

CHAPTER I

INTRODUCTION

1.1 Background of the Study

In this rapidly evolving digital age, the pattern of communication between brands and consumers has undergone a significant transformation. The emergence of social media has changed the landscape of marketing communication from a one-way approach to a more interactive and personalized one. Platforms such as Instagram no longer serve merely as promotional tools but have become strategic spaces for brands to build emotional connections with their audience in real-time and directly. In the highly competitive beauty industry, the right communication strategy is key to a brand's success in capturing consumer attention, particularly among teenagers and young adults who are active on social media. Therefore, it is important to understand how local brands like Emina leverage visual appeal and storytelling to convey promotional messages through digital platforms, especially Instagram.

Instagram, one of the most prominent visual social media platforms, is characterized by its creative image- and video-based content. With features such as feeds, reels, stories, and live, Instagram gives brands the flexibility to deliver engaging and emotionally consumable messages. Instagram is the second most popular platform in Indonesia, with more than 80 million monthly active users, the majority of whom are 18-25 years old an age group that is also the main target of the skincare market.

In the beauty industry, especially skincare, strong visual representations and narratives greatly influence consumer perceptions and decisions (Utami & Ardyana, 2020). Local brands such as Emina, which is under PT Paragon Technology and Innovation, have succeeded in creating a communication approach that suits the characteristics of teenagers: cheerful, light, and relatable to everyday life (Hasanah, 2021).

However, previous research on Instagram based marketing communication has predominantly focused on quantitative analysis, such as engagement rates and

purchase intentions, while qualitative studies that explore communication strategies through textual and visual content analysis remain limited (Rahmawati, 2021; Rosalia, 2025). This indicates an academic gap in understanding how communication strategies are constructed and conveyed through Instagram content.

Therefore, the AIDA model is considered appropriate for this study because it provides a systematic framework for analyzing how Instagram content is strategically designed to guide audiences from initial exposure to engagement and action through visual and verbal communication elements. In this context, the AIDA (Attention, Interest, Desire, Action) model serves as a relevant and applicable conceptual framework for examining how marketing communication strategies are constructed on social media platforms. The AIDA model explains the psychological stages experienced by consumers, from first being exposed to a message to finally taking action, such as purchasing a product or following a brand account. Through this approach, this study aims to systematically examine how Emina's Instagram content attracts audience attention, builds interest, creates desire for skincare products, and ultimately encourages real actions from consumers in the form of digital interactions and purchasing decisions.

In terms of contribution, this study offers both theoretical and practical value. Theoretically, it contributes to the development of digital marketing communication studies by extending the application of the AIDA model into a qualitative, indicator-based content-analysis framework for Instagram, an area that remains underexplored compared to quantitative, engagement-based studies (Rahmawati, 2021; Rosalia, 2025). By operationalizing Attention, Interest, Desire, and Action into concrete visual, message, and language-style indicators, this research fills the research gap concerning how communication strategies are constructed and interpreted at the content level, rather than merely measured through engagement metrics. Practically, the findings are expected to provide local skincare brands, digital marketers, and content strategists with an evidence-based reference for designing Instagram content that more effectively guides audiences through each stage of the AIDA process, particularly in strengthening

the still-underdeveloped Interest and Desire stages identified in this study.

1.2 Formulation of the Problem

Considering the background, the present study focuses on two problem formulations, as follows:

1. How are Emina's skincare communication strategy on Instagram structured based on the AIDA (Attention, Interest, Desire, Action) model?
2. How do the indicators of visual, message, and language style at each stage of the AIDA model shape audience engagement toward Emina's skincare content on Instagram?

1.3 Limitations of the Problem

This research only analyzes @eminacosmetics Instagram content from November 2025 to February 2026 and focuses on skincare promotions that are carried out organically. The research does not include paid advertising, platform algorithms, or interviews with consumers.

This research only analyzes the Instagram content of @eminacosmetics during the period of November 2025 to February 2026, focusing specifically on the promotion of skincare products through organic content (excluding paid advertisements). Aspects such as sponsored ads, platform algorithms, and direct interviews with consumers are excluded due to limited access and the study's focus on content analysis as the primary research method.

These limitations are established based on the following logical reasons: (1) Paid advertisements involve internal data and strategic mechanisms that are not publicly accessible and are often temporary and inconsistently displayed in the feed; (2) Instagram's algorithm is a closed and complex system that cannot be directly observed by external researchers; and (3) Consumer interviews require a different methodological approach and ethical procedures that do not align with the main focus of this study, which is the analysis of visual and verbal content. Therefore, by focusing solely on organic content, this research can be conducted more deeply, consistently, and within the available time and resources.

1.4 Purpose of the Study

Based on the formulation of the problem above, the purpose of this research are as follows:

1. To analyze Emina's brand communication strategies on Instagram based on AIDA.
2. To identify the indicators of visual, message, and language style at each stage of the AIDA model that shape audience engagement toward Emina's skincare content on Instagram.

1.5 Significances of the Study

1. Theoretical Benefits

This research is expected to contribute to the development of communication science, especially in the realm of digital marketing communication. By using the AIDA model as an analytical framework, this research offers a deeper understanding of how cosmetic brands utilize Instagram to deliver persuasive promotional messages to young audiences who have high digital literacy. In addition, this research also enriches the academic literature related to visual content-based marketing communication and qualitative approaches.

2. Practical Benefits

Practically, this research can be a reference for brands such as Emina in developing more relevant and effective digital communication strategies. By understanding how communication elements such as messages, visuals, and language styles affect audience interest, companies can design more targeted campaigns. This research can also be utilized by content creators, digital marketers, and social media strategists who target teenage consumers.