ABSTRACT

Blishful is a local hair care product that utilizes Instagram as a platform to introduce its products to the public. The intense competition in the beauty product market has led Blishful to not only promote its products through the Instagram account @blishful but also to actively engage in promotion using influencers. An influencer is someone with personal branding and a reputation in a specific industry, such as gaming, sports, travel, beauty, and other industries. Influencers have thousands to millions of followers. Through the content they post, influencers stimulate, motivate, and encourage their followers to emulate what the influencer does and uses. The aim of this research is to understand the strategy of using influencers on Instagram to build Blishful's brand awareness. A qualitative descriptive approach is used as the research method. The 4M Influencer Marketing Model by Brown & Fiorella serves as a reference for this study, which divides the strategy into four stages: Make, Manage, Monitor, and Measure. The conclusion of this study is that Blishful's approach, focusing on more organic influencer content rather than direct sales, successfully achieved the company's desired goals. The influencer strategy implemented by Blishful through Instagram aligns with the 4M Influencer Marketing Model by Brown & Fiorella.

Keywords : Influenncer, Instagram, Content.