

Digital marketing communication of Somethinc brand on instagram @somethincofficial

Cindy Novita Chandra, Daniel Susilo, Teguh Dwi Putranto^{*)}

Graduate School of Communication, Universitas Multimedia Nusantara

Scientia Boulevard, Gading Serpong, Indonesia

Email: teguh.putranto@umn.ac.id, Phone: +62 21 54220808

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Abstract The advent of the digital era has spurred numerous companies to employ marketing communications strategies. Such endeavours serve as a means to influence and remind consumers about the array of products or services they offer. A particularly prominent approach for companies entails utilising digital marketing communications. In this context, the focus extends beyond mere product promotion; instead, it centres on disseminating valuable, pertinent, and consistent content to captivate and retain consumers. For this study, Instagram has been selected as the platform of interest due to its prevalence as a content distribution channel. The primary objective of this research is to explore the practices of digital marketing communications employed by the Somethinc brand through its Instagram presence. To this end, the Krippendorff content analysis method has been applied to discern the nature of posts related to digital marketing communications on the official Instagram account @somethincofficial. The analysis was conducted on posts from 1 August 2022 to 31 October 2022. The study's findings reveal that Somethinc's digital marketing communication practices on Instagram predominantly revolve around informative and reminding advertising. These strategies are pivotal in engaging the audience and reinforcing brand awareness on the platform.

Keywords: content analysis; instagram; marketing communication

INTRODUCTION

The development of information technology has brought about various conveniences, one of which is easy access to information. A wide range of information can now be accessed through new media, which also serves as a bridge to facilitate interactions among individuals, eliminating barriers of distance and time (Khotimah, 2022). One of the widely used media in various industries is digital media. This medium is extensively utilised due to the affordability of data access and the Internet (Pandrianto & Sukendro, 2018). Social media, in particular, has emerged as a massively popular means of communication (Susilo, 2022; Susilo & Hui Chen, 2023).

^{*)} Corresponding Author

Social media usage in Indonesia has witnessed significant growth over the years. According to data from *We Are Social* (Kemp, 2022), the number of social media users in Indonesia has been steadily increasing. At the beginning of 2019, there were 150 million social media users in Indonesia, which grew to 160 million users in 2020, 170 million in 2021, and 191 million in 2022. There was a 12.6% increase in social media users in 2022 compared to 2021.

In business, marketing communication is employed to directly or indirectly inform, persuade, and remind customers about the products and services offered (Angelia & Susilo, 2023; Susilo & K. Santos, 2023; Susilo & Wijaya, 2023). To inform customers about the value of a product, marketers can provide detailed explanations of its features and benefits and offer concrete examples. Marketing communication can connect people, locations, events, products, experiences, behaviours, and more to a company's brand. Content on social media serves as one of the methods to shape branding (Verenia & Alvin, 2022). Within marketing, social media brings together users who share information (Susilo et al., 2022). Social media has become imperative for branding as it enhances a brand's ability to engage with consumers in a more interactive and personalised manner (du Plessis, 2017); (Syarif & Arif, 2021). A brand requires consumers who have a strong connection with it and remain loyal to contribute to its growth and success in the market (Figueiredo, 2018), thus underscoring the vital role of marketing communication.

Companies employ marketing communication with the purpose of directly or indirectly informing, persuading and reminding consumers about the products and services they offer. Marketing communication can connect individuals, locations, events, products, experiences, behaviours, and other elements to a company's brand (Susilo et al., 2022). Marketing communication activities are not solely oriented towards product offerings but can also focus on seeking sponsors or advertisers to ensure the company's sustainability. With the rapid and extensive development of technology and information dissemination, marketing communication in the present era is not confined to conventional methods but can also be conducted digitally (Saraswati & Hastasari, 2020), giving rise to new digitally-based marketing communication (Asmoro et al., 2020; Drummond et al., 2020; El Junusi, 2020; Tiago & Veríssimo, 2014).

Digital marketing communication involves the application of the Internet and digital technology in conjunction with traditional communication to achieve marketing objectives (Chaffey & Chadwick, 2016). Digital marketing strategies play a crucial role in promoting a product. The entire digital marketing strategy, encompassing planning, implementation, and evaluation, has unique characteristics, indicating well-planned digital marketing strategies within companies (Susilo et al., 2021). Digital marketing strategies are essential to provide consistent direction for a company's online marketing activities, integrating them

with other marketing endeavours and supporting overall business objectives (Chaffey & Chadwick, 2016).

The application of digital marketing communication strategies can be utilised across various industries. In the hospitality industry, for example, innovative strategy management can benefit companies since digital marketing communication is an effective and efficient marketing medium to reach a broader target market. As an illustration, research conducted by Winata & Alvin (2022) on a haircare brand, Bonvie, demonstrated the implementation of influencer marketing in its marketing strategy to enhance customer engagement. The results indicated that Bonvie utilised a combination of mega to nano influencers to raise awareness about its products and increase engagement among potential and loyal customers. Another study by Kusuma & Sugandi (2018) focused on the food and beverage sector, particularly Dino Donuts. This research highlighted that using Instagram as a digital marketing medium involves social media maintenance and endorsement to disseminate information, target a wider audience, and maintain customer engagement.

In addition to other industries, digital marketing communication is also applied in the beauty industry, which includes skincare and makeup. In Indonesia, women and men consider having clean and radiant skin attractive personal quality (Susilo et al., 2022). The skincare industry is often perceived to be solely related to colour or makeup, but in reality, skincare comprises five categories: skincare products, hair care, makeup, fragrance, and personal hygiene (Sanny et al., 2020). People, especially women, often use skincare products after makeup, making skincare a daily necessity and a product used for maintaining skin health (Ellitan et al., 2022). One of the local Indonesian skincare brands is Somethinc.

Somethinc is a local Indonesian brand that produces skincare, makeup, and beauty tools with high-quality, halal-certified ingredients. Somethinc offers a wide range of products divided into three categories: facial care products such as serum, sunscreen, lip scrub, facial wash, and more; makeup products such as cushion, mascara, eye shadow, loose powder, and others; and beauty tools such as beauty blender, complexion brush, cushion puff, and more. Besides providing a comprehensive product range, Somethinc offers affordable prices for premium-quality products. One of Somethinc's taglines is "Be You, Be Somethinc!" signifying their commitment to creating something unique for everyone because everyone is distinct. Therefore, Somethinc continues to innovate in producing the best skincare and makeup products. The brand consistently releases new products to meet the beauty needs of consumers. Somethinc utilises various social media platforms to share information about its marketed products (Somethinc.com, 2022).

The beauty industry adopts various digital marketing communication strategies, as evidenced by previous research on digital marketing communication in the beauty industry. A study by Rahman &

Panuju (2017) explored the marketing communication strategies employed by Fair N Pink in Surabaya through Instagram social media. According to the research, the marketing communication strategy implemented through Instagram involves various features, such as stories, photo uploads, and "@" mentions. The study revealed that using Instagram features significantly contributed to Fair N Pink's increased sales in Surabaya. After using Instagram, Fair N Pink experienced a daily sales increase of around 30% over two years. It is important to note that different brands within the same industry may employ distinct marketing communication strategies. Julianti & Delliana (2020) researched how Madformakeup implemented digital marketing communication strategies to boost sales during the pandemic. The data collection techniques used in this study were interviews, observation, and documentation. The findings indicated that Madformakeup employed segmentation, targeting, and positioning strategies tailored to their target customers, resulting in increased customer interest in purchasing their products.

Another study by Susilo et al. (2022) examined the digital marketing communication strategies utilised by Bening's Clinic on Instagram to discipline metrosexual male bodies. The research employed quantitative content analysis to interpret the content of posts, symbols, and interactions on Bening's Clinic Instagram account (@beningclinic_jakarta). The results indicated that Bening's Clinic's digital marketing strategy on Instagram mainly consisted of advertisements featuring male public figures from the entertainment industry as an attraction and fantasy-building tactic for potential customers, especially metrosexual men, to discipline their bodies through facial treatments.

Based on the previous studies on digital marketing communication in various industries, it can be concluded that each industry adopts different digital marketing communication applications and strategies. Hence, in this research, the focus is to analyse the application of digital marketing communication on the Somethinc brand's Instagram social media account using quantitative content analysis on Instagram posts during the three months from August 2022 to October 2022. With the background presented, this study aims to explore how Somethinc's digital marketing communication practices on Instagram @somethincofficial are implemented.

METHODOLOGY

The content analysis method describes the aspects and characteristics of the post content in this study. Content analysis is a systematic method for evaluating the content and transmission of messages, and it serves as an analytical tool for monitoring and analysing the communication activities of selected communicators (Krippendorff, 2018). Content analysis is a systematic approach to evaluating the content and transmission of messages, and it serves as an analytical tool for

monitoring and analysing accessible materials from the communication activities of selected communicators (Fiani et al., 2021; Kim, 2019).

To ensure objectivity in coding and data collection, the researchers utilised two coders. Using two coders allows for testing the reliability to determine data accuracy and assess the validity of the collected data. In the reliability test, the two coders were employed to examine the collected data's validity and assess data accuracy. The researchers then reviewed the Instagram posts following Krippendorff's method. From August 2022 to October 2022, content analysis was conducted to identify posts related to Somethinc's digital marketing communication on Instagram @somethincofficial.

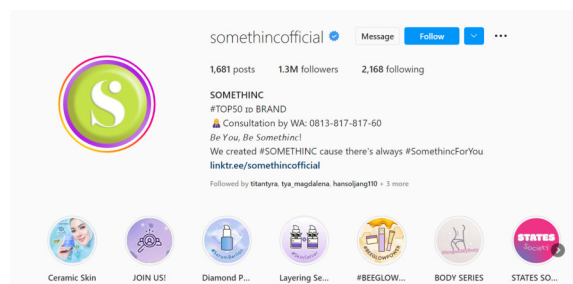


Figure 1. Instagram Profile of @somethincofficial
Source: Somethinc (2022)

The Holsti formula is used in this research to calculate data from two coders (Samiei & Mehrabi, 2019). The content analysis method was chosen as the researchers sought to quantitatively examine the content of Instagram posts before attempting to interpret the posts, read symbols, and interpret the content of symbolic interactions in Instagram posts (Putranto & Vallejo, 2022), specifically on Instagram @somethincofficial for this study.

The following steps were employed in this content analysis method: first, the researchers observed Instagram posts on @somethincofficial from August 2022 to October 2022. Second, the researchers selected Instagram @somethincofficial to examine posts that emphasised Somethinc's digital marketing communication on Instagram. Third, after collecting the posts, the coders sequenced them. The gathered data was then processed and analysed in the fourth step.

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

PAo represents the percentage of agreement between the two coders, A represents the number of decisions made by both coders and N1, and N2 represents the number of decisions made by each coder.

In this research, digital marketing communication focuses on promotion, including Advertising, Sales Promotion, Public Relations and Publicity, Personal Selling, and Direct Marketing, all indicators within the promotion mix (Kotler & Armstrong, 2010). Advertising refers to any non-personal presentation and promotion of ideas, goods, or services sponsored by an identified sponsor. Sales Promotion involves efforts to purchase or sell products or services. Public Relations and Publicity are

used to build relationships with various publics to gain a positive corporate image and address or rectify unfavourable rumours, stories, and events. Personal Selling is a personalised presentation by a company's sales force to generate sales transactions and build customer relationships. Direct Marketing involves developing direct relationships with individual customers to obtain immediate responses while building long-term customer relationships.

RESULTS AND DISCUSSIONS

The researchers have collected 101 Instagram posts from Somethinc's official account (@somethincofficial) from August 2022 to October 2022. They utilised the Holsti formula to assess the data's reliability. The marketing communication indicators (promotion) encompass Advertising, Sales Promotion, Public Relations and Publicity, Personal Selling, and Direct Marketing.

Table 1. Analysis of Instagram Posts Using the Two Coders (August)

Date	Coder 1					Coder 2				
	1	2	3	4	5	1	2	3	4	5
August										
1	1	-	-	-	-	1	-	-	-	-
2	1	-	-	-	-	1	-	-	-	-
3	-	1	-	-	1	2	-	-	-	-
4	1	-	-	-	-	1	-	-	-	-
5	1	-	-	-	-	1	-	-	-	-
6	1	1	-	-	-	1	1	-	-	-
7	-	-	3	-	-	-	3	-	-	-
8	-	-	1	1	-	1	1	-	-	-
9	1	-	-	-	-	1	-	-	-	-
10	1	-	-	-	-	1	-	-	-	-
11	1	-	-	-	-	1	-	-	-	-
12	1	-	-	-	-	1	-	-	-	-
13	1	-	-	-	-	1	-	-	-	-
14	1	-	-	-	-	1	-	-	-	-
15	1	-	-	-	-	1	-	-	-	-
16	-	-	1	-	-	-	-	1	-	-
17	-	1	1	-	-	-	1	1	-	-
18	-	-	1	-	-	1	-	-	-	-
19	1	-	-	-	-	1	-	-	-	-
20	1	-	-	-	-	1	-	-	-	-
21	1	-	-	-	-	1	-	-	-	-
22	1	-	-	-	-	1	1	-	-	-
23	-	2	-	-	-	-	1	-	-	-
24	-	-	1	-	-	-	-	1	-	-
25	-	1	-	-	-	-	1	-	-	-
26	1	-	-	-	-	1	-	-	-	-
27	1	-	-	-	-	1	-	-	-	-
28	1	-	-	-	-	1	-	-	-	-
29	-	-	1	-	-	1	-	-	-	-
30	-	-	-	1	-	1	-	-	-	-
31	-	1	-	-	-	-	1	-	-	-

* 1: Advertising, 2: Sales Promotion, 3: Public Relations and Publicity, 4: Personal Sale, 5: Direct Marketing

Source: Data Processed by Author (2022)

Table 1, Table 2, and Table 3 presents the results of the coding process conducted by Coder 1 and Coder 2 on the 101 posts that have been categorised based on their respective dates and indicators. Additionally, an overview of these indicators is provided in Table 4.

Table 2. Analysis of Instagram Posts Using the Two Coders (September)

Date	Coder 1					Coder 2				
	1	2	3	4	5	1	2	3	4	5
September										
1	2	-	-	-	-	1	1	-	-	-
2	-	1	-	-	-	1	-	-	-	-
3	1	-	-	-	-	1	-	-	-	-
4	-	-	1	-	-	-	1	-	-	-
5	2	-	-	-	-	2	-	-	-	-
6	-	-	-	-	-	-	-	-	-	-
7	1	-	-	-	-	-	1	-	-	-
8	1	-	-	-	-	-	1	-	-	-
9	1	-	-	-	-	1	-	-	-	-
10	1	-	-	-	-	1	-	-	-	-
11	-	-	1	-	-	1	-	-	-	-
12	1	-	-	-	-	1	-	-	-	-
13	-	-	-	-	-	-	-	-	-	-
14	1	-	-	-	-	1	-	-	-	-
15	1	-	-	-	-	1	-	-	-	-
16	1	-	-	-	-	1	-	-	-	-
17	-	-	-	-	-	-	-	-	-	-
18	1	-	-	-	-	1	-	-	-	-
19	-	-	-	-	-	-	-	-	-	-
20	-	-	1	-	-	-	1	-	-	-
21	2	-	-	-	-	2	-	-	-	-
22	3	-	-	-	-	3	-	-	-	-
23	1	1	-	-	-	2	-	-	-	-
24	1	-	-	-	-	1	-	-	-	-
25	-	1	-	-	-	-	1	-	-	-
26	1	-	-	-	-	1	-	-	-	-
27	-	-	-	-	-	-	-	-	-	-
28	-	1	-	-	-	1	-	-	-	-
29	1	-	-	-	-	1	-	-	-	-
30	1	-	-	-	-	1	-	-	-	-

* 1: Advertising, 2: Sales Promotion, 3: Public Relations and Publicity, 4: Personal Sale, 5: Direct Marketing
 Source: Data Processed by Author (2022)

Data is considered reliable if it has a minimum tolerance value of 70% or greater than 0.7% (Holsti, 1969). Based on the Holsti Coder reliability formula calculation, the reliability coefficient is 0.89 or 89%. As a result, the obtained data is deemed reliable as it exceeds the minimum threshold. The coding results were conducted on five marketing communication indicators (promotion): Advertising, Sales Promotion, Public Relations and Publicity, Personal Selling, and Direct Marketing. Among these indicators, Advertising dominated the Instagram posts on @somethincofficial from August 2022 to October

2022. Advertising refers to any non-personal presentation and promotion of ideas, goods, or services sponsored by an identified sponsor, and it requires monetary investment (Kotler & Armstrong, 2010). The primary purposes of advertising are to inform, persuade, or remind. Advertising can be categorised into several types, namely informative, persuasive, comparative, and reminder advertising. Informative advertising is mostly used when introducing new product categories to build primary demand. Persuasive advertising is employed by companies aiming to create selective demand. Companies use reminder advertising to maintain customer relationships and keep consumers thinking about the offered products (Kotler et al., 2020).

Table 3. Analysis of Instagram Posts Using the Two Coders (October)

Date	Coder 1					Coder 2				
	1	2	3	4	5	1	2	3	4	5
October										
1	-	-	1	-	-	1	-	-	-	-
2	-	-	1	-	-	-	-	1	-	-
3	1	-	-	-	-	1	-	-	-	-
4	-	-	1	-	-	1	-	-	-	-
5	-	1	-	-	-	1	-	-	-	-
6	1	-	-	-	-	1	-	-	-	-
7	2	-	-	-	-	2	-	-	-	-
8	1	-	-	-	-	1	-	-	-	-
9	1	-	-	-	-	1	-	-	-	-
10	-	1	-	-	-	-	1	-	-	-
11	-	-	1	-	-	1	-	-	-	-
12	1	-	-	-	-	1	-	-	-	-
13	1	-	-	-	-	1	-	-	-	-
14	1	-	-	-	-	1	-	-	-	-
15	1	-	-	-	-	1	-	-	-	-
16	-	-	1	-	-	-	-	1	-	-
17	1	-	-	-	-	1	-	-	-	-
18	1	-	-	-	-	1	-	-	-	-
19	1	-	-	-	-	1	-	-	-	-
20	-	-	1	-	-	1	-	-	-	-
21	1	-	-	-	-	1	-	-	-	-
22	1	-	-	-	-	1	-	-	-	-
23	1	-	-	-	-	1	-	-	-	-
24	1	-	-	-	-	1	-	-	-	-
25	1	-	-	-	-	-	1	-	-	-
26	-	-	1	-	-	1	-	-	-	-
27	1	-	-	-	-	1	-	-	-	-
28	1	-	-	-	-	-	1	-	-	-
29	1	-	-	-	-	1	-	-	-	-
30	1	-	-	-	-	1	-	-	-	-
31	-	-	1	-	-	-	-	1	-	-

* 1: Advertising, 2: Sales Promotion, 3: Public Relations and Publicity, 4: Personal Sale, 5: Direct Marketing

Source: Data Processed by Author (2022)

Table 4. Coder Output

Variable	Coding Output		
	Coder 1	Coder 2	The agreement between the two coders
Advertising	65	76	65
Sales Promotion	17	19	17
Public Relations and Publicity	17	6	6
Personal Sale	1	0	1
Direct Marketing	1	0	1
Total	101	101	90

Source: Data Processed by Author (2022)

$$\begin{aligned}
 Pao &= 2A / (N1+N2) \\
 &= 2(90) / 101+101 \\
 &= 180 / 202 \\
 &= 0,89 \text{ (89\%)}
 \end{aligned}$$

Informative Advertising in @somethincofficial Instagram Post

Informative advertising significantly benefits the beauty industry, especially skincare products, as consumers have different skin conditions. Therefore, detailed information is needed to explain the content and functions of the products, helping consumers choose products that suit their skin conditions. Additionally, informative advertising helps brands promote their products, aiming for consumers to make multiple product purchases simultaneously. Somethinc's informative advertising is characterised by posts containing information about the content of the offered skincare products and how to use them to achieve optimal results. An example of informative advertising can be seen in the post dated 19 August 2022. Figure 2 is the content of the post uploaded by Somethinc on that date.

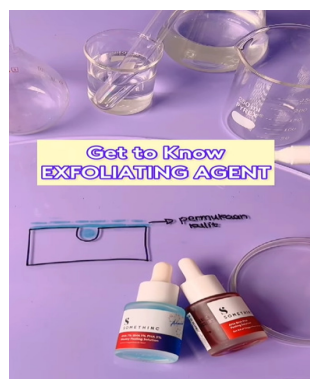


Figure 2. @somethincofficial Instagram Post on 19 August 2022
 Source: Instagram (2022)

The caption in the post explains the contents of the exfoliating serum product, such as PHA (Polyhydroxy Acid), AHA (Glycolic Acid), and BHA (Betahydroxy Acid). The PHA content functions to hydrate and smoothen the facial texture. AHA content works to even out skin texture

and tone, brighten the skin, and diminish fine lines. BHA content helps control oil and cleanse the pores. As each consumer has different facial skin conditions, information regarding the content of skincare products will assist them in selecting products suitable for their skin conditions. Somethinc offers diverse skincare products that can be tailored to meet the specific needs of each consumer's skin condition. Therefore, through informative advertising, Somethinc can offer its products to existing and potential consumers simultaneously.

Informative advertising is also evident in posts when Somethinc launches new products. These posts aim to introduce and promote the newly launched products to consumers. The information usually pertains to the product's name, functions, and ingredients. On 1 September 2022, Somethinc launched its latest serum product, the Diamond Phyto Stem Cell Serum. Figure 3 is the post from Somethinc's Instagram account (@somethincofficial) on 1 September 2022.



Figure 3. @somethincofficial Instagram Post on 1 September 2022
Source: Instagram (2022)

The caption in the post explains that the Diamond Phyto Stem Cell Serum is formulated with real diamond and Swiss Alps stem cells, which make the skin smooth and radiant, accelerate skin cell regeneration, and inhibit wrinkles and signs of ageing. In addition, the image in the post also provides a concise explanation of the benefits of each ingredient, with more detailed information available in the caption. The information presented in the image post can facilitate consumers in understanding the functions and contents of the product.

The findings of this research can complement a previous study conducted by Susilo et al. (2022). His study was focused on content advertising that aimed to portray male public figures from the entertainment industry as attractive and to create fantasies for potential consumers, especially metrosexual men, regarding facial care (Susilo et al., 2022). Meanwhile, the results of this study focus on the type of informative advertising content that can be beneficial to consumers, especially for skincare products, as consumers require detailed information to choose products that suit their skin conditions.

Reminder Advertising in @somethincofficial Instagram Post

Reminder advertising plays a crucial role in the beauty industry. As the number of beauty brands continues to grow, competition becomes increasingly intense. Therefore, brands can utilise reminder advertising to maintain customer relationships and position their brand effectively. Somethinc is renowned for its diverse range of serum products that cater to various skin concerns of consumers. In the posts they share, Somethinc consistently offers their serum products along with information regarding the ingredients and functions of each serum, addressing the skin issues experienced by their consumers. The following Figure 4 is an example of a reminder advertising post on Instagram uploaded by Somethinc on 18 October 2022.



Figure 4. @somethincofficial Instagram Post on 18 October 2022
Source: Instagram (2022)

The caption in the post highlights the skin issues faced by consumers, such as wrinkles, redness, dullness, and large pores, indicating their need for Somethinc's #DiamondSerum, which offers benefits in accelerating skin renewal, combating early signs of ageing, and helping to smoothen, even out, and brighten the skin tone. The post delivers a message that consumers with such skin concerns require Somethinc's serum as a solution to address these problems. Through this post, Somethinc also employs a positioning strategy to ensure that consumers always remember that Somethinc offers a "diamond" serum that helps combat early signs of ageing and enhances skin smoothness, evenness, and brightness. The term "diamond" is synonymous with "brightness" and "radiance," and diamonds are highly admired gemstones, especially among women. Hence, this term reminds consumers that the "Diamond" serum is exclusively available from Somethinc.

In addition to its serum products, Somethinc is renowned for its facial moisturiser, the Ceramic Skin Saviour Moisturizer Gel. In an Instagram post on 13 October 2022, Somethinc shared information about the ingredients contained in the moisturiser gel. The following Figure 5 is the post from 13 October 2022.

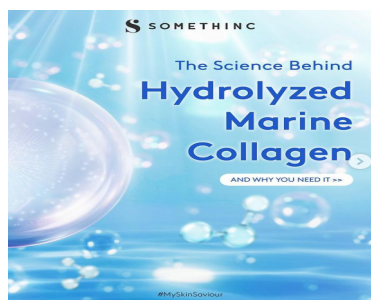


Figure 5. @somethincofficial Instagram Post on 13 Oktober 2022
Source: Instagram (2022)

The post was uploaded with a caption stating that ageing reduces the amount of collagen in the body, leading to wrinkles, sagging and less elastic skin, and dry skin. Hydrolysed marine collagen is a type of collagen with the smallest particles that can reach deeper layers of the skin, thus improving elasticity, strengthening the skin barrier, being easily absorbed by the skin, and providing moisturisation and anti-ageing benefits. These components are present in the Ceramic Skin Saviour moisturiser. The post conveys that the essential collagen needed for the skin is found in Somethinc's Ceramic Skin Saviour moisturiser. Through this post, consumers facing similar skin issues will perceive the product as a solution to their problems, ultimately motivating them to purchase.

The findings of this research align with a previous study by Julianti & Delliana (2020) which states that Madformakeup, another brand, applied communication marketing strategies by conducting segmentation, targeting, and positioning, all of which enhance customer interest in purchasing products. Similarly, in this study, Somethinc employs positioning efforts through reminder advertising to create a memory among consumers that Somethinc's products can solve their skin problems, both for existing and potential customers.

CONCLUSION

Based on the data collected from Instagram @somethincofficial and undergone the coding process by two coders, Somethinc's marketing communication practices primarily involve Advertising. Compared to Sales Promotion, Public Relations and Publicity, Personal Sale, and Direct Marketing posts, Advertising posts dominate the overall content from 1 August 2022 to 31 October 2022. The research findings indicate that Somethinc utilises advertising types such as informative advertising and reminder advertising in their digital marketing communication through Instagram @somethincofficial.

Somethinc employs informative advertising because product-related information is crucial, especially in the beauty industry, particularly for skincare products. Each individual has different skin issues, necessitating detailed information about skin care products to enable consumers and potential customers to choose the right product suitable for their skin conditions. Reminder advertising plays a significant role due to the increasing number of brands offering similar

products in the beauty industry, resulting in intensified competition among brands with similar products. Somethinc's reminder advertising aims to inform consumers or potential customers that Somethinc's products are available as solutions to their skin concerns. The results of this research are expected to contribute to further studies on digital marketing communication, particularly for skincare products, to help determine appropriate marketing strategies.

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