

MS Glow For Men: Digital Marketing Strategy on Men's Facial Care Products

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Abstract. Technological developments over the last few years have led to a strategy transformation from conventional to online. This digital marketing strategy is carried out by many local and traditional companies because they do not believe it is more effective than traditional marketing activities, such as using brochures and catalogs. Various products have started to take advantage of digital marketing strategies, including MS Glow men's facial care products. The method used in this research is content analysis of Krippendorff on Instagram @ during the period January 1, 2021 to January 31, 2021. The conclusion of this research are more to do with promotions that highlight information about MS Glow For Men and the benefits of using MS Glow For Men.

Keywords: MS Glow For Men; Digital Marketing Strategy; Men's Facial Care; Instagram; Content Analysis.

I. INTRODUCTION

The Internet has brought about a very significant change in the various aspects that exist in human life, especially in doing business [1]. Business is an activity carried out by individuals or groups of organizations engaged in the sale, production, distribution, purchase or exchange of goods/services with the aim of obtaining profit or profit [2].

Technological developments in the internet age are driving change in many aspects of the day, one of which is a change in the consumer behavior of Indonesians who prefer more immediate and practical things [3], which in turn escalates the online shopping model. We Are Social data showed that the percentage of Indonesian people who bought online goods and services reached 41 per cent in 2017, up 15 per cent from the previous year [4].

Digital business is a company that uses technology as a marketing activity that is carried out electronically via the Internet. Digital marketing is said to be side-by-side E-commerce marketing, which consists of the communication work of the company, promote, and sell goods/services on the Internet.

Digital Marketing is the process and cause of a mix of daily barriers [5], [6]. It is a broad term that refers to advertising using both offline and online marketing channels. If there are not widely available and comprehensive training courses in digital marketing, almost every field will be highly demanded [7]. Digital marketing requires a unique set of knowledge, and a person with a classical degree of marketing is not able to run digital campaigns sufficiently, so organizations mainly outsource digital marketing to agencies or do so independently and often with major mistakes [8].

The digital marketing strategy plays an important role in promoting the product. The entire digital marketing strategy, either in its planning, implementation, or evaluation, has its own uniqueness. It has shown that the digital marketing strategy has been well managed within the company [9]. Companies must implement strategies to improve the quality of their products [10].

Social media marketing has had a significant impact on brand image and brand trust. In addition, brand trust and brand image have had a significant impact on the purchase intention [11]. Factors that influence the behavior of the men consumer purchase of skin care products in Suwon, South Korea consisting of Normative Influences and

Attitudes for Applying Skin Care. While factors that influence the consumer behavior of men in Bandung, Indonesia consists of Beliefs in Attributes Product Aspect, Self-Image Aspect and Aging Effects [12], one of the facial care products is MS Glow For Men.



Figure 1. MS Glow For Men Products

Source: [13]

MS Glow For Men is a skincare brightening package today for men specially formulated for Indonesian men, which contains active ingredients that make men look cleaner and fresher every time. MS Glow for Men has become the mainstay of all Indonesian men [14]. MS Glow For Men has basic skincare product variants for men's skin care needs. Its products are Energizer Facial Wash, Power Serum, Energy Bright Cream, and Sunscreen Spray [15].

Cosmetic products have, for the most part, been related to women for years, since the cosmetics industry offered the product in terms of beauty and feminine. Nowadays, however, the situation has changed, and men are more aware and concerned about their self-appearance from younger to older ages about the importance of beauty, boyish charm and fitness that separates the market for men consumers. Youthful and charming looks are attached to their thinking, which would allow them to strengthen their trust and reputation in the workplace [16].

This situation gives the manufacturers of this skincare industry a great opportunity, as men consumers in the cosmetics market are on the rise. The percentage is high in western countries and is growing rapidly in developing countries [17].

For both men and women, having flawless and bright skin is seen as a particularly important mark of beauty in Indonesia, as in three other Asian countries, since fair-haired beauty is often shown on TV shows and magazine covers and enhanced through social media. Young country and the internet-savvy population. Men consumer is increasingly on the radar of cosmetics companies all over the world, and in Indonesia this market segment is just a starting point [11].

Based on this background, the formulation of the problem in this study is how the digital marketing strategy carried out by MS Glow For Men on Instagram?

II. RESEARCH METHODOLOGY

The method used in this research is the content analysis chosen to describe the aspects and characteristics of the post content. Content analysis is a systematic method for evaluating the content of messages and the transmission of messages or an analytical tool for monitoring and analysing the communication activities of selected communicators [18].

The researcher has used two coders to ensure objectivity in coding and data collection. The reliability test was used to check the validity of the data collected and to determine the accuracy of the data, and two encoders were used. The test of reliability was used to check the validity of the data collected and to determine the accuracy of the data, and two encoders were used.

In addition, researchers also used an analysis of the content of Krippendorff to analyse Instagram posts. Researchers used content analysis to see digital marketing strategy of MS Glow For Men in Instagram @msglowformen during the period 1 January to 15 January 2021, as many as 46 posts were studied.



Figure 2. Instagram Profile of MS Glow For Men

Source: [19]

This study used the Holsti formula to calculate the data from two coders [20]. The content analysis method was chosen because the researchers tried quantitatively to see the content of Instagram posts, then the researchers tried to interpret post content, read symbols, and interpret the symbolic interaction content of Instagram posts @msglowformen.

The steps taken by the researcher in this content analysis method are as follows: first, the researcher saw @msglowformen Instagram posts in the period 1 January to 15 January 2021. Second, the researcher chose Instagram @msglowformen to see posts that highlight the digital marketing strategy of MS Glow For Men in Instagram. Third, after the posts are collected, the encoder will sort the posts. Fourth, the data collected is then processed and analyzed.

$$PAo = 2A / (N1+N2)$$

Where PAo is the percentage of agreement between the two coders, A is the number of decisions taken by the two coders, N1 and N2 are the number of decisions taken by the coder.

The digital marketing strategy in this study focuses on promotion. There are several indicators in promotion covers advertising, sales promotion, public relations and publicity, personal selling, and direct marketing [21].

Advertising is any form of presentation and non-personal promotion that costs money about ideas, goods, or services provided by the sponsor.

Sales promotion are short-term incentives to encourage buying or selling a product or service.

Public relations and publicity are to build good relationships with various public companies with several ways to get profitable, build-up publicity good corporate image, and tackle or correct rumours, stories, as well unfortunate event.

Personal selling is a personalized presentation by a company's sales force with a purpose generate sales transactions and build relationships with customers.

Direct marketing is direct relationships with individual customers targeted carefully with good intentions to elicit an immediate response, as well as to build lasting customer relationships.

III. RESULT AND DISCUSSION

Result

Researchers collected 46 posts from Instagram MS Glow For Men @msglowformen and used the Holsti formula to check data reliability. The promotion indicator covers advertising, sales promotion, public relations and publicity, personal selling, and direct marketing.

Table 1. Post Analysis by Two Coders during January 2021

Date	Coder 1					Coder 2				
	A	SP	PR	PS	DM	A	SP	PR	PS	DM
1	3	-	1	-	-	2	-	2	-	-
2	3	-	-	-	-	3	-	-	-	-
3	1	2	-	-	-	-	2	1	-	-
4	1	1	-	-	-	1	1	-	-	-
5	4	-	-	-	-	4	-	-	-	-
6	3	-	-	-	-	3	-	-	-	-
7	2	1	-	-	-	2	1	-	-	-
8	2	1	-	-	-	1	1	-	1	-
9	2	1	-	-	-	1	1	-	1	-
10	2	1	-	-	-	2	1	-	-	-
11	-	-	-	2	-	-	-	-	2	-
12	3	-	-	1	-	3	-	-	1	-
13	2	1	-	-	-	2	1	-	-	-

Date	Coder 1					Coder 2				
	A	SP	PR	PS	DM	A	SP	PR	PS	DM
14	2	1	-	-	-	2	1	-	-	-
15	3	-	-	-	-	3	-	-	-	-
Total	33	9	1	3	-	29	9	3	5	-

* *A*: Advertising, *SP*: Sales Promotion, *PR*: Public Relations and Publicity, *PS*: Personal Selling, and *DM*: Direct Marketing

Table 1 shows the results of the coding process carried out by coder 1 and coder 2 on 46 posts that have been separated by date and their respective indicators. In addition, an overview of these indicators is described in Table 2 below.

Table 2. Coder Output

Variable	Coding Output		
	Coder 1	Coder 2	Agreement between two coders
Advertising	33	29	29
Sales promotion	9	9	9
Public relations and publicity	1	3	1
Personal selling	3	5	3
Direct marketing	-	-	0
Total	46	46	42

$$\begin{aligned}
 Pao &= 2A / (N1+N2) \\
 &= 2(42)/46+46 \\
 &= 84/92 \\
 &= 0,91 (91\%)
 \end{aligned}$$

The data is said to be reliable if it can have a tolerance value of at least 70% or more than 0.7% [22]. The reliability element is 0.91 or 91% based on the results of the data calculations obtained

using the Coder Holsti reliability formula. The data obtained is therefore declared to be reliable because it exceeds the minimum limit.

Discussion

The results of the coding carried out on five indicators include advertising, sales promotion, public relations and publicity, personal selling, and direct marketing. The promotion indicators dominate the @msglowformen Instagram posts. Posts relating to advertising in the period from 1 January 2021 to 15 January 2021 were most likely to appear on 5 January 2021.

Advertising as the main strength of MS Glow For Men in Instagram

MS Glow For Men on Instagram provide information related to the product in advertising as seen in the following pictures.



Figure 3. MS Glow For Men Instagram post on January 5, 2021
Source: [23]

As posted on January 5, 2021, MS Glow For Men invites men to use MS Glow For Men before starting activities so they can start the day with enthusiasm. Because in the morning men always wash their faces with Energizer Facial Wash, continue with the use of Energy Bright Cream so that the skin becomes fresh and bright all day long. If you want to do activities in the hot sun, use

Sunscreen Spray from MS Glow For Men. Because the bad rays of the sun can cause various skin problems, from sunburn, dullness to skin cancer.

For information, men are more likely to experience skin cancer than women. Skin cancer is an uncommon disease, and we might experience it ourselves, if we do not use Sunscreen. So that Sunscreen Spray functions to protect the skin from sun exposure. The content of SPF45 ++ can protect the skin for up to 450 minutes longer.

Sales Promotion as an Attraction for Prospective Men Consumers

MS Glow For Men on Instagram uses “Give away” to attract male potential consumers as a form of sales promotion as seen in the following pictures.



Figure 4. MS Glow For Men Instagram post on January 3, 2021
Source: [24]

As posted on January 3, 2021, MS Glow For Men gave a giveaway with the basic MS Glow For Men package by guessing the value of the facial wash based on the clue in Figure 3 with the tag on 5 friends.



Figure 5. MS Glow For Men Instagram post on January 4, 2021
Source: [25]

On January 4, 2021, it made a challenge to make a story, from quality, quantity to following the challenge consistently.



Figure 6. MS Glow For Men Instagram post on January 7, 2021
Source: [26]

On January 7, 2021 MS Glow For Men made a "Giveaway" Guess Nominal Facial Wash, on MS Glow For Men Instagram.



Figure 7. MS Glow For Men Instagram post on January 13, 2021
Source: [27]

On January 13, 2021 MS Glow For Men made a "Giveaway" to complete the word Bright Cream. The lucky "Ms Bro" is entitled to an OVO worth 100,000 Rupiah.



Figure 8. MS Glow For Men Instagram post on January 14, 2021
Source: [28]

On January 14, 2021 MS Glow For Men made a "Giveaway" OVO worth 100,000 Rupiah for a creepy story.

IV. CONCLUSION

Based on data collected through Instagram @msglowformen and coded by the two coders, the contents containing the promotion indicators of the MS Glow For Men dominate the Instagram posts compared to the advertising and sales promotion

for the period 1 January 2021 to 15 January 2021. The digital marketing strategy of MS Glow For Men in the @msglowformen Instagram post has more to do with promotions that highlight information about MS Glow For Men and the benefits of using MS Glow For Men.

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