

AN ANALYSIS OF EMINA’S BRAND COMMUNICATION STRATEGY IN PROMOTING SKINCARE PRODUCTS ON INSTAGRAM

Name : Winda Sri Devika
Reg. Number : 5504221073
Advisor : Aswandi, M.Pd., CICS

ABSTRACT

The rapid growth of social media has made Instagram an important platform for skincare brands to promote products and engage consumers. Emina, one of Indonesia's leading local skincare brands, actively uses Instagram to strengthen its brand communication. This study analyzes Emina's brand communication strategy in promoting skincare products on Instagram using the AIDA (Attention, Interest, Desire, Action) model. A descriptive qualitative approach with content analysis was employed. Data consisted of 39 organic promotional posts from the official Instagram account @eminacosmetics, published between November 2025 and February 2026, collected through observation and documentation, and analyzed with a coding sheet based on the AIDA framework. Findings show Emina systematically applies the AIDA model, with Attention as the most dominant stage, followed by Interest, Desire, and Action, delivered through educational content, persuasive messages, and clear calls to action. The study contributes to digital marketing communication research and offers practical insights for effective Instagram strategies.

Keywords: Communication Strategy; AIDA Model; Instagram; Skincare Brand; Content Analysis.