

THE ROLE OF INFLUENCER IN SHAPING AUDIENCE ENGAGEMENT AND INTERACTION OF SKINTIFIC INSTAGRAM ACCOUNT

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ABSTRACT

This study aimed to analyze the marketing communication strategy implemented by Skintific Indonesia through influencer marketing on Instagram and examined how influencer marketing generated audience engagement. This research employed a descriptive qualitative approach using non-participatory observation, documentation, and supporting data from Social Blade. The analysis focused on ten Instagram influencer posts promoting Skintific products by examining marketing communication strategies and audience engagement indicators. The findings showed that Skintific collaborated with influencers from diverse backgrounds who produced authentic, informative, and relatable content through personal experiences, product demonstrations, and before-and-after results. This strategy enhanced the credibility of promotional messages and encouraged positive audience responses, reflected in high engagement through likes, comments, shares, and views. Audience interactions also demonstrated product interest, experience sharing, and purchase intentions, while the brand strengthened engagement by responding to audience inquiries. Overall, influencer marketing proved to be an effective marketing communication strategy for increasing product awareness, strengthening consumer trust, and generating audience engagement on Instagram.

Keywords: *marketing communication strategy, influencer marketing, Instagram, audience engagement, Skintific Indonesia.*