

ABSTRAK

Penelitian ini bertujuan untuk mengetahui strategi pemanfaatan Instagram sebagai media komunikasi produk Wardah dalam meningkatkan minat beli skincare pada masyarakat di Kota Padang. Perkembangan media sosial, khususnya Instagram telah menjadi sarana komunikasi pemasaran yang efektif bagi perusahaan dalam membangun hubungan dengan konsumen serta memengaruhi minat beli. Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan deskriptif. Informan penelitian terdiri dari divisi marketing Wardah sebagai informan kunci dan masyarakat Kota Padang pengguna Instagram yang mengikuti akun Wardah sebagai informan pendukung. Teknik pengumpulan data dilakukan melalui wawancara, observasi, dan dokumentasi. Teknik analisis data dilakukan melalui reduksi data, penyajian data, serta penarikan kesimpulan. Keabsahan data diuji menggunakan triangulasi sumber dan triangulasi teknik. Hasil penelitian menunjukkan bahwa Wardah memanfaatkan berbagai fitur Instagram seperti feed, stories, reels, dan live streaming sebagai sarana penyampaian informasi produk yang konsisten, informatif, dan menarik untuk meningkatkan minat beli konsumen terhadap produk. Strategi komunikasi tersebut mampu membangun perhatian, ketertarikan, keinginan, dan keyakinan konsumen terhadap produk skincare Wardah. Selain itu, komunikasi yang interaktif dan informatif melalui Instagram juga meningkatkan kedekatan emosional antara brand dan konsumen sehingga mendorong munculnya minat beli masyarakat Kota Padang terhadap produk skincare Wardah.

Kata Kunci: Strategi Komunikasi, Instagram, Komunikasi Produk, Wardah, Minat Beli, Skincare

ABSTRACT

This study aims to determine the strategy of utilizing Instagram as a communication medium for Wardah products to increase purchasing interest in skincare among people in Padang City. The development of social media, especially Instagram, has become an effective marketing communication tool for companies in building relationships with consumers and influencing purchasing interest. This study uses a qualitative research method with a descriptive approach. Research informants consisted of Wardah's marketing division as key informants and the Padang City community, Instagram users who follow Wardah's account, as supporting informants. Data collection techniques were carried out through interviews, observation, and documentation. Data analysis techniques were carried out through data reduction, data presentation, and drawing conclusions. Data validity was tested using source triangulation and technical triangulation. The results showed that Wardah utilized various Instagram features such as feeds, stories, reels, and live streaming as a means of delivering consistent, informative, and engaging product information to increase consumer purchasing interest in the product. This communication strategy was able to build consumer attention, interest, desire, and confidence in Wardah skincare products. In addition, interactive and informative communication through Instagram also increased emotional closeness between the brand and consumers, thus encouraging the emergence of purchasing interest in Wardah skincare products among the people of Padang City.

Keywords: *Communication Strategy, Instagram, Product Communication, Wardah, Purchase Interest, Skincare*