ABSTRACT

The Effect Of Beauty All Ways Campaign Message On Igtv On Women's Confidence In Jakarta

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Competition between make-up brands in Indonesia is quite tight because it involves local and international brands in the market competition. The ability to create breakthrough digital marketing campaigns is a demand for every brand. Make Over as a local brand tries to make a marketing campaign breakthrough with the type of ideologically or cause oriented campaigns. The campaign in the form of a video that is broadcast through Igtv relies on the power of messages that encourage women to be more confident. Therefore, this study aims to see the effect of the Beauty All Ways campaign message on the self-confidence of women in Jakarta. This study uses a positivist paradigm with a quantitative approach. The main theory that underlies this research is the Elaboration Likelihood Model and the concept of campaign messages from Cutlip. The results showed a positive correlation with r count 0.874 and the effect of campaign messages on self-confidence showed 76.4%. The research hypothesis proves that Ho is rejected and Ha is accepted, there is an effect of the message of the Beauty All Ways campaign on Igtv on the self-confidence of women in Jakarta. Based on these findings, it can be concluded that the elaboration likelihood model theory applies in this case, especially regarding the process of receiving messages through the central route. In variable X, the dominant dimension is credibility and the less dominant is continuity. In variable Y, the dominant dimension is rational and the less dominant is optimistic.