

ABSTRACT

The increasing beauty industry and the high interest of Indonesian people in imported beauty products are utilized by PT Izone Indonusa to provide imported beauty products through C&F retail. By providing beauty products, C&F repositioned its brand to become a beauty retailer in 2018. However, based on the results of pre-research conducted by researchers through Google Trends, it is known that consumer searches about C&F are dominated by searches about perfumes and very few consumer searches about beauty products. In conducting marketing communications, C&F utilizes Instagram social media to provide information about the beauty products offered to change consumer perceptions of the C&F brand. This study aims to determine the effect and strength of using Instagram social media @cnfstoreofficial with the dimensions of context, communication, collaboration, and connection on brand perception with the dimensions of personal factors and social factors. This study uses the S-R (Stimulus - Response) theory which assumes a stimulus can stimulate a communicant's response. This study uses a causality quantitative approach with data collection through questionnaires to 400 respondents with a population of Instagram followers @cnfstoreofficial. The data collection technique in this study is to use non-probability sampling techniques, namely purposive sampling. The results showed that the use of Instagram @cnfstoreofficial social media as a stimulus has a positive and significant influence on brand perception as a response. The strength of the relationship between the two is 0.451 which means it has a moderate correlation. Then, the results of the coefficient of determination to determine the effect of Instagram @cnfstoreofficial social media on brand perception amounted to 20.4% and the rest was influenced by other factors outside of this study.

Keywords: Brand Perception, C&F, Instagram, Social Media