

## ABSTRACT

### ***Instagram Content Message Presentation @Azarinecosmeticofficial Between Local Brand Ambassadors and International (Qualitative Content Analysis of Local and International Brand Ambassador Content for the Period February 2023 – September 2023)***

Berliana Siti Zahra<sup>1)</sup>, Fasya Syifa Mutma, S.I.Kom., M.I.Kom.<sup>2)</sup>

<sup>1)</sup> Student of Communication Science Department, Universitas Pembangunan Jaya

<sup>2)</sup> Lecturer of Communication Science Department, Universitas Pembangunan Jaya

*This research departs from the existence phenomenon of the emergence of the use of Brand Ambassadors as representatives of a brand. This research aims to analyze differences in the presentation of @AzarineCosmeticOfficial Instagram content messages between local and international brand ambassadors in the period February 2023 to September 2023. Qualitative content analysis methods are used to examine the type of message conveyed, writing style, type of content posted, and interactions with user. Data was collected from Instagram posts posted by Azarine Cosmetic's local and international brand ambassadors during the specified period. The analysis results show significant differences in message packaging strategies between local and international brand ambassadors. Local brand ambassadors tend to use more locally oriented language and content, while international brand ambassadors tend to adopt a more global style. The implications of these findings can provide valuable insights for Azarine Cosmetic in developing more effective content marketing strategies in local and international markets.*

**Keywords:** Message packaging, Instagram content, Brand ambassador, Qualitative content analysis, Azarine Cosmetic.

Libraries : 45

Publication Years : 2014 – 2024