to February 27, 2024. In one week, Facetology managed to achieve sales of 3.35 thousand sunscreen products sold through TikTok Shop. Meanwhile, Facetology also only posted 2 video reels and 3 image contents from March 2 to March 9, 2024, meaning the content presented was less than the previous week. Therefore, the sales results are also different; they managed to sell 2.72 thousand sunscreen products on TikTok Shop. This figure only accounts for the best-selling sunscreen products, not to mention the sales results of other Facetology products. Therefore, it has been clearly proven that content uploads also impact sales results.

Communication (Komunikasi) is a way to share information by listening, responding, and creating understanding through the development of messages to the audience. Facetology provides information about its products through posts in the form of photos or videos, which are then uploaded to stories, feeds, and reels. Photos or videos that are posted are also given captions and hashtags, and the captions used are usually to describe the product. In creating captions, Facetology has used engaging and informative vocabulary. Besides captions, hashtags are also very necessary in this social media marketing strategy because hashtags are keywords grouped under specific topics. Facetology uses hashtags as part of its marketing strategy by creating keywords that are easy for other users to find or search for. In each of its posts, hashtags related to the photos or videos being posted are included. For example, in that post, it describes the sunscreen product owned by Facetology, so the hashtags used are #Facetology, #MicellarMagic, #HydraCleanse, #TripleCare, #OneSwipeisAllitTakes, #BarudakFacetology, and others. The selection of hashtags for each content upload is usually adjusted according to the uploaded content, for example, when posting a micellar water product, the hashtags used are #MicellarMagic #HydraCleanse. Sometimes, the selection of hashtags also follows trending topics that are going viral, such as the hashtag #BarudakFacetology. This is used so that Instagram users who are looking for sunscreen through Instagram can be directed to the Instagram account @facetologyofficial, allowing users to become aware of Facetology products and subsequently purchase them.
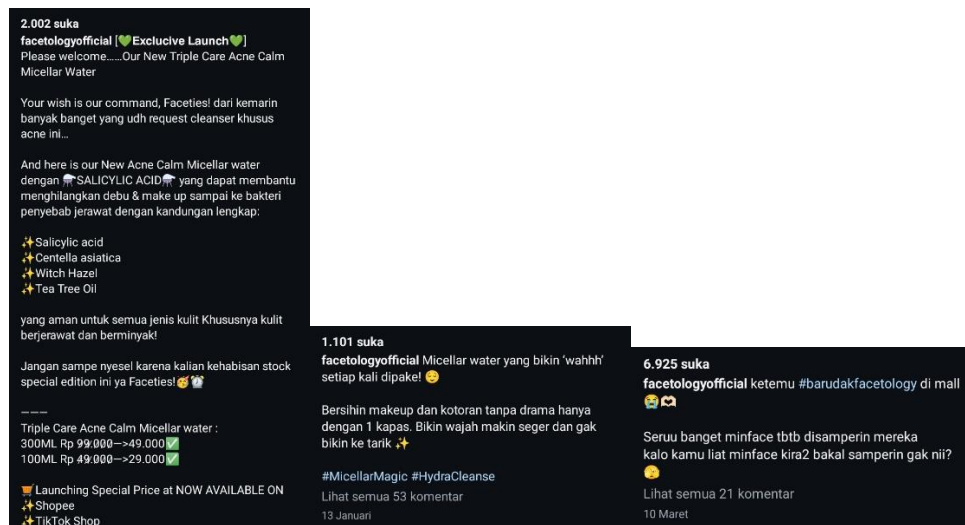
Image 3. Caption and Hashtags on Instagram Posts

Facetology most often uploads to Instagram stories in the form of photos containing descriptions of the uses, advantages, and invitations to purchase Facetology products. In story posts containing invitations to purchase Facetology products, they are usually directed to marketplaces like TikTok Shop or Shopee. For example, a video content informing about a promo of up to 50% is included, and the Instagram story contains a marketplace link so that consumers can be directly directed to TikTok Shop or Shopee, allowing them to purchase the product immediately. In addition to photos, Facetology often creates videos in the form of product reviews related to the type of product, the advantages of the product, and detailed instructions on how to use the product, explaining the texture of the Facetology product. The use of language on the Instagram account @facetologyofficial is in effective and easily understandable Indonesian, so that the followers can comprehend the content of the information conveyed. Not only through posts on their Instagram feed, they also create Q&A stories and repost tags from customers. The presence of good interaction and communication can provide feedback to each other. In this regard, Facetology is considered quite friendly and responsive in addressing its customers.
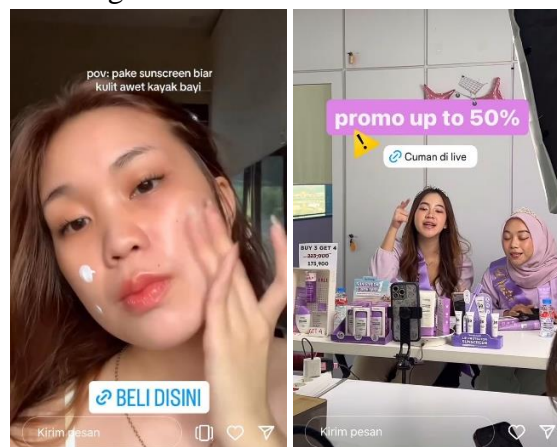

Image 4. Instagram Story content with a link to TikTok Shop

Image 5. Instagram Story About Q&A

Collaboration (Kolaborasi) is the cooperation carried out between companies and their users on social media to build better things more efficiently. Here, Facetology also collaborates with influencers to expand its market through endorsements. Influencers play a very important role in the purchasing decisions of beauty products among social media users. The influencer reviews beauty products by providing relevant information to customers and wrapping it in engaging content so that customers can obtain information related to the products being reviewed. In this case, to enhance and maintain customer trust, Facetolgy utilizes the Instagram highlight feature to save and publish honest reviews from influencers. The highlights on the Instagram account @facetologyofficial show that many influencers are involved in marketing the product. In the selection of influencers, Facetology here chooses influencers in the beauty field as well as trending influencers. For example, Tasya Farasya, Clarissa Putri, Dilla Jaidi, and Nanda Arsyinta are influencers who operate in the beauty field. In this case, beauty influencers will be more trusted by the audience because they have broader knowledge and insights in the fields of beauty, health, or self-development. Meanwhile, influencers like Fuji, Fadil Jaidi, Rachel Vennya, Cathleen, and Meyden are currently trending. Their goal in choosing trending influencers is to ensure that the Facetology product can be quickly delivered to the target audience. The collaboration with these influencers aims to expand the target market and make the product go viral on social media, thereby attracting consumers to the Facetology product.
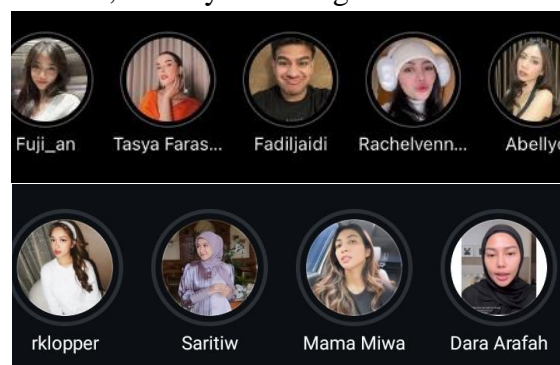
Image 6. Instagram Highlight @facetologyofficial

Connection (Koneksi) is about how to maintain relationships that have been established or built so that they become sustainable and even better, making users feel closer to the company. To build a good relationship, active interactions have been carried out as best as possible by Facetology with their customers. The admin of the Instagram account @facetologyofficial often creates

instastories that can engage with followers, such as Q&A sessions, polls, and more. Facetology also often responds to comments or direct messages very kindly and pleasantly, using Indonesian combined with expressive emoticons. For example, "My Facetology was confiscated :(, but whatever, there's not much left anyway." Then it was responded to by the Facetology admin with, "As long as it's returned again😉." That becomes a plus point because in that way, it makes the consumers feel valued and cared for. Interaction and communication are important factors that must be carried out so that they can build better relationships with customers through Instagram social media. With friendly, quick, and informative interactions, customers will feel engaged, valued, and attended to. This can also increase customer satisfaction and trust in a brand.
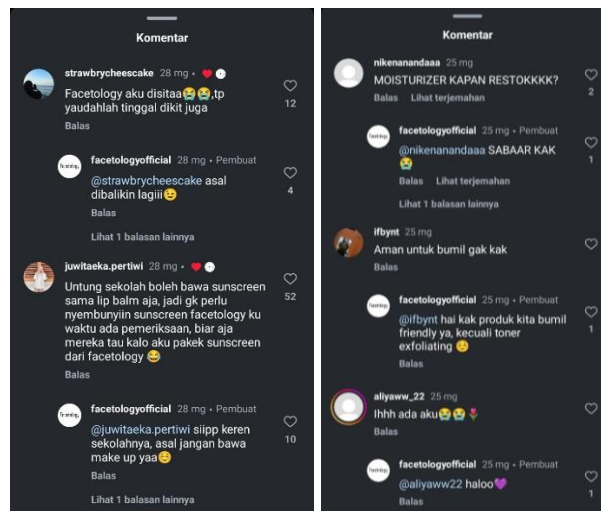
Image 7. Comments on Instagram Post

Repeatedly, Facetology products receive positive reviews from their customers. Among other things, they provided reviews about Facetology products because they have good quality. They like the aroma and texture that easily absorbs into the skin; the most praised products among them are sunscreen, micellar water, and acne serum. Customers also responded positively to the service provided by the Facetology team, appreciating the quick ordering and delivery process. They were very impressed with the friendliness and good interactions that had been offered. However, regarding the price of Facetology, there are pros and cons among customers here. Some people mention that the price of Facetology products is relatively expensive, while others say that the price is normal because it matches the quality of the product. However, even though some customers consider the price expensive, Facetology often holds massive discounts and new product giveaways, allowing customers to restock Facetology products during the discount period. The response can be seen from the comments as well as the highlights on Instagram. The Instagram highlights also show that many customers are making repeat purchases of Facetology products because they are satisfied with the results, which have proven to be of good quality, leading many customers to restock the products.

Figure 8. Discount and Giveaway Post

Figure 9. Highlights (Testimoni Atau Ulasan Dari Pelanggan)

Neti (2011) argues that social media marketing is an effort to use social media aimed at persuading consumers towards a company regarding the products or services marketed using social networks. Based on the research results above, it shows that social media marketing makes marketing activities easier and more practical. The efforts made by Facetology to persuade its customers can be seen on the Instagram account @facetologyofficial, which includes several indicators of social media marketing such as context, communication, collaboration, and connection. Context in Facetology shows that the content posted on Instagram Facetology's feeds or reels can attract the attention of customers. Then, there is communication that makes it easier for customers to obtain more in-depth information about what they want to know regarding Facetology. Next, the collaboration carried out by Facetology involves working with influencers through endorsements, which can expand the reach to their followers. Meanwhile, connection is about fostering closer relationships. Facetology itself is capable of building good connections by responding to comments and frequently holding large discounts and giveaways to create loyalty among its customers.

Conclusion

The conclusion of this research is that beauty products, especially those from local brands like Facetology, are currently in high demand among many circles. Facetology, which has been established since 2022, has successfully attracted consumer attention through its various beauty products such as sunscreen, micellar water, facial wash, toner, and more. Facetology's effective marketing strategy through the Instagram platform with the account @facetologyofficial, which has

more than 217 thousand followers, plays an important role in their success. The social media marketing used by the account @facetologyofficial applies the 4C indicators, which include context, communication, collaboration, and connection. Marketing through social media at Facetology uses a consistent and engaging visual context on its Instagram, utilizing photo and video features with themes and consistency in color tone selection on the Instagram feed to attract customer attention. Intensive marketing activities such as regular content uploads have proven to impact their product sales. The communication carried out by Facetology through photo and video posts, as well as captions, especially on the story feature, successfully provides clear and engaging information to consumers. The friendly and responsive interactions from their Instagram admin also help build good relationships with customers. Collaboration with well-known influencers such as Tasya Farasya, Fuji, Fadil Jaidi, and Rachel Vennya also expands market reach and increases consumer trust in Facetology products. In terms of connection, Facetology has successfully maintained good relationships with customers through active and responsive interactions, both through the comments section and direct messages. They also frequently hold discounts and giveaways to enhance customer loyalty. Overall, the marketing strategy through social media that includes strong visual context, effective communication, collaboration with influencers, and good connections with customers, has helped Facetology achieve success in marketing its beauty products.

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