

## Wardah's Brand Image Through Instagram Social Media @wardahbeauty

Bintang Khalishah Hadi<sup>1</sup>, Ainur Rochmaniah<sup>2</sup>

<sup>1,2</sup>Muhammadiyah University of Sidoarjo, Indonesia



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### ABSTRACT

**Objective:** This study conducted interviews with ten active users of the Wardah Beauty Instagram account to analyze consumer perceptions of the Wardah brand image built through their content and interactions on the account. **Method:** This study used a descriptive qualitative approach. **Results:** The results showed that most respondents had a positive perception of the Wardah brand, which was considered to have a strong image, be halal, and be in line with Indonesian women's values. Consumers are more aware of and trust informative and interesting content, such as makeup tutorials and product reviews, as well as active interactions on social media. The emotional attachment built through personal experiences and positive customer reviews also increases customer loyalty to the brand. According to this study, Wardah must continue to create new content on social media to attract customers and maintain its success in an increasingly competitive beauty industry. The results show that Wardah has successfully created a trustworthy brand image in the eyes of consumers through consistent visual appearance and the ability to establish solid interactions through informative and educational content. Wardah has been able to increase consumer awareness and trust in Wardah products and strengthen long-term loyalty. **Novelty:** This study highlights the role of consistent visual appearance and interactive, informative social media content in building consumer trust, emotional attachment, and long-term loyalty to a halal beauty brand in Indonesia.

## INTRODUCTION

Currently, social media plays a very important role in people's lives, facilitating access to information in a fast and easy way. With this influence, many businesses have turned to social media as a tool to promote their products.

Wildan and Nurfebiaraning (2021) explain that Nadjani, owner of the Clothing Line brand, sees social media as a platform with great potential for free product promotion. They add that with the right implementation strategy, social media use can be optimized. Social media has evolved into an online community that allows people to gather on various channels. This platform has quickly become one of the most effective media, thanks to its reach and extensive marketing strategies around the world. Instagram, in particular, is an excellent tool for marketing goods and helping brands reduce costs. [1]

Instagram is a very useful social media platform for disseminating information, education, entertainment, and also running a business. In addition, business people can use this platform to interact directly with customers in the virtual world. This allows them to maximize their social media presence in carrying out product branding campaigns, thereby building a positive brand image. In addition to offering various attractive features, Instagram also has another advantage, namely that photos can be easily shared to other social media platforms such as Facebook and Twitter. This allows the content to be seen not only by Instagram users. With its highly visual nature, Instagram is also ideal as a tool for promotion or advertising. [2]

Instagram users have the opportunity to interact with each other through the like and comment features on photos uploaded by others. The number of followers has a direct relationship with the quality and popularity of photos, making it one of the most important elements on this platform. This clearly has a huge impact on the Instagram industry. [3]

For example, the beauty brand Wardah can use Instagram as a means to promote its business and build its brand image and personal branding. Instagram supports these efforts by providing a platform that allows the use of photos and videos as visual media to convey messages. These messages can be embedded in captions that accompany photos or videos, thereby strengthening the delivery of information to the audience. [4] [5]

Wardah has the opportunity to strengthen the brand image of their products through the publication of photos and videos. This will certainly attract customers to buy Wardah products. In addition to including photos and videos in each post, Instagram users can also take advantage of the Story feature to make updates in real time. With this feature, users can convey information in real time to their followers or anyone who visits their account.

Wardah is one of the most well-known cosmetic brands both domestically and internationally. Pusaka Tradisi Ibu Limited Liability Company (PTI), formerly known as Paragon Technology and Innovation Limited Liability Company, is the manufacturer of this brand. Wardah cosmetics were first launched in 1995 and sold through distributors in several major cities in Indonesia. Behind Wardah's success is Nurhayati Subakat, an inspiring woman who currently serves as a commissioner at PTI. She is the founder who developed Wardah products with the aim of helping women look beautiful and attractive in accordance with their personalities. To that end, Wardah remains committed to improving the quality of its products. As sales continue to grow rapidly every day, Wardah cosmetics are becoming increasingly popular. Facial foam, lip matte, lip cream, foundation, sunscreen, BB cream, and mascara are some of the products offered by this brand. This success is also supported by many women who actively promote Wardah products on social media. [6]

A study conducted by Kasmiri in 2020 entitled "Cosmetic Product Purchase Decisions Among Female Students at Suryakencana University and the Factors That Influence Them" found that product quality (42.5%) and price (11.3%) influenced the decision of female students at Suryakencana University to purchase Wardah cosmetics. When these two components are combined, their influence on purchasing decisions reaches 53.8%. In addition, in 2020, Nurani and Brilliana WR also conducted a study titled "Online Marketing on Wardah Cosmetic Product Purchasing Decisions in the Kediri DC Area." The findings of this study indicate that 70% of customers choose to buy Wardah products at Toko Cantik Tulungagung, with promotional factors contributing 15%, product quality 10%, brand popularity 25%, and low and affordable prices 20%. [7]

In 2017, Nurul Fidyah conducted a study titled "The Effectiveness of Wardah Cosmetics Advertising Through Instagram Social Media (A Study of @Wardahbeauty Followers on Instagram Social Media)." The study showed that Wardah's advertisements on Instagram successfully attracted followers. In addition, these advertisements successfully attracted attention through attractive visual images and were able to

generate interest and positive perceptions about Wardah cosmetic products after being viewed by the audience. [8]

Currently, Wardah Beauty's Instagram account has successfully attracted more than three million followers. Wardah Beauty has a unique approach to posting content on the @wardahbeauty account, so that its followers do not feel bored with monotonous content that always focuses on sales. This strategy reflects the creativity and innovation of its content creation team. Every week, published content is evaluated through insight analysis, including measuring visitor profiles, impressions, reach, and discoveries for each tool used. [9]

The Instagram account @wardahbeauty highlights themes of beauty, skincare, and halal lifestyle, with three million followers. Given the level of interaction and relevance of the content presented, each post receives an average of 300 to 2,500 likes and 30 to 250 comments. These comments are not only praise for the photos uploaded, but also create interactive discussions with followers. Thus, this account regularly shares beauty tips, makeup tutorials, information about Wardah products, and campaigns that promote beauty values in accordance with Islamic principles and natural ingredients. In addition, Wardah also often collaborates with makeup artists and influencers to introduce its products to the public. Over the past five years, Wardah Beauty has successfully built a strong brand image and become a key player in Indonesia's cosmetics industry, demonstrating its commitment to innovation and quality in the beauty world.

According to Keller, brand image is the perception that consumers have of a brand, which is reflected in their memories of associations related to that brand. Therefore, consumers' overall understanding of a brand, together with the trust they have in it, can be interpreted as brand image. [10]

Brand image is not only shaped by specifications, technology, or product type. Instead, this image emerges as a result of advertising, promotion, and user experience. Consumers can recognize products, evaluate their quality, reduce risk in the purchasing process, and gain special experiences and satisfaction through brand image. To communicate brand image to consumers, various methods can be used, such as advertising, marketing, publicity, as well as distribution and pricing strategies. Brand image is determined by more than just the physical characteristics of the product; other factors such as packaging, advertising, price, and user segments also play an important role.

Previous research titled "Analysis of the Influence of Brand Image, Price, and Product Reviews on Wardah Skincare Purchasing Decisions Among Unai Students" by Joan Yuliana Hutape and Ricka Putri Yani Br Sinaga (2022). This study applied a descriptive quantitative approach. The results of the partial test show that price and product reviews influence purchasing decisions, with a significant value of 0.000 and a t-value of 9.333 above the t-table value of 1.985. Conversely, the other two variables, brand image and product reviews, do not significantly influence purchasing decisions, with t-values of 0.476 below the t-table value of 1.985 and 0.300 below the t-table value of 1.985. The main difference between my research and this study lies in the methods used. However, both studies share a common focus, namely researching the brand image of Wardah. [11]

Perception is the final stage that emerges from the observation process. This process begins with the reception of stimuli through the senses. Once the stimuli are received, they enter the individual's brain, which then allows the individual to understand what is known as perception.

Individuals or groups who purchase or use goods and services to meet their needs and desires are called consumers, whether for personal or business purposes. The decisions consumers make when shopping have a major impact on market demand, which in turn affects the production and supply of goods and services. Thus, consumers play a very important role in the economy. Consumers can be divided into two categories: intermediate consumers, who purchase goods for use during the manufacturing process or for resale, and end consumers, who use goods for personal consumption. To ensure that customers receive accurate information, high-quality products, and adequate service, it is very important to protect their rights. [12]

In this study, the author refers to brand image theory to discuss how consumer perceptions and beliefs are formed towards a brand, as well as its role in the context of marketing. As stated by Kotler and Keller, cited by Handayani and colleagues, there are three main indicators of brand image.

The first indicator is Favorability, which describes a brand's performance in terms of its appeal and recognition among consumers, as well as its superiority in the face of competition. In this category, there are several important aspects, such as ease of brand mention, strong customer recall of the brand, and the alignment between the image consumers expect and the image actually attached to the brand.

Second, brand strength is a measure of the extent to which a brand is able to establish solid interactions with buyers. The assessment of this strength is largely shaped by previous experiences, the quality of the products offered, competitive prices, recommendations from others, as well as advertising and various other factors.

Third, uniqueness is the ability to differentiate one brand from another. The perception of uniqueness arises from the characteristics of the product, which show the differences between one product and another. Various aspects that encompass this uniqueness include the types of services that can be provided by the product, the price variations offered, and differences in the physical appearance of the product itself. [13]

Brand image is formed through perceptions that can be measured using three indicators. According to Fadila and Ridho, there are three main aspects to consumer perception. The first aspect is selection, which is the process whereby consumers use stimuli received through their senses to identify relevant needs. This process is influenced by past experiences and existing motivations.

Second, organization is the process by which consumers collect or group various stimuli into a single unit. The purpose of this grouping is to make it easier for consumers to understand the information they receive.

Third, interpretation is the process by which consumers assign meaning to understand the information they receive. This process is influenced by various factors, including individual characteristics, existing stimuli, the situation at hand, and the way the information is conveyed. In addition, an individual's motivations and expectations also play an important role in shaping how they interpret information. [14]

According to research from the title "The Influence of Consumer Perceptions and Price on the Purchase Decision of Kokita Cooking Spices" by Nauval Syahreza Az (2022). Consumer perceptions consist of two indicators, one of which is the absorption process. This absorption process refers to the way in which various stimuli from the external environment are received by our senses and then processed in the brain. After the stimuli are received, our brain will analyze, classify, and organize the information based on previous research. Therefore, even though the stimuli received may be the same, this absorption process is unique to each individual and can differ between individuals.

Second, understanding is an indicator of perception that arises as a result of the process of classification and organization. This process takes place in the psychological realm. From this analysis, an understanding or comprehension is produced. It should be noted that this understanding or comprehension is subjective and can vary from person to person. [15]

The research question for this study is: How do consumers perceive the Wardah brand image that is built through content and interactions on the Instagram social media account @wardahbeauty, and to what extent does the content published by this account influence consumer perceptions of the Wardah brand image?

The purpose of this study is to analyze consumer perceptions of the Wardah brand image through the Instagram social media account @wardahbeauty.

## **RESEARCH METHOD**

This study uses a qualitative approach with descriptive characteristics. Including behavior, perception, motivation, and actions, qualitative research subjects aim to gain an in-depth understanding of the phenomenon. This method uses various relevant approaches to describe the reality of language and words in a natural context.

In this study, purposive sampling was used to select participants based on specific criteria in line with the research objectives. In the study of Wardah's Instagram social media account, this technique allowed researchers to obtain in-depth information about the experiences and perceptions of followers and users of the brand. In this study, ten informants were selected from among followers of the @wardahbeauty account and users on the Instagram social media platform. These informants were individuals who could provide information or explanations about the research object and generally had relevant knowledge and experience related to the topic being studied.

This study collected data through interviews with ten active followers of the @wardahbeauty social media account and users on Instagram. The data collection method known as interviewing involves direct interaction between the researcher and the interviewee or respondent.

In-depth interviews were conducted online via WhatsApp chat and Instagram DM, thereby obtaining information about the respondents' perceptions and experiences of Wardah's brand image. Next, the data obtained was reduced by filtering relevant and important information for the focus of the analysis. After that, the data was presented visually in the form of descriptive narratives and informant data tables to facilitate understanding. The verification stage was carried out using the data source triangulation method, which involved comparing the interview results from various informants to ensure the consistency and validity of the findings, as well as reaching data saturation so

that the results obtained were valid and reliable. The purpose of these interviews was to explore the thoughts and experiences of others and to understand their views on things that we might not be able to know directly.

In this study, three data analysis techniques were applied, namely data reduction, data display, and conclusion drawing/verification. The purpose of the data reduction process is to extract relevant information so that researchers can focus more on important aspects and identify themes and patterns in the data. This step is very important to narrow the focus of the research and find the core of the available information. After the reduction stage, the next step is drawing conclusions/verification, which is the final step in data analysis. At this stage, researchers compile conclusions based on new findings that have never been found before. This process involves in-depth data interpretation, linking findings to relevant theories, and ensuring the validity of the research results. By applying data reduction, data display, and conclusion drawing/verification techniques, this study successfully explored relevant information, presented data systematically, and produced reliable conclusions.

The researchers tested the validity of the data obtained by comparing the information gathered through interviews and observations. By comparing data from various sources, they were able to ensure that the findings obtained were consistent and valid. To explore this further, researchers also compared interview results between informants until reaching data saturation. Through triangulation of data sources, it is hoped that the accuracy of the analysis results obtained can be improved. [16]

## **RESULTS AND DISCUSSION**

### ***Results***

Using a descriptive qualitative approach, this study aims to analyze consumer perceptions of Wardah's brand image through Instagram @wardahbeauty. To achieve this goal, the researcher selected ten informants based on the criteria of being active Instagram followers and users of the brand. The researcher used purposive sampling. Data were collected through in-depth interviews conducted via WhatsApp chat and Instagram DM. This method allows for the collection of detailed information about customer experiences and their perceptions of Wardah's brand image. Three main techniques were used to analyze the data: data reduction to simplify information, data presentation in the form of visualizations to help people understand the findings, conclusion drawing and verification to ensure the accuracy of the results, and data triangulation to increase the validity and reliability of the research findings. The main focus of this study is to determine customer perceptions of the Wardah brand through the Instagram social media platform. Interviews with 10 informants provided a deeper understanding of customer perceptions and how the content uploaded by Wardah on its official @wardahbeauty account affects them. According to the research conducted on ten respondents, it was found that several theories of perception and brand image influence customer perceptions of the Wardah brand image through the @wardahbeauty Instagram account.

**Use of and Participation in Social Media**

No	Name	Age	Status	Followers And User
1	Tasha Maharani	20 years old	Student	Has been following and using Wardah products since 2020
2	Muhammad Hani	21 years old	Student	Has been using Wardah products since 2019
3	Jihan Alifia Afifah	22 years old	Student	Has been using Wardah products since 2023
4	Ayunda Hariyanti	21 years old	Student	Has been using Wardah products since 2023
5	Siti Nur Annisa R.	21 years old	Student	Has been using Wardah products since 2023
6	Lutfia Putri Damayanti	22 years old	Student	Has been using Wardah products since 2024
7	Afilza Rania	20 years old	Student	Has been using Wardah products since 2024
8	Salsabila Putri Ersya Anjary	21 years old	Student	Has been using Wardah products since 2024
9	Sevia Nur Fadhillah	21 years old	Student	Has been using Wardah products since 2019
10	Faranisa Indra Amelia	21 years old	Student	Has been using Wardah products since 2023

The informants' data shows that each informant has used Wardah products and follows its Instagram account. Two informants have been using Wardah products since 2019, and they follow the @wardahbeauty Instagram account. Eight other informants only started using the products and following Wardah's Instagram account from 2023 to 2024. This shows that Wardah has successfully attracted customers from various demographics, including old and new customers.

## **A. Perception Theory**

### **1. Consumer Perceptions of Content on Instagram @wardahbeauty**

Many people say that the content Wardah uploads on Instagram is considered interesting and informative. The information shows that the variety of content, including reels, makeup tutorials, beauty campaigns, and testimonials, is very helpful in creating a positive perception of the brand. For example, Informant 1 stated that Wardah's content on Instagram is "increasingly interesting and innovative," while Informant 5 emphasized that the content portrays the image of a halal cosmetics brand that prioritizes inclusive, natural, and inspiring beauty values.

### **2. Selection**

Consumers use their senses to identify relevant needs, influenced by past experiences and motivations. Informants interviewed said they had good experiences with Wardah products, especially makeup. Positive impressions often come from first-time use of Wardah products due to their quality, ease of use, and halal status. Most informants recognized Wardah products through Instagram, where they stated that the products met their skin needs. According to ten informants, the most interesting content on the @wardahbeauty Instagram account was product reviews and tutorials on how to use Wardah products. The purpose of this content was to provide detailed information about the products and proper guidance on how to use them.

### **3. Organization**

Consumers group various stimuli into a single unit to facilitate understanding of the information received. Various features, such as reels, feeds, and stories, are used to disseminate information about Wardah products on Instagram. Informants generally like reel content because it is considered more interesting and informative. Wardah's Instagram account can increase brand awareness and help consumers better understand the benefits and advantages of its products. Wardah often creates beauty-related content that informs and educates people, such as product reviews. Wardah frequently reviews its latest products, ranging from makeup such as lipstick and cushion to skincare products. These reviews provide information about the advantages and benefits of the products, as well as color and variant options, so that customers can better understand the products before purchasing. All content posted on Wardah Beauty's Instagram account, known as @wardahbeauty, is also considered interesting by informants because it has several characteristics that make it stand out. Wardah's Instagram offers high-quality photos and videos, suitable color compositions, and clean and contemporary designs. This attracts Wardah's Instagram users and followers by making their feed consistent and interesting. There are various types of content on Wardah's Instagram account, including short, easy-to-follow tutorial videos and visually satisfying before-and-after makeup tutorials.

### **4. Interpretation**

According to informants, awareness of the Wardah brand has increased because its name is easy to remember and recognize. In addition, they stated that the appearance of the products on Instagram met their expectations, although they hoped that more information about the product content would be included.

## **B. Brand Image Theory**

### **1. The Advantages of The Wardah Brand on Instagram**

The ease of mentioning the brand and consumers' strong memory of it indicate that consumers are able to easily remember and recognize Wardah, as well as have a positive perception of the brand's superiority. Wardah is considered to have a strong reputation among Muslim customers, mainly because its products are high quality and affordable, and its packaging is attractive and reflects the brand's identity, namely halal cosmetics. This increases the brand's appeal among teenagers and adults. However, according to three Instagram informants, Wardah still does not provide further details about the price, ingredients, and composition of the products posted on Instagram by Wardah. Meanwhile, seven other informants said that Wardah's Instagram display is quite complete and attractive with Wardah's signature color choices, which make it more aesthetic and consistent.

### **2. Wardah's Brand Strength on Instagram**

Previous experiences such as product quality, price, advertising, and recommendations from others are some of the factors that shape Wardah's brand strength on Instagram. In its Instagram bio, Wardah states that it is "No. 1 in facial care chosen by Indonesian women, No. 1 in cosmetics chosen by Indonesian women, and No. 1 in skincare in Indonesia." This demonstrates its position as a pioneer in the beauty industry in Indonesia. Ten informants felt influenced by the collaboration with Brand Ambassadors, which made the products more appealing. Consumers began to trust Wardah because of this influence. Anselma Putri and Nabilah Isma, for example, have a positive image, credibility, and strong personal appeal in the eyes of informants. Like the Instagram content posted by Wardah Brand Ambassadors, ranging from product reviews, makeup tutorials, and "get ready with me" videos that show how to use the products. This makes informants interested in trying Wardah products because it helps them see how effective the products are.

### **3. The Uniqueness of The Wardah Brand on Instagram**

Uniqueness is a brand's ability to differentiate itself from other brands in the market. Wardah is unique because of its services, price options, and attractive product displays. Wardah regularly provides educational content such as makeup tutorials and skin care through beauty tutorials.

Wardah also offers services through direct interaction with its followers via direct messaging and comments. Six interviewees said they had interacted directly with Wardah through her Instagram account and received a good response, one person had to wait quite a long time for a response, and three others had never interacted directly with Wardah through her Instagram account. Wardah also sells products at affordable prices through their official Instagram account @wardahbeauty. Some promotions include "Buy 2 Get 1 Free" for various products, discounts of up to 50% for special bundles, and discounts on your favorite skincare and makeup products. In addition, informants found that Wardah is able to combine good quality with affordable prices. Product images are Muslim-friendly but can be used by people outside the Muslim community. To reflect their professional and trustworthy identity, Wardah pays attention to the design of their product packaging with a modern, elegant, and functional

look. With the “Halal Cosmetics” identity, Wardah continues to develop new products in line with the latest beauty trends. This includes products with halal and environmentally friendly formulas, as well as practical and attractive packaging.

### *Discussion*

The results of the study show that consumer perceptions of the Wardah brand on the Instagram social media account @wardahbeauty reveal several important findings. Most respondents believe that Wardah has created a strong brand image that is halal and in line with Indonesian women's values, particularly through educational content, consistent visual appearance, and polite communication style.

Social media, especially Instagram, plays an important role in building and strengthening Wardah's brand image. Innovative and interactive content, such as makeup tutorials and product information, increases brand awareness and consumer perception of product quality. The use of Brand Ambassadors and active interaction with customers create an emotional connection that makes customers more aware and trusting of Wardah products. The direct experience they have when using Wardah products greatly influences their perception. Positive testimonials from customers increase customer trust and interest by providing social proof that supports the brand image.

To ensure that the research results are accurate and consistent, the information collected through interviews and observations was compared to verify the results. The triangulation results support the conclusion, which shows that consumers have a strong understanding of Wardah's brand image on Instagram social media.

Overall, the interview findings show that Wardah Beauty's Instagram account, @wardahbeauty, plays an important role in building Wardah's brand image. This marketing strategy, which involves disseminating innovative content and interacting with customers, has succeeded in creating a positive brand image and making customers feel involved and connected. The results of this study help Wardah's management develop various social media campaigns. By considering the importance of informative and interesting content, Wardah is expected to develop more content that shows the benefits of its products and their ease of use in everyday life. The results of this interview show that the implementation and development of data-driven marketing strategies can help Wardah build emotional connections with customers, increase interaction, and ultimately improve long-term customer loyalty. This will greatly help them succeed in an increasingly competitive beauty industry.

Therefore, this study not only provides an overview of what consumers are thinking at present, but also offers suggestions for future improvements that can be adapted to market dynamics and different consumer needs.

The results of the problem formulation show that the Wardahbeauty Instagram account, known as @wardahbeauty, plays an important role in shaping customer perceptions of the Wardah brand image, including the brand's strengths, advantages, and uniqueness through engaging and interactive content, such as makeup tutorials, product information, and beauty campaigns. Consumers feel more connected to Wardah because they can interact directly with the brand and receive feedback from users. The active use and interaction of Brand Ambassadors mostly wear hijabs, reflecting halal cosmetics in line with their identity. However, some Brand Ambassadors do not wear hijabs but still

wear modest clothing. Additionally, this study shows that informative and engaging content can increase customer awareness and trust in Wardah products and strengthen long-term customer loyalty.

## CONCLUSION

**Fundamental Finding :** Based on the analysis of each indicator, it can be concluded that the Wardah brand image built through the Instagram social media account @wardahbeauty shows that consumers' overall perception of the Wardah brand is positive. Several important aspects, such as the Wardah brand, have succeeded in creating a trustworthy brand image in the eyes of consumers through consistent visual displays. Wardah is able to establish solid interactions with consumers through interesting, informative, and educational content, such as product reviews, makeup tutorials, and beauty campaigns. This shows that it can increase consumer awareness and trust in Wardah products and strengthen long-term loyalty. **Implication :** Active interaction and the presence of Brand Ambassadors also strengthen consumers' emotional connection and trust in Wardah products. The use of Brand Ambassadors who wear hijabs or do not wear hijabs but remain modestly dressed reinforces the brand image as halal cosmetics in line with its identity. Through high-quality content, attractive images and videos, and consistent Instagram feeds and reels, Wardah plays an important role in building a positive consumer perception. **Limitation :** Although this study highlights how Wardah successfully builds its brand image through Instagram, the findings are limited to the analysis of visual and interactive content without exploring other possible influencing factors such as offline consumer experience, distribution channels, or price perception. This limitation suggests that the research does not yet cover a holistic view of all determinants that could shape Wardah's brand image in the broader market context. **Future Research :** Future research should expand by examining other dimensions beyond Instagram interactions, such as comparing the effectiveness of Wardah's branding strategies across multiple social media platforms, integrating offline consumer experiences, and analyzing demographic differences among followers. This would provide a more comprehensive understanding of how Wardah's digital presence interacts with other market forces to influence consumer trust and long-term loyalty.

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**Bintang Khalishah Hadi**

Muhammadiyah University of Sidoarjo, Indonesia

Email: [bintangkhalishah@gmail.com](mailto:bintangkhalishah@gmail.com)

**\*Ainur Rochmaniah (Corresponding Author)**

Muhammadiyah University of Sidoarjo, Indonesia

Email: [ainur@umsida.ac.id](mailto:ainur@umsida.ac.id)

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