

Vol 5, No 3	2021	Halaman 270 - 284
-------------	------	-------------------

## **Impact of @RaikuBeauty instagram campaign content on brand image**

Vanisha Octaviana, Daniel Susilo  
Universitas Multimedia Nusantara, Indonesia  
[Daniel.susilo@umn.ac.id](mailto:Daniel.susilo@umn.ac.id)

Received: 08-06-2021, Revised: 21-06-2021, Acceptance: 23-06-2021

### **Abstract**

*Most Indonesian women often feel insecure about their appearance without makeup. Raiku Beauty is here as one of the new beauty brands that motivates Indonesian women to be able to appear confident by taking care of their skin using skincare from Raiku. The purpose of this study was to determine whether the content on Instagram @RaikuBeauty related to the "Dare to be Bare" campaign was able to have a significant influence on the brand image. The theory used in this study is the content of communication messages on social media. This research is quantitative explanative with data collected through a survey to 395 respondents obtained from the Taro Yamane formula. The data obtained were then tested for hypotheses with simple linear regression. The results showed that there was a significant impact of social media content on the dare to be bare campaign on brand image, with 60.2% degree of impact.*

**Keywords:** social media content; brand image; instagram; raiku beauty.

### **INTRODUCTION**

The development of business in the era of globalization of the use of beauty care products (skincare) is growing rapidly, in which this statement is supported by the journal (Putranto et al., 2021; Susilo et al., 2021). In the midst of fierce competition between competitors, the thing that distinguishes one brand from other brands is based on the brand image of each product. Brand Image is perceived as an image that is reflected by a brand itself into the memory of a consumer seeing the brand (Kotler & Keller, 2009). Brand image is very important because it has a significant effect on consumer loyalty (Amelia, 2019). One of the ways in forming a brand image in the eyes of the public is a marketing strategy that makes people's hearts touch. One way is to create a campaign with all planned communication actions aimed at creating a certain influence on the majority of the audience or the public which is carried out continuously over a certain period of time (Mukarom & Laksana, 2015; Susilo, 2021; Susilo & Putranto, 2021).

@RaikuBeauty is a local skin care newcomer that was founded in 2018. Raiku is a brand that has a brand image for Indonesian women, namely every

woman in Indonesia is beautiful without the need to follow existing beauty standards, because every woman has unique characteristics and personalities. With the strong attributes of every women are unique, Raiku transform to be leader of skincare. This was conveyed through the raiku campaign "Dare To Be Bare" in which encourage women not to use makeup and beauty filters but instead use only skin care products from raiku. Instagram social media is widely used as a forum for Raiku to proclaim their campaign. Reporting from [tirto.id](http://tirto.id), Effendy (2007) stated that social media is currently considered to be the most effective for conveying messages about products or promotions to the public.

The "Dare To Be Bare" campaign that Raiku has consistently carried out is to instill a strong brand image in the hope of getting a good response from the public. This is in line with the theory of Stimulus Response Organisms (S-O-R). The principle in this theory is simple, namely when receiving a stimulus from the media, the response from one or more target audiences is hoped to be a good personal response. According to Mufid (2010, p. 22) S-O-R theory is seen as media content or messages that will be delivered as drugs that are injected into the minds of the audience and then assumed that will give a reaction as expected by a company.

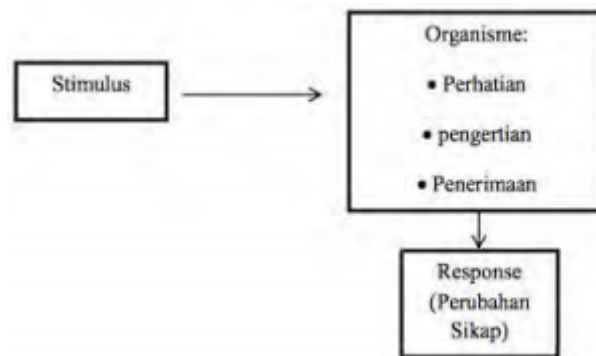


Figure 1. Stimulus Response Organisms Theory  
Source: (Effendy, 2007)

In accordance with the picture above shows the process of changing individual attitudes/behaviours as a learning process which according to Holland in Effendy (2007) consists of:

1. Stimulus or stimuli given to the recipient of the message can be accepted or rejected. If it is rejected or not accepted, it means that the given stimulus is not effective in attracting individual attention.
2. If the stimulus or stimulus is given attention by the organism, then the individual understands and will proceed to the next stage.
3. The organism or recipient of the message processes the stimulus given and receives it, so that there is an individual's willingness to act or change attitudes/behaviour based on the message that has been delivered.

The results of maintaining the consistency of Raiku's positive image can be seen from the good response of Instagram users to the presence of the Instagram account @RaikuBeauty, which is shown by the number of 30K

followers on September 4, 2020. Each uploaded post gets around 300-700 likes and 30k views for videos. The followers of this account are very active in providing comments. The process of forming a brand image that gets support from one of the factors, namely the positive image of the brand itself and how the brand is seen and perceived. The selection and arrangement of the dare to be bare campaign message affects the brand image of a company. In this case, Raiku Beauty runs the #DareToBeBare campaign aimed at conveying a message and creating a positive brand image for all Indonesian women, especially for those who always appear insecure. For a local skin care product that is not yet known by the general public, has Raiku succeeded in forming a brand image based on the #RaikuDareTobeBare campaign that was carried out? This study wants to know the impact of Raiku's Instagram social media content on Raiku's brand image. Is there an influence between Instagram's social media content on Raiku's brand image from observers of its followers. The method that will be used by this research proposal is quantitative research that is explanatory with data collection methods in the form of surveys to Raiku Instagram followers.

A similar study that became a reference source was a study by Yovita (2020) entitled "The Effect of the #AmanUntukAll PR Campaign Message on Instagram on the Brand Image of Grabcar Indonesia". In this study, it is shown that the campaign message in the #AmanUntukSemua instagram post has a great influence on the Grabcar brand image. The results of this research are also expected to be able to provide additional information for the public, especially entrepreneurs who are just starting their business, who are determining the marketing strategy of Instagram social media content using campaigns aimed at forming a positive brand image. The method used in this research is survey method. The survey is intended to obtain some information about respondents who are considered representative (Kriyantono, 2014).

Therefore, the hypotheses in this study are:

Ho: There is no impact of Instagram @RaikuBeauty's social media content about the dare to be bare campaign on brand image

Ha: There is a significant impact of Instagram @RaikuBeauty's social media content about the dare to be bare campaign on brand image

The variables of Social Media Content in this study will be divided into five message styles according to Cornelissen (2011), namely:

1. Rational Message style (Rational Message Model),

Messages conveyed to audiences based on actual achievements by the organization. The purpose of using this message is to identify useful differences to highlight so that competitors choose not to follow suit.

2. Symbolic association message style (Symbolic association message model),  
Message delivery is packaged and made based on psychological differences and symbolic associations. The use of this message aims to build a positive image of the company as well as a sign of differentiation from competitors.

3. Emotional message style (Emotional Message Model),

Information designed to encourage active participation and response through positive or negative emotions. The method used in this message is emotional attraction in corporate communication so that it can regulate the emotional response of stakeholders

4. Generic message style (Generic Message Model),

Regarding general information about the company, the reason is not to assert superiority. Through this information, the company will not seek to differentiate from competitors, nor will it disclose its advantages. The strategy used in this message is perfect for companies that dominate the industry.

#### 5. Preemptive message style (Preventive Message Model),

A piece of information containing superiority suggestions made through propositions regarding industry-related issues and advantages in capabilities

According to Keller et al., (2011), the positive image of a brand can be measured from consumer responses to brand associations, which include:

##### 1. Advantages of Brand Association (Favourability of Brand Association)

The advantages of brand associations can make users believe that the brand can provide attributes and benefits, so that it can meet the needs and desires of users and users have a positive attitude towards a brand. The ultimate goal of every consumption made by consumers is to satisfy consumers. The existence of needs and desires in consumers can lead to expectations, and consumers try to realize these expectations

Through the performance of the products and brands they consume. If the performance of a product or brand exceeds expectations, consumers will feel satisfied, and vice versa. It can be concluded that the advantage of brand association lies in product excellence, and there are many choices to meet demand.

##### 2. Strength of Brand Association

The strength of brand associations depends on how information enters the minds of audiences, and how the brain manages company information as part of a positive brand image. When consumers actively think about and decipher the meaning of information about products and services, it can build stronger relationships in consumers' memory. Therefore, each consumer pays attention to, organizes, and interprets the sensory data in his own way. Perception does not only depend on physical stimuli, but also stimuli related to the personal environment. Different retailers view the object (brand).

##### 3. Uniqueness of Brand Associations

Broadly speaking, the position of a brand in a company or organization is a brand that has a sustainable competitive advantage or an attractive and unique selling proposition in the eyes of the public. The benefits of brands for producers according to Tjiptono (2014), a brand has a role to identify in order to facilitate the handling of a company product, is specialized in organizing inventory and accounting records, then has a form of legal protection against a feature that is characteristic, because a brand can get property intellectual protection.

Therefore, the framework that will be used in this research is as follows.

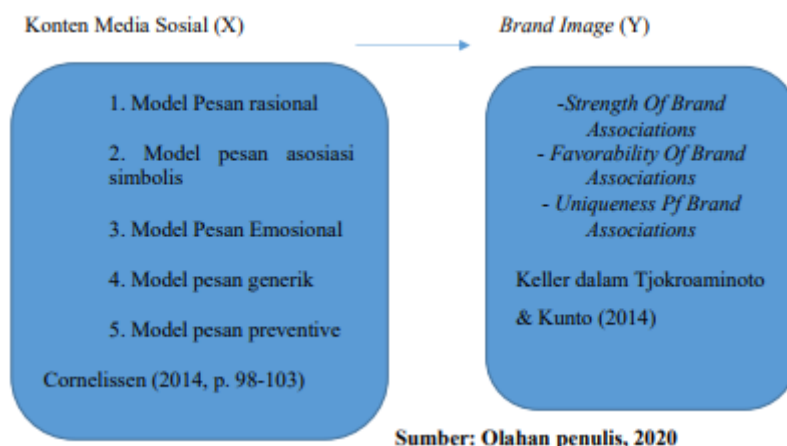


Figure 2. Conceptual Framework

## METHODOLOGY

The research "The Impact of @Raikubeauty Instagram Social Media Content About Dare To Be Bare Campaign Against Raiku Brand Image" uses a quantitative approach. The nature of this research is explanatory research which aims to connect two or more research variables or concepts and look for causal relationships (Kriyantono, 2014). The paradigm in this study is the paradigm of positivism.

The population targeted in this research is a number of Instagram followers @RaikuBeauty with the number of Instagram followers on September 18, 2020 amounting to 30.1k. The sample was selected by simple random sampling method, after previously determined 3 sample selection criteria, as follows.

1. Following the Instagram account @Raikubeauty
2. Female
3. Interested in beauty

To determine the number of samples, this study used the Taro Yamane formula, so that a total of 395 samples were obtained. The Taro Yamane formula is as follows.

$$n = 1 + \frac{N}{N \cdot d^2 + 1}$$

Notes:

- n = Number of sample
- N = Population (30.100)
- d = Confidence Level (5%)
- 1 = Constanta

This study uses primary data, in which the data to be processed is obtained from questionnaires. The type of questionnaire used is a closed questionnaire. Closed questionnaire is a questionnaire with a different method in which the researcher provides alternative answers to respondents. Respondents only need to choose an answer based on the reality they have

passed or encountered, usually consisting of the symbol X or  $\sqrt{\quad}$  (Kriyantono, 2014). The respondents in the study will be presented with 18 items of statement. In addition, this research also utilizes secondary data derived from studies or literature reviews in the form of research reference books and research results previously conducted by other parties. The goal is to get a theoretical basis for the problem to be studied. This theory is the basis of this research to understand well the problem that will be/is being researched in accordance with the scientific framework of thinking (Sarwono, 2010).

The data obtained were then tested for validity and reliability. The validity test was carried out to measure the statements in the questionnaire. If each item of the attached question can reveal the content to be measured by the questionnaire, then the questionnaire can be considered effective. This study uses validity testing carried out with the help of a computer device with SPSS 25 software through the Correlated Item-Total Pearson's Product Moment technique. While the reliability test is intended to determine the level of consistency or consistency of data within a certain time interval. As long as the results of the measurement of the subject are relatively the same in several measurements, as long as there is no change in the aspect of the measured subject, it can be considered reliable. In this study, Cronbach's Alpha reliability test was used, which is the most common test technique used to test the reliability of the questionnaire. Based on the test results, all the variables tested in this study can be declared valid and reliable.

After that, the data were analysed through several tests. The first step in analysing the data, it is necessary to test the normality of the data so that it can be seen that the resulting data is normally distributed. After that, correlation analysis was carried out as a statistical method designed to measure the strength of the relationship between 2 variables (Ghozali, 2016). This study uses the Pearson correlation coefficient. Then used a simple linear regression analysis technique in this study because it is based on a causal or functional relationship between one independent variable and the dependent variable (Sugiyono, 2018). The simple linear regression test in this study aims to see whether or not there is an influence of "Raiku's Instagram social media content about the dare to be bare campaign" on the "brand image".

## **DISCUSSION**

Based on the research results, 91% of respondents from @Raikubeauty have used Raiku products and also know and participate in the 'dare to be bare' campaign. This is done in research, so that the instrument being tested is valid by knowing whether the content of Instagram's social media @Raikubeauty about the dare to be bare campaign has an influence on Raiku's brand image. According to data related to the demographics of respondents, the majority of respondents are aged 16-25 years with a percentage of 92.7%, respondents aged 26-35 years with a percentage of 6.8%, and the rest aged 36 to more than 45 years only 0.5%. Based on this data, it can be concluded that the followers of the Instagram account @Raikubeauty are dominated by the millennial generation.

## **Instagram @RaikuBeauty Social Media Content**

Instagram @Raikubeauty social media content variable as dependent variable (X) uses Social Media Content (Cornelissen, 2011). In this study, the social media content variable has 5 statement instruments.

### *Rational Message Style (X1)*

In this instrument the message conveyed is intended to identify important differences that can be highlighted by a brand compared to its competitors. Based on the results of the study, respondents considered that the message conveyed by @Raikubeauty in the dare to be bare campaign seemed unique that every woman is beautiful without using makeup, because beauty is not only from the outside but from within and Raiku wants Indonesian women to continue to be brave and confident to show their inner beauty regardless of their skin color, because all Indonesian women are beautiful.

### *Symbolic Message Style (X2)*

In this instrument the message conveyed is intended to develop the image of a company in order to distinguish one brand from another. Based on the results of the research, Raiku was able to touch his followers with various testimonials from the dare to be bare campaign by making his followers share their experiences of insecurity and struggle against this insecurity and dare to share the story on social media. This is supported by many posts and stories from Instagram followers @Raikubeauty.

### *Emotional Message Style (X3)*

In this instrument the message is conveyed by provoking the involvement of positive reactions or negative reactions from the audience. Based on the results of the study, respondents agreed that they were touched by the upload of the @Raikubeauty Instagram account so that Raiku received positive feedback every time the @Raikubeauty Instagram account uploaded campaign content. Respondents also agreed that uploads about campaigns on social media always had an impact on Raiku's followers to increase. Respondents strongly agree with the statement that they always get positive feedback every time the @Raikubeauty Instagram account uploads content. Therefore, Raiku was able to gain the trust of his followers for uploads on social media about the dare to be bare campaign

### *Generic Message Style (X4)*

In this instrument the message conveyed in a brand does not differentiate itself from competitors. Based on the results of the study, respondents tend to strongly agree that the upload of the Instagram account @Raikubeauty in the dare to be bare campaign has never been done by other competitors. Therefore, Raiku Beauty is able to compete by having content ideas about the dare to be bare campaign that are different from its competitors.

### *Premptive Message Style (X5)*

In this instrument, the message is conveyed in superiority through claims of superiority in issues and capabilities that are relevant to its competitors. Respondents strongly agree that the dare to be bare campaign message

uploaded by the Instagram account @RaikuBeauty is very relevant to the situation of Indonesian women, and has succeeded in making Indonesian women free from the feelings of insecurity. In addition, respondents strongly agree that through these uploads, all Indonesian women can exchange ideas through social networks. Therefore, Raiku Beauty is able to compete by having content ideas about the dare to be bare campaign that are different from its competitors.

### **Raiku Brand Image**

Brand image is the dependent variable used in this study using three dimensions according to (Keller et al., 2011), namely the strength of brand associations, favourability of brand associations, and uniqueness of brand associations. The following is a table of the results of the questionnaire in this study.

#### Strength of Brand Associations (Y1)

This dimension gives a message so that the audience always remembers the brand in their minds. The majority of respondents strongly agree that the Raiku beauty brand sells high quality products. The majority of respondents also agree that the dare to be bare campaign carried out by the Raiku Beauty brand has succeeded in becoming a pioneer in Indonesian beauty care and the dare to be bare campaign has made the Raiku Beauty brand a positive image. The content uploaded by @Raikubeauty makes it easy for followers to identify the Raiku beauty brand with a dare to be bare campaign as a pioneer of beauty and quality beauty products.

#### Favourability of Brand Associations (Y2)

This dimension conveys a message by giving an advantage or preference for a brand. For example, Raiku beauty followers who always use Raiku products and always buy beauty tools from Raiku beauty. Respondents tend to strongly agree that the Raiku beauty brand is one of the most trusted Indonesian beauty products. The dare to be bare campaign content uploaded by @Raikubeauty has won the trust of his followers.

#### Uniqueness of Brand Associations (X3)

This dimension conveys a message by giving an advantage or preference for a brand. For example, Raiku beauty followers who always use Raiku products and always buy beauty tools from Raiku beauty. Respondents tend to strongly agree that the Raiku Beauty brand is a pioneer in creating campaigns that represent the feelings of Indonesian women, with products that are very suitable for the beauty care needs of young people to adults in Indonesia. The Raiku Beauty brand is also considered as one of the Indonesian beauty care products that is very suitable for the beauty care needs of young people to adults in Indonesia. The content uploaded by @Raikubeauty makes Raiku have its own unique value, namely being a pioneer of local beauty brands for skincare and contemporary makeup with campaigns that voice the hearts of Indonesian women.



### Correlation Test

In this study, the researcher used the Pearson Correlation formula test technique with the Asymptotic 2 tailed approach. The following table shows the results of the correlation test in this study.

Table 1. Correlation Test Results

		Konten Media Sosial	Brand Image
Konten Media Sosial	Pearson Correlation	1	.776**
	Sig. (2-tailed)		.000
	N	395	395
Brand Image	Pearson Correlation	.776**	1
	Sig. (2-tailed)	.000	
	N	395	395

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Source: Research Processed Data, 2021

Based on the table above, it can be stated that the data is normally distributed, because the significant value of 395 respondents is 0.776. This shows that there is a high or strong positive relationship between variable X (Social Media Content) and variable Y (Brand Image).

### Normality test

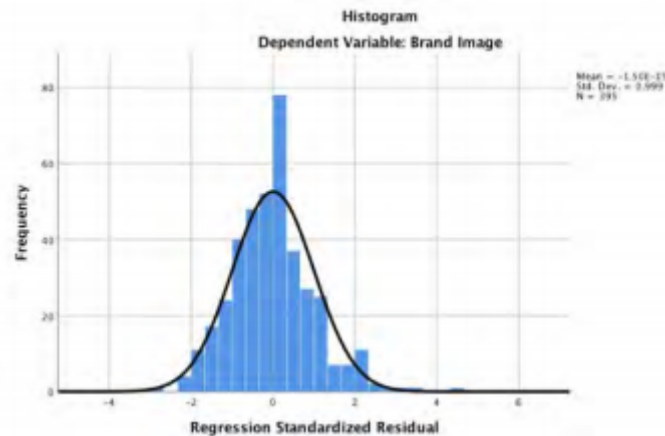


Figure 3. Histogram Normality Test Results  
 Source: Research Processed Data, 2021

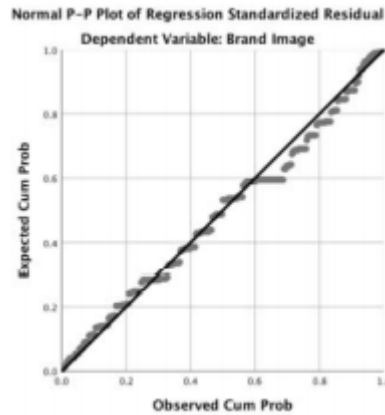


Figure 4. P-Plot Normality Test Results  
 Source: Research Processed Data, 2021

This study also attaches the results of the normality test in the form of a histogram and also a P-Plot. Based on Figure 3, it can be seen that there is a curve line that forms a bell in the middle, so it can be said that the data being tested is normally distributed. Then, in Figure 4 shows the distribution of points on the P-Plot graph in the same direction and still around the reference diagonal line. In addition, another way to see the normality of the data is with a histogram graph, where the curve lines form a bell (Ghozali, 2016). Thus, based on the results of the histogram and P-Plot values, it can be concluded that the data collected has been normally distributed.

### Simple Linear Regression Test

Table 2. Simple Linear Regression Test  
 Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.604	.674		6.830	.000
	Konten Media Sosial	.396	.016	.776	24.366	.000

a. Dependent Variable: Brand Image

Source: Research Processed Data, 2021

Based on the data collected, the statistical t test is used to test the significance of the regression coefficients which will also explain the predictive value of a study. Based on the table above, the following regression equation can be formed:

$$Y = a + bX$$

$$Y = 4.604 + 0.396X$$

**Brand Image = 4.604 + 0.396 (Social Media Content)**

Based on the regression equation above, conclusions can be drawn including:

- a. The constant value is 4,641 with the regression coefficient value for the Instagram social media content variable, which is 0.396 with a significance value of 0.000.

- b. Based on the results of point a, every one percent increase in the value of the Instagram @RaikuBeauty social media content variable in the dare to be bare campaign (Variable X) on brand image (Variable Y) will give an increase of 0.396 and if there is no addition to the variable X, then the variable Y is constant.
- c. The positive (+) or unidirectional regression coefficient value indicates that there is a unidirectional effect between the @Raikubeauty social media content variables regarding the dare to be bare campaign on brand image.

Table 3. R-Square Model Summary Test Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.776 <sup>a</sup>	.602	.601	1.52894

a. Predictors: (Constant), Konten Media Sosial  
 b. Dependent Variable: Brand Image

Source: Research Processed Data, 2021

Table 3 above explains the magnitude of the coefficient of determination. Based on the results of the data above, the correlation relationship (R value) of 0.776 shows that Instagram @Raikubeauty social media content as the independent variable has a strong correlation to the dependent variable brand image. Then, the coefficient of determination (R Square) is 0.602 or 60.2%. Based on these data, it means that in this study, the Instagram @Raikubeauty social media content in the dare to be bare campaign has a large enough with influence of 60.2% on brand image and variations of other variables that can influence and explain the remaining 39.8%.

Table 4. Anova Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1387.871	1	1387.871	593.703	.000 <sup>b</sup>
	Residual	918.696	393	2.338		
	Total	2306.567	394			

a. Dependent Variable: Brand Image  
 b. Predictors: (Constant), Konten Media Sosial

Source: Research Processed Data, 2021

The table above shows the results of the ANOVA table test with a calculated F value of 593,703 with a significance value of 0.000 which means that social media content (X) can predict brand image (Y), because the significance value is less than 0.005 (Sig value < 0.05). This study uses a T-test with the aim of knowing the results of the analysis of the independent variables have a significant effect on the dependent variable. Test this hypothesis using simple linear regression. The following hypotheses are used in the t-test, including:

Table 5. Hypothesis test

No	Hypothesis testing	T	Sig.	R Square	Hypothesis
1	Social media content has impact on brand image	24.366	0,000	60,2%	Ha accepted

Based on the data in table 5 above, it shows that the t count is 24,366 which when compared with the t table value (with a level of = 0.05; 395) and a significance value of  $0.000 < 0.005$  (less than 0.05). So, it can be concluded that there is a significant influence between the social media content of Instagram @Raikubeauty on the dare to be bare campaign on brand image. In the form of hypothesis testing, it is stated that Ho (there is no significant effect between @Raikubeauty Instagram social media content on brand image) is rejected & Ha (there is a significant effect between @raikubeauty Instagram social media content on brand image) is accepted.

The theoretical hypothesis is used in this study so that it has a relationship and mutual influence on the research results obtained, that the @Raikubeauty Instagram social media content about the dare to be bare campaign has an effect on brand image. Based on the results of the study, the questionnaire data showed the positive influence of social media content on Raiku Beauty's brand image. Based on the results of research conducted on followers of the @Raikubeauty Instagram account on brand image from the processed data from the SPSS 25.0 program, the results showed that there was an influence between social media content on Raiku's brand image. This is obtained from the calculations in table 4.15, with a calculated T value of 24,366 and a sig. 0.000 which is less than 0.05. The magnitude of the influence of Instagram @Raikubeauty's social media content on brand image can be concluded in table 4.13, with an r-square value of 0.602, which means that the influence between the variables tested is 60.2% and for every one increase in the value of @Raikubeauty's Instagram social media content, the Raiku brand image will increase by 0.396. In addition, the results of the study show that of the 5 instruments in the social media content variable (X), namely Rational Message style, Symbolic association message style, Emotional message style, Generic message style, and Preemptive message style, the dimension that has the most influence on brand image is rational. message styles. This can be seen from the mean value of 3.52 which is the largest value compared to other instrument values.

The results of this study are in line with the Stimulus Organism Response (S-O-R) theory which states that if the stimulus or stimulus is given attention by the organism, then the individual understands and will proceed to the next stage, namely acting or changing attitudes/behaviours based on the message that has been conveyed. In accordance with the statement, then the message is packaged to get a positive response from the audience. So as to make a message that is packaged properly, the target audience will hit the right target. This will make the target audience feel comfortable making it easier for the audience to receive the message. Information messages in the dare to be bare campaign displayed through Instagram social media which consist of visual, audio, and content as well as messages conveyed by the campaign can provide sensitivity to the senses to see and listen. Then, the message conveyed

can be received, understood, and activated by awareness because it is challenged to tell and upload photos of faces without makeup on beauty tools. The results of this study are also supported by previous studies used. In the first previous study entitled "The Effect of the #AmanUntukSemua PR Campaign Message on Instagram on the Grabcar Indonesia Brand Image: A Survey on Female Followers 12 Key Opinion Leaders" which was researched by Yovita (2020) the results of the research Campaign messages in the #AmanUntukSemua Instagram post were very influential influence on grabcar. This is in accordance with the research results obtained in this study that social media content about the dare to be bare campaign has a positive effect on the image of Raiku's brand.

Research conducted by Anizir & Wahyuni (2017) also found that social media marketing will have a very large influence on a company so that in this study there is a positive and strong influence on the brand image being studied. Lienanta (2020) through his research entitled "The Effect of Social Media Content @haus.indonesia on Brand Image" also found that there is a strong relationship between social media content @haus.indonesia and brand image. The dimension variables used are the same as in this study. namely the dimensions according to (Keller et al., 2011), namely the strength of brand associations, favourability of brand associations, and uniqueness of brand associations.

## **CONCLUSION**

This study was conducted to determine whether Raiku's brand image has an influence from @RaikuBeauty's social media content and how much influence it has on Raiku's brand image. Researchers conducted data analysis on 395 respondents as samples from @Raikubeauty. Based on the results of this study, the following conclusions can be drawn:

1. There is a significant effect of the Instagram @Raikubeauty social media content on the dare to be bare campaign on brand image. Has the meaning of the hypothesis in this study, namely  $H_a$  can be accepted.
2. Based on data from the analysis of this study, it shows that the level of Instagram @Raikubeauty's social media content in the dare to be bare campaign has an effect of 60.2% on brand image. Thus, the effect of variable X (Instagram Social Media Content) on variable Y (Brand Image) is significant and 39.8% is influenced by other factors.
3. Predicted value of Raiku Beauty's brand image which is influenced by the content of Instagram's social media @Raikubeauty on the dare to be bare campaign will increase by 4,604 units plus 0.396 in each increase of one unit.

Based on the results of the research conducted and the conclusions obtained from this study, there are several suggestions that are proposed and hopefully can be useful for Raiku Beauty. The following are academic and practical suggestions from this research. It is hoped that the academic exposure of the research conducted will be able to provide an overview to other researchers in conducting research on campaign content on social media and find out more fully other factors that can affect brand image by influencing the emotions of consumers. It is hoped that the next research can also use different methodologies or research variables so that they can find out 39.8% of other factors that affect the brand image of Raiku Beauty.

For Raiku itself, from the research results, the researchers suggest that Raiku beauty can develop and improve from all aspects, such as making a dare to be bare campaign one of Raiku beauty's taglines. Next, the content of the dare to be bare campaign is made more attractive by displaying skincare products, not only highlighting the emotional side of the audience.

## ACKNOWLEDGMENT

The author would to express their gratitude to Universitas Multimedia Nusantara for the research support.

## REFERENCES

- Amelia, M. (2019). *Pengaruh Brand Image Shopee terhadap Loyalitas Konsumen yang dimediasi oleh Kepuasan Pelanggan*. Universitas Multimedia Nusantara.
- Anizir, & Wahyuni, R. (2017). Pengaruh Social Media Marketing Terhadap Brand Image Perguruan Tinggi Swasta di Kota Serang. *Sains Manajemen*, 3(2).
- Cornelissen, J. (2011). Corporate Communication: A Guide to Theory and Practice. In *Corporate Communication: A Strategic ...*
- Effendy, O. (2007). *Ilmu Komunikasi Teori dan Praktek*.
- Ghozali, I. (2016). Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23 (Edisi 8). In *Universitas Diponegoro*.  
<https://doi.org/https://doi.org/10.3929/ethz-b-000238666>
- Keller, K., Parameswaran, M., & Jacob, I. (2011). *Strategic brand management: Building, measuring, and managing brand equity*. Pearson Education India.
- Kotler, P., & Keller, K. (2009). Manajemen pemasaran jilid 1, edisi Ketiga belas, Terjemahan Bob Sabran. In *Jakarta: Erlangga*.  
<https://doi.org/10.1177/0022022111434597>
- Kriyantono, R. (2014). *Teknik Praktis Riset Komunikasi*. Prenada Media.
- Lienanta, S. (2020). *Pengaruh Konten Media Sosial@haus. indonesia terhadap Brand Image*. Universitas Multimedia Nusantara.
- Mukarom, Z., & Laksana, M. (2015). *Membangun kinerja pelayanan publik*. Pustaka Setia.
- Putranto, T., Suyanto, B., Ariadi, S., & Santos, R. (2021). The discourse of men's facial care products in Instagram from the Foucauldian perspective. *Jurnal Studi Komunikasi* 5(1).  
<https://doi.org/10.25139/jsk.v5i1.3159>
- Sarwono, J. (2010). *Pintar menulis karangan ilmiah-kunci sukses dalam menulis ilmiah*. Penerbit Andi.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D*. Penerbit CV. Alfabeta.
- Susilo, D. (2021). *Analisis wacana kritis van dijk: sebuah model dan tinjauan kritis pada media daring*. Unitomo Press.
- Susilo, D., & Putranto, T. D. (2021). Content analysis of instagram posts related to the performance of the national search and rescue agency in early 2021. *Jurnal Komunikasi Profesional*, 5(1).
- Susilo, D., Putranto, T. D., & Navarro, C. J. S. (2021). MS Glow For Men: Digital Marketing Strategy on Men's Facial Care Products. *Sinergi:*

*Jurnal Ilmiah Ilmu Manajemen, 11(1), 2021.*

Tjiptono, F. (2014). *Pemasaran Jasa*. Jakarta: Gramedia Cawang.

Yovita, A. (2020). *The Effect of the #AmanUntukAll PR Campaign Message on Instagram on the Brand Image of Grabcar Indonesia*. Universitas Multimedia Nusantara.