

ABSTRACT

DIVERSITY MARKETING ASPECTS IN BEAUTY BRAND CAMPAIGN CONTENT ON INSTAGRAM

(Quantitative Content Analysis on the Comparison of BLP Beauty Brand Campaigns "#BeAdored and DearMe Beauty #BeautyBeyondLabels for the Period January - December 2023)

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BLP Beauty and DearMe Beauty are Indonesian beauty brands that raise the theme of diversity in marketing their products through social media. One of the social media used by BLP Beauty and DearMe Beauty to disseminate information on diversity aspects is Instagram. This study aims to determine the aspects of diversity marketing in the digital marketing campaigns of BLP Beauty and DearMe Beauty on Instagram. This study uses a positive paradigm with a quantitative content analysis method. The main concepts in the study include diversity marketing, digital marketing, types of content and forms of messages. The results of this study are diversity marketing that stands out in both brands, namely gender and appearance aspects. The gender aspect stands out in BLP Beauty content, namely 75%, this is related to BLP Beauty's message that beauty is a right for everyone. In DearMe Beauty, the dominant aspect that appears is the appearance aspect, namely 77%, this is related to the visuals that use female and male models and DearMe Beauty's message that beauty is universal. The main content type of both brands is reels, with a percentage of BLP Beauty content of 64% and DearMe Beauty 58%, this is related to high interest in interesting and interactive visual content. The prominent message form in both brands is informative, the percentage of BLP Beauty content is 67% and DearMe Beauty is 68%, this is related to the desire of both brands to attract the attention of audiences looking for information and facts about beauty products. It can be concluded that both brands use aspects of diversity marketing, namely gender, race, personal habits and appearance. The types of content presented are carousels and reels. The form of the message packaged is informative and persuasive, in accordance with the goals of both brands that support diversity in the context of beauty in Indonesia.

Keywords: Diversity Marketing, BLP Beauty, Dearme Beauty, Online Campaign, Instagram

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