

# Building Brand Engagement through Social Media Brandposts in Beauty Services

*Brand Engagement  
in Beauty Services*

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## ABSTRACT

Promotional activities are vital in marketing beauty services and should be factual, honest, informative, and educational. While advertising through conventional and digital media is common, social media offers a broader reach. Beautiful House Nitri in Bangkinang City, however, has limited use of social media for promotion despite targeting a digitally savvy community. Its official Facebook and Instagram accounts lack professional management, contributing little to marketing performance. This study aims to analyze brand engagement through social media by examining brand posts, comments, replies, likes, and shares on Beautiful House Nitri's Facebook and Instagram accounts. Using content analysis, the research finds that Instagram outperforms Facebook in generating brand engagement, evidenced by higher consumer responses such as product reviews and user-generated content due to more active interactions. Beautiful House Nitri prioritizes Instagram and Facebook for information sharing and consumer interaction, posting mostly neutral brand posts and leveraging these platforms as responsive online customer care channels. The brand engagement achieved remains at the awareness stage, with informational brand posts designed to introduce beauty services and encourage users to follow its social media platforms.

**Keywords:** Beauty services, brand engagement, brandpost, Facebook, Instagram

## ABSTRAK

Kegiatan promosi sangat penting dalam memasarkan layanan kecantikan dan harus berdasarkan fakta, jujur, informatif, dan edukatif. Meskipun periklanan melalui media konvensional dan digital sudah umum, media sosial menawarkan jangkauan yang lebih luas. Namun, Beautiful House Nitri di Kota Bangkinang memiliki keterbatasan dalam penggunaan media sosial untuk promosi meskipun menargetkan masyarakat yang melek digital. Akun Facebook dan Instagram resminya kurang dikelola secara profesional, sehingga tidak banyak berkontribusi terhadap kinerja pemasaran. Penelitian ini bertujuan untuk menganalisis keterlibatan merek melalui media sosial dengan memeriksa unggahan, komentar, balasan, suka, dan bagikan merek di

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akun Facebook dan Instagram Beautiful House Nitri. Dengan menggunakan analisis konten, penelitian ini menemukan bahwa Instagram mengungguli Facebook dalam menghasilkan keterlibatan merek, dibuktikan dengan respons konsumen yang lebih tinggi seperti ulasan produk dan konten yang dibuat pengguna karena interaksi yang lebih aktif. Beautiful House Nitri memprioritaskan Instagram dan Facebook untuk berbagi informasi dan interaksi konsumen, dengan mengunggah sebagian besar unggahan merek yang netral dan memanfaatkan platform ini sebagai saluran layanan pelanggan daring yang responsif. Keterlibatan merek yang dicapai masih dalam tahap kesadaran, dengan unggahan merek yang informatif dirancang untuk memperkenalkan layanan kecantikan dan mendorong pengguna untuk mengikuti platform media sosialnya.

**Kata kunci:** Layanan kecantikan, keterlibatan merek, brandpost, Facebook, Instagram

## INTRODUCTION

Business growth and development have become essential concerns for entrepreneurs and business people, especially as market opportunities continue to evolve. Both goods and service businesses require effective strategies to attract and satisfy customers, which pushes entrepreneurs to compete in delivering superior value. This competition demands creativity in product or service offerings and a deep understanding of customer needs. In today's competitive landscape, businesses must continuously innovate to maintain customer interest and loyalty. Therefore, strategic marketing has become a fundamental part of sustaining a business.

Entering the era of globalization, Indonesian industries across various sectors—including manufacturing and services—are experiencing significant transformation. One of the impacted areas is the health service industry, such as hospitals, health support services, beauty services, health personnel, pharmaceuticals, medical devices, and health insurance. In the beauty service sector, globalization has led to increased access to international products due to relaxed import regulations. Moreover, economic growth and increased access to information have also driven higher demand for beauty-related products and services (Fitriyani et al., 2024; Parasari et al., 2023; Thamanda et al., 2024). As a result, beauty businesses must now not only compete locally but also deal with the influx of global competitors.

Branding efforts on social media, particularly in the form of strong content strategies, have become essential in building brand engagement. A brand's social media fanpage functions as a platform for publishing content—commonly referred to as brandposts—which are designed to attract, inform, and engage followers (Alfiani & Fadli, 2024; Miliopoulou, 2021). These brandposts must go beyond merely describing products; they must be visually appealing, relevant, and value-driven. Beauty service businesses, for instance, can utilize their fanpages to share updates on promotional packages, health and beauty tips, expert profiles, and direct communication with customers. This kind of content helps in strengthening customer relationships and enhancing brand perception.

Marketing management is defined as the art and science of selecting target markets and achieving, maintaining, and growing customers by creating, delivering, and communicating superior customer value (Kotler & Armstrong, 2016). It involves analyzing, planning, implementing, and monitoring programs that facilitate beneficial exchanges with target markets in pursuit of organizational goals. Understanding consumer behavior, which refers to the underlying factors that influence purchasing decisions, is also crucial in this process. Consumers often go through a decision-making process before committing to a purchase, weighing various factors such as quality, price, and brand reputation. Therefore, marketers must understand these behavioral tendencies to influence customer choices effectively.

Kotler & Keller (2023) further explain that relationship marketing aims to build long-term mutually beneficial relationships with key stakeholders, including customers, suppliers, distributors, and other marketing partners. Such relationships are essential for

sustaining and expanding a business in the long run. Engagement, as a concept, has gained significant attention in fields such as social psychology and organizational behavior and is increasingly integrated into marketing frameworks (Bakker, 2022; Hollebeek, 2011; Pratama et al., 2023). It is believed to offer more accurate predictions of consumer behavior and is strongly linked to outcomes such as brand loyalty (Avnet & Higgins, 2006; Pham & Avnet, 2009; Schau et al., 2009). In this digital era, social media serves as an interactive platform for communication and content sharing, allowing brands to foster deeper engagement with their audiences. The integration of social sharing features—such as those found on blogs, Facebook, Twitter, and other platforms—enables brands to reach a wider audience and stimulate ongoing interaction.

This study aims to analyze how Beautiful House Nitri in Bangkinang City builds brand engagement through social media, specifically Facebook and Instagram. It addresses the problem of limited and unprofessional social media use by this beauty service provider despite its digitally savvy target market. By examining brand posts and consumer interactions, the research seeks to identify effective strategies for enhancing engagement. The findings are expected to offer practical insights for beauty service businesses in leveraging social media to improve marketing performance and customer relationships.

## **METHODS**

### **Research Design**

This study adopts a qualitative research design to explore brand engagement through social media. A qualitative approach is suitable for examining the contextual and interactive nature of user responses to brand posts, allowing for an in-depth understanding of patterns and themes.

### **Population and Sample**

The population in this study consisted of all social media followers of Beautiful House Nitri in Bangkinang City on both Facebook and Instagram platforms. These followers are the primary audience for brandposts shared by Beautiful House Nitri and are considered to be directly exposed to the branding communication strategies employed. The sampling technique used in this research was the census method, which includes the entire population as the research sample (Sugiyono, 2017). This method was chosen due to the manageable size of the population and the need for a comprehensive analysis of all user interactions on the brand's social media accounts.

### **Data Collection**

Data was collected through observation of brand posts, comments, replies, likes, and shares on Beautiful House Nitri's Facebook and Instagram accounts during 2015-2023. A structured coding sheet serves as the primary instrument for systematically recording and categorizing user interactions, to ensure consistency in data collection.

### **Data Analysis**

This research employed content analysis as the main method of analysis. Content analysis allows researchers to systematically examine large volumes of contextual data and identify recurring patterns such as the presence of specific words, ideas, themes, or types of interactions. In this study, content analysis was used to observe how users interacted with brandposts uploaded by Beautiful House Nitri on Facebook and Instagram, including likes, comments, and replies. To support the codification process and enhance the accuracy of the analysis, qualitative data analysis software NVivo 11 (trial version) was utilized.

## Content Analysis Protocol

In conducting a rigorous content analysis, a structured protocol was developed to guide the categorization process. The protocol serves as a complementary document to the coding sheet and provides clarity on what content should be observed and how to classify it into specific categories (Eriyanto, 2011). This ensures that the analysis remains consistent, systematic, and replicable. The categories and sub-categories were designed based on both theoretical references and previous empirical studies. According to Krippendorff (2018), the research protocol must not be treated separately from the results of content analysis, as it forms the foundation of data interpretation and coding reliability.

## RESULTS

In this study observed brandpost activities along with customer comments and responses to Beautiful House Nitri on social media Facebook, and Instagram and obtained data as shown in Table 1 below:

**Table 1.** Research data for Beautiful House Nitri in Bangkinang City

No	Social Media	Account Name	Amount Brandpost	Amount Coment	Amount Respon
1	Facebook	Beautiful House Nitri	353	424	82
2	Instagram	@Nitrisalonspawanita_bangkinang	146	626	106
	<b>Amount</b>		<b>499</b>	<b>1.050</b>	<b>188</b>

*Source: Social Media Beautiful House Nitri, 2023*

As of July 2023, the social media Facebook fanpages of Beautiful House Nitri, which since joining Facebook social media in 2015, have received 494 likes and 153,856 fans with a 4-star rating on a 4.5 scale. Instagram to date has 2,262 followers.

## Validity and Reliability Test Results

To measure the validity test, because this research uses face validity and content validity tests, the validity measurement is carried out based on expert evaluation and supporting journals or previous research that has also been evaluated by experts (Eriyanto, 2011). Validity in content analysis can only be done based on estimates, but it cannot confirm precisely whether this measuring instrument has high, medium or low validity.

**Table 2.** Validity Measurement

No	Category	Sub Category	Method Measurement
1	Content	Form of brandpost	Journal (De Vries et al., 2012)
		Brandpost characteristics	Journal (De Vries et al., 2012)
		Content of brandpost	Journal (De Vries et al., 2012)
2	Frequency		Journal (Mohr & Nevin, 1990)
3	Channel	Facebook	Data survey Social Media
		Instagram	Data survey Social Media
4	Consume	Amount view	Journal (Muntinga et al., 2011)
		Amount share	Journal (Muntinga et al., 2011)
5	Contribute	Amount Interaction	Journal (Muntinga et al., 2011)
		Two way communication	Journal (Veloutsou, 2007)
		Emotional exchange	Journal (Veloutsou, 2007)
6	Create	User generated content	Journal (Muntinga et al., 2011)
		Questions Product	Journal (Muntinga et al., 2011)

From Table 2 above, it can be seen that the content of a brandpost is divided into several sub-categories, namely the form of brandpost, brandpost characteristics and the content of the brandpost itself (De Vries et al., 2012). While frequency is used to measure the number of times the brandpost is posted and measurement of the frequency of

brandposts posted refers to research conducted by Mohr & Nevin (1990). The channel chosen from this research is based on a survey conducted on Social Media owned by Beautiful House Nitri, which consists of Social Media Facebook and Instagram.

In the initial reliability test, coder 1 and coder 2 began to study the Method coding sheet together and tried to analyse several data samples to equalise perceptions. If there are different perceptions between the two coders, the coding sheet will be corrected or revised until an agreement is reached between coder 1 and coder 2. After that, the two coders began the coding process on 60 brandpost data consisting of 30 brandposts taken from Facebook Social Media, 30 brandposts from Instagram Social Media to conduct an initial reliability test. Based on the results of the initial reliability test, brandpost characteristics have a reliability score of 0.78 and brandpost content has a reliability score of 0.88. The minimum tolerated reliability figure is 0.7 or 70% (Eriyanto, 2011).

$$\begin{array}{lcl}
 \text{Reliability or Coder} & = & \frac{2M}{N1 + N2} = \frac{2(47)}{60 + 60} = 0.78 \\
 \text{Category Characteristics Brandpost} & & \\
 \text{Reliability or Coder} & = & \frac{2M}{N1 + N2} = \frac{2(53)}{60 + 60} = 0.88 \\
 \text{Category Brandpost Contents} & &
 \end{array}$$

Source: Processed Data 2023

**Figure 1:** Initial Reliability Test Results

From the results of the initial reliability test according to the calculations in Figure 1 above, where the reliability test was carried out after coder training, the results showed that both categories showed reliability figures above 0.7. This shows that both coders have the same perception of the contents of the categories contained in the coding sheet. However, to make it easier for the coder to categorise the data, some improvements were made to the coding sheet by providing some examples to make it easier for the coder so that the result of coding on all data could result in a better reliability value. From the results of the calculation of the final reliability test, the data obtained is as shown in Figure 2 below:

$$\begin{array}{lcl}
 \text{Reliability or Coder} & = & \frac{2M}{N1 + N2} = \frac{2(1719)}{190 + 190} = 0.86 \\
 \text{Category Characteristics Brandpost} & & \\
 \text{Reliability or Coder Category} & = & \frac{2M}{N1 + N2} = \frac{2(1658)}{190 + 190} = 0.83 \\
 \text{Result Brandpost} & &
 \end{array}$$

Source: Processed Data 2023

**Figure 2.** Final Reliability Test Results

Figure 2 shows that the final reliability results in this study also show a figure above 0.7, namely with a result of 0.86 for brandpost characteristics and 0.83 for brandpost content categories so that all data coding results can be continued at the analysis stage. The results of the analysis in this study are arranged based on the categories that have been made previously to picture the process of forming brand engagement.

## Description of Research Results

Amount of data collected from Social Media Facebook and Instagram during the research period was 278 brandposts, 188 comments as presented in Table 3 below:

**Table 3.** Amount Data Research

No	Social Media	Brandpost	Comment	Reply
1	Facebook	152	424	82
2	Instagram	126	626	106
	Amount	278	1,050	188

*Source: Social Media Beautiful House Nitri, 2023*

Based on the data collected from Social Media Facebook, and Instagram, a schematic model of the formation of brand engagement on Social Media Facebook and Instagram is obtained. The formation of brand engagement as in Table 3 is formed from the communication that occurs between brands and Social Media users, namely content, frequency and channel and the level of online engagement that can be seen from consume, contribute and create.

## Frequency

Frequency is the seamount of brandposts posted every day on each Social Media used by each hospital, both from Facebook and Instagram Social Media. Frequency is calculated to measure the effectiveness of communication by brand marketers to Social Media users who meet the ideal communication requirements.

**Table 4.** Frequency Posting Brandpost Beautiful House Nitri

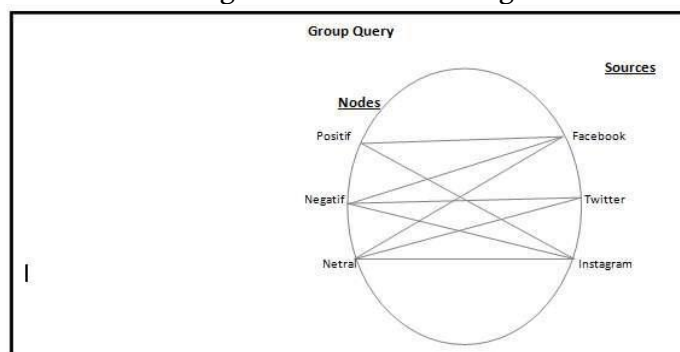
Social Media	Beautiful House Nitri		
	Amount	Amount	Frequency
	Brandpost	Days	
Facebook	152	95	1.6
Instagram	126	91	1.38

*Source: Data Processed 2023*

The frequency of posts made by Beautiful House Nitri is explained in Table 4. Beautiful House Nitri on average does 1-2 brandposts per day both through Facebook and Instagram which is an ideal amount.

## Two Way Communication

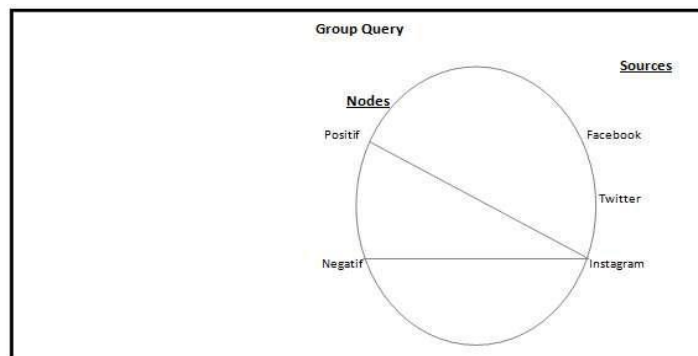
From the results of the analysis of Nvivo Version 11 trial, the relationship between the Category (nodes) of two way communication consisting of positive, negative and neutral comments with the Source (source) in the form of comments/reply originating from Social Media Facebook and Instagram can be seen in Figure 3 below.



*Source: Data Primer Olah Nvivo Versi 11 Trial*

**Figure 3.** Diagram Query "Two Way Communication" from Brandpost Beautiful House Nitri

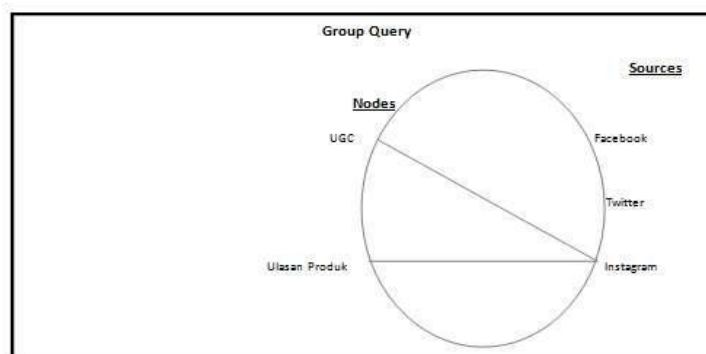
From the analysis in Figure 3 above, positive and negative comments come from Social Media Facebook and Instagram. The analysis of emotional exchange resulted from Beautiful House Nitri's Social Media comments is presented in Figure 4 below.



Source: Data Primer Olah Nvivo Versi 11 Trial

**Figure 4.** Query Diagram "Emotional Exchange" on Brandpost Beautiful House Nitri Comments

Positive and negative testimonials were only found in comments originating from Instagram Social Media. For Facebook media, no testimonials were found. The highest level of engagement is in the form of user-generated content which can be seen in the Figure 5 below:



Source: Data Primer Olah Nvivo Versi 11 Trial

**Figure 5.** Query Diagram "Customer Generated Content" on Nitri Most Beautiful House Brand Comments

Amount of comments from each brand in this Research can be seen in the Table 5 below, it can be seen that comments on Facebook Beautiful House Nitri which can bring up two way communication are 94% in the form of neutral comments, only 3.5% in the form of positive comments, and 0.23% are negative comments. And from Table 4.12 above it can also be seen that there are no comments in the form of positive testimonials or product reviews and the remaining 2.27% are unclear comments.

Whereas on Instagram Beautiful House Nitri as many as 77% are neutral comments, only 6.8% are positive comments, and as many as 2.8% are negative comments. Comments in the form of positive testimonials are only 0.9% and negative testimonials are 0.1%. Customer generated content is 1.2% in the form of product reviews and 0.4 in the form of used generated content, the remaining 10.8% are unclear comments.

**Table 5.** Frequency Coment From Brandpost Beautiful House Nitri

Social Media	Two way communication	Emotional Exchange	Content	SPAM
	Positive Negative Neutral	Positive Negative	UGC Product Reviews (unclear)	

	15	1	402	0	0	0	0	6
Facebook	(3.5%)	(0.23%)	(94%)	(0%)	(0%)	(0%)	(0%)	(2.27%)
	43	18	488	6	1	3	8	61
Instagram	(6.8%)	(2.8%)	(77%)	(0.9%)	(0.1%)	(0.4%)	(1,2%)	(10.8%)

Source: Data Processed 2023

DISCUSSION

This research applies a thematic analysis approach, which is divided into two main types: theoretical and inductive thematic analysis (Braun & Clarke, 2006). Theoretical thematic analysis is conducted by identifying themes that have been determined in advance based on existing theories and relevant literature (Terry et al., 2016). In this study, the initial categories such as "two-way communication," "emotional exchange," and "user-generated content" were formed by referring to prior frameworks used in social media engagement research. These predefined themes helped in structuring the initial phase of the analysis while maintaining theoretical consistency. However, the analysis did not stop at theoretical themes alone.

In addition to the theoretical approach, this study also incorporates inductive thematic analysis to uncover themes that emerged organically from the data. Inductive thematic analysis allows researchers to identify new patterns that were not previously anticipated, based solely on the actual content of the user interactions. During the coding process, several emergent themes were identified from the comments, including expressions of dissatisfaction, service complaints, and feedback about management or operational procedures, such as waiting times and patient queues. These findings were not predetermined but arose as relevant concerns voiced by the customers. The ability to extract these emergent insights demonstrates the added value of the inductive approach, especially in contexts where user behavior on social media is dynamic and multifaceted.

The content analysis also revealed variations in the tone and substance of user engagement. Negative comments primarily consisted of complaints related to service dissatisfaction, delays, and management-related issues. In contrast, positive comments generally conveyed appreciation toward medical personnel, such as doctors and nurses, and acknowledged the overall quality of service provided. Neutral comments were often informational or inquisitive in nature, such as asking about available treatments or offering constructive suggestions. These thematic distinctions were important in assessing the overall sentiment landscape on each platform. Furthermore, they helped the researchers map which areas of the service were perceived positively and which required improvement.

In terms of engagement level, this study found that users exhibited a moderate degree of online engagement, particularly in the "contribute" dimension. This form of engagement is characterized by interactions that add to the content ecosystem of a page, rather than merely consuming content passively. Examples of such activities include participation in interactive polls, providing feedback through wall posts, and commenting on shared visual media such as photos or videos. These interactions indicate that users are not only receiving messages from the brand but are also actively engaging with the content and other community members. This aligns with the concept of participatory culture on social media, where users become co-creators of value in the brand communication process (Bursan, 2024; Gopalan & Kohtamäki, 2017; Nugroho & Nasution, 2024).

The combination of theoretical and inductive thematic analysis enabled the researcher to capture both structured and spontaneous user responses. By utilizing this dual approach, the study not only confirmed previously theorized dimensions of engagement



but also revealed unique user behaviors specific to Beautiful House Nitri's social media environment. These findings provide a nuanced understanding of how brand engagement is built in a localized health and beauty context, and they highlight the importance of closely monitoring user feedback for continuous improvement. This approach supports the idea that social media analytics should go beyond quantitative metrics by exploring qualitative user expressions to generate actionable insights.

## CONCLUSION

This study reveals key insights into how Beautiful House Nitri in Bangkinang City builds brand engagement through social media. The findings indicate that Instagram and Facebook are prioritized as primary channels for sharing information and interacting with consumers, with Instagram proving most effective due to higher consumer responses, including product reviews and user-generated content (UGC), driven by its active interaction levels. Most brandposts remain neutral and informational, positioning engagement at the awareness stage, aimed at introducing beauty services and attracting followers. These results align with the study's objective to analyze social media's role in fostering brand engagement for Beautiful House Nitri, highlighting Instagram's superior capacity in this context.

The findings imply that Beautiful House Nitri can enhance its marketing by leveraging Instagram's interactive features to move beyond awareness toward deeper customer loyalty. This contributes to the broader understanding of social media engagement in localized beauty service industries. However, the focus on two platforms limits generalizability. Future research should explore additional platforms like TikTok and incorporate quantitative metrics to enrich the analysis. Practically, Beautiful House Nitri is recommended to diversify brandpost content and improve response strategies to customer feedback, strengthening engagement and customer relationships in the competitive beauty sector.

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