

Analysis of @Ezenails Marketing Communication Strategy in Building Brand Awareness

Nuriyati Samatan¹, Adi Prakosa², Thomas Bambang Pamungkas³, Robingah⁴, Aurel Pricilla Moling⁵

1. Faculty of Social and Political Science, Communication Science Program, Universitas Nasional, Jakarta, Indonesia
2. Faculty of Social and Political Science, Communication Science Program, Universitas Nasional Jakarta, Indonesia
3. Faculty of Social and Political Science, Communication Science Program, Universitas Nasional Jakarta, Indonesia
4. Faculty of Letters and Cultures, Universitas Gunadarma, Jakarta, Indonesia.
Student of Communication Science, Universitas Gunadarma, Jakarta, Indonesia

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Abstract: This research aims to identify the marketing communication strategies used by @ezenails in increasing brand awareness through Instagram. This research was conducted using a qualitative approach, through observation, documentation, and interviews. For data validity, triangulation of data sources was used. In addition, a literature review was conducted by reading and analyzing various previous studies or sources that were relevant to the research objectives. The results show that Eze Nails uses the Attention, Interest, Search, Action, and Sharing (AISAS) model of Instagram communication strategy to increase brand awareness. Advertising, events, publicity, public relations, online and social media marketing, mobile marketing, personal selling, and database-driven direct selling are the additional components of the promotion mix. This research shows that @ezenails has optimally utilized the Instagram platform to build a strong brand image. The application of the AISAS model is proven to be effective in attracting attention, arousing interest, encouraging product searches, directing purchase actions, and encouraging consumers to share positive experiences. This research explores marketing communication strategies through Instagram to increase brand awareness. The focus is on the use of marketing mix, including creative content, interactive features, and collaboration with influencers to build strong relationships with audiences. The research assesses the effectiveness of these techniques in expanding brand reach and increasing brand awareness.

Keywords: Communication Strategy, Instagram, AISAS model, @Ezenails, Brand Awareness

1. Introductions

Communication and information technology keep evolving along with the progress of human life. Technology plays an important role in helping human civilization overcome various fundamental problems. Without technology, many problems would arise and be difficult to solve effectively (Nurulhidayatullah, 2022). Advances in information technology have helped free people from the limitations of time and space. Data can be easily accessed from anywhere and anytime with an internet connection. In addition, trading via the internet has undergone a significant transformation, especially in the sale of goods and services, which is now mostly done online rather than offline. Due to the large number of internet users, Indonesia is an attractive market for online shop owners. In this country, the number of online stores continues to increase every year (Pradika et al., 2022: 180).

The information society emerged as a result of the world's transition from the industrialization era to the information era due to the rapid development of communication technology. The internet is a major advance in communication and information technology. The significant development of the internet in Indonesia has attracted many people to use it. Based on a survey by marketing agency *We Are Social* in collaboration with Hootsuite, there are around 185.3 million active internet users in Indonesia, which covers more than 65% of the

total population. The use of the internet covers various fields of information communication, including social media, one type of new media that is very popular nowadays.

According to Karenhapukh (2021:14), social media is also widely used to socialize, communicate, upload work, and do business by various groups, including older generations. In recent years, many businesses have started using social media to market their products, which are now used by a wide range of people. Now, anyone can buy or sell goods and services through a computer or smartphone. This has caused conventional communication to become more modern and digitalized.

Communication and marketing cannot be separated. Marketing requires communication, which is able to shape and change behavior, opinions, and attitudes. Direct communication can be defined as the process of exchanging information between two or more people through certain media so that the recipient of the communication can understand the concept or idea conveyed. Marketing is a way of conveying the value of a company's products or services to customers or potential customers to attract them to make purchases (Firmansyah, 2020: 3). Marketing communications help businesses increase funding. In other words, marketing communications is a way to improve marketing strategies to achieve wider segmentation (Kennedy & Soemanagara, 2009:119).

Businesses today use social media to build relationships and disseminate information to market their goods and brands. Instagram is the most widely used social media application by product and service businesses because it allows users to take and share photos and videos to various social media platforms. Instagram For Business is a special feature intended to assist companies in carrying out promotional and sales activities (Fariastuti & Azis, 2019: 54).

The number of Instagram users in Indonesia reached 88.86 million in February 2024. According to data from Napoleoncat.com; 39.8 percent of them are 18-24 years old, 32.9% are 25-34 years old, and 54.8 percent are women. Since Instagram has many users who can be both buyers and consumers of the goods and services offered, many entrepreneurs and individuals are interested in using the platform to start their businesses.

Eze Nails Instagram account (@ezenails) has 68.1 thousand followers and follows 3 accounts, with a total of 768 posts. To increase public awareness of its products, Eze Nails needs an appropriate, effective, and efficient marketing communication strategy. This is important in order to compete with other businesses, especially considering that many competitors are active in promotions to attract customers to buy their products. In this research, the researcher chooses Eze Nails as the object of research. Eze Nails is the pioneer of the first Spot-On fake-nails in Indonesia. The brand sells comfortable and easy-to-wear nails to Indonesian women, allowing them to focus more on their various roles and ambitions. Founded in July 2024 by two young women, Jessica Celia and Sachiko Gavriella, Eze Nails faced challenges in raising brand awareness as Spot-On Nails products are still relatively new in Indonesia.



Figure 1: Eze Nails Instagram Account (@ezenails)

(Accessed on March 24, 2024, at 8:31 pm)

Research of Samatan et al. (2024) on Brand Awareness, showed that the most effective marketing communication strategy is online marketing and through social media, including daily content creation on Instagram by utilizing features such as stories, reels, feeds, and live. This activity has proven to be quite effective in building brand awareness. Ida Fariastuti and Muhammad Abdul Aziz's research (2019) "*Strategi Komunikasi Pemasaran OneFourThree.Co di Instagram dalam Meningkatkan Brand Awareness.*" concluded that the marketing communication strategy carried out by OneFourThree.co on Instagram has been done well to increase brand awareness. The strategy includes improving products to keep developing and attracting more customers, so that brand awareness can continue to exist and increase. Other research on Brand Awareness was conducted by Gracella Karenhapukh (2022), through an analysis of the Marketing Mix, including advertising, sales promotion, individual sales, direct marketing, and public relations. Instagram is considered an effective and accessible platform to build communication with customers. Marketing strategies include discounts, sales promotions, and customer testimonials to increase sales. Honest reviews from customers proved effective in increasing sales of organic masks. Although public relations are not yet optimal, Camille Beauty is committed to improving customer service on social media in the future. The research that has been stated, shows that it takes effort from business practitioners to be able to increase Brand Awareness.

2. Literature Review

Communication

According to Barelson and Steiner (cited in Mulyana & Solatun, 2013: 68), communication is the process of exchanging information, concepts, emotions, skills, and so on through the use of media such as words, symbols, images, graphics, and others. However, Miller (Mulyana & Solatun, 2013: 68) states that communication occurs when a message source sends a message to recipients with the aim of changing their actions. Basically, communication is the process of explaining who speaks, through what channel, to whom, and how it has an impact. Anwar Arifin explains that communication is a concept that has many meanings, with research using a communication approach often focusing on human activity and the relationship between messages and behavior (Karyaningsih, 2018: 54). Morissan (2014:8) adds that communication is the process of exchanging meaning between individuals or groups using signs, symbols, and rules that are mutually understood, and is strongly influenced by interactions with others. Forsdate (cited in Harapan & Ahmad, 2014: 2) defines communication as the process of delivering signals following certain rules so that the system can be organized, maintained, and changed according to the wishes of the communicator.

From the explanation above, we can conclude that, as social beings, everyone basically wants to communicate or relate to other people or groups. Components such as the sender (source), message (message), channel (channel), receiver (receiver), and effect (effect) are important parts of the communication process. Social life is shaped by communication in this situation. Through symbols and signals that are automatically transmitted, communication helps humans to exert influence between individuals or groups to balance the structure of individuals in society.

Marketing Communication

Marketing communication is the process of delivering messages to promote products or services. Marketing communication introduces products to consumers, according to Fitriah (2018: 5-6). Kotler and Keller (2016: 580) describe marketing communication as a way for companies to convey information, form, and strengthen relationships with customers regarding their products and brands. The goal is to demonstrate the strength of the company and brand and build strong relationships with customers. Ultimately, this will increase customer loyalty and equity. Firmansyah (2020) stated that marketing communication includes methods used by companies to inform, persuade, and remind consumers about the goods and brands being sold, either directly or indirectly. In addition, consumers gain a better understanding of product benefits through marketing communications.

The goal of marketing communications is to achieve three stages of change for customers. Marketing communication has three main objectives, according to Prasetyo (2018): to inform; to persuade; and to remind. Informing or promotion aims to make consumers aware of new products, provide explanations of product and brand benefits, and help create an image of the company that produces the product. Persuading aims to encourage customers to try the products offered, which can influence primary demand by increasing interest in different

types of products.

According to the opinions of those experts, it can be concluded that marketing communication is a strategic process used to promote goods or services to customers through messages delivered to them. It involves conveying information, forming relationships, and increasing customer loyalty through various methods, both direct and indirect. In this way, companies can highlight brand strengths and provide important information about products, including benefits, usage, and availability.

Marketing Communication Strategy

Strategy is a plan made by a company to achieve certain goals and direct the business in a certain environment (Uthami, 2011: 8). In addition, the strategy determines where the company will move in its chosen environment and serves as an outline for allocating company resources and efforts (Krismanto, 2019, cited in Karina, 2023: 9). To attract people's interest both in terms of quantity and quality, there are several types of strategies, including (1) market penetration strategy, which focuses on emerging markets through active promotion and distribution; (2) product development strategy which aims to increase people's positive view of the product; (3) marketing development strategy by choosing the right marketing location either in social media or the field; (4) integration strategy is carried out when facing difficult liquidity by horizontally diversifying or merging with other companies. To determine how the business strategy units are expected to achieve their marketing objectives, a marketing communication strategy is used. This strategy involves setting the company's marketing budget in accordance with its environmental conditions. Therefore, the company must deeply understand the business it is running and be ready to face future opportunities. In addition, the company must be able to execute its business plan to achieve its targets. Market-oriented strategic planning is a management process to plan and adapt the company's goals, capabilities, and resources to changing market dynamics (Sahin, 2019: 28).

Three main concepts are involved in marketing communication strategy. The first is market segmentation, which categorizes customers based on different consumer profiles. The second is the intended market. The second is the process of selecting the market segment that best suits the product being offered. Lastly, consumers choose a brand or product based on its position compared to its competitors, called positioning (Suwatno, 2017 cited in Saniyyah & Nasher, 2023: 68). Companies are unable to know how their products are received in the market if they do not conduct effective marketing communications (Kerenhapukh, 2021:27). Advertising, sales promotion, events and experiences, public relations and publicity, online marketing and social media, database direct marketing, mobile marketing, and personal selling are the eight main components of a marketing communications strategy.

Social Media Instagram

The internet serves as an unlimited source of information. Now, access to the internet is not only limited to computers or laptops, but can also be done through mobile phones with various conveniences, known as new media. This new media is able to surpass the way traditional media messages are spread thanks to the nature of the internet that supports interaction, eliminates geographical boundaries, and allows direct communication (Vivian, 2015). McQuail (2011:43) mentions several characteristics of new media, including digital, interactive, hypertextual, virtual, simulative and network-based. Social media, as part of new media, is a digital platform that facilitates social interaction through web-based technology, turning communication into an interactive conversation. Social media also provides spaces for users to participate and create content such as blogs, social networks, wikis, forums, and virtual worlds (Liedfray et al., 2022: 2). Thus, social media allows closer interaction with consumers and has the potential to build online communities, and can be integrated in a broader e-marketing strategy along with other social media (Kerenhapukh, 2021: 31). Instagram is one of the most popular social media platforms. Now, it has developed features such as Instagram Stories and Reels. Due to the high popularity of Instagram, many companies have started to turn to this platform. Companies utilize social media to interact with the public and specially to strengthen relationships with their customers.

Brand Awareness

The ability of potential buyers to distinguish and remember a particular brand in a particular product category is called brand awareness. Intense competition often affects brand reputation; new brands may emerge in response to the strength of existing competing brands. Assets attached to brands, such as names and symbols, that have the potential to influence the value of goods or services offered by companies and consumers are known as brand strength (Durianto et al., 2017: 55).



Figure 2: Brand Awareness

Source: [David Aaker Brand Awareness - Search Images](#)

Kotler (2019) states that the range of brand awareness consists of four levels: (1) Top of Mind, where the brand is mentioned first by customers spontaneously and has a unique place in their minds; (2) Brand Recall, where customers can remember other brands after mentioning the brand; and (3) Brand Recognition, at the lowest level, where brand recognition requires assistance such as a list of images or related information; (4) Unaware of Brand, which is the lowest level of brand awareness, where people do not know about the brand.

Brand awareness is the ability of potential consumers to distinguish and understand certain goods in certain categories. The choice of product category is often influenced by the closeness between the product and its brand. The more customers know about a particular brand, the better they will understand the characteristics of the brand, which in turn makes it easier for them to make purchasing decisions (Saputri, 2024).

AISAS Model

AISAS is a formula that is meant to make an effective approach to the target audience by considering the behavioral changes that have occurred due to the advancement of internet technology or in short, AISAS is the way a company communicates with customers about its marketing. In 1974, advertising agency Dentsu, based in Tokyo, Japan, became the largest advertising agency in the world, and developed the AISAS model. AISAS was initiated in 2005 and is a development of AIDMA (Attention, Interest, Demand, Memory, Action) used in traditional marketing. Due to the increasing ease of internet users to search and provide information, the AIDMA model was changed to AISAS, Sugiyama & Andree, 2011 (in Karina, 2023: 23), which is as follows:

(1) Attention

Attention is a way to convey the message you want to convey. This usually consists of photo and video content as well as copywriting or taglines packaged in written form. The information to be conveyed can be in the form of product promotion, brand introduction, or other information. The message is usually designed to make the audience or target audience curious and not go straight to the point.

(2) Interest

After successfully attracting the attention of the audience, the next stage is to attract the interest of the audience or target audience to better understand the information conveyed. At this stage, usually explain the message briefly, but still pay attention to the grammar used to keep the audience's attention.

(3) Search

This is the stage where public will look for more information about the company and the product. Consumers usually go directly to various search engines, such as Google and YouTube, to find additional information. The information provided must be clear to be recognized by the target audience.

(4) Action

At this action stage, after in-depth and detailed information is provided, the idea should start to encourage the target audience or audience to do what is mentioned in the message. In the case of product promotion, the message should encourage the audience to buy the product. For example, you can use invitation sentences such as product sales, discount information, giveaways, free gifts, and others.

(5) Share

Once the target audience takes action, the next step is to share the message. To promote products, businesses should encourage the target audience to share product information with those closest to them. With the advancement of information technology, social media has made it easier for users to share information thanks to the share feature.

3. Methodology

Qualitative research is used to obtain descriptive data in the form of written or spoken words from individuals and observable behavior. Different from research that tests theories or hypotheses, qualitative research focuses on observation, understanding, and interpretation of facts in depth and thoroughly to gain comprehensive insights or interpretations about the object of study (Samatan, 2018: 5). In this research, the focus is on analyzing product marketing communication strategies on the @ezenails Instagram account. The data collection techniques used includes interviews, observation, and documentation, which are conducted directly and simultaneously to optimize data collection. In addition, a literature review was conducted by reading and analyzing various previous studies or sources relevant to the research objectives.

4. Results/Findings

Research on Eze Nails shows that as one of the start-up companies in Indonesia, various efforts are made to be able to place their products in the minds of users and potential users of artificial nail products, which are part of women's beauty products today. Companies have goods and services that are sold to their target markets. Each company has a unique product that characterizes itself. Companies have ways to make the products they sell well recognized by many audiences. Eze Nails is the pioneer of the first fake nail brand in Indonesia. Eze Nails offers convenience and effective use of products. According to the CEO and Co-Founder of Eze Nails, Jessica Celia and Sachiko (2024) in their interview through the zoom meeting on July 6 and 19, 2024, they stated that women can now have beautiful nails in just 10 minutes. The products we offer and sell can be installed anywhere, anytime, and can be used by all groups at a price that is more affordable than the price offered by the beauty salon outside. Sachiko stated that she wants Eze Nails to be known by her customers as the pioneer of instant and easy stick-on nail products as the product name is inspired by the word 'easy'. Sachiko also stated that she wants Eze Nails products to be a confidence boost for her customers. The products offered by Eze Nails are diverse, ranging from Spot-On Manicure, Spot-On Pedicure, Nail Shiner, Re-feel Jelly Bond (reusable glue), and Glozee (nail stickers), as shown in the following Figure:



Figure 3: Products of Eze Nails

Source: Instagram @ezenails

One of the advantages of Eze Nails is that the company is the first brand of artificial nails in Indonesia, with a market segmentation of women 25 to 35 years old. Eze Nails also considers the majority Muslim population in Indonesia in 2024 as much as 84.35% (GoodStats, 2024). Eze Nails makes a more specific segmentation or target consumer, namely women Muslim, who are already working, or young mothers. This segmentation affects the policy in making products, which includes products that are friendly to those who will pray, so that women who are the target market can still use the fake nail products, especially when praying as an obligation of Muslim women.

Eze Nails has used Instagram as a product marketing medium since the company was founded in 2020. Instagram is a social media platform favored by young people, so it is the right choice to market Eze Nails products. The platform offers several advantages that are aligned with Eze Nails' target market, which is modern and active women. Eze Nails actively interacts with its followers through the comments feature, responding quickly and kindly to questions and feedback. By holding contests, giveaways, and live Q&A sessions, Eze Nails has managed to create a loyal and engaged community, while increasing customer trust and satisfaction with the services they offer. According to Jessica (Interview, 2024) as CEO and Co-Founder of Eze Nails, customer service is the main spearhead in building relationships with audiences. Customer service is expected to give the best impression of Eze Nails to the audience.

In addition, the involvement of a combination of attractive visuals, educational content, and intense interaction with the audience is always applied to all Eze Nails contents on Instagram. Eze Nails focuses on the quality of photos and videos that show the beauty and details of each product so that it can attract users' attention. According to Faizah Amrina (Interview, 2024) as Creative Lead at Eze Nails, educational content and tutorials are the most engaging content with Eze Nails' audience on Instagram.



Figure 4: Instagram Feeds of Eze Nails

Source: <https://www.instagram.com/ezenails>

Eze Nails builds product appeal by involving continuous innovation, strong branding and effective marketing. Eze Nails consistently develops and introduces new products that follow the latest trends in the nail beauty world, ensuring that they always offer something fresh and exciting to customers. The strong branding is reflected in the elegant and aesthetic product packaging. In addition, they use effective marketing techniques, such as collaborations with influencers, positive customer reviews, and exclusive promotions that attract consumers. With this approach, Eze Nails has the ability to create products that are not only of high quality but also have a strong appeal in the customers' perspective.

Eze Nails' strategy in optimizing features on Instagram involves fully utilizing every feature on the Instagram platform to increase interaction and attract audience attention. Eze Nails actively uses Instagram Stories to share daily contents such as quiz, myth of fact, and exclusive promotions (tap link). They also utilize the Instagram Feeds feature to present detailed photos or visualizations, giving the audience the beauty side of Eze Nails' products. Eze Nails has also recently been using the Reels feature to create creative and trendy short videos, helping to reach wider audiences and increase engagement. Eze Nails' Instagram strategy involves creating engaging content that is easily shareable, encouraging followers to spread their posts widely. Eze Nails often holds giveaways that require participants to share the post or tag friends on Instagram. By doing this, it significantly increases organic reach. By strategically integrating all these features, Eze Nails manages to create a well-rounded and engaging brand impression on Instagram.

In addition to utilizing those Instagram features, Eze Nails conducts several promotions that focus on the promotion mix such as Instagram Ads, Events and Experience (bazaars, events), Mobile Marketing, Personal Selling, Online and Social Media Marketing, Database Direct Selling, and Public Relations and Publicity.

Eze Nails' marketing communication strategy in building brand awareness involves a combination of various strategies designed to create strong brand recognition with the target audience. As explained by the source, according to her, in order for a brand to be recognized by people, one way is through social media. Eze Nails utilizes social media intensively, especially Instagram, with interesting and informative visual contents such as tutorials, product knowledge, and tips and tricks. They also use influencer marketing by working with well-known personalities in the beauty world to expand their reach and give their brand credibility.

5. Discussion/ Analysis

Researchers apply CMC (Computer Mediated Communication) theory to support the study of @ezenails Product Marketing Communication Strategy in Increasing Brand Awareness. CMC which is a broad concept includes various forms of communication through computers virtually. This concept involves long-distance communication between individuals conducted through information and communication technology such as smartphones, tablets, or PCs (personal computers). Based on the research results, it can be concluded that Eze Nails has successfully applied CMC theory in its communication strategy. Since the product launch in 2020, Eze Nails has consistently utilized online platforms. To disseminate information, they use various applications such as Instagram, Shopee, Tiktok, Website, and Whatsapp Business, which can be used through telecommunication devices including computers, smartphones, and tablets anytime and anywhere.

In an effort to increase brand awareness, researchers use the AISAS Model (Attention, Interest, Search, Action, Share) to support the analysis of the marketing communication strategy of @ezenails products on Instagram. The AISAS model is an important component of marketing strategy, especially in the aspect of "branding". In contrast to other marketing models, AISAS offers a more modern and comprehensive approach. By understanding how consumers search for information, make decisions, and share experiences, utilizing this model, brands can build stronger relationships with customers and increase brand awareness.

Eze Nails has successfully implemented the AISAS model in its marketing strategy through Instagram. Every marketing communication strategy in digital media or social media starts with the Attention phase, which is to attract the attention of the audience, both consumers and potential consumers. In this context, Attention refers to when people start to recognize the @ezenails Instagram account. As the pioneer of the first stick-on fake nail brand in Indonesia, Eze Nails must be able to attract the attention of the audience on Instagram through the @ezenails account. Based on interviews with the CEO, Co-Founder, and Creative Lead of Eze Nails, the three

interviewees revealed that Eze Nails actively posts contents on Instagram and utilizes various Instagram features such as stories, reels, and feeds.

The second element of AISAS is Interest. Eze Nails must be able to arouse the interest of the audience, both consumers and potential consumers in the products offered. Eze Nails continues to innovate in their products and marketing content. This is in accordance with the interview with the CEO and Co-Founder of Eze Nails, who revealed that they regularly launch new collections every two months and collaborate with several influencers on Instagram. Eze Nails consistently presents a variety of engaging content, including in-depth explanations of products, nail care tips and tricks, and reviews from influencers and KOLs to provide useful information and answer common questions. This approach is considered effective in attracting audience interest in the @ezenails account on Instagram.

The third element of the AISAS model is Search. This element comes after a brand has successfully captured the attention and interest of the audience. Eze Nails strives to be the brand that consumers or potential consumers search for when they are looking for stick-on fake nails. To achieve this, Eze Nails utilizes TikTok and Shopee by using hashtags as well as advertising on keywords relevant to their products. The aim is to make it easier for consumers to find Eze Nails products, both on social media and e-commerce platforms.

The fourth element of the AISAS model is Action. To encourage audiences to act, Eze Nails utilizes the tap link feature on Instagram stories that are directly connected to their products on e-commerce. In addition, Eze Nails also adds landing page tools in the bio of the @ezenails Instagram profile to optimize links to various platforms or channels for purchasing their products, such as Shopee, Tokopedia, TikTok Shop, website, and WhatsApp Business.

The last element in the AISAS model is Share. At this stage, Eze Nails successfully encourages consumers to share information about products or their experiences using Eze Nails products with other social media users. Based on researcher observations, Eze Nails consumers often share their reviews through Instagram stories, which are then reposted on the @ezenails account. In addition, consumers also often tag or mention other Instagram users in the comment's column of @ezenails Instagram posts to invite them to try Eze Nails products.

In promoting its products, Eze Nails also conducts a promotion mix in the marketing communication strategy of Eze Nails products to build brand awareness. Eze Nails' promotions include advertising, events and experiences, online and social media marketing, public relations and publicity, database direct selling, personal selling, and mobile marketing.

6. Conclusion

It was assessed that the product marketing communication approach used by @ezenails on Instagram successfully increased brand awareness through various platforms, including Instagram, Tiktok, Shopee, Website, and Whatsapp Business. By utilizing the concept of Computer Mediated Communication (CMC), Eze Nails managed to reach a wide audience and create strong brand recognition. In addition, the application of the AISAS model proved to be very effective. Eze Nails actively leads consumers through the stages of attention, interest, search, action, and share, thus building a loyal customer base. Eze Nails' consistency in content creation, product innovation, and even strategic use of Instagram features have played an important role in attracting and maintaining audience interest. Eze Nails also utilizes the promotion mix effectively to enhance its product marketing efforts. Eze Nails has developed various strategies to reach its target audience by combining advertising, events and experiences, public relations and publicity, online marketing and social media, direct selling, mobile marketing, and personal selling.

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