

ABSTRACT

This research examines the strategies implemented by the Instagram account @sevinch.cos.id, a local skincare brand based on natural ingredients, to increase consumer engagement through social media. Using a descriptive qualitative approach, this research aims to analyze how interactive messages delivered through content can build closer relationships with audiences. The data collection process was conducted through observation, interviews, and literature studies, which were then analyzed using triangulation to ensure the accuracy and validity of the research results. The results showed that Sevinch implemented four main strategies. First, they deliver messages in a simple, relaxed, informative, and interactive way, so that they are easily accepted by the audience. Second, Sevinch adapts the message to the needs of consumers while maintaining the consistency of its brand identity, such as highlighting natural ingredients in every promotion. Third, the cultural element of using natural ingredients is put forward as the main attraction to support the trend of environmentally friendly skincare that is increasingly in demand. Fourth, they utilize social media features such as comments, direct messages (DMs), polls, and Q&A sessions to establish more personalized and emotional communication with consumers. These strategies proved effective in building trust, loyalty, and consumer engagement, in accordance with the Coordinated Management of Meaning (CMM) theory that emphasizes the importance of understanding messages contextually, as well as the compliance gaining theory that focuses on persuasive communication to influence audience behavior. This research provides important insights for businesses on how to utilize social media as a strategic communication tool to establish long-term relationships with consumers. By emphasizing consistency, relevance, and active interaction, brands can create stronger engagement, increase trust, and strengthen consumer loyalty to the products or services offered.

Keywords: CMM, Compliance Gaining, Digital Marketing, Instagram, Consumer Engagement, Messaging