Makeup Artist Communication Mix Model in Jakarta

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Abstract

Makeup Artist as a business-to-consumer (B2C) that focuses on providing direct services to individual clients. Since the Covid-19 pandemic, digital marketing has been increasingly relied upon to reach users. Content optimization through social media is an effective strategy in reaching users. Through phenomenology involving a number of prominent Makeup Artists in Jakarta, this research explores the use of Communication Mix tools used by Makeup Artists in marketing their services. A qualitative research method with color coding was used for the case studies in this research. The Communication Mix is the main object of this research, while the leading Makeup Artists in Jakarta will be the subject of the research. Data will be collected through in-depth interviews and content from social media used by makeup artists. From the results of data analysis using color coding on interview transcripts, from 6 (six) Communication Mixes: 1) Advertising, 2) Public Relations, 3) Sales service/agents/remote marketing, 4) Events, activities, and meetings, 5) Word of Mouth, 6) Sales Promotion, only 4 (four) are maximally used by Makeup Artists. No one Communication Mix tool can stand alone. Instead, a strategic combination of all four Communication Mix tools, namely: 1) Advertising, 2) Sales Promotion, 3) Public Relations, and 4) Word of Mouth, can create a very strong synergistic effect in expanding the reach and increasing the success of the Makeup Artist's business and can be maximally used by the Makeup Artist for services and acquiring potential clients.

Keywords: Coding Color, Communication Mix, Makeup Artist, Phenomenology, Advertising

Introduction

Women now consider applying makeup to be a daily necessity. Literally speaking, makeup refers to cosmetics or the application process. Actually, there are numerous subbranches of makeup. It's not always the same as how regular makeup looks. Character, artistic, and corrective makeup comprise the science of makeup. One of the earliest cosmetics

that the Egyptians were aware of was powder. They combine clay and lime to make powder. The Egyptians thought that by operating on the face, spirits could be kept at bay. Powder served as the foundation for Queen Cleopatra's cosmetics with decorative purposes. In the meantime, white people, including the elite, used powder that they made from flour, which helped to define social strata. Historians and writers Brian Greenberg and Linda S. Watt claim that, in the late 1920s, each American woman used 4,000 tonnes of talcum powder annually in the country not including other cosmetics in the book entitled Social History of the United States, Vol. 1.

Since there is no definitive definition for the term "makeup artist," researchers in this study attempt to define the phenomenon by defining "makeup artist" as "an individual who has expertise, knowledge, attitude, and personality that can be relied upon in styling makeup and beauty."

"Women without makeup are like vegetables without salt." Plautus was a Roman philosopher. Cosmetics are a part of a woman's satisfaction in this century to achieve the perfect look. The growth of the beauty industry gave rise to the profession of makeup artists, or make-up artists for short, who are experts at applying makeup to create looks that are appropriate and beautiful. The field of makeup artists and their work is further subdivided into two categories: the typical facial beautification skills required by clients for significant life events like weddings, and the character makeup skills frequently used in movies. The growth of the creative sector is consistent with the makeup artist profession. Today's prospective brides have a wide range of vendors to choose from before their big day. In the past, prospective brides were used to selecting packages and studios from vendors. Nowadays, prospective brides frequently select suppliers who reflect their own personalities and styles. like hiring designers to sew clothing instead of renting, and choosing makeup artists who can achieve the right effects.

The field of cosmetology is one that should not be undervalued or treated lightly. The question "Should take training to be a makeup artist?" is one that is commonly asked. The main answer is no, but as a supplementary effort, of course (Kehoe, 1995).

In the beauty industry now, makeup artistry is a rapidly expanding profession. In a time when one's physical appearance commands more and more attention, makeup artists play a crucial role in society. In addition to applying makeup to a client's face, a makeup artist also helps create a look that meets their preferences and needs. interacting with different market segments, such as those involved in performing arts, weddings, formal events, photo shoots, social gatherings, and the entertainment sector. A business to consumer (B2C) that concentrates on offering direct services to specific clients is makeup artists. Makeup Artist strives to satisfy the needs and preferences of end users, or people seeking makeup services for special occasions or private requirements, in their capacity as a provider of beauty services. Professional makeup artists need to be able to personally comprehend and react to the preferences of their clients so that every makeup creation they make meets the client's needs and preferences.

A makeup artist community forum was established by PAC (Professional Artist Cosmetic) on the PAC MUAster portal in the year 2017. Over 500 makeup artists from across

the nation have joined up to this point in 2019. This group of people encourages creativity in makeup artists and hosts challenge events frequently to highlight their artistic abilities (Kompas.id, 2019).

The MUAaster Community's accomplishment in 2019 to commemorate the 74th anniversary of the Republic of Indonesia and realise Beauty Culture, one of the group's pillars, marked the development. Sariayu formed hundreds of Likurai dancers from Belu Regency, NTT, in partnership with Puspita Martha International Beauty School and the PAC MUAster community, to perform in honour of Independence Day at Jakarta's Merdeka Palace (Martha Tilaar Group, 2019).

In accordance with the Republic of Indonesia's Decree Number KEP.13 / MEN / I / 2011 pertaining to the establishment of the draft national work competency standards for the community, social, and individual service sectors of the barbershop and beauty salon sub-sector in the field of modified bridal makeup and the contemporary sub-field of Muslim bridal makeup modification, the following will become the country's national work competency standard: There are national sub-groups within the bridal makeup group, including international, traditional, and modified groups that are specific to Indonesian society and do not yet have SKKNI. The following people make up our SKKNI from the bridal makeup modification subgroup: Solo Putri, Bugis Makassar, Balinese, Malay, and Muslim (veiled) (Menteri Tenaga Kerja dan Transmigrasi Republik Indonesia, 2011).

However, in actuality, customers or clients who hire makeup artists typically go through a more thorough search and selection process based on their individual preferences. A makeup artist's success is based on more than just his technical abilities, it also depends on his ability to comprehend and take into account the client's aesthetic preferences. Customers frequently have very particular preferences when it comes to the kind of product used, the colour scheme, or even the makeup style. In addition, a makeup artist's portfolio, references, and capacity for flexibility may be evaluated during the selection process. An important way for potential clients to assess the calibre of work and make sure the makeup artist's aesthetic or style suits them is through social media presence. In the incredibly dynamic and varied beauty industry, a makeup artist's ability to meet the expectations and preferences of clients is also determined by their flexibility, effective communication skills, and adaptability.

Sales of physical products are one thing; sales of makeup artist services are quite another. Sales in the makeup artist industry are influenced by the professional abilities and knowledge of the makeup artist as well as by tangible products. A distinguishing feature of makeup artists is that their services are sold based more on their professional reputation and experience than on fads or stock levels. In the long run, this enables makeup artists to establish a strong and viable business.

Technology and social media are developing into effective tools for marketing makeup artist services. Social media has transformed how companies create strategies and engage with customers. Customers become more engaged, there are more opportunities for direct communication, and using data for targeted advertising campaigns is made simpler (Wono et al., 2023).

Makeup Artist Communication Mix Model in Jakarta

Makeup artists have the ability to engage with potential clients directly through social media accounts they create, share photos of their work, and offer makeup tips. Makeup artists can use social media to reach a wider audience and attract clients from various regions. The Communication Mix includes social media use, which is very helpful for a makeup artist to learn in order to market their services and attract clients.

Tests of concepts benefit all components of the communication mix. Whether it's a new product or service, an advertisement, a sales pitch, new packaging, a direct mail flyer, or something else entirely, the idea should be investigated and debated, if not among coworkers and customers then at least in neutral and detached focus groups that are representative of the target market (Smith. P.R. & Zook. Z, 2020).

In the business world, the communication mix is an important process that tries to inform the target market about products and services. In order to foster positive relationships between business actors and consumers, this process entails a number of components, including publication, promotion, advertising, and other communication strategies. A primary aim of the communication mix is to sway the attitudes, inclinations, and actions of customers so that they select a specific good or service over alternatives. Through comprehending the significance of communication mix and executing efficacious tactics, enterprises can secure customer confidence, set themselves apart from rivals, and attain sustained prosperity in the marketplace.

The planning, organising, and distribution of concepts, products, and services, along with their pricing, are all part of the marketing process, which aims to create exchanges that promote both organisational and individual objectives (Agung Krisprimandoyo, 2020). The purpose of digital marketing, which is an evolution of traditional marketing, is to advertise goods and services through the use of digital platforms and internet technology. Search engine optimisation (SEO), paid advertising (Instagram Ads), social media, email marketing, and online content are just a few of the many strategies it covers. Digital marketing offers several benefits, chief among them being precise campaign performance measurement and profound consumer behaviour insights.

In the information age of today, when consumers have easy access to the internet, digital marketing makes it possible for businesses to reach relevant audiences with the right messages by precisely segmenting the target market and personalising messages. Businesses could raise their reach, forge closer bonds with clients, and produce long-term growth in a globally interconnected digital economy by comprehending and utilising the full potential of digital marketing.

In order to reach users, digital marketing has become more and more important since the Covid-19 pandemic. Apart from search engine optimisation, social media content optimisation is another powerful user-reach tactic. Today, Facebook is the main platform used by marketers to distribute their content. 98.3% of Facebook users use their mobile devices to access the app. Facebook will have more than 2 billion monthly active users by 2021. The social media site Instagram has the second-best ROI for advertisers. According to Instagram eMarketer, by 2022, there will be 1.1 billion users on the platform. Currently, 500 million people use Instagram every day.

In 2020, users on Instagram logged on for roughly thirty minutes each day. According to 87% of video marketers, their website traffic has increased as a result of video. Eighty percent of video marketers assert that using video boosts sales. Content marketing is actively used by 82% of marketers. Sales are how more than 60% of marketers gauge the effectiveness of their content marketing strategy. Investing in content marketing is a top priority for 70% of marketers. By 2020, twenty-four percent of marketers want to spend more money on content marketing. Content marketing, according to nearly 40% of marketers, is a crucial component of their entire marketing plan. Total Sales is the most widely used metric to assess the effectiveness of content marketing campaigns (HubSpot, 2020).

213 million Indonesians currently have access to the internet, and 60% of the country's population uses social media, which is a relatively high percentage. In Indonesia, the most widely used social media platforms are still Facebook and Youtube. In third place, TikTok has outperformed Instagram in terms of user base. Additionally, though they are not as well-known as the other four platforms, there is Facebook Messenger, Twitter, LinkedIn, and Snapchat (Influencer Marketing, 2023).

Makeup artists use a communication mix strategy that incorporates behavioural and cultural awareness. The strategy supports the expansion and sustainability of the beauty industry by fostering a sense of shared identity and improving collaboration among makeup artists. Culturally speaking, this tactic can involve creating forums or communities where makeup artists can communicate, exchange stories, and fortify their relationships with one another and encourage the sharing of information, modern styles, and moral principles within the beauty industry. Behaviorally speaking, makeup artists can benefit from skill-building programmes and training as part of communication mix strategies. Through the provision of opportunities for ongoing education and skill development, this approach can foster an atmosphere that inspires makeup artists to be creative and persistently strive for career progression. Communication mix strategies can also include joint campaigns that emphasise positive values in beauty practices, like diversity, acceptance of oneself, and inherent beauty. This strategy builds a strong basis for makeup artists' future advancement and development.

Makeup artists could create forums or groups where they can exchange information, expertise, and the newest trends in terms of collaboration and community. In terms of education and skill development, this kind of community turns into a place where beauty professionals can network, support one another, and foster a collaborative culture. This strategy is offering educational materials to makeup artists so they can keep honing their craft, like seminars, workshops, and online courses.

Social responsibility and sustainability are important elements of the ideal approach. Makeup artists can engage in community-supporting social initiatives and adopt eco-friendly practices. Makeup artists are encouraged by this awareness to actively engage in digital marketing initiatives. Demonstrating an awareness that, in a dynamic digital landscape, the execution of a successful communication mix plan is essential for attaining success in service marketing and overcoming obstacles in the Jakarta makeup artist industry.

Absence of studies concentrating on experience and digital communication mix used by Jakartan makeup artists, either individually or in groups. It's possible that earlier studies didn't look into how makeup artists use Facebook, Instagram, YouTube, TikTok, and other platforms differently for their digital marketing. Specifically, there is a dearth of information about the kinds of digital platforms makeup artists most frequently and successfully use to advertise their services.

Therefore, practitioners and marketers can benefit greatly from a deeper understanding of the preferences, efficacy, and usage dynamics of each platform. Furthermore, factors influencing the effectiveness or ineffectiveness of the Communication Mix among makeup artists still need to be determined. The way makeup artists modify their digital communication strategies to keep up with evolving digital trends and technologies can also provide insight into local factors, such as the prevailing beauty trends in Jakarta, or global factors influencing the strategies employed. How the market reacts to those changes and whether they employ creative tactics to stay relevant.

It is expected that this study will close this knowledge gap, advance the understanding of the digital communication mix as it relates to the marketing of makeup artist services in Jakarta, and lay the groundwork for future research in this area. Additionally, investigating how different Communication Mix tactics affect the reputation and expansion of the Makeup Artist industry. Makeup artists and other relevant stakeholders will benefit greatly from the knowledge gathered from this study in order to enhance their Digital Communication Mix. and sought to acquire a successful digital communication mix for Jakarta and Indonesia's makeup artist industry.

Literature Review

Communication Mix

Communication that includes accurately recognising the target audience and having a thorough comprehension of the requirements, preferences, and behaviour of the consumer (Aulia, 2019). Makeup artists can create messages that are both relevant and engaging to achieve maximum communication effectiveness if they have a solid understanding of their audience. Every communication tool has advantages and disadvantages of its own, and for communication to be as effective as possible, those tools must be well integrated (Faujiah et al., 2022). For instance, sales promotion can be used to encourage instant purchases, while advertising can be used to build broad brand awareness. Stress how crucial it is to have a coherent and consistent message (Utami, 2023). Maintaining a consistent message is also essential to enhancing and fortifying the makeup artist's reputation among customers. To ensure that the message is conveyed as effectively and efficiently as possible, good communication between the makeup artist and the client is crucial.

Makeup Artist

A makeup artist practices makeup application with expertise. possess a thorough understanding of the most recent methods, fads, and goods used in the makeup sector (Body Craft, 2020). Makeup artists are able to boost customer confidence and produce incredible

results with their skill (Vogue, 2021). Experts play a crucial role in shaping consumer behaviour by offering customised solutions, showcasing superior products or services, and offering insightful guidance on what is best for each individual. Customers can be inspired by makeup artists' sense of style and originality, which can change their opinions about current beauty trends and encourage them to try suggested goods or services (Social Star, 2023).

There are several categories for makeup artists in their field. During the first makeup artist wedding, the makeup artist typically applies makeup with a high level of durability, covering the client's facial flaws and creating a charming look (Julia et al., 2022). Makeup artists have techniques for applying makeup, but wedding makeup needs to abide by the rules as they usually involve weddings with specific traditions.

The second is a makeup artist for fashion. Fashion wants to communicate a message to the public at some point. Since makeup artists are expected to work on demand in this setting, they must be capable of translating a wide range of fashion concepts. For instance, in the movie, the makeup artist must create the character the director desires (Yellow Brick, 2023). Additionally, a makeup artist in companies. Comparable to fashion makeup artists, commercial makeup artists are hired by companies more frequently to promote products on social media and in advertisements (Block & Stuart, 2023).

When creating the Communication Mix, the makeup artist's role in the beauty industry should be carefully taken into account. A makeup artist's brand communication can be made consistent and coherent by incorporating their role into the messages that are communicated through public relations, sales promotion, direct marketing, digital marketing, personal selling, and advertising. The Makeup Artist can accomplish targeted marketing objectives and have a comprehensive impact on consumer behaviour as a result (Fadhilah & Berliana, 2022).

Makeup Artist's Relationship with Communication Mix

Anyone with experience and education in the field of makeup and beauty is considered a makeup artist. By putting into practice an efficient Communication Mix, they play an important part in giving customers a memorable experience (Desfrida, 2020). Applying a Communication Mix to their business can help makeup artists communicate their distinctive values to customers, market their services and products, and establish a strong brand identity (Mulyentan, 2023).

Makeup artists could reach clients across different regions by using telemarketing, agency, or sales services in the digital age. Makeup artists can offer tutorials, online product sales, and consulting services by leveraging technology (Ariani et al., 2022). Makeup artists can accomplish their business objectives by influencing consumer preferences and purchase decisions by employing an effective communication mix. Makeup artists can attract customers, develop a positive brand image, and provide a fulfilling experience through effective communication (Rachmah et al., 2022).

The Advantages and Benefits of Communication Mix in Makeup Artist Business

Makeup artists can incorporate different communication mixes into their marketing messages by using the Communication Mix (Mulyentan, 2023). Makeup artists could reach a

larger audience, convey consistent messages, and establish a strong brand identity by utilising an integrated marketing communication mix. Effective communication allows makeup artists to learn about product information and customer opinions. Effective and compelling communication messages have the power to shape consumer behaviour, propel purchases, and pique interest in using makeup artist services (Ariani et al., 2022).

The Communication Mix can assist makeup artists in standing out from rivals in the cutthroat beauty industry and gaining more societal influence (Rustandi, 2019). Through the use of diverse communication channels, including social media, paid advertising, and public relations, they are able to craft messages that are tailored to the specific traits and demands of the target audience (Miskiyah & Setyowati, 2022). Makeup artists can also measure and assess the success of their marketing messages by utilising performance metrics and analysis in the Communication Mix. As a result, they can more effectively accomplish their marketing objectives and boost impact by making the required adjustments.

Research Method

In this research, the fundamentals of makeup artists' communication mix practices are examined using a descriptive methodology, with a focus on digital communication mix strategies (Nugraha, 2023). This method gives room to comprehend the essence of the phenomenon, spot distinctive patterns, and investigate their potential meaning. By avoiding presumptions or preconditions and letting the essence of the phenomenon emerge, researchers can objectively dissect the experience and practice of the Makeup Artist Communication Mix.

As a result, Husserl's phenomenology serves as a solid basis for analysing and delving into the digital communication mix strategy used by makeup artists in Jakarta. Husserl created a phenomenological approach intended to pinpoint the essential elements and distinguishing characteristics of the human experience (Wita & Mursal, 2022).

This research can investigate the opinions, principles, and driving forces behind the choice and application of the digital Communication Mix of Makeup Artists through the use of a phenomenological approach (Muyassaroh & Syaefulah, 2022). This allows research to go into detail about the social and cultural settings that impact the marketing strategies used by makeup artists in Jakarta as well as how different points of view affect the choices made when creating a digital communication mix.

The phenomenon of the makeup artist's communication mix is explored and understood through transcendental reduction, which is a wende zum subject or shift to the subject. This transcendental reduction focuses on the occurrence of its own appearance from the perspective of the subject involved in for the purposes of discover the meaning and construction of knowledge contained in the practice of the makeup artist's communication mix (Cudjoe, 2023).

For the purpose of to obtain a thorough understanding of the Digital Communication Mix utilised by Makeup Artists in Jakarta, this research will take a qualitative methodology (Waruwu, 2023). This strategy will entail in-depth interviews with several of Jakarta's top makeup artists. The understanding that practitioners, academics, and parties involved in the

makeup artist marketing industry can use to develop personalised approaches will be based on the conclusions and practical implications of the findings. The blend of digital communications that adapts to shifting market dynamics and is more effective (Hamud & Mujahidin, 2021).

Results

Researcher's selected key informants based on the necessities and conducted in-depth interviews with them between September and November of 2023.

Table 1. Interview Schedule

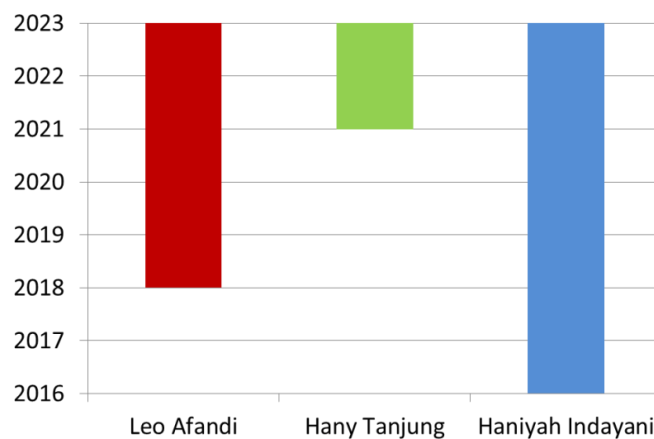| No	Makeup Artist	Time	Location
1	Leo Afandi	September 2023	Jakarta
2	Hany Tanjung	Oktober 2023	Jakarta
3	Haniyah Indayani	November 2023	Jakarta

Source: (Researcher)

Figure 1. Period of Resource Person Profession
Source: (Researchers' Findings)

Makeup artist Leo Afandi, who entered the makeup artistry scene in 2018, uses Instagram and TikTok as supplementary platforms to assist consumers learn about his experience, skills, and services. Leo could provide customers with beauty advice, makeup tutorials, and portfolios of her work. This gives prospective customers a better understanding of how possible it is to customise makeup to fit what needs and preferences. Leo additionally uses digital media as a means of direct communication with clients, responding to any queries that might have. Leo Afandi demonstrates the significance of social media use in establishing a professional brand and broadening the reach in the makeup artist industry.

In another case, makeup artist Hany Tanjung, who has only been working in the industry for the past two years, is up against numerous makeup artists in Jakarta and even throughout Indonesia. Hany uses Instagram and Tiktok, demonstrating the skilled use of digital media, which is one of his unique selling points. Subsequently made the decision to concentrate her efforts on TikTok and Instagram, where she regularly posts high-quality content about work and gives customers beauty advice. By using social media, Hany could also connect with prospective customers directly and grow the professional network. Hany Tanjung uses this tactic to demonstrate how a makeup artist can quickly establish a strong reputation in the beauty industry by having a solid understanding of digital media.

And next makeup artist Haniyah Indayani, also known by the nickname Haniyah, has only been in the industry since 2016, Haniyah's experience and network should not be undervalued. Haniyah used Facebook, Instagram, TikTok, and other social media sites to keep standing and increase the ability to reach. In addition to sharing a portfolio of the work, she offers customers beauty advice on Instagram. Haniyah uses TikTok to share the artistic side and to get inspiration from other makeup artists. Facebook is used for community interaction and service promotion as a makeup artist. With this combination, Haniyah was able to attract devoted customers and establish a solid reputation. Haniyah's accomplishments demonstrate that a successful career in the makeup artist industry could be largely attributed to a sustained commitment and proficiency with social media.

And then makeup artist Haniyah Indayani, also known by nickname Haniyah, has been working in the industry since 2016. Facebook, Instagram, TikTok, and TikTok are just a few of the platforms that Haniyah uses. Haniyah offers beauty tips to her followers on Instagram in addition to sharing a portfolio of her work. Haniyah utilises TikTok to display the artistic side and share makeup industry inspiration. In the meantime, it uses Facebook to promote its makeup artist services and engage with the community. Haniyah was able to develop a solid reputation and win over devoted customers with this combination.

Table 2. Use of Digital Media

No	Makeup Artist	Instagram	TikTok	Facebook
1	Leo Afandi	√	√	-
2	Hany Tanjung	√	√	-
3	Haniyah Indayani	√	√	√

Source: (Researchers' Findings)

In 2017, Leo started to delve into the world of self-taught makeup artistry at the comparatively young age of 28. In Batam, the Riau Islands, Leo began a career as a professional. Leo relocated to Jakarta to pursue a career in the beauty industry after deciding Leo had had enough with all of it. Everything is demonstrated by the substantial followings on social media platforms, with 53.8k followers on Instagram and 15.5K followers on TikTok. Along the way, Leo cultivated a devoted fan base and expanded the professional network within

the beauty industry by connecting with related parties and other professionals. Leo is able to present makeup that meets the client's needs and preferences by working in tandem with photographers, models, and fashion stylists.

Figure 2. Makeup Artist Certification
Source: Hany Tanjung

In a different instance, makeup artist Hany Tanjung developed abilities during a rigorous two to three month period at the Makeup Academy, where her training was officially recognised by certification. Hany worked with a number of colleagues and more experienced makeup artists, including Zilka, Lizard, Thea Datu, Heksta Donologo, and Putri Makeup. With 10.7k Instagram followers and 913 TikTok followers, accounts have established a strong online community on these social media networks. Hany sustains a high degree of interaction with the followers by producing imaginative and instructive content.

In addition to forging strong bonds of trust and loyalty, Hany's active engagement with followers fosters a sense of community. This demonstrates how Hany has effectively used social media to support and grow her makeup artistry business. Similar to Leo, Haniyah Indayani, also known as Haniyah, did not receive formal training in makeup artistry (Table 4.3). Instead, Haniyah refined abilities under the tutelage of several more experienced artists, including Nanat Nadia in Bandung, Vivi Wong Brights in Kelapa Gading, and Kak Tisha.

Haniyah also participated in semi-private workshops with coworkers to further develop abilities. Haniyah uses the things that currently has to start a class where she imparts her knowledge and experience to those who aspire to work as makeup artists. having 132 followers on Facebook, 1494 followers on TikTok, and 28.6k followers on Instagram.

Table 3. Formal and Non-Formal Education

No	Makeup Artist	Academy	Private	Semi Private	Self taught
1	Leo Afandi	-	-	-	√
2	Hany Tanjung	√	√	√	-
3	Haniyah Indayani		√	√	-

Source: Researcher's Finfing

Beauty academies set up official courses with a predetermined syllabus. Participants study a range of topics, such as professional ethics, hair styling, product usage, and makeup techniques.

Well-known beauticians or makeup artists offer individualised classes with a flexible curriculum. The curriculum might cover more ground and give special attention to each student's needs. Certifications or certificates are available to participants.

Smaller participant groups receive more individualised attention from instructors in semi-private programmes. Study materials can lead to certifications or certificates and are comparable to official beauty academy programmes.

Some makeup artists decide to pursue self-study courses. Makeup artists pick up knowledge from books, online guides, and independent practice. Although there isn't a formal certificate, success in the industry and portfolio can be used to gauge results.

Tabel 4. Number of Social Media Account Followers

No	Makeup Artist	Instagram	TikTok	Facebook
1	Leo Afandi	leoafandi_ (53,8K followers)	@leoafandi (15.5K followers)	-
2	Hany Tanjung	glam_byhany (10,7K followers)	@hanytanjung09 (913 followers)	-
3	Haniyah Indayani	ruangcantikHani (28,6K followers)	@ruangcantikhani (1494 followers)	Ruang Cantik Hani (132 followers)

Source: Leo Afandi, Hany Tanjung, and Haniyah Indayani Instagram

The individual's level of digital literacy and familiarity with the makeup artist industry play a significant part in evaluating the efficacy of the Communication Mix. Hany Tanjung, Haniyah Indayani, and Leo Afandi are a few prominent examples of how having expertise in this area can give one a competitive edge. With experience going back to 2018, Leo Afandi has

adeptly used Instagram and TikTok as educational and promotional tools. Leo can effectively reach potential clients thanks to the proficiency with social media.

Hany Tanjung, on the other hand, has only been in the makeup artistry for the last two years, but Hany has distinguished enjoyment thanks to the proficiency with digital literacy. Hany can compete in a competitive market because of his knowledge of digital media, particularly with the assistance of Instagram and TikTok. A major factor in his success was the capacity for comprehending the workings of social media and using it to build his network and promote the products and services.

Enhancing public awareness of the products and services provided by three well-known makeup artists Leo Afandi, Hany Tanjung, and Haniyah Indayani is largely the responsibility of the Communication Mix. Makeup artists can introduce excellent work and expertise to a wider audience by using a planned and mature communication approach. Using social media sites like Facebook, Instagram, and TikTok allows makeup artists to share the most important recent portfolios, tutorial videos, and live interactions with Leo, Hany, and Haniyah followers. This is a very successful strategy.

Themes and Memos

Researchers manually assign colour codes to transcript data as one step in the qualitative analysis process. Every colour has a distinct meaning that corresponds to the brief sentences, categories, themes, and memos found in the text. The purpose of colour coding is to make the distribution and relationships between concepts or themes in the data easier to see, to encourage additional research, and to make the process of data analysis easier in general. The following is the grouping according to colour coding:

1. Advertisement (*green*)
2. Public Relations (*purple*)
3. Events, Activities, Meetings (*blue*)
4. Sales Services, Agents, Telemarketing (*red*)
5. *Word of Mouth* (*orange*)
6. Sales Promotion (*yellow*)
7. Communication Mix (*pink*)
8. Makeup Artist (*light blue*)

Leo Afandi uses all six communication mixes, as can be observed in the communication mix, but only three, word of mouth, public relations, and sales promotion are utilised to the fullest extent and are indicated in pink. The memos were written using residues from Leo Afandi as well as the findings of field interviews, confessions, and statements. Leo Afandi uses six communication mixes, but they fall into three related categories: sales promotion (yellow), word-of-mouth (orange), and public relations (purple). Leo has successfully implemented the communication mix to the fullest extent possible by using the sixth bauran of communication, public relations, through artists, clients, individuals, management, community, and Word of Mouth through positive reviews and recommendations as Sales Promotion through post content, video content, story content, and reels content.

Hany Tanjung uses all six communication mixes; however, only four, public relations, sales promotion, advertising, and word-of-mouth are utilised to their fullest extent and are indicated in (pink). Hany Tanjung uses six communication mixes when creating memos, but only four of them ads in (green), public relations in (purple), word-of-mouth in (orange), and sales promotion in (yellow) have any bearing on how they are applied. To ensure Hany successfully implements the communication mix optimally, he will use advertising through ads, public relations through artists, clients, individuals, followers, management, influencers, and word-of-mouth through positive reviews and recommendations as well as sales promotion through story content.

Haniyah Indayani uses all six communication mixes in the communication mix, only three, public relations, sales promotion, and advertising are utilised to the fullest extent and are indicated in (pink). Haniyah uses the six communication mixes when creating memos, but only three of them ads in (green), public relations in (purple), and sales promotion in (yellow) have any bearing on how they are applied. Haniyah was able to successfully implement the communication mix through the use of advertising, public relations with artists, clients, individuals, and followers, and sales promotion through the use of post content, video content, reels content, and story content.

Organize The Digital Ads by Makeup Artist

Managing and optimising digital advertising strategies to promote makeup artist services and products presents unique challenges for makeup artists. As a result, it's important for makeup artists to comprehend and make use of a variety of paid and unpaid digital advertising platforms, including Instagram ads, hashtag ads, and mention ads.

Makeup artists could increase the efficacy of the advertisements by coordinating the target audience and marketing objectives closely (Amarandha, 2021). Proficiency in data analysis is also essential. Makeup artists can more intelligently allocate marketing budgets and identify effective strategies by routinely tracking and evaluating ad performance. Producing engaging and pertinent advertising content is also crucial. Highlighting the benefits of services and products through images and descriptions is crucial for drawing in prospective customers.

Makeup artist could more precisely and successfully reach the target audience by using digital advertising. In order to make sure that the advertisements are viewed by individuals who have the greatest chance of becoming customers. Leo, Hany, and Haniyah could set up custom parameters like location, age, interests, and preferences. By meticulously examining the data, makeup artist identify customer behaviour trends and patterns that might call for modifying their communication mix. In order to increase customer engagement, they might choose to concentrate on specific content categories given the rise in favourable interactions with that kind of content.
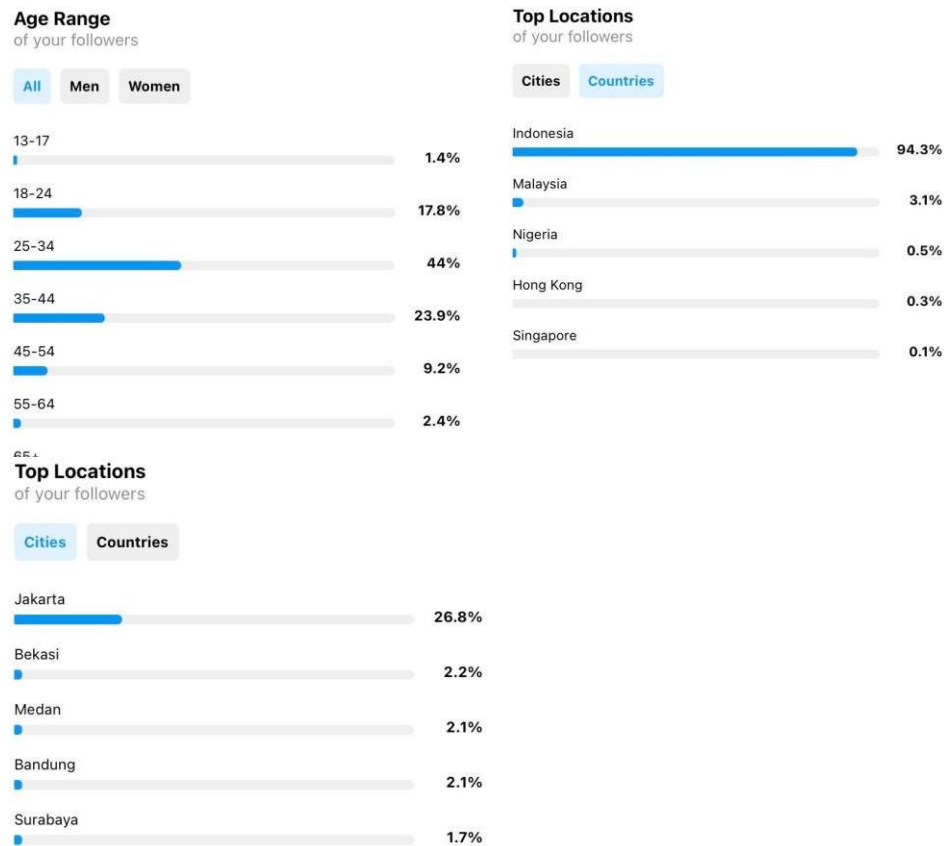
Figure 3. Target Audience
Source: Haniyah Indayani

Achieving marketing objectives requires using the appropriate target audience in advertising. Making the right content selection is crucial because engaging and pertinent content is what draws in readers. Utilising industry-relevant hashtags and getting mentions on associated accounts or brands assist reach a larger audience with the content.
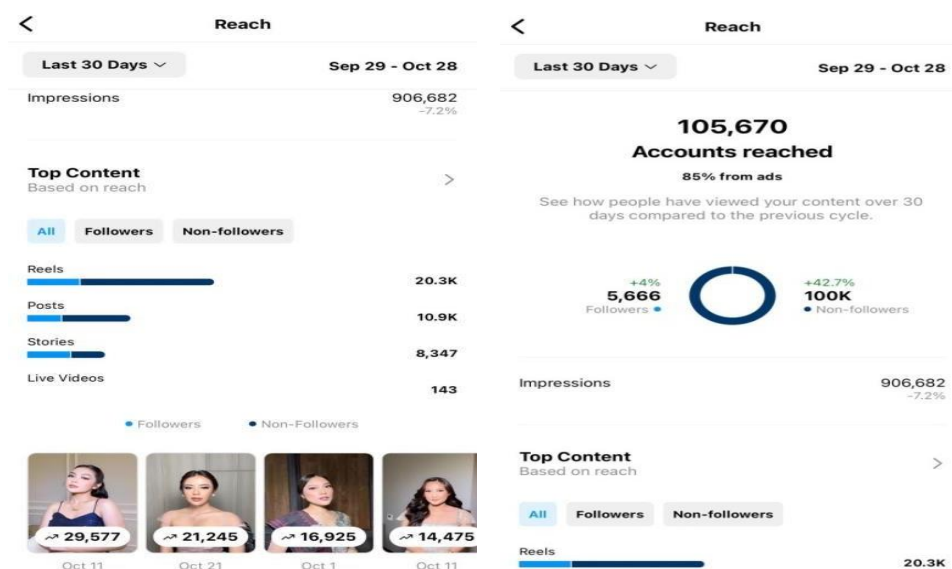

Figure 4. Content Preferences
Source: Hany Tanjung

Makeup Artist Communication Mix Model in Jakarta

Give the makeup artist services offered by Leo, Hany, and Haniyah more authority and respectability. The advertisements will stand a better chance of being noticed and recalled by prospective customers if the makeup artist displayed on platforms that the appropriate target audience finds useful and uses. Collaborations with industry colleagues or influencers also offer a way to reach audiences who are already interested in makeup and beauty (Hanindharputri & Putra, 2019). In addition to being a tool for service promotion, the digital communication mix assists Leo, Hany, and Haniyah Makeup Artists establish and enhance their credibility and reputation among customers and the larger beauty community.

Leo, Hany, and Haniyah can make sure that the unpaid advertisements provide the best results by selecting content carefully, focusing on the right audience, and strategically using hashtags and mentions. The chosen content should to align with the preferences and requirements of the intended viewership. By identifying their intended target market, they can more precisely and successfully direct their messaging. Additionally, using pertinent hashtags and mentions will make their content more visible on social media. Through direct communication via comments, private messages, or other channels, they can fortify their bonds with both current and prospective customers. Give them the chance to hear directly from customers who have to say, get to know customer needs, and deliver a more customised level of service.

By interacting directly through comments, private messages, or other communication channels, they can strengthen relationships with potential and existing clients. Give the makeup artist the opportunity to listen to direct feedback from clients, understand customer needs, and provide a more personalized service.

Makeup Artist conducts Public Relations activities

Building a makeup artist's image and reputation is important, as demonstrated by the careers of Leo, Hany, and Haniyah. All three have the ability to affect opinions and preferences regarding the products and services by realising the value of constructive interactions with society. Leo, Hany, and Haniyah can begin by making a big impression at different beauty events, makeup industry exhibitions, and seminars. Makeup artist could reach more related parties, communities, and possible partners by expanding network, which will assists makeup artist achieve the goals.

Engaging in collaboration with pertinent stakeholders facilitates access to supplementary resources, including capital, facilities, and knowledge, which may not be achievable through independent means. This enables Leo, Hany, and Haniyah's initiatives or programmes to benefit the communities makeup artist serve with a greater and longer-lasting effect. Furthermore, collaboration enables the sharing of best practices, expertise, and knowledge amongst the concerned parties. This may lead to greater benefits for the community through innovation and better project or programme implementation.

Collaboration with public figures

Working together with public figures or influencers in the beauty industry can be an effective strategic choice.

Figure 5. Leo collaborates with public figures
Source: Leo Afandi

Amanda Khairunnisa's post on September 19, 2022, which received 16,730 likes on Instagram, shows that Leo Afandi is also reaching out to the followers to increase the visibility. Influencer endorsements and glowing reviews support credibility and increase public confidence in the calibre of the supplied goods and services. Leo builds close relationships with the community on social media by interacting with people in a kind and considerate manner. As a result, Leo not only produces amazing pieces but also gives each client who trusts Leo with a smile a satisfying experience.

In the makeup artist industry, successful Public Relation campaigns can positively affect the demand for or order of services and goods provided. Leo, Hany, and Haniyah can engage directly with prospective clients by hosting beauty-related events, meetings, or seminars, which is can present their portfolios and services. Public relations tactics can therefore be one of the instruments used to boost orders or demand in the makeup artist sector.

Makeup Artists Leo, Hany, and Haniyah can benefit greatly from working together with other artists or beauty brands. This broadens the circle of contacts in the business world and creates opportunities for future collaborations or projects. This can assist them in keeping abreast of the most recent advancements in the sector and guarantee that the products and services that makeup artist provides consistently satisfy the needs and preferences of consumers. This provides a solid basis for growing the company and upholding a favourable reputation in the sector.

Successful strategies for influencing word-of-mouth could also involve working with local celebrities or influencers. Taking advantage of workshops and beauty events is another way to start a conversation. Effective planning and execution of this strategy can enable Leo, Hany, and Haniyah to leverage word-of-mouth marketing to effectively market the products. In addition to making them more visible in the market, this will help makeup artist gain a solid reputation among prospective customers.

Conclusion

The researcher proposes the following hypothesis in accordance with the theory based on novelty theory:

1. Makeup artists use advertisements to market and reach a wider audience.

2. Public relations assists makeup artists look more credible.

3. Word of mouth assists makeup artists gain new clients by fostering trust.

4. Makeup Artist's digital platform attracts an engaged audience through sales promotion.

Practically this research has several functions in society and conveys the following message:

1. Give makeup artists information about the digital communication mix so makeup artist could keep the digital skills up to date and remain competitive in this field.

2. The general public can more easily access and use makeup artist services, share information about beauty services and products, and obtain the necessary client information.

3. The government might think about giving small and medium-sized businesses in the beauty sector more assistance or training in relation to the digital Communication Mix. Encouraging partnerships between digital communication mix institutions and Makeup Artists can bolster the local business community and make it simple for the public to locate high-caliber MUAs.

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