PROMOTION STRATEGY ANALYSIS OF MAKE UP ARTIST @MAUDY. MAKEUP USING INSTAGRAM SOCIAL MEDIA

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Abstract. The growing demand for makeup services, making more and more business players. Competition is also tight, it takes special tips from the Make Up Artist (MUA) in order to survive the middle of the competition. Instagram is growing rapidly as technology progresses. Using the upload feature through photos and videos, Instagram is used by many businessmen of goods or services to become a business land. For the businessman who sees the opportunity will not miss it, for example is Maudy Make Up Artist (MUA) who utilize Instagram as one of the promotional media for his business. This research aims to determine the analysis of the promotion strategy conducted by MUA @maudy. Makeup by using Instagram social media. The research methods used were qualitative research with descriptive research studies. Data is obtained through observation and interviews. The results of this study are in this study showing IMC a role in communicating the message that wants to be delivered @maudy. Makeup to audiences or Instagram users, especially to women as @maudy. Makeup targets. A promotional strategy conducted by Maudy make up artist that @maudy. Makeup in promotion on Instagram account @maudy. Makeup is by applying the promotional mix component i.e. advertising, direct marketing, interactive marketing, sales promotion, relationship and personal sales.

Keywords: Instagram, Make Up Artist, promotion

INTRODUCTION

Maudy Make Up Artist (MUA) is a makeup service domiciled in Semarang and its surroundings. Instagram social media is used @maudy. Makeup as a promotional medium in order to increase earnings through promotions made on an Instagram account @maudy. Makeup.

Maudy Make Up Artist (MUA) is a business Which is engaged in the service, his services are makeup artist or makeup in Semarang. Maudy Make Up Artist (MUA) has served many customers in Semarang and outside the city of Semarang. The Make up offered is graduation, party, pre wedding, wedding, fashion. The Target market is all women. Although it does not yet have a high flying clock, @maudy. Makeup has already dared to open a makeup course for the
Want to learn make up or want to be a Make Up Artist (MUA). It is expected to open up opportunities for entrepreneurship that will be wide open.

The development of information and communication technology increasingly affects human life. One of the media that has been loved by many Indonesians is social media. Various activities and communication became easier with the presence of social media. In the daily life of socialization, education, business, or others, it is undeniable that social media presence is very much needed. Among the various social media that exist, the media that is currently popular is Instagram.

As for the formulation of research problems is how the promotion strategies make up artist @maudy. Makeup using social media Instagram? The goal to be achieved in this study is to find out the promotion strategy of @maudy makeup artist by using Instagram social media.

**LITERATURE REVIEW OR RESEARCH BACKGROUND**

**Integrated Marketing Communication (IMC)**

According to Terence A. Shimp, IMC or integrated marketing communications is a communication process that requires the planning, creation, integration, and implementation of various forms of marketing communication (advertising, sales promotion, publicity Release, events, etc.) Delivered from time to time to customers or prospective customers. IMC aims to influence indirectly or directly the behavior of audiences that target marketing communications. IMC considers all touchpoints, or contact sources, which consumers or prospective consumers have as a message delivery channel using all communication methods relevant to consumers or prospective consumers.

A. Promotion Mix

Michael L. Ray, defines the promotion as a coordination of all the salespeople's efforts to build various. Information channels and persuasion to sell goods and services or introduce an idea). To achieve the purpose of communication organization or company, the basic instrument used is promotional mix.

1) Advertising (Advertising)

Advertising is any form of non-personal communication about an organization, product, service, or idea paid for by that sponsor involving mass media (TV, radio, newspaper) that can send messages to a public audience. Same time. One of the best known forms of promotion and discussed by someone is advertising. For companies that produce goods and services, advertising becomes a very important promotional instrument, this is due to the possibility of its wide range of power.

2) Direct Marketing (Direct Marketing)

Direct marketing is a company or organization's effort to Communicate directly with potential customers with the intent to elicit a response so that a sales transaction occurs. Direct response advertising is one of the most
important instruments in direct marketing. Direct response ads are a product promoted through the media to encourage consumers to purchase products directly.

3) Interactive Marketing (Interactive/Internet Marketing)
With the advancement of communication technology allows the communication to be interactive through the mass media (Internet), especially through the World Wide Web (WWW) facilities. The internet serves as a promotional medium, and the Internet is seen as a self-contained marketing communication instrument. The Internet is an effective way to communicate with consumers because of its interactivity.

4) Sales Promotion (sales promotion)
Sales promotion is divided into two parts, namely the promotion of consumer sales and sales promotion of trade. If a consumer sales pitch means to consumers the end user of an item or service that includes providing coupons, product samples, discounted prices, sweepstakes, contests and so on. If the promotion of trade sales means intended for merchants such as distributors or retailers. This form of promotion is the provision of promotional funds, product selling prices, trade shows and so on that aims to encourage the trader to promote the product.

5) Public relations
According to Frank Jefkins, public relation is something that summarizes the entire planned communication, whether it be in or out of an organization with all its Achieving specific objectives based on understanding. In essence, the activities are expected to emerge as a positive change.

6) Personal Selling
Personal selling is a direct form of communication between a salesperson and a prospective buyer. Sellers will attempt to persuade potential buyers to buy their products by making direct contact, either face-to-face or through Instagram has a number of features, including photo upload (photo upload), photo Title (caption), mentions, comment, hashtag.

**METHODOLOGY**

The type of research that researchers will use is qualitative descriptive. Researchers use this method because researchers want to explain how the promotion strategy is done by Maudy makeup through social media Instagram. Data sources are obtained from secondary data and primary data. Data collection techniques are conducted with interviews, observations and documentation. In this research, to analyze data is done through data reduction and data quality is done by triangulation test.

**RESULT AND DISCUSSION**

@maudy Makeup Analysis of MUA Promotion Strategy

Maudy makeup artist has carried out some activities that are in the
promotion mix which includes advertising, direct marketing, interactive marketing, sales promotion, public relations (public relations), and personal sales (personalselling). But in practice, there are several elements that been done in a fragmentary time. With this IMC aims to achieve more effective marketing communication. Below is the explanation as follows:

1. Advertising (Advertising)
   With @maudy activities. This makeup advertises on Instagram pay to convey, promote, inform about make up services to Instagram users. This includes promotional strategies due to @maudy. Makeup Strive to Introduce her services to Instagram users to be known by many people.

2. Direct Marketing
   In this case direct marketing is done maudy with the aim to create followers @maudy. Makeup knows her services, which are done @maudy. Makeup through direct marketing on Instagram's social media is to often create instastory on Instagram, so that when @maudy. Makeup upload Instastory then followers will see the instastory with the intention of raising responses from the Followesnya. The promotion strategy is included in the direct response advertising instrument, because with uploads in the feed or in the story it will lead to comments of the followers if it appeals to the followers.

3. Interactive/Internet Marketing
   In this case Maudy does not have a website, when it should be if people who do not know about Instagram will open a website to find out what is needed. But with no website on Instagram, Maudy made a feed with Interesting by using the feature that is on Instagram is with the trick three photos once uploaded photos, in addition Maudy always create instastory in Instagram instastory features to convey information or just entertain the Followersnya. It proves that the features on Instagram can be used for promotional strategies.

4. Sales Promotion
   In this case Maudy hold a contest or commonly called a giveaway, give away this is a prize challenge that if you want to win it must follow the terms and conditions made by @maudy. Makeup. Usually the condition of give away is every one participant should invite three friends to follow giveaway from the @maudy. Makeup make. It is a strategy that applies maudy that hopefully can increase sales

5. Publications/Public Relations
   Maudy's strategy is to often provide complete information in the feed or instastory Instagram, usually @maudy. Makeup will provide information about the make up. Thus, the followers will always pay attention to instastory or feeds from @maudy. Makeup that often gives information. That is how @maudy. Makeup builds good relationship with the customer.

6. Personal Selling
   Doesn't list prices for each photo
   Because Maudy expect the occurrence of conversation between customers and @maudy. Makeup via contact to the price list questions. In addition the price can go up and down depending on circumstances and conditions.
It is a strategy @maudy. Makeup to be able to involve direct contact Between Maudy and the customer. Malalui the interaction, Maudy will see the response or response from the customer.

CONCLUSION

Based on the results of studies that have been done on the analysis of promotion strategies make up artist @maudy. Makeup by using Instagram the author can conclude that make up artist @maudy. Makeup using social media Instagram as a media Promotion because offered by Maudy is a make-up service. Then the right strategy to promote its services is through photos. Instagram is rated effectively and efficiently to introduce its services because Instagram is a medium to share a photograph.

In this study shows IMC plays a role in communicating the message you want to convey @maudy. Makeup to audiences or Instagram users, especially against women as @maudy. Makeup targets. Maudy's promotional strategy Make up artist that @maudy. Makeup in promotion on Instagram account @maudy. Makeup is by applying the promotional mix component that is advertising (A d v e rtis in g), direct marketing (direct marketing), interactive marketing (interactive marketing), promotion (sales promotion), public relations (public relations), and personal selling.

All these promotional strategies use Instagram features such as instastory, photo uploads, captions, hashtags, tags, comments, and the most frequently used are instastory and photo uploads. With these features, @maudy. Makeup can promote her services through Instagram because social media is considered to be the most powerful media to promote a business. IMC activities conducted @maudy. Makeup by applying a promotional mix is quite successful, but still need some improvement in other promotional activities such as direct marketing and personal sales are still has not been done @maudy. Makeup to the fullest. Hopefully Maudy make up artist is also more active in advertising his services in addition to Instagram.

Researchers suggested to Maudy to add a promotional strategy by not only using Instagram social media, but more broadly that is suppose to create content on YouTube, so it will attract more consumers and expand Its target market. Using social media will change with the advancement of Technology and one of the nature of the audience is to follow the era, then should Maudy follow the attitude of the target market and prepare to always renew the promotion strategy in the future. Preferably in subsequent research to study to continue quantitative research.

BIODATA

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