

ABSTRACT

This study analyzes the Public Relations communication strategies implemented by the Instagram account @deviskinjournal to meet followers' information needs regarding skincare and beauty. Using a descriptive qualitative approach, the research provides an in-depth portrayal of how the applied communication strategies influence followers' perceptions and decisions when choosing beauty products.

Data were collected through in-depth interviews with the account owner and active followers, providing insights into the effectiveness of content, transparency, and audience engagement. Findings reveal that honest product reviews, two-way interactions through comments and direct messages, and engaging visual content are critical to the account's success in building strong relationships with followers.

The study supports the relevance of the Grunig-Hunt communication strategy models, particularly the Public Information and Two-Way Symmetric models, which emphasize transparency and balanced two-way engagement. The implications of this study can guide Public Relations practitioners and beauty influencers in optimizing social media for effective communication.

Keyword : Public Relations, Instagram, Skincare, Beauty, Influencer, Communication Strategy, Two-Way Symmetric Model, Public Information, Followers, Digital.