

# Marketing Communication of Beauty Products Using Information Technology

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**Abstrak.** This study intends to study Marketing Communication Brun Brun Paris through Social Media. This research approach was qualitative using descriptive methods. The results of this study indicates that Brun Brun Paris's Marketing Communication uses marketing communications developed with the preparation and development of promotional and advertising media. Media execution and communication applications are carried out through personal selling and direct selling activities. Situation monitoring and analysis includes monitoring and adjusting strategies that occur in the field. The conclusion of this research is that marketing communication that has been carried out by Brun Brun Paris has been thorough, because of the marketing communication activities of Brun Brun Paris utilizing the media, namely social media effectively to be involved in conducting promotional and advertising activities.

## 1. Introduction

Ramalingam, et al said that potential problem solving across sites starts to cool on e-commerce and social media sites and improve marketing strategies [1]. Likewise with Andersen, et al explained that financial markets show facts such as volatility groupings and extreme events can be considered as arising from sudden changes in sentiment through ongoing communication from market participants [2]. According to Sfenrianto, et al, online trust and usability are factors that influence people to buy products through e-commerce. Meanwhile, the marketing mix and interactivity are factors why people buy products through social media [3]. Whereas according to Ting, et al, buyer satisfaction positively and significantly influences their loyalty to the sustainable use of online retailers' websites [4].

Perdana and Suzianti said that credibility, legibility and telepresence are useful factors that directly influence buying interest, while simplicity, consistency and interactivity are useful factors that indirectly influence purchase intention [5]. Hurryati, et al stated that positive and negative statements in reviews greatly influence consumers whether to use the services offered by e-commerce, online consumer reviews have an impact on consumers' decisions to use e-commerce services. Finally, some practical feedback is useful for future research and practical contributions have been made [6]. The research conducted by Anisah and Suhendra, which there is an influence between the role of trust, customer satisfaction, and perceived effectiveness of the e-commerce institutional mechanism [7]. According to Batavio, Tripiawan and Amani



as a whole the respondents made the method of payment attributes as the main preference in using social media services, and then followed by the website display attributes, products and features [8]. Whereas according to Sfenrianto, et al, said that social media plays a big role to increase the likelihood of rebuying and loyalty behavior, but this strategy does not have an impact on word of mouth sales [9]. Soegoto, E said to maximize the impact of shopping preferences, online business retailers see trends online and then implement in harmony with e-commerce systems as market demands [10]. WG Mangold, DJ Faulds in the research by including social media in the promotion mix, these new communication can increase consumer interest in the product being promoted [11].

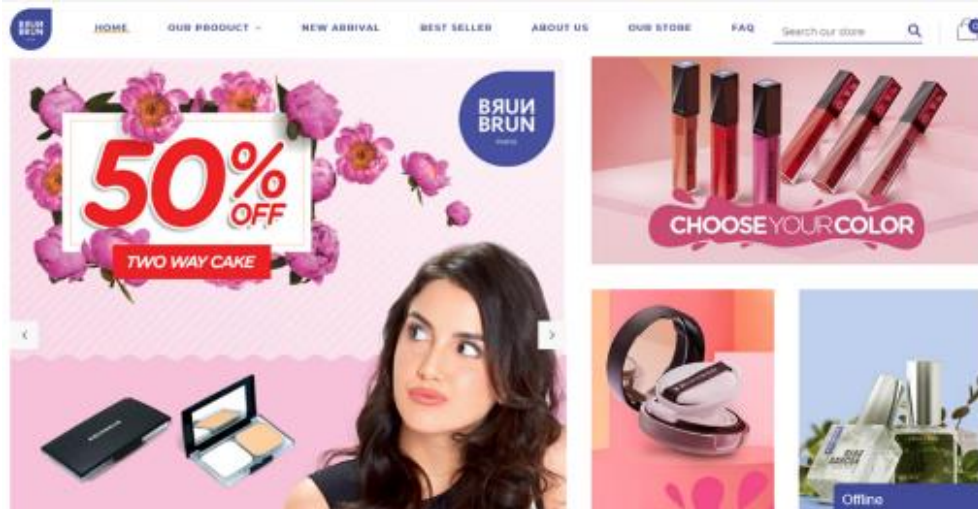
The purpose of this study is to identify marketing communications that are made by make-up companies in the online business world, through social media and the benefits of social media in online business.

## 2. Method

This study used descriptive methods to find out personal selling, direct selling and online business, and used previous research related to marketing and online marketing communication. So that it can analyze how much influence social media has in the business world.

## 3. Results and Discussion

To attract users to access site pages in the online business world, sellers can upload and provide an explanation of the products offered. For example, for online businesses that offer beauty products, the products on the site are various makeup choices ranging from eyes, face, hair, lips and so on. Sellers can also use beauty influencers as promotional media or can also be brand ambassadors (see Figures 1 and 2).



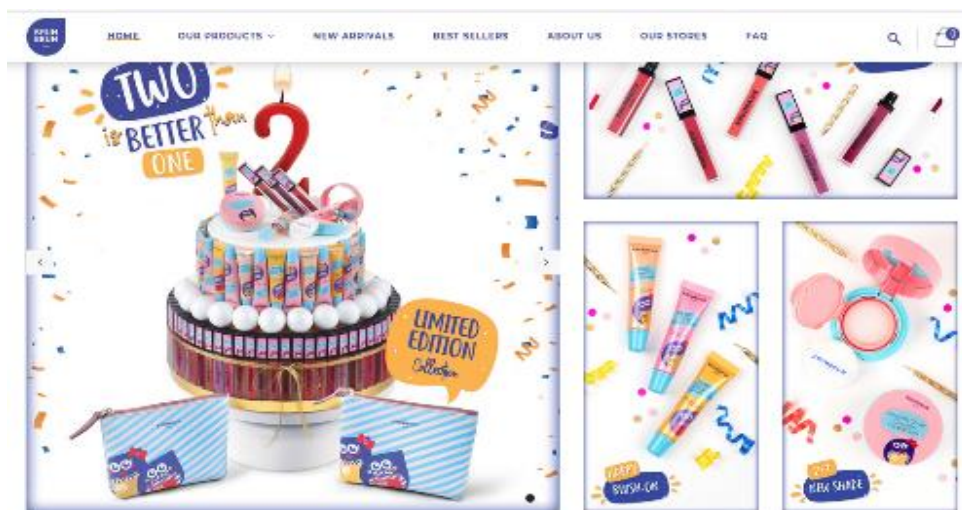
**Figure 1.** The Screenshot of Main Menu/Home Page.

This Figure was adopted [www.brunbrunparis.com](http://www.brunbrunparis.com) was taken on October 3, 2018.



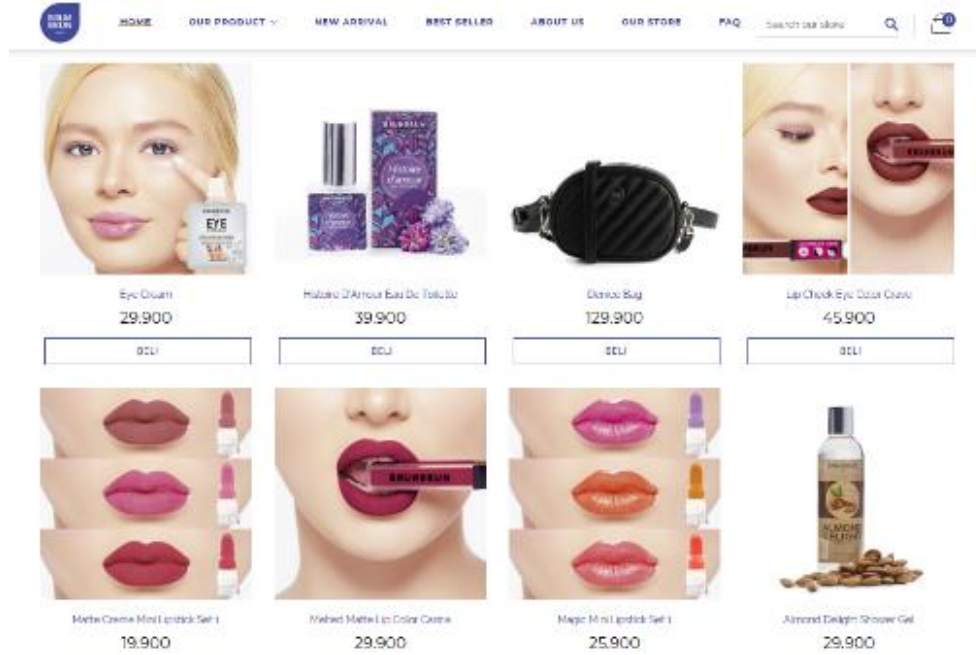
**Figure 2.** The Promotion on Home Page. This Figure was adopted [www.brunbrunparis.com](http://www.brunbrunparis.com), was taken on October 3, 2018.

On the home page, the seller can change the appearance of the page, which is adjusted to the ongoing theme. The following picture (Figure 3) is the appearance of the [www.brunbrunparis.com](http://www.brunbrunparis.com) home page taken in May 2019. Changes to this promotion can change every month, to attract the attention of customers so they don't feel bored when viewing this site, and will also be interested in looking at the pages next.



**Figure 3.** The Screenshot of Main Menu/Home Page. This Figure was adopted [www.brunbrunparis.com](http://www.brunbrunparis.com) was taken on October 3, 2018.

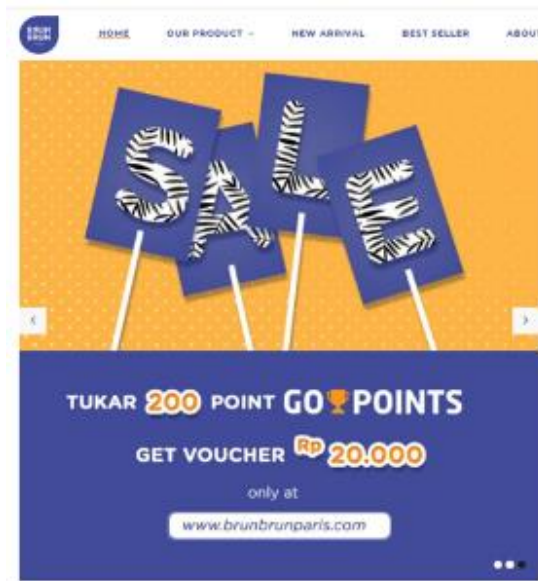
Looks at the main display section, there are several parts such as menus and sub menus. There are several products that are displayed and offered on this site page, so that users easily and quickly choose products. In this site also displays prices so that users can find out the price of the desired product. on this main page, in addition to seeing the promotions and the theme that took place at that time, viewers can also scroll down on the same page to see the products being sold (see Figure 4).



**Figure 4.** Products that viewed on the main page. This Figure was adopted [www.brunbrunparis.com](http://www.brunbrunparis.com) was taken on October 3, 2018.

In designing social media pages for online sales, it is necessary to consider several things, including the most important ones are the target market. The second is the appearance of the product. Brunbrun paris is a local product that targets teenagers. So that the appearance of the website design tends to be modern, simple, and practical. Use cheerful colors for promotional displays and products, but tend to use neutral colors for the basic colors of the page. The design of the courtyard is simple and adjusts to the actual target market in accordance with Brunbrun's corporate culture, "80% of Brunbrun Paris products are made locally to empower local communities. We are Chameleon, we change and adapt to the latest fashion trends. We are a customer-oriented brand, we create products based on customer needs and follow updated trends" ([www.brunbrunparis.com](http://www.brunbrunparis.com)).

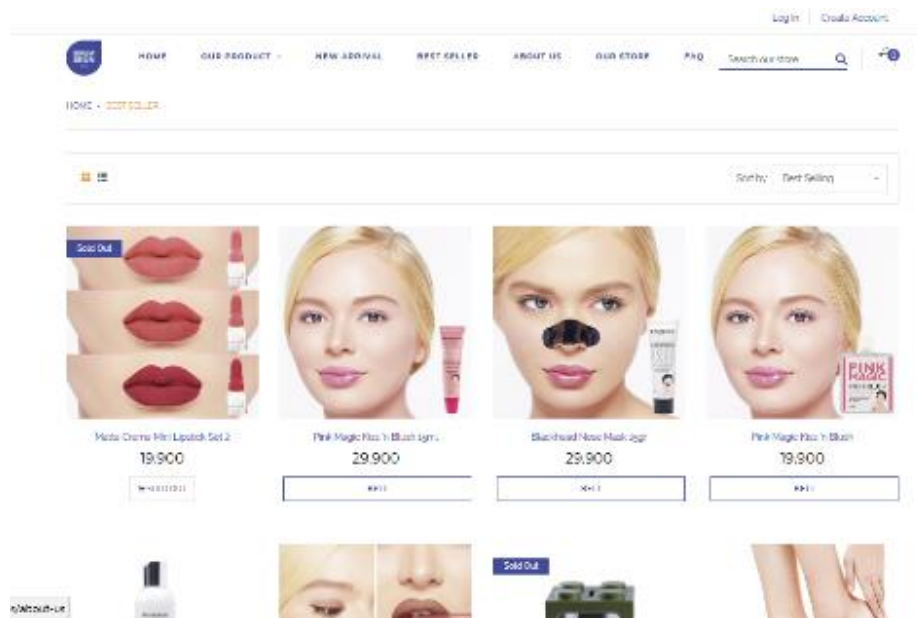
As a local product, Brun Brun Paris also offers relatively cheap prices so that it is affordable for teenagers and adults. Brun Brun Paris also conducted a marketing strategy using vouchers. This is also the marketing strategy undertaken by the seller (see Figure 5).



**Figure 5.** Voucher Offer.

This Figure was adopted [www.brunbrunparis.com](http://www.brunbrunparis.com) was taken on October 3, 2018

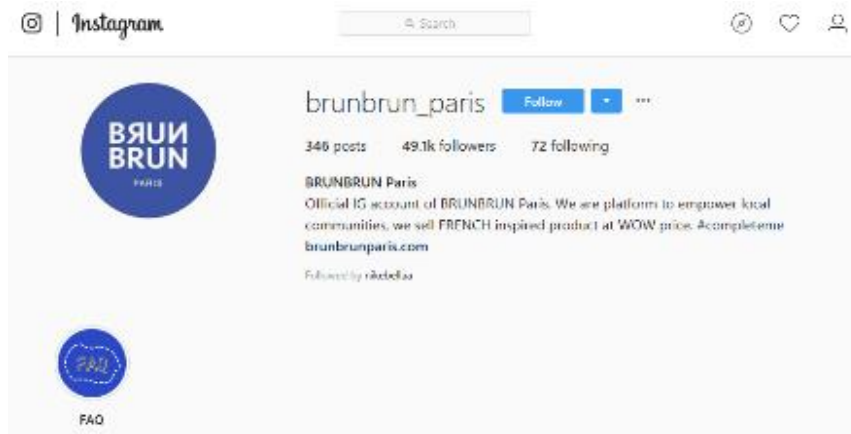
In addition to the voucher bidder, Brun Brun Paris also has a sub menu for best seller products. These best seller products are recommended by some beauty designers, (see Figure 6) this is also intended to give an influence to viewers to buy their best-selling products .



**Figure 6.** Sub Menu of Best Seller Page.

This Figure was adopted [www.brunbrunparis.com](http://www.brunbrunparis.com) was taken on October 3, 2018

Brun Brun Paris also uses social media for marketing communications. To expand their marketing, Brunbrun also uses Instagram social media to promote their products. Instagram is a multi-media social media that is currently in demand by adults and teenagers today. The high number of followers and the amount of endorsement carried out by beauty influencers today is something that greatly influences viewers to make buying decisions (see Figure 7).



**Figure 7.** Screenshot of Brunbrun Paris Official on Instagram . This Figure was adopted [www.brunbrunparis.com](http://www.brunbrunparis.com) was taken on October 3, 2018

#### 4. Conclusion

The marketing communication strategy today is not only done face-to-face but also biased indirectly, namely by the existence of a web page that contains indirect marketing communication that can attract users to buy products that have been displayed on the site page or social media. Using beauty influencers as a media campaign can also attract the attention of users. Appearance design, content, and the practicality of the sales system of the website are things that can influence the buying decisions of viewers. Social media is also one of the strategies for increasing sales and tools to influence viewers to be interested and buy. the factor of the number of followers and endorsers of an influencer can also influence the interests of prospective buyers.

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