



Instagram as a Branding and Advertising Tool in the Marketing of Drw Skincare at Rumah Cantik Cila

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Abstract

This study explores the role of Instagram as a central platform in the marketing strategy of DRW Skincare at Rumah Cantik Cila. In the digital era, social media has transformed from a communication tool into an effective marketing instrument capable of integrating targeting, branding, advertising, and social media management. Using a qualitative descriptive case study approach, this research analyzes how Rumah Cantik Cila leverages Instagram's features and management strategies to build brand awareness, expand market reach, and sustain customer engagement. Findings reveal that Instagram plays a pivotal role by offering professional account management, varied features such as feeds, stories, reels, live streaming, and paid advertising, as well as the ability to reach a broad audience across local and international markets. Figure 1 illustrates Instagram as a hub connecting social media management, varied features, and wide reach to the roles of both the owner and social media specialist. Figure 2 emphasizes the comprehensive integration of targeting, branding, advertising, and management into a cohesive marketing framework. Overall, Instagram enables Rumah Cantik Cila to not only increase sales but also foster brand loyalty through interactive and strategic engagement. This highlights Instagram's significance as a powerful digital marketing platform for small businesses in the beauty industry.

Keywords: *Company Profile; Communication; Public Relations; Strategic Branding*

Introduction

The role of social media in marketing strategies is increasingly becoming a major focus for many businesses (Herdiyani et al 2022). Social media, which was initially only used as a means of communication and social interaction, has now transformed into one of the most effective and efficient marketing tools (Alamsyah, 2023). One social media platform that stands out in this regard is Instagram. With its engaging visual features and ease of use, Instagram has become a very popular platform among the general public (Saputra 2023). The number of active Instagram users continues to increase every

year, making this platform a potential tool for marketers to reach a wider and more diverse audience (Firdaus & Putra 2023).

According to Ipsos (2018), Instagram has become a crucial platform for business activities. Through Instagram, Small and Medium Enterprises (SMEs) can more easily attract attention, interact with, and sell products to consumers than ever before. Data shows that 82% of businesses in Indonesia receive direct messages from customers every day. More than two-thirds of businesses (68%) strongly agree that Instagram helps them find new customers. Furthermore, 87% of them agree that their sales have increased thanks to Instagram (Ipsos 2018). The Instagram Stories feature also received positive feedback, with just under two-thirds (65%) of businesses strongly agreeing that it allows them to showcase their products or services from a new perspective. Sixty-three percent strongly agreed that they were able to build better relationships with customers through the communication features available on Instagram. Furthermore, 65% of businesses agreed that Instagram helps them develop new products based on customer feedback (Ipsos 2018).

Furthermore, through Instagram, companies can build brand image, increase consumer awareness, and encourage deeper interaction and engagement with customers (Watajdid 2021). According to a report by We Are Social, the number of Instagram users in Indonesia reached approximately 104.8 million as of October 2023. This figure places Indonesia as the country with the fourth-largest number of Instagram users in the world (Annur 2023). In today's digital era, the role of social media, especially Instagram, has become crucial as a marketing medium for various businesses, including the DRW Skincare beauty industry.

Rumah Cantik Cila, as the official distributor of DRW Skincare, faces the challenge of increasing brand visibility and reaching a wider audience. With Instagram's popularity as one of the most sought-after platforms, an effective marketing strategy on this platform is key to increasing sales and brand awareness. Utilizing Instagram as a primary tool in DRW Skincare's marketing campaign allows Rumah Cantik Cila to expand their market reach and develop an actively engaged community. Based on the background description, this study aims to explore how the use of Instagram can support DRW Skincare's marketing strategy at Rumah Cantik Cila.

No.	Data Name	Value
1	India	358.550.000
2	Amerika Serikat	158.450.000
3	Brasil	122.900.000
4	Indonesia	104.800.000
5	Turki	56.700.000
6	Jepang	54.950.000
7	Meksiko	45.800.000
8	Jerman	31.550.000
9	Inggris	31.300.000
10	Italia	28.900.000

Table 1. Countries with Instagram users

Literature Review

Communication is a vital tool in building and developing a business, and a key component for companies to survive in the industry and win the competition to achieve their goals. All promotional elements, known as the marketing mix, are at the core of marketing communications, where interactions occur between the organization and its target audience. In today's digital era, business competition is increasingly fierce and dynamic. To survive and compete with competitors, companies need an appropriate and effective marketing strategy. This strategy must include a deep understanding of

consumer behavior, the use of digital technology, and the ability to adapt to changing trends and market needs. The importance of communication in marketing extends beyond conveying information about products or services, but also to building strong and sustainable relationships with customers. This includes the use of various relevant and effective communication channels, such as social media, email marketing, and other digital content.

Marketing strategies are often used by companies to effectively reach the market through various communication methods to convey information about products and services. This strategy is a combination of communication planning and management to achieve established long-term goals. According to (Satriawan & Sari 2022). Marketing strategy involves developing messages designed to provide customers with information about a service or product (Satriawan & Sari 2022). Several studies on marketing strategies via Instagram have been conducted in previous studies, including: Aprilya (2017), with research results showing that the application of the 4P marketing mix in product marketing can effectively provide information and maintain relationships with customers (Aprilya 2017). Research, Sari & Lani (2022), marketing communication strategies on Instagram are carried out through advertising, sales promotions and responses to consumer complaints (Sari & Lani 2022).

Research, Made Resta Handika, Gede Sri Darma (2018) by using social media marketing, especially Instagram, can reduce costs in marketing costs and by utilizing influencers, it has a positive impact and can make visitors come back (Gede Sri Darma 2018). Penelitian, Kusuma & Sugandi (2018), Utilization of Instagram as a digital marketing communication media is carried out by utilizing photo and video features, comments, captions, location, hashtags, tagging and Instagram ads for social media maintenance, as well as followers and likes for social media endorsements (Kusuma & Sugandi 2018). Research by Mubarokah et al (2022) shows that the implementation of an integrated marketing communication strategy by utilizing Instagram social media is carried out through five elements, namely; advertising, direct marketing, promotion, interactive marketing, and Public Relations (Mubarokah et al 2022).

Marketing communication strategies play a crucial role in helping companies achieve their marketing objectives. By identifying the right market segments, creating compelling messages, selecting appropriate media, and adopting innovative approaches, companies can build a strong brand image and strengthen relationships with consumers. According to Oliver (2007), strategy is a means to achieve results related to an organization's goals and objectives. Therefore, strategy is the method or process an organization uses to achieve its mission (Oliver 2007). Thus, marketing communications is a way to influence customer perceptions of the products or services being sold. Marketing is a series of promotional processes carried out by organizations to communicate with customers and manage good relationships, thereby providing benefits to the organization and stakeholders (Sukoco, 2018).

Research Gap

Previous research has highlighted the importance of communication in building and developing businesses and the vital role of marketing strategy in the digital era. Some key findings from previous research are:

1. 4P Marketing Mix: Aprilya (2017) demonstrated that implementing the 4P marketing mix (Product, Price, Place, Promotion) is effective in providing information and maintaining relationships with customers.
2. Marketing Communication Strategy on Instagram: Sari & Lani (2022) found that marketing communication strategies through Instagram involve advertising, sales promotions, and responding to consumer complaints.

3. Cost Efficiency and Influencer Utilization: Made Resta Handika and Gede Sri Darma (2018) demonstrated that the use of social media marketing, particularly Instagram, can reduce marketing costs and leverage influencers to positively impact repeat visits.
4. Instagram Features for Marketing Communication: Kusuma & Sugandi (2018) demonstrated that Instagram is used as a digital marketing communication medium through features such as photos, videos, comments, captions, location, hashtags, tagging, and Instagram ads.
5. Integrated Marketing Communication Strategy: Mubarokah et al (2022) showed that the integrated marketing communication strategy through Instagram is carried out through five elements: advertising, direct marketing, promotion, interactive marketing, and Public Relations.

While these studies provide valuable insights into various aspects of social media marketing strategies, several gaps remain unanswered and require further explanation in the context of DRW Skincare's marketing strategy at Rumah Cantik Cila through Instagram:

1. Broad Skincare Product Specification: No research has specifically examined marketing strategies for skincare products that have a very broad market segment, ranging from 2-year-old babies to 70-year-old adults, as implemented by DRW Skincare at Rumah Cantik Cila.
2. Use of Instagram for International Market Expansion: While several studies have mentioned the use of Instagram for promotions, none have thoroughly examined how this platform can be used to reach international markets, as attempted by Rumah Cantik Cila.
3. Comprehensive Implementation of Targeting, Branding, and Advertising: While previous research has addressed each element of the marketing mix and marketing communications strategy separately, none has examined the implementation of a strategy that encompasses all key stages: targeting, branding, and advertising, in one holistic case study.

Methodology

This research uses a qualitative descriptive method with a case study approach. The focus of this research is the marketing communication strategy of DRW Skincare at Rumah Cantik Cila through Instagram. According to Creswell (2017), qualitative research methods develop dynamically through open-ended questions. In this context, data collected from interviews, observations, and audio-visual documentation are processed using textual analysis and are evocative in nature, where interpretation is made from the informant's perspective by identifying specific patterns. Data collection techniques in this study include observation, interviews, and documentation. The obtained data are then processed using Nvivo 12 Plus software through data reduction, data presentation, and conclusion drawing. The informants selected for this study are from the analysis subunit of the Rumah Cantik Cila marketing team. They include the owner of Rumah Cantik Cila and a social media specialist.

The case study approach allows researchers to gain a deeper understanding of how marketing communication strategies are implemented in this specific context. By using observation techniques, researchers can directly monitor marketing activities on Instagram. Interviews with the owner and social media specialist provide in-depth insights into strategies, challenges, and successes. Documentation, including analysis of content posted on Instagram, will provide a visual representation of how marketing messages are delivered and received by audiences. This approach will allow the research to generate a comprehensive understanding of the effectiveness of Instagram's use in supporting DRW Skincare's marketing efforts at Rumah Cantik Cila, as well as provide practical recommendations for other businesses seeking to optimize the use of social media in their marketing strategies.

Results And Discussion

Technology has revolutionized the way companies interact with customers and conduct their business. By adopting digital technology, companies can access richer customer data, automate marketing processes, and more accurately measure campaign effectiveness. Social media platforms, search engines, and analytics tools are some examples of technologies used to achieve more effective marketing goals. Technology enables companies to collect and analyze customer data in greater depth. This information can be used to identify trends, understand customer preferences, and develop more targeted marketing strategies.

In the competitive business world of the digital era, companies must be able to implement new technology-based marketing strategies to retain customers. Adopting new technologies can transform the organizational environment and enhance the company's ability to run its business. Marketing itself is a series of processes aimed at providing information and value to customers and managing relationships for the benefit of the organization. Rumah Cantik Cila, in its efforts to market DRW Skincare products, implemented a marketing strategy consisting of several main stages: targeting, branding, and advertising.

Targeting involves determining market segments for DRW Skincare products, taking into account consumer needs and preferences. According to the owner of Rumah Cantik Cila, these skincare products are designed not only to meet the skincare needs of adult men and women but are also safe for use on babies as young as 2 years old. A deep understanding of consumer preferences helps Rumah Cantik Cila develop effective targeting strategies. They can identify market segments based on demographic characteristics such as age and gender.

“DRW products can be used for ages from babies (2 years old) to 70 years old. For babies and all ages, we have snail cream that can help moisturize dry skin areas, such as those caused by diaper rash or other irritations. For ages 13 to 70, we offer a variety of skincare products tailored to each individual's skin condition. We also offer skincare for men” (Owner Interview).

By selecting the appropriate target market, Rumah Cantik Cila can direct their marketing efforts more effectively. They can adapt their marketing messages and promotional strategies to attract and meet the specific needs of each market segment they target. According to the social media specialist at Rumah Cantik Cila, DRW Skincare has the potential to reach target markets located far away, even across countries.

“The DRW Skincare we market can be seen even from remote locations, such as different cities, islands, or even different countries. So, our opportunity to reach potential customers is broader and more comprehensive. And this clearly helps me, Ka Cilla, and the work team, and I, and our hopes, to achieve our sales targets” (Interview with social media specialist).

In addition to targeting, Rumah Cantik Cila's marketing strategy also encompasses branding and advertising. According to the owner of Rumah Cantik Cila, as many as 70% of customers purchase DRW Skincare products because they learned about them through advertisements on their Instagram account. This underscores the importance of both strategies in building brand awareness and driving sales. Marketing strategies through social media, especially Instagram, play a crucial role in facilitating DRW Skincare's global market expansion.

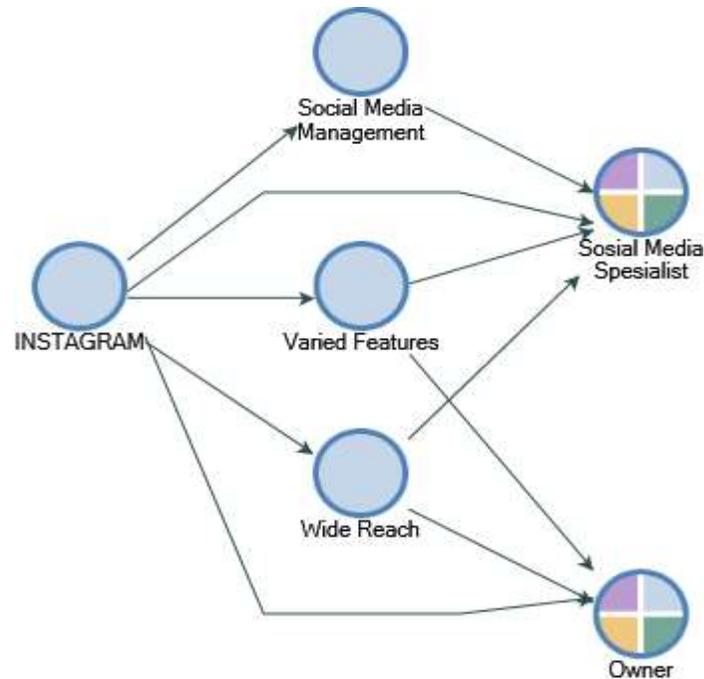


Figure 1. The Role of Instagram in DRW Skincare Marketing

Figure 1 illustrates the central role of Instagram in the marketing strategy of DRW Skincare at Rumah Cantik Cila, where the platform functions as the main hub connecting three key aspects: social media management, which involves professional account handling through content planning, post scheduling, customer interaction, and the use of analytics; varied features, which highlights the utilization of diverse tools such as feeds, stories, reels, live streaming, and paid advertisements to support creative and interactive promotions; and wide reach, which emphasizes Instagram's ability to connect with a broad audience both locally and internationally. These three aspects directly contribute to two main actors, namely the social media specialist, who manages communication strategies and content, and the owner, who monitors effectiveness and ensures alignment with sales targets. Thus, the figure underlines Instagram's function as a central platform that integrates management, features, and market reach to support marketing success.

According to the owner and social media specialist at Rumah Cantik Cila, Instagram plays a significant role in marketing DRW Skincare products. This platform not only offers a variety of features that can be utilized for marketing DRW Skincare products, but also has the ability to reach a broad market. This makes Instagram a highly effective tool in DRW Skincare's marketing strategy. Furthermore, according to the social media specialist, well-managed Instagram accounts can retain customers and build strong loyalty.

"I think Instagram is really helpful because it has many features that can help small businesses like ours grow, as long as they're willing to learn more. They also have comprehensive features, from business account settings to Instagram stories where we can insert purchase links or location information. They also have a feed where we can upload a complete range of products and educational resources. They even provide paid advertising to further expand awareness of the products and services we offer, one of which is DRW Skincare" (Interview with a social media specialist).

Instagram's role in marketing DRW Skincare at Rumah Cantik Cila is crucial. With various features that support marketing and the ability to reach a broad market, Instagram is a highly effective tool for building a brand, increasing sales, and retaining customers. Through strategic and interactive

account management, Rumah Cantik Cila is able to build strong relationships with customers and ensure the long-term success of DRW Skincare products.

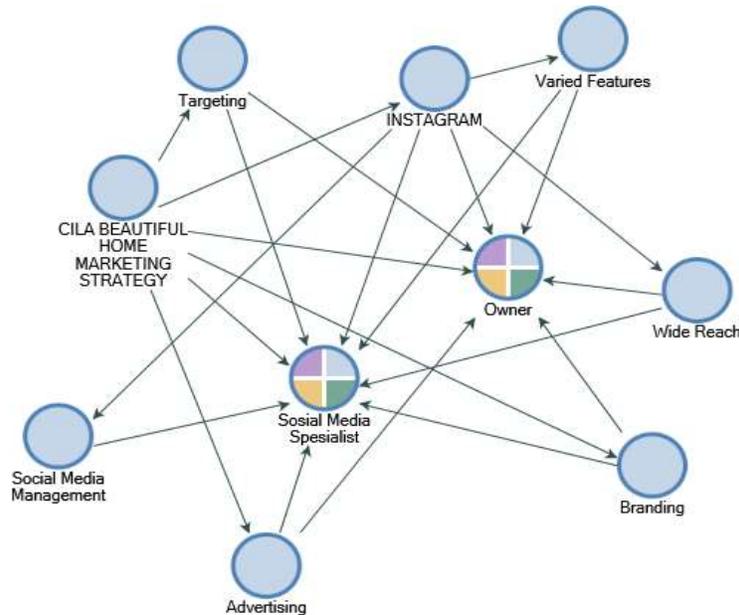


Figure 2. Cila Beautiful House Marketing Strategy

Figure 2 illustrates the comprehensive marketing strategy of Rumah Cantik Cila in promoting DRW Skincare through Instagram. At the core of this model lies the Cila Beautiful Home Marketing Strategy, which connects multiple strategic elements such as targeting, social media management, advertising, branding, and wide reach. All of these components are integrated through Instagram as the main platform.

The diagram shows that targeting serves to define the appropriate market segments, ensuring that DRW Skincare products are directed to audiences based on age, gender, and skincare needs. Social media management represents the systematic handling of the Instagram account, from planning and posting content to analyzing engagement data. Advertising highlights the role of Instagram Ads and promotional campaigns in boosting visibility, while branding emphasizes the construction of a strong and trustworthy identity for DRW Skincare. Meanwhile, wide reach underlines Instagram's ability to expand the customer base beyond local boundaries, reaching consumers across regions and even internationally.

Two key actors, the Social Media Specialist and the Owner, play central roles in this ecosystem. The specialist is responsible for implementing creative strategies, managing content, and maintaining interaction with followers, while the owner oversees the overall process, ensuring that every marketing activity aligns with business goals and sales targets. The interaction between these actors and strategic elements reflects a collaborative process where Instagram serves not just as a promotional tool, but as a dynamic medium that unites management, communication, and expansion. In summary, this figure demonstrates that the success of Rumah Cantik Cila's marketing strategy for DRW Skincare lies in its holistic approach, where Instagram connects various aspects of marketing into a cohesive system that sustains customer engagement, strengthens brand identity, and drives business growth.

Overall, Rumah Cantik Cila's marketing communications strategy relies heavily on Instagram. This platform not only allows them to reach a broad target market, including consumers outside the island and even abroad, but also offers a variety of features that can be tailored to marketing needs. By utilizing a combination of targeting, branding, and advertising strategies, Rumah Cantik Cila has successfully implemented a comprehensive approach to marketing DRW Skincare products.

Conclusion

The findings indicate that Instagram plays a central role in supporting the marketing strategy of DRW Skincare at Rumah Cantik Cila. Through the adoption of digital technology, Instagram functions not only as a communication medium but also as a strategic instrument that integrates various marketing elements, including targeting, branding, advertising, and social media management. With its diverse features such as feeds, stories, reels, live streaming, and paid advertisements Instagram enables Rumah Cantik Cila to reach a broad audience, extending beyond local boundaries to national and even international markets. Figure 1 illustrates how Instagram serves as the main hub connecting three essential aspects: professional social media management, the use of varied features, and the ability to achieve wide reach. These aspects directly support the performance of two main actors, the social media specialist and the owner, in achieving marketing objectives. Meanwhile, Figure 2 highlights the comprehensive nature of Rumah Cantik Cila's marketing strategy, where all components targeting, social media management, advertising, branding, and wide reach are interconnected through Instagram and collaboratively executed by both the specialist and the owner. In conclusion, Instagram functions as the primary platform that unifies the overall marketing strategy of Rumah Cantik Cila, enabling DRW Skincare to build a strong brand image, expand its market reach, and enhance both customer loyalty and sales performance in a sustainable manner.

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