

E-Promotion Techniques for Make-Up Artist Services Via Instagram (Tyzaptan Study in Rantepao, North Toraja)

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Abstract

This research aims to analyze the e-promotion techniques carried out by Tyzaptan via Instagram. The research method used is qualitative research with a content analysis approach and the main data source in this research is Instagram. The findings in this research are that the promotional techniques used by Tyzaptan are social media techniques, especially Instagram. This social media technique contains advertising, publicity and sales promotions for the services or goods offered. Promotion is carried out by displaying a portfolio of services that have been provided on their Instagram account.

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1. INTRODUCTION

Rapid technology Information influences the marketing process of a business, which was initially face to face, becoming screen to face, which is called internet marketing (e-marketing). The internet delivers business opportunities to connect to the global internet network in order to market their products or services more quickly and consumers can see their products and services directly without having to wait long. Internet users, especially social media are increasing increase every the day which is supported by increasingly innovative cell phone providers, so that initially The marketing system carried out conventionally through pamphlets, brochures, magazines and newspapers is starting to change online. This trend is caused by the fact that information about the goods and services needed can be obtained easily via internet facilities. Apart from that, consumers can save time and be more practical in making purchases due to routines in this digital era. According to Wikstrom and Wigno in Moriansyah, La (2015), use of social media as a marketing communication tool not only using the internet and technology, but must use a communication strategy that is right on target. Marketing communications is the process of disseminating information about the company and the products offered to the target market. Marketing communication is integrated into a dialogue between sellers and buyers that is more personalized, customer-oriented and technology-driven. (Tjiptono and Chandra, 2017). Instagram users have increased since its inception, namely from 2010 to 2024. Driven by the Stories feature, signing up via the Web and other update features, Instagram's growth rate is getting faster. This increase in active Instagram users has made business activists start marketing their products and services on Instagram social media because they can directly upload visuals of the products or services they want to market. Shifting marketing to social media this one gave rise to new phenomenon in marketing communication strategies via the internet, in this case social media. The make-up artist services business is growing rapidly along with the

development of human routines, so that this business is being pursued by many business people. Previously it was only done conventionally, namely through word of mouth, advertising both in print media and radio, but now this business is starting to use Instagram to market its make-up services to consumers. Instagram is considered as one of the effective new marketing communication media which is considered capable of bridging marketing communications from business owners to consumers.

According to Kotler (2010), marketing via online media is in demand because it has several benefits for consumers. Purchasing online is convenient, customers don't have to struggle with traffic, look for parking, and walk from store to store and consumers can order goods 24 hours a day from anywhere and at any time. Apart from that, according to Kotler, online purchasing is interactive and immediate, that is, buyers can interact with the seller's website to find information and then place an order on the spot. This shows that currently some people are comfortable shopping online because it can be accessed easily and without hassle. (Lestari, 2015).

This research focuses on make-up services, because the development of this business is very rapid, marked by the increasing number of make-up business people every year. Based on this, the researcher's question in this research is how to use the E-Promotion Technique for Makeup Artist Services via Instagram (Tyzaptan Study in Rantepao, North Toraja).

Based on this question, researchers then carried out promotional techniques carried out by Tyzaptan in the posting component on Instagram which encouraged interaction between users and followers of the account. The components to be looked at are the types of photos/images and videos posted on the account.

2. RESEARCH METHOD

This research uses qualitative research with a content analysis approach model. Instagram is the main data source for analyzing this research. The account that is the object of this research is the Tyzaptan Instagram social media account, which provides makeup artist services in the Rantepao area, North Toraja. The population in this research is in the form of photos uploaded by Tyzaptan's account had 134 photos posted from December 4 2019 to October 31 2024 with a total of 8,651 followers. Apart from making observations on posted photos, researchers also conducted interviews to tyzaptan owner to dig deeper into the purpose of promotional techniques in the photos/images posted.

3. RESULTS AND DISCUSSION

a. Tyzaptan Account Profile

Tyzaptan was founded by Tisa Pabutungan, 26 years old, located on Jalan Serang Depan Lorong 5. This service business was founded at the end of 2019 with initial capital of IDR 1,000,000 with a fee charged for each service issued of IDR 150,000. Tisa started promoting her make-up services via Instagram (IG) on December 4 2019 with the account name "tyzaptan" as seen in Figure 1. The reason for using IG to promote her services is because she can meet and interact directly with consumers by posting photos and videos of activities that have been carried out and goods that are ready to be sold. The make-up artist team consists of 7 people selected from the best students from the

private course classes offered. Tyzaptan account followers are 8,651 people, contact person numbers who can be contacted via WhatsApp (WA) specifically for orders or booking questions about service rates, business owner accounts and offline Tyzaptan addresses. Initially, the make-up services offered were only in the form of make-up parties, graduations because the target customers were only their closest friends, but currently the services/goods offered are more diverse, including:

1. Party/graduation/farewell make-up at a rate of IDR 350,000.
2. Pre-wedding make-up at a rate of Rp. 1,500,000 for make-up services only, Rp. 6,000,000 for make-up and photography services.
3. Wedding make-up is priced at IDR 10,000,000 for North Toraja and an additional IDR 2,000,000 for areas outside North Toraja.
4. Make-up application fee is IDR 750,000.
5. Private Course services amounting to IDR 2,500,000 per three meetings.

b. Tyzaptan Makeup Artist Promotion Techniques

The promotional technique used by Tyzaptan is a social media technique, namely the social media it has is designed to interact with consumers in a two-way and interactive manner. Social media is an online media where users can easily participate, share and create content including blogs, social networks, wikis, forums and virtual worlds (Hidayatullah, 2016). This social media changes the pattern of information dissemination through internet technology, which takes the form of a social media monologue (from many audiences to many audiences). In interacting with consumers/followers, chels.makeupaartist uses highlight media, Instagram stories and photo/video posts. Tyzaptan social media techniques contain:

- 1) Advertising (advertising), which is in the form of information or messages conveyed to followers with the aim of introducing, inviting and persuading followers to use the MUA services offered,
- 2) Encouraging publicity to influence consumers in image building strategies, branding strategies and expanding marketing,
- 3) Sales promotion. Sales promotion has activities in the form of trade exhibitions, contests, samples, trade incentives and coupons (Simamora, 2007).

In this case, Tyzaptan carries out sales promotions in the form of posting portfolios of makeup artist services, give away promotions, pre-wedding promotions, activity promotions in collaboration with one of the event organizers, etc. Through Instagram, Tyzaptan provides a visual concept that encourages his services to be seen by many people and Tyzaptan utilizes the beauty of the content in posted photos which will make his followers decide to use his services. Tyzaptan utilizes existing media on Instagram, such as highlights, Instagram stories and photo/video posts. There are 85 highlights/highlights in the Tyzaptan account consisting of promotions regarding availability, the beauty class process, private make up class activities, graduation party make up promotions, applications. Pre-wedding and wedding, make-up artist team consisting of 7 people, rules for booking make-up services. For instastories carried out by Tyzaptan's account usually takes the form of 134 posts, photos/images posted by Tyzaptan from 04 December 2019 to 31 October 2024. Of the total posts there are

134 posts about Tyzaptan activities, while the remaining 85 are highlights about before/after activities carried out by the owner of tyzaptan. The 134 posts consist of:

1. Implementation of beauty class activities (6 posts).
2. Customer testimonials (90 posts). The purpose of displaying testimonials in posts on this account is so that consumers, in this case account followers, know that the results of the makeup services provided have provided satisfaction for their customers, so that in the end followers are attracted to using makeup services from Tyzaptan.
3. The portfolio of make-up service results is deliberately displayed on Instagram accounts so that followers can see directly the results of make-up services from Tyzaptan and promotions can reach consumers/followers more quickly and they can directly compare the results of make-up services with other make-up service accounts that post make-up service portfolios. they... Apart from that, the aim of this portfolio is also to provide an image in the minds of consumers that the results of makeup are very good and can make consumers more beautiful and confident
4. Pre-wedding promotions collaborate with First Studio which offers pre-wedding packages by adding information in the caption

Consumers who respond to each post, whether photos or videos of Tyzaptan service activities, do not respond directly to each post, but they respond via WhatsApp or direct message on Instagram. Consumer responses to posts made by Tyzaptan usually consist of asking about prices for both services and products being sold and even booking make-up services. Apart from that, they provide customer testimonials through direct media such as WA and IG stories or post make-up results from Tyzaptan in the personal accounts of the consumers concerned, such as pictures. The results of the interviews revealed that consumers who had Using Tyzaptan makeup services usually provides testimonials and makes repeated use of the service. This proves that tyzaptan has promotional techniques that are quite effective in attracting consumer attention and provide services in accordance with consumer desires.

5. CONCLUSIONS

Based on the research results, the conclusion of this research is that Tyzaptan has a promotional technique in the form of using Instagram media namely through insta stories in the form of consumer testimonials, through highlights/highlights consisting of the results of makeup services, rules for booking makeup services, beauty classes and private makeup classes, and posting photos and videos in the form of portfolios of makeup service results, implementation of beauty class activities, advertisements for the opening of private classes and beauty classes, promotions for the opening of beauty classes, promotions for pre-wedding services. Tyzaptan uses Instagram as a medium to promote himself either collectively or individually. Tyzaptan promotes by broadcasting his portfolio on his Instagram account.

6. SUGGESTION

The use of technology is very effective in entrepreneurship, one of which is the use of social media, for example Instagram, with this technology we can create techniques so that the business we are working on can be known to outsiders and increase the visibility of makeup services on Instagram and expand the reach of clients.

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