

Digital Marketing Communication on Azarine Cosmetic Social Media Accounts with Lee Min Ho as Brand Ambassador

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ABSTRACT

Facing the brisk advancement of technology in digital marketing communications, brands are currently faced with strengths in terms of promotion. How they choose brand ambassadors who can represent their brand should not be done haphazardly because when the brand cannot represent the brand, what happens is a failure. Azarine Cosmetic chose Lee Min Ho as a brand ambassador who can represent their brand. Marketing that focuses on social media with target consumers which will later produce royal and loyal consumers. This study uses qualitative research to find that digital marketing communications used by Azarine Cosmetic are effective and can reach potential consumers who ultimately make purchases of the products they produce. Digital marketing communications play an important role in conveying the message the brand wants to convey through posts that are uploaded through various platforms.

1. INTRODUCTION

Data from We Are Social reveals that social media users in Indonesia have grown by 12.6 percent or 21 million people between 2021 and 2022. half of the country's population. It can be seen that the large number of social media users cannot be separated from people's dependence on their cell phones. With such a large user base, social media platforms have become a strategic space for promoting facial care products, which currently target both women and men.

The current marketing process that uses the internet more than other media is considered to make it easy for consumers to obtain the goods they want. It can be seen that the social media platform that is currently the prima donna is Instagram (Sa'diya 2017). Instagram allows its users to share various photos, videos and even has reels, namely videos that last more than one minute. Having posts and displays from an online store that are packaged in an attractive way can provide stimulation to other Instagram users. It is undeniable, humans will usually be more visually attracted first. Basically, humans are visual creatures. We cannot deny that visual displays are far more interesting than text in simplifying complex material. Likewise, its application in social media in the process of platform used to convey information.

The existence of visual stimulation raises one's perception of the brand. The use of celebrity endorsers is the best strategy that is often used at this time considering that celebrities already have their own large fans. Another strategy is to provide attractive prices, provide special offers, good service and the best quality can increase the number of sales of a product so as to make consumers more interested.

Pulling back, the history of Korean dramas or what is commonly abbreviated as K-Drama is Endless Love which aired in 2003. Slowly but surely Korean dramas shifted the popularity of Taiwanese and Chinese dramas which aired first. Hallyu is a Chinese description that simply convert to the "Korean wave". The term is a collective term used to refer to the growing phenomenon of

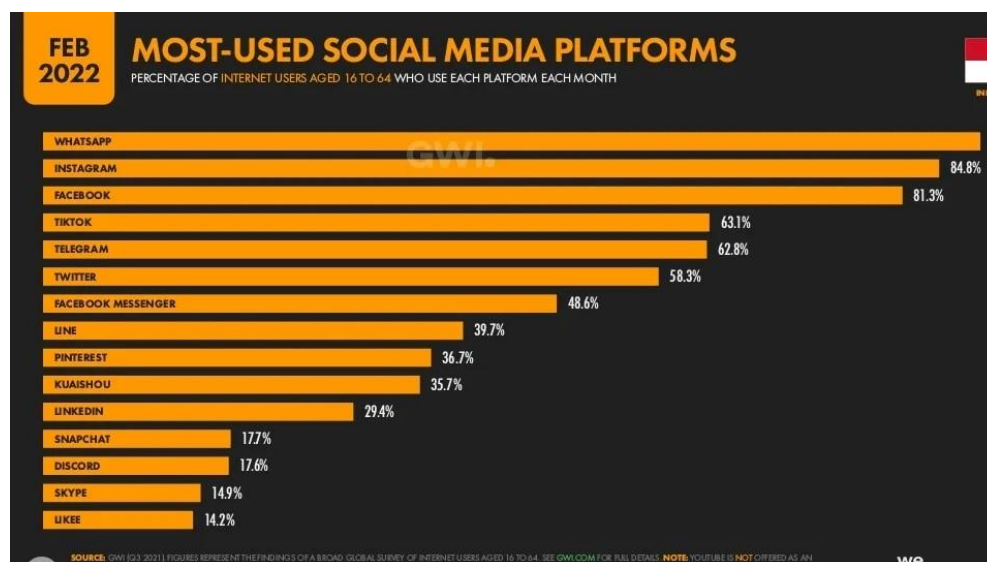
Korean culture and popular culture which carry everything from music to movies to television series to Korean food. The Korean wave is increasingly widespread, especially during the Covid-19 pandemic which forced many people to do their activities at home. As entertainment in times of boredom, Korean dramas are an attractive choice. Many even ended up becoming fans of Korean dramas during the pandemic.

The South Korean entertainment industry gained international recognition in 2020 through the film Parasite. From the film Parasite, South Korea won an Oscar award which resulted in South Korea being increasingly recognized by the international public (Pulver, 2019). The South Korean film industry establish to develop well as Hallyu was continuously developed. The South Korean government initiate to advance Hallyu in the 1990s for the needs of national economic recovery at that time which eventually continued to grow and become global today (Yong & Yoon, 2017).

Mkwizu (2019) revealed the implementation of a marketing strategy through digital marketing which prioritizes the use of electronic media to popularize products or services to consumers with the aim of attracting consumers and enabling two-way interaction through digital media.

Returning to marketing communications is the core of how companies can utilize a strategy, planning, implementation and evaluation in maintaining and developing companies in the business world (Reza, 2016). Meanwhile, according to Kotler and Keller (2008: 172) marketing communication is aid by which business actors try to provide information, sway, seduce and admonish consumers directly or indirectly about the products and brands they sell. Thus, marketing communications have a very critical role in communicating everything about the product.

Tuen in Nasrullah (2015: 160) states that the companionship of the internet can provide a new virtual climate for existing marketing practices. The presence of social media in marketing in today's digital era can be seen from two sides, namely the producer side and the side of social media users. From the producer side, social media can offer assortments of content. The content produced is not only in the form of text but also audio, visual and audio-visual combinations.



Picture 1. Most-used social media platforms in Indonesia (<https://hootsuite.com/research/social-trends>)

From the picture above, we can see that Instagram social media users in Indonesia are quite high. 84.8% of Indonesia's population has an Instagram social media account which has caused many manufacturers to switch to promoting their products through this social media.

One manufacturer that has taken advantage of the Korean wave and Instagram is Azarine Cosmetic. Azarine Cosmetic is a local beauty brand originating from Surabaya, East Java. Founded in 2002, initially Azarine was known as a brand that provides spa and salon care products, but in 2015 Cella Vanessa Tjahyanto as co-owner of her brother Brian Lazuardi Tjahyanto tried to rebrand and make various breakthroughs so that now Azarine Cosmetic has successfully become a beauty brand. local which is taken into account in the homeland.

In 2022, Azarine Cosmetic has made many new breakthroughs that have succeeded in capturing attention in Indonesia. One way is to hook Lee Min Ho, one of the best and most expensive actors in South Korea, as a brand ambassador. It can be admitted that this is a bold move considering Lee Min

Ho's popularity not only in Indonesia and South Korea but also in the world. Pamudyaning and Mudiantono (2016) provide opinions about celebrities which are believed to be one of the supporting factors that provide a psychological influence that can influence consumer attitudes and beliefs about products. Celebrities will behave or act as speakers, liaisons and intermediaries in an advertisement to introduce a product or service to consumers so that the use of celebrities is considered as a representation of product identity.

2. LITERATURE STUDY

The purpose of this study is to see how big the impact Instagram is as a digital marketing communication medium with Lee Min Ho as the brand ambassador for Azarine Cosmetic skincare products. Social media widely used by marketers to reach larger consumers, especially teenagers and adults. When we talk about social media, of course we will see a lot of young people who spend time surfing the internet both to find information, communicate with other people and see certain product promotions.

3. METHOD

Research is one of the important parts of a knowledge that plays an important role in the development of science. Through research, we can understand why something can happen, the factors behind it to how the result is created. Basrowi and Suwandi (2008: 2) spoken that through qualitative research, researchers can identify subjects, feel what research subjects experience in everyday life and can enter into research in more depth. Researchers will understand more about the context with the situation and ambience of natural experience according to what is being studied. Every observed phenomenon is something unique, different from the others because one context will automatically differ from one another. Setiawan and Anggito (2018) explain that the purpose of qualitative research can be seen from: (1) depiction of research objects that can be interpreted and described and then provide narration so that people who read our research can get a complete and perfect picture. The description of the object in this case can be in the form of events, the social interaction of the researcher with the object under study and so on. (2) Revealing the meaning behind the phenomenon; Researchers can explore phenomena and then find facts through in-depth interviews and full observation because when they have studied the object under study, it will be easier to find facts that have been hidden and cannot be explained through numbers. (3) Explaining the phenomena that occur as a whole; phenomena that appear outside are sometimes different from what actually happened and sometimes even different from what is the purpose or essence of the problem being studied so that there needs to be a detailed, complete and detailed explanation.

Qualitative research can be described as research that has the intention of being able to understand what phenomena are experienced by those being studied, for example regarding perceptions, motivations, underlying actions and any behaviors that appear in the research holistically and describe them in the form of words and language. natural and involve various natural methods (Moleong, 2017).

Creswell (2008) explains that there are several specific stages of qualitative research (1) problem identification; A researcher must be able to start looking at the problem to be studied. (2) literature reviews; at this stage the researcher must be able to find materials and reading sources regarding the phenomenon to be studied which will later provide novelty from his research which of course will be different from previous research. (3) determine research objectives; researchers must be able to identify what the main purpose of their research is and focus on that so as not to stray from the research. (4) data collection; researchers must be able to determine the selection of potential objects or participants who can later be actively involved in research. (5) data analysis and interpretation skills; after all the data is obtained, the next stage is to analyze and interpret so as to produce new ideas or theories. (6) reporting; the researcher then makes a report on the results of his research using a descriptive model because research with qualitative methods requires an extensive description in his report and of course must position the reader to be involved in the research being made.

4. RESULTS AND DISCUSSION

Promotion is an important and mandatory thing to do in developing a business, to increase the brand image of a product circulating in society and to maintain the existence of the product in the market.

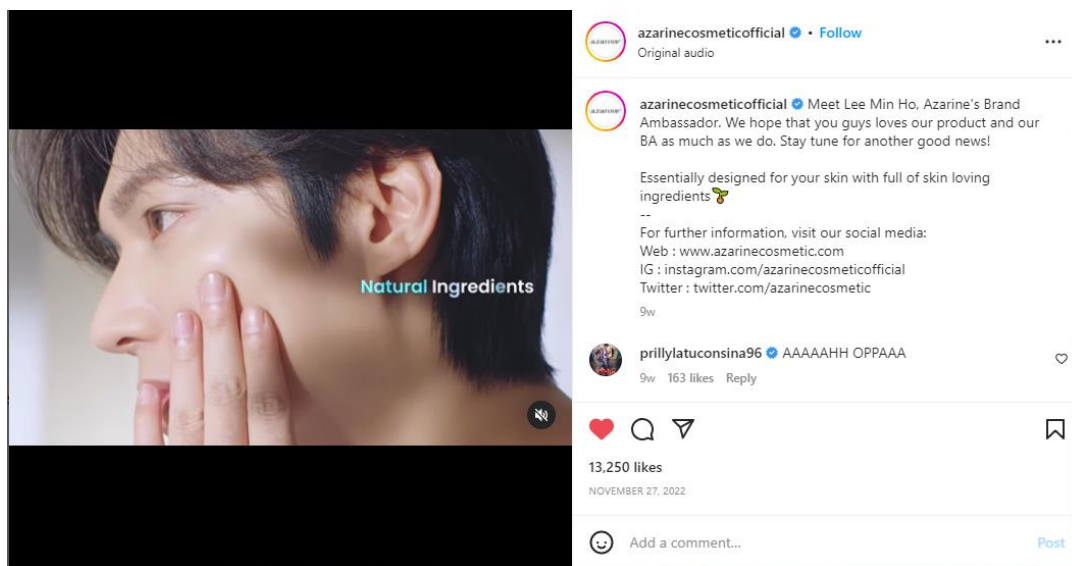
Good digital marketing communication includes promotion as an absolute obligation for manufacturers to make consumers remember their brand and of course make purchases. In line with the rapid development of technology, the strategies undertaken are of course also experiencing developments. If in the past we only watched on television, now promotions are more sophisticated through social media.

South Korea cleverly built their image in the eyes of the world through Hallyu. The massive spread of South Korean culture through the entertainment world has created Korean fever everywhere. The Korean fever arose because many fans preferred Korean drama shows and Korean music over dramas or music created by domestic artists which were massively carried out by the internet. The history of the Hallyu wave that began in the 1990s where dramas and films became icons that contributed greatly to a wide audience. Hallyu has several cultural dissemination content including films, television dramas, music and fashion.

Tresnawati and Prasetyo (2018) revealed that in digital marketing there are at least four benefits of digital marketing in boost a business along with preserving on promotion costs, as a means of increasing sales, saving on production costs and being a good liaison tool with consumers.

Digital marketing communication describes the integration of annotation between marketing communications and digital marketing, namely an instrument and procedure in which producers or business actors provide information persuasively with the aim of persuading and reminding consumers about the products and services they sell through digital media such as the internet and social media. Kusuma and Sugandi, (2019). Social media is one of the media used to convey marketing aims and objectives of producers more broadly to consumers. Consumers are easier to reach through social media because currently people prefer surfing activities in cyberspace rather than watching television or listening to the radio.

Brand are able to communicate more intensely with consumers through social media, therefore a company's comments column is usually open to the public for the purpose of conveying consumer opinions, it can even be a means to make complaints regarding products if something is felt to be lacking.



Picture 2. Azarine Cosmetic Instagram with Lee Min Ho as brand ambassador (Instagram: @azarinecosmeticofficial)

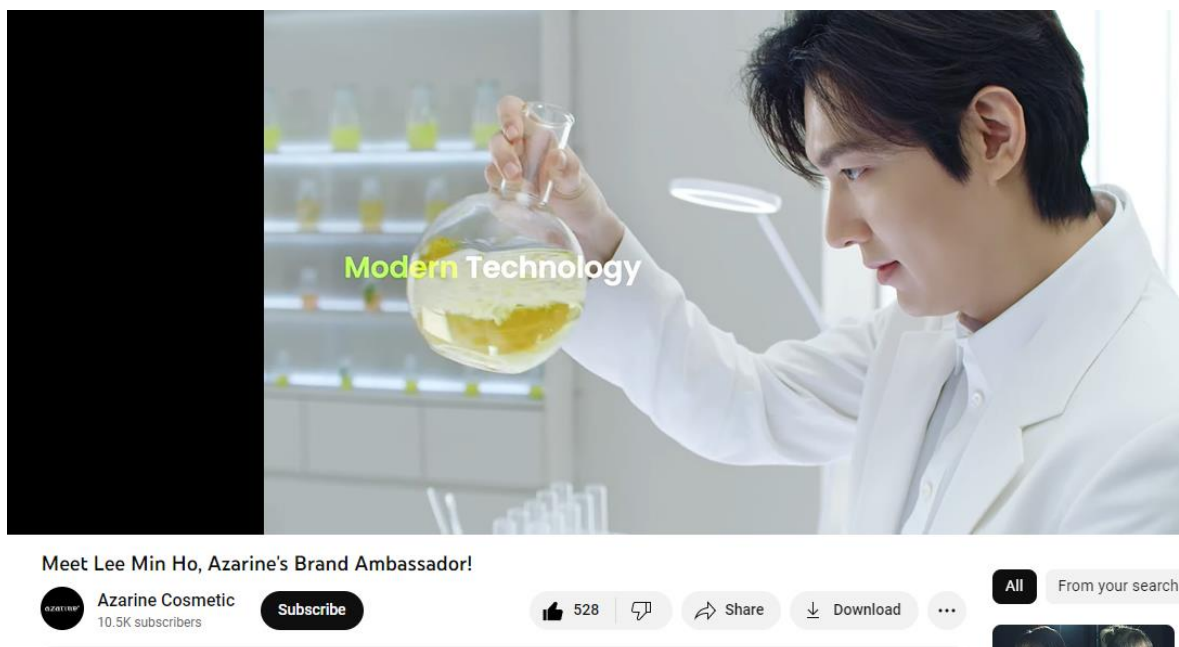
Simultaneously it can be seen that many social media users share "likes" on the post which indicates that many are interested and excited about Lee Min Ho who was introduced as Azarine Cosmetic's newest brand ambassador and even Indonesian artists like Prily Latuconsina were also seen commenting on the post indicating Azarine Cosmetic is right in collaborating with Lee Min Ho as their brand ambassador.

Azarine Cosmetic applies social media as a digital marketing communication that is right on target because before it is applied they first conduct an analysis of the problems being faced and also analyze target consumers so that they can reach consumers directly and then formulate goals in order to increase consumer loyalty to Azarine Cosmetic products that are they offer. The selection of brand ambassadors

also cannot be underestimated. By selecting Lee Min Ho, who is the best-selling Korean actors today and using vigorous promotions through social media, using digital posters and promotional videos for Lee Min Ho, Azarine Cosmetic has received special attention from consumers, especially big fans of this talented actor.

Instagram has now developed into a platform that allows users to create a visual identity for their business (Untari & Fajariana, 2018); (Mizanie & Irwansya, 2019). In marketing communications, Instagram plays a role as a medium for online business as well as aspects that can affect consumer trust (Banjarsari & Saputro, 2018). In the era of modern globalization, manufacturers cannot just sit idly by and use conventional media, they must do everything in their power and effort to market their products, one of which is to use Instagram to highlight their competitive advantage in a very tight competitive market, especially skincare products which are currently incredibly fast growing. Indonesian consumers who are increasingly paying attention to their appearance also cannot be ruled out. With this, producers must be more prepared in competition.

Instagram, YouTube and Twitter are social media networks utilized by Azarine Cosmetics because these three platforms are the most frequently used by consumers and fans of Lee Min Ho. Manufacturers can post information to be disseminated. At the implementation stage, Azarine Cosmetic took power of the appearance that were already available on the three social media to benefit in carrying out digital marketing communications.



Picture 3. Azarine Cosmetic YouTube account
(YouTube: Azarine Cosmetic)

Azarine Cosmetic uses digital posters which are then given sentences or captions that contain complete information about the messages they want to convey in their Instagram posts. In addition, they also use Instagram reels which can include videos with a longer duration with a wider reach. Furthermore, through YouTube, producers can promote through videos which are then uploaded in the hope of reaching even further. Twitter is used because it feels closer to those who are fans of Lee Min Ho and the massive thing created by Twitter is different from Instagram and YouTube. These three media have features that can create two-way communication between producers and their target consumers and potential customers by replying to each other or commenting on messages or videos that they have posted on these pages.



Picture 4. Azarine Cosmetic Twitter account (Twitter: @AzarineCosmetic)

We can see that Azarine Cosmetic applies three basic principles. The first is to attract attention; by using Lee Min Ho as a brand ambassador they can attract the attention of the prospective consumers they are aiming for. In social media, attention must be paid to how published content can attract the attention of social media users to observe the content and absorb the information conveyed by producers through the content being shared. The second is please the eye; so that information can be conveyed properly, promotions must be pleasing to the eye and visually pleasing. The third is convey the message; the visualization of content on social media has been made very well to attract attention and spoil the eye but cannot convey the information which is the main goal of course it will be in vain, therefore the message must be clear and focused so that it is effective in delivery.

Brand ambassadors revealed have two uniqueness, the first is their credibility and the second is the attractiveness they display. Credibility refers to how brand ambassadors communicate what the brand wants to dispatch through them and how consumers can read the messages they dispatch. If the brand ambassador they use have good credibility, never have problems, then they can turn their interest into a process of wanting to use the brand through a psychological process commonly referred to as the internalization process. Meanwhile attractiveness rehearse to how they can attract the attention of consumers, ranging from physically handsome or beautiful to other aspects such as intelligence, lifestyle, characteristics and others (Shimp & Andrews, 2018).

Based on the research that has been done above regarding digital marketing communication that has been carried out by the Azarine Cosmetic social media account with brand ambassador Lee Min Ho, it was found that the promotion that is currently underway has received quite good and perfect attention. Proving that consumers are attracted by the effect that Lee Min Ho has caused is quite large. Many of them who initially did not use this product started using it because they were attracted by the brand ambassadors they featured. Consumers were initially curious about the brand ambassador that Azarine Cosmetic would use, and when it was launched, they became even more implicated because they use Lee Min Ho, who has no doubt about his exploits in the South Korean entertainment world. Lee Min Ho, who has good credibility with the various drama titles and films he has starred in, is of course a special attraction for consumers who are also his fanatical fans.

5. CONCLUSION

The hasty advancement of technology has many impacts, including positive and negative, especially on the skincare industry in Indonesia. Product marketing methods have also undergone many changes from conventional to more modern. Changes in the concept and method of marketing products certainly bring many changes in the way of marketing products or services. Marketing of skincare products concluded social media using Instagram, YouTube and Twitter is currently considered more effective in attracting potential consumers and potential customers. Consumers who have used Azarine Cosmetics from the start will certainly be more interested when they see Lee Min Ho as a brand ambassador, even for potential consumers who are fans of the best-selling actor in South Korea. In this case digital marketing communications play an important role in conveying the message the brand wants to convey through posts that are uploaded through various platforms.

Suggestions for further research, it is hoped that other researchers can develop even more indicators used in this research, of course this is done in order to get better and more accurate results and can be used as a research reference.

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