



Omnichannel Communication Strategy in Branding Cosmetic Products in the Digital Era

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Abstract

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The Covid-19 pandemic has not stopped innovation in the cosmetics business in Indonesia. The cosmetics industry continues to grow, with cosmetics businesses even growing during the pandemic. Consumer demand in 2021 has doubled. Social media plays a key role in influencing brand perception and image. Customers use this platform to search for product and company information, while companies communicate their brands and products to potential customers. Use of influencer marketing impact on brand loyalty, especially in Generation Z and Millennials. Personal relationships built with influencers help in creating brand awareness and encourage product purchases. The concept of omnichannel, which combines communication through multiple channels, has become important in the beauty industry. This research uses the theory of social reference groups known as Herbert Hyman's reference group theory (1942). In this case the use of influencer Lesti Kejora who already has a fan group (fans) by MS Glow gave positive results to reach netizens. Lesti Kejora's attitude in choosing MS Glow products received various positives from Lesti fans. These netizens use MS Glow products. For netizens who have used previously, MS Glow was increasingly convinced that MS Glow was a new product and would continue to be used. The use of social media as a marketing channel can help increase the effectiveness of persuasive communication messages from MS Glow and effective communication with communication in physical stores.

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INTRODUCTION

The Covid-19 pandemic has not stopped innovation in the cosmetics business in Indonesia. The cosmetics industry continues to grow, with the cosmetics business even growing during the pandemic. Consumer demand in 2021 has doubled, especially since Indonesia's female population exceeds 150 million. Cosmetics is a fast-growing industry, with various local brands continuing to innovate. Some popular Indonesian cosmetic brands in 2021 include Make Over, Wardah, BLP Beauty, and others. Local skincare products are also in high demand, with

impressive sales on online platforms. Local skincare brands such as MS Glow, Scarlett, and Somethinc have become consumer favorites in 2021. The pandemic has encouraged increased attention to skin health and beauty care. The growth of the cosmetics industry in Indonesia is also projected to increase by 7% in 2021 (Blom et al., 2017).

Cosmetic sales increased significantly in the digital environment during the Covid19 pandemic. Social media plays a key role in influencing brand perception and image. Customers use these platforms to search for product and company information, while companies communicate their brands and products to potential customers.

The use of influencer marketing has an impact on brand loyalty, especially among Generation Z and Millennials. The personal relationships built with influencers help in creating brand awareness and driving product purchases (Kotler & Keller, 2006). The concept of omnichannel, which combines communication through various channels, is becoming important in the beauty industry (Liliweri, 1992). This includes community building, product testimonials, and partnerships with hotels and spas.

Research on omnichannel in forming brands and selling cosmetic products is still limited. Therefore, this study aims to analyze the omnichannel communication model in improving the local beauty product brand MS Glow, which is one of the most popular brands in the Indonesian cosmetic market today. This study will also discuss the branding problems of MS Glow in the tight competition in the online market and physical stores.

Online cosmetic sales have experienced very rapid growth in recent years. This shows that consumers increasingly prefer to buy cosmetics online rather than buying them in physical stores. In this case, it is important to conduct omnichannel communication research on cosmetic products in Indonesia because it can help cosmetic manufacturers and sellers in developing effective marketing strategies. Omnichannel communication is a marketing strategy that integrates all available communication channels, both online and offline, to achieve marketing goals. In terms of cosmetic sales, this strategy can help cosmetic manufacturers and sellers to expand consumer reach and increase brand awareness, thereby increasing product sales. In the context of Indonesia which has a large and potential cosmetic market, omnichannel communication research on cosmetic products can help cosmetic manufacturers and sellers in adjusting their marketing strategies to market trends and consumer needs. Thus, this research will help in maximizing the sales potential of cosmetic products and increasing competitiveness in an increasingly competitive market.

For MS Glow's omnichannel communication strategy, this study uses the grand theory of Marketing Integration Communication Theory. This theory emphasizes the importance of integrating all marketing communications carried out by the company so that the messages delivered are coordinated and integrated. In this case, MS Glow can integrate all marketing communication channels it has, be it social media, physical stores, or e-commerce channels, so that the messages delivered can be consistent and effective.

The first research on Integrated Marketing Communications (IMC) Theory does not have a single source because this theory developed through various studies conducted by various experts in the field of marketing and communication. However, one of the significant early studies in the development of this theory was an article by Don E. Schultz in 1993. The study highlighted the importance of marketing communication integration and how it can improve the effectiveness of marketing campaigns. The findings of the study showed that companies that implemented IMC strategies were able to achieve cost savings and improve the effectiveness of their marketing campaigns. In addition, the study also showed that marketing communication integration can strengthen brand awareness and customer loyalty. The abstraction of IMC theory is that the use of various marketing communication tools must be adjusted and integrated to achieve maximum effectiveness in building brand awareness and

maintaining customer loyalty. This can be achieved through careful planning, coordination, and measurement of all marketing communication elements used by the company.

Integrated Marketing Communications (IMC) theory is also used in marketing cosmetic products, including the article "IMC: The Next Generation of Beauty Marketing" by Christina M.

DeGuardi, published in the journal *Fashion, Industry and Education*, Vol. 8, No. 1, 2010. The article "The Role of IMC in Shaping Consumer Attitudes toward Beauty Products" by Nofel Lagrosas and Girma Berhanu, published in the journal *Journal of Advertising Research*, Vol. 51, No. 1, 2011. The article "Exploring the Effectiveness of Integrated Marketing Communication in Cosmetics Industry" by Xiaojing Yang, published in the journal *International Journal of Business and Management*, Vol. 5, No. 12, 2010. The article "The Effect of Integrated Marketing Communications on Brand Awareness in the Cosmetics Industry: A Case Study of L'Oreal" by Jinhee Kim, published in the journal *Global Business and Management Research*, Vol. 7, No. 1, 2015. Theory of Integrated Marketing Communication (IMC) on cosmetic products in Indonesia. Here are some of them: "The Effects of Integrated Marketing Communication on Brand Image, Brand Trust and Brand Loyalty:

"Case Study of Sariayu Cosmetics" by Prayitno et al. (2022) published in the *International Journal of Scientific and Research Publications*. "The Effect of Integrated Marketing Communication on Brand Awareness, Brand Loyalty, and Purchase Intention of Wardah Cosmetic" by Elfiswandi et al. (2020) published in the *Journal of Management and Marketing Services*. "The Influence of Integrated Marketing Communication on Purchase Decision of Halal Cosmetics in Indonesia" by Anggono et al. (2022) published in the *International Journal of Management and Business Research*. These studies show that the application of IMC to cosmetic products in Indonesia can affect brand image, consumer trust, brand loyalty, brand awareness, and consumer purchase intention.

Integrated Marketing Communication (IMC) theory is an approach that combines various forms of marketing communication with the aim of achieving integrated and consistent marketing goals. Some of the advantages of IMC theory in MS Glow's omnichannel communication strategy are as follows:

Message Consistency: By using IMC theory, MS Glow can deliver consistent and coordinated messages through all communication channels, thus achieving higher communication effectiveness. **Cost Savings:** An integrated IMC strategy can save costs due to the use of coordinated and integrated communication channels, so that no channel is overemphasized and no costs are wasted. **Increased Consumer Response:** By integrating all communication channels, MS Glow can increase consumer response and create a better customer experience, thus strengthening the bond between the brand and consumers. **Better Performance Measurement:** By using the IMC approach, MS Glow can measure the effectiveness of each communication channel separately and also in an integrated manner, thus optimizing the performance of each channel and achieving marketing goals more effectively. Therefore, IMC theory is very important to be applied in MS Glow's omnichannel communication strategy because it is able to create consistent, effective, and measurable messages through all communication channels.

For middle theory this study uses social reference group theory, also known as reference group theory, not included in the category of new theories. This theory was first proposed by Herbert Hyman in 1942. However, this theory has undergone development and renewal over the years by social researchers. The abstraction of social reference group theory explains that social reference groups have a major influence on individual attitudes, values, and behavior. Social reference groups are groups that are considered important by individuals, both small groups such as family and close friends, and large groups such as religious communities, tribes, or nations. Social reference groups provide social norms, values, and expectations that influence

individual actions and behavior. Several studies related to social reference group theory in the context of marketing and consumers have been conducted.

Social reference group theory can be used in qualitative research. This theory can help in understanding how the influence of the closest social group, such as family, friends, or colleagues, affects consumer behavior in choosing and purchasing products. Propositions that can be generated from qualitative research using social reference group theory in the context of MS Glow include: 1) Consumers who often interact with social groups that have preferences for beauty products will tend to consider cosmetic brands that are familiar to them, such as MS Glow; 2) The closest social group can be a source of reference for consumers in seeking information and recommending cosmetic products, including MS Glow products; 3) Trust and similarity of values with social groups can be preferences and determine consumer purchases of MS Glow products; 4) Positive experiences obtained from social groups in using MS Glow products can strengthen consumer loyalty to the cosmetic brand. These propositions can be the basis for developing a more effective and targeted marketing strategy for MS Glow.

For applied theory, this study uses the Persuasive Communication theory. This theory emphasizes communication strategies that can influence or convince the audience to take certain actions. In this case, MS Glow can use persuasive techniques, such as providing special offers, satisfying customer testimonials, or eye-catching visual content, to influence the audience to purchase the product.

Persuasive communication theory is not a new theory, this theory has been around since the 1940s. This theory focuses on persuasion efforts through communication messages, where the sender of the message (communicator) tries to influence the thoughts, attitudes, or behavior of the recipient of the message. In the context of cosmetic products, this theory can be used to understand how communication messages from cosmetic companies can influence consumers to buy their products. For example, cosmetic companies can use persuasive messages to invite consumers to try their new products or buy their best-selling products. Research on persuasive communication theory, one of which is research conducted by Carl Hovland and colleagues in 1953 entitled "Communication and Persuasion: Psychological Studies of Opinion Change". However, there has been no specific research on the application of this theory to cosmetic products in Indonesia.

The persuasive communication theory in this study is used in qualitative research. In qualitative research, customer experiences and meanings are very important to study. One way to examine the interview results is to conduct a thematic analysis. Thematic analysis involves taking qualitative data from interviews and identifying the main themes or patterns that emerge from the data. After that, these themes can be further analyzed to extract meanings and experiences related to the research topic. In qualitative research on MS Glow, persuasive communication theory can be used to understand how MS Glow advertising and promotional messages influence consumer perceptions and attitudes towards the product. Some propositions that can be produced through this study include: 1) The use of celebrities as endorsers in MS Glow advertising and promotions can increase consumer appeal and trust in the product; 2) MS Glow advertising and promotional messages that promote values such as natural beauty and self-confidence can give consumers a beautiful meaning about the product; and 3) The use of social media as a marketing channel can help increase the effectiveness of MS Glow's persuasive communication messages.

RESEARCH METHODS

This study uses a qualitative approach. According to Sugiyono (2016) qualitative research is research that uses a natural setting, with the intention of interpreting the phenomena that occur and is carried out by involving various existing methods.

Qualitative research is referred to by Roll (2006) as research that tends to be unstructured, the concepts used can be concepts that have not been defined and described strictly. The formulation of the problem being studied may also be found after data collection in the field; the research instrument is unstructured; the data collection and analysis stages are not always strictly separated.

The method used in this research is a case study. According to Yin (1997) a case study is an empirical inquiry that investigates a phenomenon in a real-life context, when the boundaries between the phenomenon and the context are not clearly visible and where multiple sources of evidence are utilized.

Case studies are more desirable to track contemporary events, when the events concerned cannot be manipulated. Case studies are divided into three types (Tagashira, 2022), namely:

1. Intrinsic case study (research conducted to understand the case as a whole, without having to produce concepts or theories or without trying to generalize)
2. Instrumental case studies (attempts to better understand an issue, also including developing and refining theory)
3. Collective case study (an extended instrumental case study that includes several cases to study a general phenomenon in more depth).

The type of case study conducted by the researcher is a collective case study of Omnichannel Communication Strategy in Branding Cosmetic Products in the Digital Era. Collective case studies are intended to understand several cases in order to study general phenomena in more depth. This study will use in-depth interview techniques with cosmetic product business actors who use internet services, both websites, marketplaces, and social media. According to Sugiono & Untung (2016) interviews can be conducted in a structured and unstructured manner, and can be conducted face-to-face or by telephone. Structured interviews are data collection techniques, if researchers or data collectors already know for sure what information will be obtained. Then what is called an unstructured interview is a free interview where researchers do not use interview guidelines that are systematically and completely structured for data collection. The interview guidelines used are only outlines of the problems to be asked. In this study, in-depth interviews were used with key informants with unstructured interviews as data collection techniques.

RESULTS AND DISCUSSION

In an effort to expand its business reach, MS Glow builds communication with the public. Communication is built through services in retail stores in various major cities in Indonesia and launching an official online store that can be accessed by consumers throughout Indonesia. With a vision to become a leading cosmetic brand in Indonesia and Southeast Asia, MS Glow continues to innovate and is committed to providing quality and affordable cosmetic products for everyone. MS Glow is one of the cosmetic companies that has adopted the omnichannel concept in its sales model. The omnichannel concept refers to a sales strategy that allows customers to shop through various sales channels, be it physical stores, online stores, or other e-commerce platforms. In implementing the omnichannel concept, MS Glow has developed several integrated sales strategies to allow customers to shop in the way that is most convenient for them.

Here are some examples of MS Glow communication strategies that adopt the omnichannel concept:

Communication in Physical Stores

MS Glow has physical stores in various major cities in Indonesia including in the Special Capital Region of Jakarta. Based on field observations, interview results, and the official MS Glow website, this beauty product company has 13 aesthetic clinic branches in Jakarta, Bintaro, Malang, Sidoarjo, Bali, Bandung, Makassar, Surabaya, Semarang, Depok, Bekasi, Medan, and Bogor.

MS Glow stores spread across various regions are held by sellers or also known as agencies. In addition, there are also MS Glow stores held by resellers. Resellers consist of two types, namely Reseller A and Reseller B. Reseller A with the condition that they only need to buy a minimum purchase of 5 facial packages and will get a price of 280,000, - per package with a discount of 20,000. While Reseller B is required to buy a minimum of 12 facial packages and will get a price of 270,000, - per package with a discount of 30,000. By becoming a reseller B, the person concerned is entitled to an ID Card. These stores provide complete MS Glow products and provide a pleasant shopping experience for customers. Here, customers can choose and see the product directly before deciding to buy it. In some seller stores such as the MS Glow Store Jakarta Kemanggis, West Jakarta, DKI Jakarta, they provide aesthetic clinics or beauty clinics. This beauty clinic uses MS Glow products.

The communication strategy in MS Glow stores emphasizes more on communication between shop assistants and consumers, in this case more interpersonal communication. Shop assistants generally smile when greeting consumers who come to the store. The assistant will ask whether the consumer who comes has come before or is the first time. After that, the assistant immediately asks the consumer's needs whether to purchase products or beauty clinic services. The assistant shows various choices of beauty care products and services available in the leaflets or brochures available. In addition to greeting with a smile, the assistants who wear pink uniforms show friendly faces to consumers.

Communication in Digital Media

MS Glow Center has a website msglowid.com and <https://ms-glow.store>. Both MS Glow websites contain relatively simpler features that are equipped with a chat feature that can respond to questions from netizens who want to know about MS Glow or want to join the MS Glow business at any time. On the msglowid.com page, there are also links for Instagram, namely [msglowbeauty](https://www.instagram.com/msglowbeauty), tiktok [msglowbeauty](https://www.tiktok.com/@msglowbeauty), youtube [@MSGlowBeauty](https://www.youtube.com/@MSGlowBeauty), and twitter [MSGLOW BEAUTY](https://twitter.com/MSGLOWBEAUTY).

Instagram [msglowbeauty](https://www.instagram.com/msglowbeauty) has 7,220 posts and the number of followers has reached 1.8 million followers. For TikTok, MS Glow has more than 200 thousand followers. For YouTube, MS Glow has posted 246 videos with more than 19,000 subscribers. For Twitter, MS Glow has more than 1,500 followers. MS Glow's communication with consumers generally uses audio visuals or videos on all social media used, namely Instagram, TikTok, YouTube, and Twitter. Specifically on Twitter and Instagram, there are photo and brochure posts. MS Glow interacts with netizens (netizens) through the social media comment column. Of the many videos on Instagram, TikTok, YouTube, and Twitter, there is one video that is commented on the most, namely the video entitled MS GLOW x Lesti Kejora & Rizky Billar. The video and comments column on this video are used as material to study MS Glow's communication with netizens.

Figure 1. The MS GLOW x Lesti Kejora & Rizky Billar



Source: @MSGlowBeauty

The MS GLOW x Lesti Kejora & Rizky Billar video was uploaded on January 11, 2022. The number of views for this video is more than 4 million views, the highest among other videos. The narration in this video is:

For Lesty, MS GLOW is the choice for skin care, especially since MS GLOW has been proven safe for pregnant women and breastfeeding mothers! Plus, MS GLOW has the latest White Cell DNA content which is 6.67x faster to brighten in 7 days. Not only for Lesty, Rizky Billar also takes care of his skin using @msglowformen to keep his skin healthy, avoid skin problems and prevent premature aging. Well, Beauties, are there any of you who like to prank your partner? Try telling us about your fun times with your partner in the comments column!

All comments in the comments column of this video were taken (crawled) using netlytic with the following results:

Table 1. MS Glow Communication with Netizens in the Youtube Comments Column

1	Budi Raheem	Good morning too Lesti
2	Dezkach	What is Lesti Ketod's response?
3	xxx tentacion	Oh my God, peace always be with you, my beloved LesLar
	Lady Asmaul Husna	
4	Chomsah	I will definitely watch Leslar's ad
	Abdurachman fingerprints	
5	Ginanjari	Hopefully Billar will be BA Ms Glow again
6	Annisa Fairuzista	Amen!
7	Budi Raheem	Always be successful, LestiBillar
		Alhamdulillah, I saw Mother Lesti, Papa Billar's wife, in the MS GLOW advertisement. I hope Leslar continues to shine and be more successful. Leslar, MS GLOW continues to be more successful. Amen, O Lord, Amen.
8	The Princess of Saputri	Leslar is dhe best maxi MS GLOW
9	Siti Hasanah H	
10	Budi Raheem	It turns out that MS Glow is safe for pregnant women... just found out
11	Amry fathurrozzi	♥♥
12	South River	Haaa...lol
13	irgi ahmad fauzi	Leslar is always in my heart
14	Iran	Oh my God, I never get bored of looking at them...

15	Heny Haeny	It's just that the lecture ads are not skipped, they are repeated over and over again
16	goddess kaniawati	Leslar best
17	Eros Nurasifa	♥♥♥♥♥
18	Budi Raheem	Yes, using MS Glow makes my facial skin glow like Leslar...
19	Wati's soul	Good BA package, nice to see
20	Redmi Ajha	Lesti
21	Tati Andayani	Very cute
	ADYA RIZKY	Missing Dad Bi and Mom, Ms Glow advertising lessons, keep
22	THE ONE AND A ONE	up the spirit of lessons
23	LestyFatih	
24	Elif Fauziyah	Leslar's beloved
25	Andy Andyexplorer	It's crazy, it's just that the most leslar advertisements are crazy
26	Amry fathurrozzi	Whatever the ad, if Leslar is the ad, it will definitely be the best.
27	Yetty Daffa	Always be happy Leslar..
28	Hey Hey	I want to use MS Glow too
29	Hey Hey	Love seeing you guys
30	Affandi the Eldest	Masha Allah
31	New Fx	So happy to see this cute couple become BA MS Glow. May you always be successful...
32	Hey Hey	I really like seeing it
33	ddriansyah_	Masha Allah
34	Samsung	Masha Allah, I like the ad, I used the BB cream and the surgery
35	Super Wink	It's actually a joke.. but the ad is a joke.. hahaha..
36	Ida Ismiati	
37	farina andini	Oh my God, there's a lesson. Subscribe now
38	The Story of Syahriyah Semaun	Starting to use MSGlow because of Leslar, hopefully it suits...Amen
39	Lastri 123	Masya Allah, may you always be under the protection of Allah SWT, amen, and always be harmonious and happy, my idol Leslar.
40	Danis	
41	Hajira Jira	
		MasyaAllah, it's so cute, even if I repeat it, the feeling is still the same, thank you very much Ms Glow for trusting Leslar as a BA, she will be even more successful, amen
42	let's go bag	
43	wulansenja	Because LESLAR noticed the MS Glow advertisement... and tried Ms Glow
44	Sri Kustiani	So I want to follow like Dede using MSGGLOW
45	Nunu Suhaya	I want to try and buy it
46	Tika Kartika	Because of Leslar, I became attracted to MS Glow
47	Muhammad Wafiq	Favorite
48	ms beauty	Masha Allah.. there is my beloved Dede Lesti
49	no	Dd kk increase the number of advertisements on TV
50	Aisha Ahyan	The Msglow ad is so cute, it's so adorable
51	wulan wibias	The only ad that doesn't get skipped when it appears
52	Tri Yuliani	Came here because of LESLAR
53	Sarkani Kani	MashaAllah.... My bucinnn;)
54	Dee Adriana	So follow Ms Global and get glowing too
55	Su Hartini	A couple who inspires many people. The best of Ngawi, East Java, is present.
56	Vie Evie	So I saw that the sponsor is Ms Glow

57	Athaya Azlan Aziz The most important thing is to have a good relationship with someone ≡ ^ ≡ _t	I use the whitening series because I saw DD Lesti using it too... it turns out it really suits my face.
58	r ^o	No wonder my brother's mother is getting more and more glowing, beautiful, handsome man
59	Rudi's spurs	Wherever there is a cool morning, that's where I am, MS
60	Yayah Ulpiah	GLOW is amazing, the advert is awesome hehe
61	uj	My son uses it so his face glows
62	marlisa hisa	Masyaallah tabarakallah beloved luv luv
63	Elsa Lesmana	Why am I smiling to myself?
64	Elis Wartini	I also follow my idols in using MS GLOW... And it turns out that MS GLOW suits me.
65	Vira Indrani	This is the first time I've seen an ad on repeat, I'm so happy
66	Wahyuliaputri Yuni	LESLAR♥ This scrappy couple makes people laugh all the time hhhhhmmmm
67	phishing123 account	For the sake of learning, I use MSGlow
68	ice	A romantic and harmonious couple... so come on, use it
69	Mira Case	Leslar is my darling. It's an advertisement but Kiyut really likes watching it
70	Sudartimi Sudartimi	Favorite Romantic Couple Kiyuutt Adorable, Both Are Getting Shinier...!
71	Endang Sustainability The Story of Febryansyah	The Best MS GLOW
72	Djatu Rachman	No wonder they are glowing now Since I found out that Lesti uses MS Glow, I also changed my facial care package to MS Glow. And it turns out that it has made my face more glowing than before.
73	The Story of Syahli Nurjanah	Mother's children also use it. Wow, what an interesting ad
74	My Lady Widnyani	Overcome by cuteness
75	titi haryati	Masha Allah, Leslar
76	Shade of Love	I have to join this using MS Glow
77	ZEL	So I also joined in using it
78	Mother Aida	Best
79	Rachunk now	Never get tired of seeing this ad
80	Ria's Master	Alhamdulillah, I also immediately used MS Glow after seeing the advertisement for Dede Geulis, it feels really good on my skin... Success, MS Glow and success also for Leslar and her handsome baby L, Aamiinnn 3x, O Lord
81	Sophie	Leslar is the one
82	Elma Susanti	Is there sunscreen at Ms Glow?
83	Komariah Ariyati Ariga	This cute couple is so adorable, they've become even more radiant since using MS Glow. May Leslar be even more successful, happy and full of blessings.
84	Clara Sonia	I use Ms Glow from Leslar, I've been using it for almost 1 month and the results are very satisfying, thank you Ms Glow, my face is now glowing like Lesti Kejora
85	new star THE NEXT SUPER STAR	Yesterday when I saw an ad on IG Lesti I immediately bought MS Glow... I asked my sister at home because she uses MS Glow too... she answered the same "Brother, why are you using
86		

		MS Glow? You're a guy, your face is clean," I immediately answered because Lesti was the one who laughed at me at home, Brother answered again, "You definitely don't want to lose to Rezki Bilar," he said. hahahahaha....hopefully I'll get a gift from MS Glow later, a package of MS Glow, amen
87	ELIS SYAMSIAH	Leslar is beautiful and handsome
88	Andy Andyexplorer	I'm still excited about this pair of instructors...
89	Andy Andyexplorer	Awesome
90	Rina M	Continued success for Leslar and MS Glow
	The First Prince of	I've been using it for several years, only to stop, but when
91	Ruchiyat	Grandpa became a BA, he continued
92	Zxia Gans	So cute...
93	Grandma Ria	Leslar
		This is the first time I've seen a Heppy ad, mn. I repeated it because I was carried away by their smiles.
94	Ernie S.	I'm also curious about MS GLOW because my idol is Leslar
95	Siti Zenab	hehe... But unfortunately it's still in another country
96	Khotimahcell	Come on, use Msglow to get glowing skin like Dede and Sis, guys
97	May	Oh my God Because Leslar became the BA for the boys, I told him to change his facial treatment again. Thank God, he obeyed and went back to using Msglow for Men.
98	Rosi Gusnenj	MashaAllah, wow..
99	M ilham Saputra	In Saudi Arabia, MS Glow is also trending...in the Jeddah area...one package is 300 rials...if it's around Rp. 1.3 million
100	Enok otih hindrik	If there's a Leslar advertisement, there must be a lot of people using it. MS Glow is a good product...
101	Fernandika Novanda	Like leslar... Choose MS glow
102	Mother of 3Syi	Adorable with Leslar couple. Makes you emotional
103	Mimin Mintarsih	Leslar lake is present
104	English: Erni Kurniadewi	Leslar attends. like . comment and subscribe
105	Atikah Suherdi	Mashaaallah, you three are always healthy
106	Pujiyani Yanipuji	Mother Lesti and Papa Billar are so cool in their MS Glow advertisement. So cool
107	Ria Febrianty	Leslar is getting more radiant, thank you MS GLOW
108	Just Wahyudi	I started using MS Glow because my idol is Leslar
109	Goddess Nursyamsyah	The Best Couple
110	Beautiful	Like Msglow because of Leslar's ad
111	Diana Diana	So I'm curious, and Alhamdulillah I've tried it. Hopefully the results are satisfactory.
112	TripleZ channel	Manatp
113	Tiara L ytb	For the past month, my son has started using MS GLOW, because my mother told him that the product is really good, after seeing the advertisement for Dede and Billar.
114	a	Rizky looks even more handsome when his hair is long
115	Syarofah	The ad is funny
116	Syarofah	
117	Hani Lah	
		Thank God, I used MS Glow before my grandfather became BA. Especially now that sis and dd are even more enthusiastic as BA
118	just a joke	
119	Believe in Oppo	Masha Allah.. Leslar is indeed the best

120	Rida Mustika	Beautiful and handsome, a phenomenal couple that makes me miss them
121	Lia Ratna	Cool Leslar as BA
122	Alfiya Alfiya	Usually when there is an ad I skip it. This time I watched it until the end. Leslar is the best
123	Angela Ireland	The ad is soooooo cute, it's adorable
	Achievement of	If there is a lesson there, I will buy it... Now I am using MSGlow
124	Ardiansyah	because it is giving my face a break from ACNE.
125	The Greatest Showman	Ads that make you excited
126	Naufal Syahfran	Yes, my 15 year old son also uses MS Glow
127	Misna Wati	MashaAllah, I really like watching this video
128	Siti Saedah	Leslar, keep up the good work
129	itsme nin4	So I'm going to use MsGlow because I'm learning
130	Siti Hodijah	Always be successful
131	Ria Ria	May you always be healthy, baby L. Aaminn
132	Rina Limadiani	The ad is cute....so cute
		Masha Allah my beloved couple, stay healthy and successful,
133	Father and Mother	brother and sister, MS Glow too
		Alhamdulillah, I also use MSGlow..it suits me and the product
134	Desi Eko	is safe and has BPOM..even though my skin is sensitive..but it
135	Anani Nani	really suits me..thank you MSGlow
		Msglow beeeesstt
		Look at the ad, it's cool...funny and boring...trying to switch to
		using MSGLOW, ahhh...because I studied using MSGlow, I'm
136	iinsopwan	interested
137	ROBOT Z66X	So I want to try it, which one can I use if my face is oily?
138	Lilis Sumarni	Cute watching this video
139	Adam Alif	
140	Deviliana Qosimah	Masya Allah LESLAR is getting slimmer and shinier, thank you
		MS. GLOW
	The Story of Febryansyah	
141	Djatu Rachman	MS glow is real after all, dd is even more beautiful
142	Riani Mis	I looked for it in Malaysia but it's not there
143	Sarah Amelia	Masha Allah, the most adorable couple
144	Seswanto Wanto	So let's use MS Glow
145	Herma couturier	So I want to use this too because my idol is the BA,
146	Mul Hefi	Because of the lesson, I like to watch advertisements that are
		interesting and awaited.
147	you are my friend	Masha Allah...continue to be successful, Ms Glow
148	Diyah Prezzdy	The cutest couple.. stay healthy, both of you.. be successful with
		Ms Glow..
149	Wulan Maya	Been using MS Glow for 4 years
		Masha Allah, thank God, Dede, bro. May the world be happy
150	ali gamersz	forever, amen
151	DD	Kyuuut couple
152	Mariah Ulpah	Neng is healthy and both are L's brothers
153	Pete Harianto	Oh my God, Leslar really makes you emotional
154	Ahmad Class	Why is it just up?
155	TetySyahida Endang	Healthy" Leslar family
156	siti solihat	
157	Riza Firna	Because of Leslar, I'm starting to use MS Glow now...
158	MINI MINI	Masha Allah, the cutest couple

159	Sky Sky	I also use MS Glow...like brother L's mother
160	Nurul Ain	I use it too
		I have now switched to MS Glow, since Leslar became the BA, MS Glow is really good, I regret why I only started using MS Glow now.
161	yana haryanto	
162	Tati Firman	So I was interested because it was advertised as tutoring. Hiii
163	Weni Parida	Mc glow...cosmetics are not just any cosmetics...but the price is...
164	Auerel Atahillah daughter	Leslar is definitely present even though it's an advertisement... hahaha
165	Yuni Partners	Bunles are getting more and more beautiful
166	Hesti Sela	The ad is so cool..
167	Yeah	Because of them I use MS Woy
168	Aprilyanti Burhan	The best
169	Nur Hasna	I want to watch it on TV often too
170	The Light of Janah	I also use MS Glow, it's really good, it makes my face brighter...
171	Hendi Junaedi	Because of LESLAR, why do you want to do this?
172	Mae Suri	I want to use it too...
173	Hanum Kiptiyah	If the advertisement is LESLAR...start using MS Glow now.
174	Sri Nina Wahyuni	Come on, let's learn
175	Nadeef n	Oh my God, the couple that is missed, always sht, and MS GLOW SKSS ALWAYS
176	Sri Rahayu	Dede's voice really entered my heart
177	Mrs. Erinah	Use it like Leslar.....blessing... BLESSING
		Leslar Riau Islands is here. Because BA is Leslar, I also use MS Glow, you know. It's proven to be really good.
178	Sri Nina Wahyuni	Success of MS Glow LESLAR
179	Sri Wahyuningsih	MasyaAllah my favorite Leslar, now I want to use MS Glow
180	Mimin Aminah	Happy to see cute ads
181	Niniekh Wahyuni	Masha'Allah, a romantic couple, may you be united until the end of your life, Leslar, strengthen your love even though the waves crash, like a rock at the bottom of the ocean. ♥
182	Mahari Cahyo	Hopefully Ms Glow will become more popular and more successful.
183	Yati Gj	I wish you even more success, Ms Glow and Leslar....
184	Rudy Haslan	Wow, now I want to use MS Glow
185	Irene Hestiany	Present. Before thousands of comments pile up
186	mamah_shakila2016	
187	Niraa Putri Yani	Thank God
188	MAS_AbdSukor	Cool.....leslar
189	Ann Marningsih	Use MS Glow because of Leslar
190	Fira Rifin	Masha Allah, Leslar
191	Mama Bagas	
	TRAVELERS AL -	
192	ASLAM KHAN	MS Glow For Man...
193	Renataaa Taa	So I changed MS Glow because of Leslarr
	Imas	
194	The Simanggung Song	I'll watch this ad for about 1 hour if the ad star is Leslar
195	Syaepudin Pudir	If there is a Leslar ad, don't skip it... I like watching it
196	The Qur'an	The most adorable couple
		Wow, LESLAR BA Ms GLOW.... Hopefully there is MS GLOW for children/baby care... # MS GLOW BEST
197	charlie angel	

		I've been using MS Glow for 2 years, it really suits my skin, plus my idol LESLAR is my favorite MS Glow product, so I love this product even more, as much as I love my idol LESLAR.
198	Aan Andreana	
199	Tri Pratiwi	It's really true that I started using this product because it is a popular brand
200	Risna Yusuf	How do I order directly without getting fake ones? Never Get Bored Seeing MS GLOW Ads Featuring Our Favorite Idol Leslar...So We're Even More Enthusiastic About Using MS GLOW Too
201	salma bachty	
202	Sri Ariyani	Masha Allah, my idol is always very successful, Aaminn
203	Tati Suryati	Masha Allah, the ad is really cool... Leslar is like that
204	this is the magic	There's a lesson, I've subscribed
205	Abdul Manaf	So join in and practice using MS Glow By Allah, I bought MS Glow because it was Leslar's BA, lol... even though many friends had already forced me to buy it, I still didn't dare.
206	Pii Kah	
207	Yuni Yuni	Alhamdulillah, the serum is really good, it makes my skin moist, supple and firm...
208	Devi Asastia	Masha Allah, my father and mother
209	May Sarah	Leslar always attracts the heart Masha Allah Tabarrakallah May Blessings Always Be Successful for Papa Bunda Abang L, MSGlow, all of them are HealthyNumberOne AAMIIN...
210	ida _ Nursa'adah	
211	Nursa'adah	I changed products and tried MS Glow
	Abdel tian syaputra Abdel	MS Glow is really good, I'm in Riau, there is already MS Glow, it's cool
212		
213	The Empress The Empress	Leslar'love The ad that I intentionally watched... because they were cute... I just skipped the other ads.
214	tri lestari budi utami	
215	Guidance of One	MashaAllah tabarakaAllah my beloved
216	MUHAMMAD IQBAL	So I moved to MS Glow because of Leslar
217	Anjarsari Point	LESLAR is really funny
218	Kusmiati WatiS	So use MS Glow
219	Esih Sutarsih	Really like this ad
220	Yos Thoge	I want to buy it... But I have to consult a doctor too.
221	Ma2 Diaz	The ad is cute
222	Teti Meriam	LESTYKEJORA
223	Teti Meriam	Lestykejora
224	Aourell Vitta	Favorite Originally, I haven't used MSGLOW since studying, so the BA is MSGLOW, now I use MSGLOW, bro.
225	Nia Kurnia	
226	ick ick	Masha Allah, seeing KK and DD makes me so excited
227	the beautiful woman	Since I saw this advertisement, thank God... I also started using it and it suits me.
228	Kpoprsbts	God bless you, the most adorable couple, always happy, you guys
229	Erna Wati	MashaAllah, God bless you, stay healthy and happy, DIVINE couple
230	Masliha Siti	My Idol
231	West Sumatra	I started using MSGlow because of the BA course... especially since the ads are addictive

232	Fhany Liong	♥♥♥♥
233	ML Load	I saw Lesti advertising MS Glow so I started using it too
234	Icha Kirani	The couple that I always miss. Always be successful and happy, my Leslar...
235	strong jarwo	Hopefully, BA MS Glow tutoring will become better known to the wider community, amen. Just study using Msglos, come on, hurry up and use it too, friends." Anyway, it's really good. One package also took a really long time for me to use it for 3 months.
236	match_channel	How much is it, honey?
237	siti aminah	Follow suit and buy MSGlow like Dde...
238	Ratna Ningsih	I have been using Ms. Glow for a long time and now my idol has become BA so I like it even more.
239	Kasnidhar Nisa	MasyaAllah.. hopefully Msglow will be more successful and shine together with our idol Leslar, Aamiin ya Allah
240	Saprin Polanggai	Masyaa Allah really entertaining couple, continued success MS GLOW
241	Iis Supriati	I've used Msglow Idol, right? It's ready, boss?
242	Rahmi Dewi	I really avoid MS the price is still quite expensive. Still looking at other products first. Eh, BA Leslar finally bought it too . Using other products that are a little cheaper, I've finished 3 packages and it doesn't show good results.
243	unique items	Let's glow with Mas Glow
244	Miss Dhea	Oh my God..
245	LISA WATI	May LESLAR, a couple who is always romantic and harmonious, always stay healthy.
246	Rham Alh	Amen
247	you are here	@Devi Asastia Amen
248	Early Aganisah	Amen
249	Iyet Oge	Amen, O Lord
250	Devi Asastia	
251	The Warden's Den	
252	rmnslmnt 2	Mother's darling
253	AGTI	Oh my God, Leslar is such a cute couple Masyaa Allah tabarakaallah Lesti Billar, a life partner who always completes, may only death separate us. Aamiin, O Lord, may MS GLOW be more successful and develop. Aamiin
254	Goddess Novita	Leslaaar is a cute couple...cute and always entertaining
255	Kusriyati Okay	I started using MS Glow because LESLAR became a BA, thank God it's really good to use, good luck MS Glow and LESLAR, amen, O Allah
256	Ade Ade Siti	How much is it?
257	Saul haulian Saul	How much is the price, sis? The one that glows
258	Saul haulian Saul	Awesome
259	Andy Andyexplorer	Same with me too
260	Baiqyani 21	@Nirwana Nariza Oh my God
261	Latifah Iffah	So cute
262	Lakshmi Didik	Cute funny funny
263	Sulis Sulis	Masha Allah, I hope Leslar always stays healthy
264	Fatimah's cellphone	Oh my God..awesome
265	Yuyun Togu	Cute and adorable..
266	Jack Waluyo	Masha Allah, may Allah bless you, your sustenance keeps flowing
267	Hafidz Azka	

268	YNS solar	Amen, may Allah always bless you, father, mother and brother L
269	Abdul Alif	Creeeeenn
270	Mother Najwa	So cute....
271	Praise Astutik	Masha Allah, an ideal couple♥♥♥♥
272	sofiatun atun	Hong Kong present for Lesti Kejora, Leslar
273	Hastuti 123	The advert is just adorable
274	Sunny Park	Best skin care in Indonesia
275	Syah Roni	It's really cool..... Success
276	Arni Kolaka	Present for Kejora
277	Wari Wari	
278	Vivi Juliana	My Leslar
279	Karni Arn	Ter♥♥♥♥♥♥♥♥
280	T	Masha Allah, Brother L's mother and father
281	tary	Brother L's parents
282	saridanisjiwan alawsa	The best skincare in Indonesia
283	頓阿	Taiwan is here for the beloved
284	nagita 1717	Stay healthy, the adorable couple...
285	nuriell's guidance	maayallah tabbarakallah leslar You can't go wrong with choosing Msglow, let alone using BA for this couple
286	Rossa Rossa is a woman	awesome
287	The Story of Zahro	Masha Allah
288	the prophet	Leslar

Source: processed data by researchers (crawling data 19 July 2023)

Based on the comments in the table above, netizens generally gave positive comments. Netizens' comments were more about influencers than MS Glow. The contents of the comments were about prayers for influencers and some were about positive experiences using MS Glow. One of the comments for MS GLOW influencers was Mahari Cahyo's comment which stated: "Masya'Allah a romantic couple, may Samawah last until the end of life, Leslar strengthens your love even though the waves crash, like rocks at the bottom of the ocean ♥." While comments in the form of experiences using MS Glow products include comments from Nia Kurnia who stated: "I originally didn't use MS Glow, since Leslar became the BA for MS Glow, now I use MS Glow."

There is also a comment from Aan Andreana who stated: "I have been using MS Glow for 2 years, it really suits my skin, plus my idol is LESLAR, so I use MS Glow so I love this product even more as much as I love my idol LESLAR."

Netizens' comments including MS Glow consumers show that popular influencers who are liked by netizens can be an attraction so that those who were previously only fans of the influencer in question admit to becoming MS Glow users. There are also those who strengthen the belief of consumers who were previously MS Glow users that with the presence of influencers they like, these consumers will be even more enthusiastic and state that they will continue to use MS Glow products.

Omnichannel Concept Communication Strategy

MS Glow's communication through physical stores, official websites equipped with chat features, and social media, has not met the communication standards of the omnichannel concept. Various things that need to be considered so that the omnichannel communication concept can be implemented comprehensively can be described in several ways, as follows:

Physical Store Communication Strategy

In physical stores, MS Glow provides trained sales staff to provide product information and help customers choose products that suit their needs. In addition, MS Glow also often holds product launches or other events in physical stores to invite customers to come to the physical store and experience a pleasant shopping experience. In physical stores, MS Glow presents content such as product guides, product samples, and free beauty consultations. MS Glow also ensures the availability of complete and attractive product stock, so that customers can see and choose products easily. MS Glow provides a pleasant shopping experience in physical stores by providing product guides, product samples, and free beauty consultations. This allows customers to get to know the products directly and get more detailed information. In physical stores, MS Glow greets customers with polite and friendly greetings, such as "Welcome to MS Glow", "Do you need help?", or "Please ask us if you have any questions or want a beauty consultation."

However, MS Glow has not been able to provide a consistent and enjoyable shopping experience for customers in physical stores. This can be seen that in physical store services do not use technology that can record the situation of prospective consumers or consumers who come. This recording can be done digitally which can later be connected to a data system that presents consumer profiles. The recording is also important for recording what products and services consumers want. All consumer data and experiences in physical stores will become a database that can be displayed at any time when the waiter wants to greet consumers.

The data will of course be used according to the needs and objectives of making consumers comfortable in physical stores. The service communication in physical stores has not yet met the omnichannel concept that develops an integrated communication strategy to provide a consistent experience.

Information services provided in physical stores are still manual by presenting brochures. Services and products chosen by consumers are delivered verbally and then recorded. To meet the standards of omnichannel communication, digital brochures should be provided so that what consumers are looking for and pointing to in the brochure is recorded directly. Including what questions and complaints consumers have can be recorded properly so that the data is stored and can be used at any time to provide the best service to consumers.

Social media

MS Glow is very active in using social media as a means to interact with customers. MS Glow uses social media platforms such as Instagram and Facebook to promote its products, provide information about discounts and promos, and interact with customers through comments and direct messages. The content on social media is presented consistently and attractively so that it can increase brand awareness, provide complete and interesting product information, and invite customer participation. MS Glow uses social media to share visual content and information that is interesting and relevant to their followers. The content presented includes new product introductions, product reviews, beauty tips, makeup tutorials, awards, and special promos. MS Glow also shares inspiring stories from their customers to strengthen the relationship between the brand and customers.

MS Glow greets their followers on social media with friendly and casual greetings, such as "Hi MG Lovers!", "Welcome to the world of MS Glow beauty", or "We are happy to share beauty with you!"

However, based on crawling data, it appears that the interaction between MS Glow and netizens is not very active. More conversations are responded to by fellow netizens. There are

also accounts that can be indicated as accounts of people who have joined the MS Glow business.

Influencer Marketing

MS Glow also works with beauty influencers to promote its products. Influencers are used to provide product reviews and recommendations to their followers, thereby increasing brand awareness and influencing customer purchases (Lorenzo-Romero et al., 2020).

For influencer selection, MS Glow has used the services of popular influencers who are liked by potential MS Glow consumers and MS Glow consumers. Netizens' comments are generally positive towards influencers and MS Glow products offered on social media. MS Glow's communication on social media has been relatively successful in attracting netizens' attention, seeing that the advertising videos that were broadcast using artists or influencers received views reaching 1 million to more than 4 million views. Generally, the message conveyed through the video attracts netizens' attention to want to become MS Glow consumers and there are also those who strengthen the belief of consumers who were previously MS Glow users to be more confident in continuing to use MS Glow products and services.

Email Marketing

MS Glow also uses email marketing to send product information and promotions to customers who subscribe to the newsletter. Email marketing is used to provide more detailed information about products, provide beauty tips, and provide exclusive offers to customers. It is also a means to provide a personalized experience to customers by paying attention to their preferences and providing special offers according to their interests and needs.

In email marketing, MS Glow greets customers with a personal and friendly greeting, such as "Hello (customer name)", "We are happy to share the latest beauty information with you", or "Here is a special promo just for you!"

SMS Marketing

MS Glow uses SMS marketing as a means to provide special promotions and remind customers about ongoing offers. The use of SMS marketing is an effective way to provide direct and fast information, especially for customers who actively use mobile phones. In SMS marketing, MS Glow greets customers with a short and clear greeting, such as "Hello, (customer name)! There's a special promotion from MS Glow", or "Don't forget to pay immediately, (customer name)!"

Customer Service

MS Glow provides friendly and responsive customer service across all sales channels. Customers can contact MS Glow customer service via phone, email, or direct message on social media to get help in choosing products or solving problems. MS Glow provides responsive and effective customer service through various channels such as phone, email, chat and social media. This makes it easy for customers to ask questions, complaints, or request product information, and provides a positive customer experience.

In all channels, MS Glow always provides friendly, polite, and personal greetings, so that customers feel appreciated and recognized. This special greeting also helps increase interaction between brands and customers, thus strengthening relationships and building loyalty.

Omnichannel communication strategy is closely related to the improvement of MS Glow brand, because by expanding their marketing reach and strengthening brand interaction with

customers across multiple channels, they can strengthen brand-customer relationships and build strong brand loyalty. In other words, omnichannel communication strategy can help increase brand awareness, expand customer base, and increase sales.

In implementing an integrated sales model and communication strategy in the omnichannel concept, MS Glow has built several important communication values in customer relations. Here are some communication values built in MS Glow's omnichannel:

Consistency

MS Glow ensures consistency in every existing sales channel, be it in physical stores, online stores, marketplaces, or through partnerships with third parties. In this case, the value of consistency is important to ensure that the experience provided to customers is the same across all channels.

Transparency

MS Glow provides complete and transparent product information, starting from the content, benefits, how to use, to the price. This makes it easier for customers to choose products that suit their needs and build trust between customers and the brand.

Responsive

MS Glow provides responsive and effective customer service to answer questions, complaints, or requests for information from customers. This makes it easier for customers to interact with the brand and get solutions to the problems they face.

Personalization

MS Glow provides a personalized shopping experience through email marketing and special promotions tailored to customers' interests and needs. In this case, the value of personalization is important to build closer relationships with customers and increase their loyalty.

Delightful Brand Experience

MS Glow provides a pleasant shopping experience in physical stores by providing product guides, product samples, and free beauty consultations. This allows customers to experience the products directly and build a positive experience with the brand.

By building important communication values in customer relationships, MS Glow can increase customer loyalty and strengthen the brand's position in the market. This also allows MS Glow to continue to innovate in sales models and communication strategies to meet customer needs and expectations.

The current position of the MS Glow brand depends on factors such as brand awareness, customer trust, and brand strength compared to their competitors in the cosmetic market. However, based on their popularity on social media and the emergence of their latest products, it can be said that the MS Glow brand is quite well-known and popular among cosmetic enthusiasts in Indonesia. However, to ensure that their brand remains relevant and growing, MS Glow needs to continue to improve their marketing strategies and improve the quality of their products. Currently, there is no recent data stating that MS Glow is included in the top brand or top of mind category in the Indonesian cosmetic market. However, they continue to improve the quality of their products and develop more effective marketing strategies, so that they can

take over the market and build a stronger brand. In the brand category, MS Glow can be categorized as an affordable and innovative cosmetic brand, with an emphasis on natural ingredients and sustainability.

The increase in the number of MS Glow followers or customers on social media can be attributed to an effective omnichannel communication strategy. By using various marketing channels, such as social media, email, and SMS, MS Glow can reach a wider audience and build stronger relationships with their customers. In addition, they can also take advantage of features on social media, such as advertising and influencer marketing, to promote their products and reach new audiences. However, there are several things to consider in an omnichannel strategy, especially in maintaining service quality across channels. If not properly managed, the customer experience on one marketing channel can be different from the experience on another channel, for example, the customer experience in a physical store can be different from the experience on a website or on social media. This can cause customer dissatisfaction and damage brand image. The number of violations in physical stores or e-commerce can also be attributed to a poor omnichannel communication strategy. If MS Glow is unable to properly manage the delivery system and stock management across sales channels, customers may experience inconveniences such as wrong products sent, damaged products, or products that are not available in physical stores or on the website (Abdurachman, 2001). This can reduce customer trust and damage brand image. Therefore, it is important for MS Glow to ensure that their omnichannel communication strategy includes consistent customer service management and ensures the same product quality across all sales channels. This will help increase customer satisfaction and build a positive brand image.

Communication Strategy Compared to Other Cosmetics

One of the advantages of MS Glow's communication strategy compared to other cosmetic products in the country is the omnichannel approach used by MS Glow in building relationships with its customers. By using various communication channels such as social media, email, SMS, physical stores, and e-commerce, MS Glow can greet its customers in a broader and deeper way, allowing them to expand the reach of their products to more potential customers (Chang et al., 2023). In addition, MS Glow also stands out with facial skincare products that use natural ingredients and innovative technology, which have gained many fans in Indonesia. These products offer effective results in overcoming facial skin problems such as acne and dark spots, and provide a pleasant experience in using them.

In terms of branding, MS Glow has also succeeded in building a strong brand image that is widely recognized by the Indonesian people, by using effective branding strategies and interesting social media content. MS Glow products are also known for their affordable prices, so they can be reached by customers with various spending levels. Thus, the advantages of MS Glow's communication strategy in terms of an omnichannel approach, facial skincare products that use natural ingredients and innovative technology, and affordable prices, can differentiate this brand from other cosmetic products in the country.

Several domestic and foreign cosmetic brands besides L'Oreal also apply the omnichannel approach in their communication strategies. Here are some of them:

Maybelline New York: This American cosmetics brand has a strong presence on social media and e-commerce, and has physical stores in several countries. They offer an easy and enjoyable online shopping experience, as well as educational content about their cosmetics products.

Wardah: This domestic cosmetic brand also implements an omnichannel strategy in their communication approach. Wardah has physical stores in various cities in Indonesia and also

sells their products through their official website and e-commerce platforms. They are also active on social media and offer useful content to their customers.

MAC Cosmetics: This Canadian cosmetics brand has a strong presence on social media and e-commerce, and has brick-and-mortar stores in multiple countries. They offer an easy and enjoyable online shopping experience, as well as educational content about their products (Arikunto, 2010).

Shu Uemura: This Japanese cosmetic brand also applies an omnichannel approach in their communication strategy. They have physical stores in various countries and also sell their products through their official website and e-commerce platforms. In addition, Shu Uemura is also active on social media and offers educational content about their cosmetic products.

All of these cosmetic brands implement an omnichannel strategy in their communication approach to increase brand awareness and reach more customers. Through an omnichannel approach, they can offer an easy and enjoyable shopping experience, as well as offer educational content about their products to help customers choose the products that suit their needs.

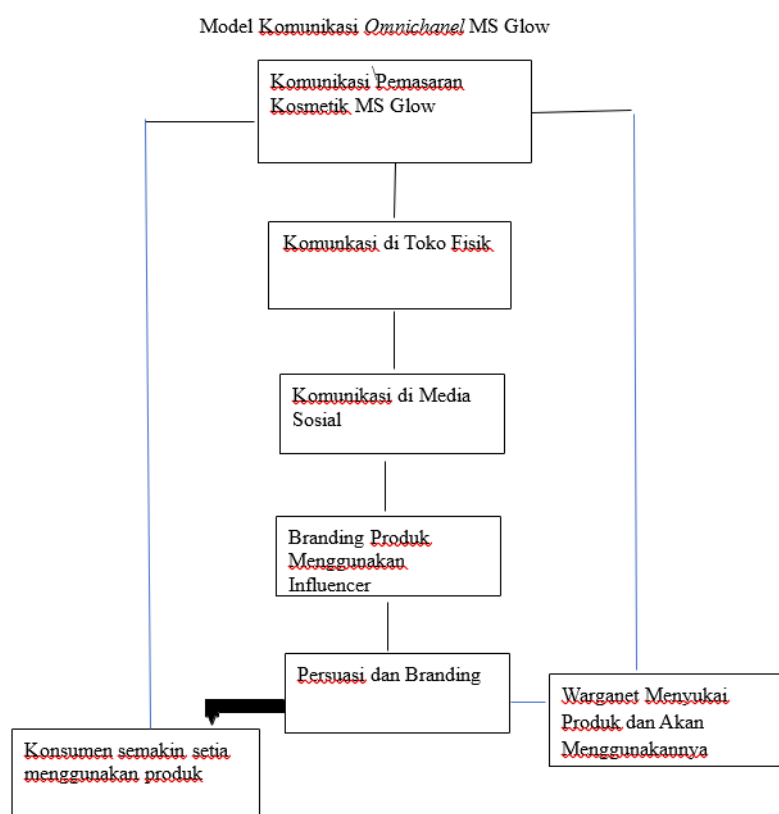
For MS Glow's omnichannel communication strategy, this study uses the grand theory of Marketing Integration Communication Theory. This theory emphasizes the importance of integrating all marketing communications carried out by the company so that the messages delivered are coordinated and integrated (Creswell, 2011). Based on the description of the research results, in this case, MS Glow which integrates all marketing communication channels owned, be it social media, physical stores, or e-commerce channels, needs to adopt technology and integrate offline data recordings in physical stores with online, so that the messages delivered can be consistent and effective to netizens and consumers. The need for integration in omnichannel communication is in line with the findings of Szalaty & Derda (2020) who emphasized that implementing an IMC strategy can achieve cost savings and increase the effectiveness of product or service marketing campaigns.

For the middle theory, this study uses the social reference group theory, also known as Herbert Hyman's reference group theory (Lorenzo-Romero et al., 2020). In this case, the use of Lesti Kejora influencers who already have a fan group (fans) by MS Glow gave positive results in reaching netizens. Lesti Kejora's attitude in choosing MS Glow products received a positive response from Lesti's fans. In this case, it can be seen from netizens' comments who stated that they followed Lesti Kejora to want to use MS Glow products. Likewise, MS Glow consumers are increasingly convinced that they will continue to use MS Glow after seeing Lesti Kejora using MS Glow. Social reference groups provide norms, values, and social expectations that influence individual actions and behavior. In this case, Lesti Kejora's fans' expectations want to look beautiful after using MS Glow as Lesti Kejora looks beautiful in advertisements using MS Glow. In terms of Action, this study cannot be explained yet, but at least the presence of comments in the comments column stating that they will use or will continue to use MS Glow is a consumer decision that can be considered as behavior.

For applied theory, this study uses the Persuasive Communication theory. This theory emphasizes communication strategies that can influence or convince the audience to take certain actions. In this case, MS Glow can use persuasive techniques, such as providing special offers, satisfying customer testimonials, or eye-catching visual content, to influence the audience to purchase products as seen in the advertising videos on MS Glow's social media. This is in line with the persuasion theory of C.-C. Yin et al. (2022). In qualitative research on MS Glow, persuasive communication theory is used to understand how MS Glow's advertising and promotional messages influence consumer perceptions and attitudes towards the product.

From the discussion above, the MS Glow omnichannel communication model can be described as follows:

Figure 2. MS Glow Omnichannel Communication Model



Closing

Based on the results and discussions outlined in the previous chapter, the conclusions of this study are as follows:

The use of celebrities as endorsers in MS Glow advertisements and promotions can increase consumer appeal and trust in the product. This is relevant to Herbert Hyman's reference group theory (Lorenzo-Romero et al., 2020). In this case, the use of influencer Lesti Kejora who already has a fan group (fans) by MS Glow gave positive results in reaching netizens. Lesti Kejora's attitude in choosing MS Glow products received a positive response from Lesti's fans so that netizens also used MS Glow products. For netizens who have used MS Glow before, they are increasingly convinced that MS Glow is a new product and will continue to be used (Liu et al., 2023).

MS Glow's advertising and promotional messages that promote values such as natural beauty and self-confidence can give consumers a beautiful meaning about the product, plus beautiful influencers are also believed to be the result of using the product;

The use of social media as a marketing channel can help increase the effectiveness of persuasive communication messages from MS Glow and be effectively integrated with communications in physical stores .

Every study has limitations. This study has limitations in terms of the number of physical stores and limited social media data studied. To see the significance of the influence of omichanel communication, quantitative research is needed. Meanwhile, to find out more about the experiences of netizens who finally decided to use MS Glow products, in-depth interviews are needed.

CONCLUSION

The conclusion contains a summary of research findings based on the synthesis of research results and discussion (adjusted to the research questions). Based on these two things, new main ideas are developed which are the essence of the research findings. The description is made in paragraph form (not numerical). This closing section contains an affirmation of the author's position. The conclusion is presented in paragraph form. The length of the closing presentation is 10-15% of the length of the article.

Table 1 Results of Metrosexual Male Survey

Country	Percentage of Population
American	20%
English	20%
Singapore	34%
Malaysia	26%
Indonesia:	15.7%
a. Jakarta	(40.3%)
b. Bogor	(10.1%)
c. Tangerang	(14.5%)
d. Bekasi	(15.9%)
e. Depok	(16.2%)

Source: Kartajaya, 2022

Figure 3. Korean Hand Hearts



Source: (Dispatch, 2022)

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