

## ABSTRACT

### ***Packaging Marketing Communication Messages on Instagram Media Regarding Beauty and Lifestyle Content (Quantitative Content Analysis on the Instagram Account @clozetteid Period March 2023 - October 2024)***

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Digital marketing communication is the use of digital technology, online platforms, and electronic media to convey marketing messages to target audiences. The purpose of this study was to describe the message themes, message characteristics, and forms of digital marketing communication messages regarding beauty and style content on the Instagram account @clozetteid for the period March 2023-October 2024. This research method is quantitative descriptive with constructivism paradigm. The unit of analysis of the study is digital marketing communication content, namely content that has a message to inform, persuade, and remind consumers either directly or indirectly about products and brands on the Instagram account @clozetteid regarding beauty and lifestyle in the period March 2023-October 2024. The results of the study showed that the nature of the message that appeared the most in the beauty & lifestyle content of the Clozette Instagram account was a persuasive message with 69 contents (51%). This shows that the content is intended to encourage purchases through call-to-action, and is informative for product education, its use, and its benefits. Then in the second indicator, the message conveyed in the most message themes appearing in the beauty & lifestyle content of the Clozette Instagram account is the Aspiration and Beliefs theme with 28 contents (21%). The content is intended to provide motivation such as ideals and beliefs held by the audience. The message conveyed arouses aspirations with positive messages or encouragement to achieve greater goals. Finally, in the third indicator, the message conveyed in the most message forms appearing in the beauty & lifestyle content of the Clozette Instagram account is the Carousel form with 83 contents (62%). Content with this form is intended to create interesting content and convey structured information to the audience.

**Keywords:** Communication, Digital Marketing, Beauty, Lifestyle, Instagram.

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