

The Effectiveness of Mother of Pearl (MOP) Product Promotion Via Instagram (@mop.beauty) Among Beauty Enthusiasts: A Case Study of The 2024 Cosmetology Students at State University of Surabaya

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ABSTRACT

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This study aims to analyze the level of effectiveness of product promotion for Mother of Pearl (MOP) through the social media platform Instagram @mop.beauty targeted at beauty enthusiasts. The research employs a survey method, utilizing an online questionnaire distributed to respondents from the Cosmetology Study Program at the State University of Surabaya (UNESA) class of 2024 who actively engage with beauty-related content. The questionnaire is designed to measure variables such as the frequency of viewing promotional content, perceptions of the displayed content, purchase intent, and the level of trust in the products. Collected data are analyzed using statistical software to identify relationships among these variables. The findings are expected to provide insights into how social media marketing strategies influence consumer behavior within the beauty industry and offer recommendations for brands to enhance their promotional effectiveness.

Keywords: *Promotion Effectiveness, Social Media Marketing, Instagram, Beauty Enthusiast, Mother of Pearl (MOP)*

1. INTRODUCTION

The beauty industry in Indonesia has experienced significant growth in recent years, evidenced by the increase in business entities from 726 units in 2020 to 1,040 units in 2023, representing a 43% expansion. This growth is driven by heightened public awareness regarding the importance of self-care and physical appearance, as well as contributing factors such as rising disposable income, urbanization, and the pervasive influence of social media in accelerating beauty trends among younger consumers. As noted in research by Rahmawati (2021), "beauty products are no longer merely a desire but have become a necessity for many individuals."

Social media, particularly Instagram, has emerged as the primary platform for beauty brands to promote their products. Through visually engaging content, such as makeup tutorials and product reviews, brands can reach a broader audience and cultivate consumer trust. Mother of Pearl (MOP) is one brand that strategically utilizes social media to establish an exclusive and luxury brand image, primarily targeting young women. MOP implements relevant marketing strategies through precise audience segmentation, ensuring that promotional efforts are aligned with consumer interests.

Beauty enthusiasts are defined as individuals with high levels of interest and enthusiasm toward beauty products and trends. They actively seek information, reviews, and product recommendations, predominantly through social media

platforms like Instagram. In this study, beauty enthusiasts serve as the target audience for Mother of Pearl (MOP) promotions on the @mop.beauty Instagram account. Given their influential role within the industry, this segment functions not only as loyal consumers but also as potential opinion leaders within their respective communities.

Within the framework of the Stimulus-Organism-Response (S-O-R) theory, Mother of Pearl's (MOP) promotional content acts as a stimulus that captures the attention of beauty enthusiasts on Instagram. The subsequent response from these enthusiasts can manifest as positive engagement, such as liking, commenting, or purchasing the product. This study aims to measure the influence of MOP's Instagram content on the interests and responses of beauty enthusiasts, as well as to identify the psychological factors underlying their attraction to MOP products. As stated by Perwitasari (2019), "shifts in market trends for skincare products are heavily influenced by public engagement with social media." Consequently, this research provides insights into how social media stimuli affect the psychological state of consumers and drive specific behavioral actions.

According to Kotler & Keller (2009), a promotion is considered effective if it successfully attracts attention, generates interest, and motivates the audience to take action, such as making a purchase or following a brand's social media account. This effectiveness is frequently influenced by the promotional message, content creativity, consistency, and the choice of media. In general, promotional effectiveness

refers to the extent to which promotional activities achieve their predetermined objectives. In the context of this research, the effectiveness of Mother of Pearl (MOP) product promotion via the @mop.beauty Instagram account is measured through indicators such as reach, engagement, conversion, and brand awareness.

The objective of this research is to analyze the effectiveness of Mother of Pearl (MOP) product promotions via the @mop.beauty Instagram account in reaching beauty enthusiasts, specifically by identifying factors that influence promotional success through the Stimulus-Organism-Response (S-O-R) theory. This study aims to identify the specific elements that enhance product appeal and expand promotional reach to the beauty enthusiast segment.

2. METHODOLOGY

This study, titled "The Effectiveness of Mother of Pearl (MOP) Product Promotion via Instagram @mop.beauty Among Beauty Enthusiasts," employs a survey research method with a structured questionnaire as the primary data collection instrument. The survey method was selected for its ability to objectively measure the perceptions, interests, and engagement levels of beauty enthusiasts regarding MOP's promotional activities on Instagram. Population and Sample The respondents in this study are beauty enthusiasts, defined as Instagram users with a high interest in beauty products who actively interact with beauty-related content. Specifically, the target population comprises the Class of 2024 Cosmetology Education students at the State University of Surabaya (UNESA). According to Sugiyono (2017), a population is a generalization area consisting of objects or subjects that possess specific qualities and characteristics determined by the researcher for investigation and conclusion. To ensure that every individual in the population has an equal opportunity to be selected, this study utilizes a simple random sampling technique. This approach is crucial for minimizing sampling bias and ensuring that the sample accurately represents the research population. To determine the appropriate sample size (n), the Slovin Formula was applied. This formula is widely recognized in quantitative research for calculating sample sizes from a known population with a specific margin of error. The calculation is as follows:

$$n = \frac{N}{1 + N(e^2)}$$

Where:

- n = Calculated sample size

Calculation:

$$n = \frac{140}{1 + 140 \times (0.05)^2}$$

$$n = \frac{140}{1 + 140 \times (0.0025)}$$

$$n = \frac{140}{1 + 0.35}$$

$$n = \frac{140}{1.35}$$

$$n = 103.7 \approx 104$$

Figure 1. Slovin Formula

Based on this calculation, the required sample for this study is 104 respondents. Data Collection and Analysis Data were collected through online questionnaires distributed via Google Forms to ensure a wide reach and respondent convenience. The primary data underwent initial processing, including organization and categorization, using Microsoft Excel. Subsequently, advanced statistical analysis was conducted using SPSS (Statistical Package for the Social Sciences) software to ensure data processing accuracy and to validate the research findings. This methodological approach focuses not only on quantitative measurement but also provides a qualitative overview of how beauty enthusiasts respond to promotional content on Instagram. The findings of this research are expected to contribute to the development of more effective and relevant marketing strategies for beauty brands in the digital era.

3. RESULT AND DISCUSSION

3.1 Result

General Data

Mother of Pearl (MOP) is a local Indonesian beauty brand that focuses on high-quality skincare and cosmetic products formulated with natural ingredients. Since its inception in 2018, MOP has grown into a highly sought-after brand among Indonesia's youth, particularly beauty enthusiasts who demand innovative products to support their aesthetic needs. By targeting this niche segment, MOP is able to design relevant and personalized marketing strategies. This is evident in their promotional content, which frequently addresses everyday beauty concerns that resonate with their target audience.

A key component of MOP's strategy involves collaborations with renowned influencers and beauty enthusiasts to bolster brand trust and product appeal. This strategy is considered highly effective for expanding reach, especially among potential consumers who are in the consideration phase. Furthermore, this research utilizes Instagram Insights data—including metrics such as impressions, link clicks, engagement rates, and audience demographics—to analyze the overall effectiveness of their promotional campaigns.

Data Collection Period and Population

The data collection for this study was conducted from October 10, 2024, to January 5, 2025. The research focus is the Class of 2024 Cosmetology Education students at the State University of Surabaya (UNESA). The total population consists of 140 individuals; after applying the Slovin formula, a sample size of 104 respondents was established.

Research Design and Variables

This study employs a quantitative method, where data is presented numerically and analyzed using SPSS software. The primary aim is to evaluate the promotional effectiveness of the @mop.beauty Instagram account toward beauty enthusiasts. Data were gathered through a closed-ended questionnaire distributed to the target respondents. The study examines two primary variables: Independent Variable (X): The effectiveness of Mother of Pearl (MOP) promotions on Instagram.

Dependent Variable (Y): The response of beauty enthusiasts. Measurement Instrument Data regarding promotional effectiveness were obtained through a digital questionnaire designed via Google Forms. The instrument utilizes a 5-point Likert scale to measure respondent perceptions, with the following options:

Strongly Disagree (STS)

Disagree (TS)

Neutral/Slightly Disagree (KS)

Agree (S)

Strongly Agree (SS)

Respondents were required to select a single response for each item based on their personal experiences as students of the 2024 Cosmetology Education program. The use of an online survey platform ensured a streamlined data collection process for assessing the promotional impact of Mother of Pearl (MOP) on social media.

Questionnaire Model

In this study, data collection regarding the promotional effectiveness of Mother of Pearl (MOP) products via the @mop.beauty Instagram account among beauty enthusiasts was conducted through the distribution of digital forms using Google Forms.

Specific Data

The promotion of Mother of Pearl (MOP) products via Instagram has proven effective in reaching the target audience of beauty enthusiasts. This effectiveness is evidenced by the positive audience response toward the promotional content published by the @mop.beauty account. Engaging visual content—comprising product photography, video tutorials, and interactive reels—successfully cultivates an exclusive impression that aligns with MOP's premium brand image.

Within the framework of the Stimulus-Organism-Response (S-O-R) theory, the visual content presented by MOP serves as a stimulus that influences the audience's perception (organism) and drives a behavioral response, such as liking, commenting, or purchasing products. This indicates that visual elements consistent with brand identity play a critical role in establishing an emotional connection between the brand and its audience.

The effectiveness of Mother of Pearl's promotional strategy on Instagram is driven by several key factors:

a. **Quality of Visual Content:** High-quality and aesthetically pleasing visual content is essential for capturing audience attention. MOP's imagery and videos are designed to project a luxurious and professional impression, supporting the views of Kotler & Keller (2022) regarding the importance of visual elements in building brand awareness.

b. **Posting Frequency and Consistency:** Regular posting maintains brand salience in the minds of the audience. Consistency in themes and messaging reinforces brand identity, allowing beauty enthusiasts to easily recognize MOP products. This strategy aligns with marketing theories emphasizing consistency as a foundation for brand loyalty.

c. **Audience Interaction:** Active engagement by the @mop.beauty account, such as responding to comments and direct messages, fosters a sense of intimacy vital for building

loyalty. This demonstrates that the audience does not merely consume content passively but feels emotionally invested in the brand.

The correlation between promotional effectiveness and purchase intention is reflected in the positive audience feedback. Frequent exposure to promotional content tends to increase consumer trust and curiosity, leading to a desire to try or purchase the products. This supports the AIDA (Attention, Interest, Desire, Action) theory, where compelling promotion moves the audience through the stages of interest toward taking definitive action.

The findings of this study offer several strategic implications for Mother of Pearl (MOP) to further enhance their promotional impact:

Influencer Optimization: Collaborating with beauty influencers, particularly those with niche audiences, can help MOP penetrate new market segments. Influencers act as opinion leaders who enhance consumer trust in the product.

Content Diversification: MOP should explore varied formats, such as live streaming, Q&A sessions, or educational content regarding natural ingredients. Diversification strengthens the brand's image as an informative and consumer-centric brand.

Utilization of Data Analytics: Leveraging Instagram Insights allows MOP to monitor campaign performance accurately. Analyzing engagement rates and audience preferences provides strategic insights for data-driven decision-making.

This research is consistent with studies by Wahyuni (2017) and Lubis et al. (2023), which identify social media as an effective tool for increasing brand awareness and purchase intention. However, this study contributes additional value by focusing on the beauty enthusiast segment, characterized by their highly active and engaged nature.

In conclusion, these findings underscore the importance of Instagram as a primary platform for consumer relationship management. By adopting these insights, beauty brands can develop more effective digital marketing strategies to reach their target demographics.

3.2 Discussion

Based on the testing of the TikTok Exposure (X) and Fashion Imitation (Y) variables, it was found that TikTok Media Exposure has a significant influence on Fashion Imitation. Exposure from the account @cadburylemonade significantly impacts the fashion imitation behavior of students in Surabaya. The Pearson correlation test indicated a strong relationship (\$0.673\$). This finding aligns with the study by Esti Astuti and Susi Andriani (2021), which demonstrated the influence of TikTok usage on adolescent imitation behavior.

The number of followers and questionnaire responses indicate a high interest among Gen Z students in the content shared. Research by Enggar Setyowati and Thriwaty Aarsal (2023) suggests that interest in TikTok content can be triggered by the drive to be recognized as "up to date." The account owner's characteristics, such as the nickname "Mbak Tumbas" and iconic slogans, serve as entertaining factors that attract followers to imitate.

The relevant communication theory is Media Exposure Theory. According to Sari (1993) in Septian Mulyadi and Hana Silvana (2023), social media exposure involves individual

interaction with content related to fashion interests and self-confidence. The explanation of media exposure theory by Pasca Widya Narendra and Ulfah Hidayati (2023) includes three main dimensions: frequency, duration, and intensity/attention. Furthermore, the analysis includes Imitation Theory. According to Jessica Claudia Kristinova (2022), imitation by influencers originates from social media and is more likely performed by millennial women. The researcher used a female TikTok influencer, @cadburylemonade, consistent with this statement. Imitation is a social process where individuals copy the behavior, attitude, appearance, or lifestyle of others. This study proves that Gen Z students in Surabaya are influenced by TikTok content, particularly from @cadburylemonade.

Research Limitations

Despite its findings, this study possesses several limitations that should be acknowledged for future research considerations:

a. Scope of Population

The population of this study is limited to the Class of 2024 Cosmetology Education students at the State University of Surabaya. Consequently, the findings may not be fully generalizable to a broader demographic of beauty enthusiasts outside this specific group.

b. Potential for Response Bias

The data collection method, which relied on online questionnaires via Google Forms, carries inherent risks of bias. This includes the possibility of respondents not reading the questions thoroughly or providing insincere responses.

c. Restricted Variables

This research focuses primarily on promotional effectiveness through the AIDA framework (Attention, Interest, Desire, Action). Other influential factors, such as cultural background, prior consumer experience, and perceived product quality, were not included in the analysis.

These limitations serve as a foundation for future research to explore broader aspects and dimensions that were beyond the scope of the current study.

4. CONCLUSION

The results of this study demonstrate that the promotion of Mother of Pearl (MOP) products via Instagram is highly effective in capturing the attention of beauty enthusiasts. Engaging visual content—including photographs, videos, and reels—plays a crucial role in generating interest and driving audience interaction. The empirical data reveals that 66.6% of respondents feel that MOP's promotions on Instagram align with their specific interests as beauty enthusiasts.

Furthermore, a significant majority of respondents (85.7%) perceive the promotional content on the @mop.beauty Instagram account as having high visual appeal. These findings confirm that the marketing strategies implemented by MOP have successfully reached and engaged their target audience. Social media, particularly Instagram, has evolved into a primary platform for brands to interact with consumers and foster closer relationships. Mother of Pearl (MOP) has effectively leveraged this platform to establish an exclusive

and luxury brand image, specifically targeting digitally active beauty enthusiasts.

The findings further indicate that the audience does not merely respond through passive engagement, such as likes and comments, but also through tangible actions, including product purchases. This high level of engagement suggests that relevant and creative content is capable of building a strong emotional connection with the audience, thereby enhancing the overall effectiveness of the product promotion.

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