

## ABSTRACT

### ***Packaging Promotional Content for Hair care on Ellips Instagram Account (Quantitative Content Analysis of Hair care Promotional Content on Instagram @ellips\_haircare from July 2023 to December 2024)***

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The Instagram account @ellips\_haircare is utilized by the Ellips haircare brand to communicate with its audience through engaging content packaging. This study aims to analyze the promotional content packaging strategies employed by Ellips on their Instagram account during the period from July 2023 to December 2024. The method used is quantitative content analysis, with Holsti's formula applied to measure data reliability, involving two coders. A total of 195 relevant posts were analyzed to evaluate elements of the promotion mix (Advertising, Sales Promotion, Public Relations, Personal Selling, Direct Marketing), message style (Soft Selling, Hard Selling), content type (Entertain, Educate, Inspire, Convince), and content format (Single Image, Carousel, Video/Reels). The results show that the most dominant promotional mix elements were Personal Selling (37%) and Public Relations (33%), while Direct Marketing (7%) was the least utilized. In terms of message style, Soft Selling (77%) was more frequently used than Hard Selling (23%). The most used content type was Educate (35%), followed by Entertain (34%), while Inspire (17%) and Convince (14%) appeared less frequently. Regarding content format, Single Images (38%) were used most often, followed by Video/Reels (32%) and Carousels (30%). This research reveals that @ellips\_haircare prioritizes content that builds emotional connection with its audience, educates consumers about the product, and encourages audience action either through purchase or participation in promotional campaigns.

**Keywords:** Ellips, Instagram, Promotion mix, Content Packaging, Quantitative Content Analysis.

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