

Beyond Aesthetic Communication Strategies in Improving the Company's Image Through Social Media

Erin Arita Naori¹, Deddy Muharman²

^{1,2}LSPR Communication & Business Institute, Indonesia

Correspondent: dmuharman@gmail.com²

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ABSTRACT: This study aims to analyze the role of social media in Beyond Aesthetics' communication strategy on improving their company image in the competitive world of beauty industry as a medical aesthetic specialist in Indonesia. This study uses qualitative research method, case study methodology and using strategic planning for Public Relations which analyze the situation, strategy, tactics, and evaluative research. To achieve the required information, the company's social media was analyzed and The Director of Sales and Operations and related staff was interviewed to give their in-depth knowledge about the company's communication strategy which resulted in using integrated and proactive communication strategy using educational approach while having a strong understanding of consumer needs and the market's dynamics and quickly adapting with the rapid changes in the industry are the Beyond Aesthetics' social Media Communication Strategy. In conclusion, based on this study, the right media, creating interesting content, and implementing the appropriate communication strategies plays a big role in building a positive company image in the eyes of the stakeholders and ensuring their loyalty for Beyond Aesthetic to reach their success.

Keywords: Communication Strategy, Social Media, Company Image, Beyond Aesthetics, Beauty Industry.



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INTRODUCTION

In today's digital era, the use of social media platforms is very important, especially for corporate image. And with the help of social media, there are currently many promotional services that are used by various businesses ([Antolis et al., 2021](#)). From the use of social media as a means of promotion and communication, many individuals, groups, and companies choose social media as a promotional tool and build *branding* because it can minimize costs and is much more efficient because it can reach a wider audience ([Rahman & Panuju, 2017](#)).

The purpose of the effort is to achieve excellence in building brand image and maintaining the existence of the brand image. According to ([Tape & Kristiyani, 2022](#)) stated that a positive company image will be formed if there is good two-way communication and can generate loyalty from the audience. One way to build a company's image is by using a communication strategy. This

is important, because in today's digital marketing world, promotion is not only providing information, product uniqueness, and ease of access. However, continuous two-way (interactive) communication is also needed to be able to establish good relationships with customers ([Saputra et al., 2023](#)).

Communication strategy plays an important role, because the existence of the company's image is strongly influenced by communication strategies through digital media platforms. Several previous studies have shown the impact of using communication strategies in promotion on social media has an influence on company image ([Darwinsyah, 2018](#)). In building an effective communication strategy, it requires the utilization of data, deep market understanding, and the use of appropriate social media as tools to build meaningful relationships between producers and consumers. This is needed because the challenge of competition in the digital world is getting stronger. So, a communication strategy cannot just stick to an attractive visual appearance, but needs to have a strong message, reflect company values, and access strong interaction with the audience.

During promotional competition through digital media, now the digital marketing agency industry has emerged as one of the creative industries that are experiencing growth. This industry is one of the solutions for various businesses in utilizing these services so that their business can compete in the market. The industry provides services for various companies in digital marketing to be able to build more interactive relationships and communication with consumers through digital media ([Christian & Vanel, 2023](#)).

This digital marketing agency has considerable business potential and opportunities. Reporting from [jawapos.com](#), stated that the trend of digital marketing agencies in Indonesia is increasingly in demand by young people, this happens because business actors and entrepreneurs have become increasingly aware of technology and there is a shift in marketing and promotion by utilizing digital platforms ([Asikin, 2021](#)). This agency's digital marketing trend provides services for internal and external related to helping digital marketing *aspects* ([Hughes & Vafeas, 2019](#)).

One company engaged in digital marketing is Beyond Aesthetic. The company is a company that provides facilities for the medical aesthetic industry in Indonesia both online and offline in organizing events ([Beyond Aesthetic, 2022](#)). As its goal, Beyond Aesthetic strives to make Indonesia the center of the world's medical aesthetic industry by attracting growing local markets and attracting interest from abroad ([Beyond Aesthetic, 2022](#)). So that this company is engaged in promotion, especially in the business of the medical aesthetic industry in Indonesia. However, because along with the development of the company and the high demands of the Indonesian people, Beyond Aesthetic currently not only houses the medical aesthetic industry, but also for non-medical aesthetic products such as make-up or skincare. This can be analyzed from Instagram Beyond Aesthetic, where in 2023 there will be content about make-up, especially about local brands, this greatly affects the image of the Beyond Aesthetic company as a specialist medical aesthetic agency to become a medical and non-medical aesthetic agency.

Based on some news from [Suara.com](#) stated that Beyond Aesthetic is a forum to bring together the needs of consumers, service providers, and product providers in the Indonesian and foreign

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medical aesthetic industry in online and offline forms. This company is the only one to seize opportunities in the aesthetic clinic industry (Firmansyah, 2023). On the other hand, based on statistical data reported by katadata.co.id states that the beauty industry continues to increase every year (Ayu, 2022).

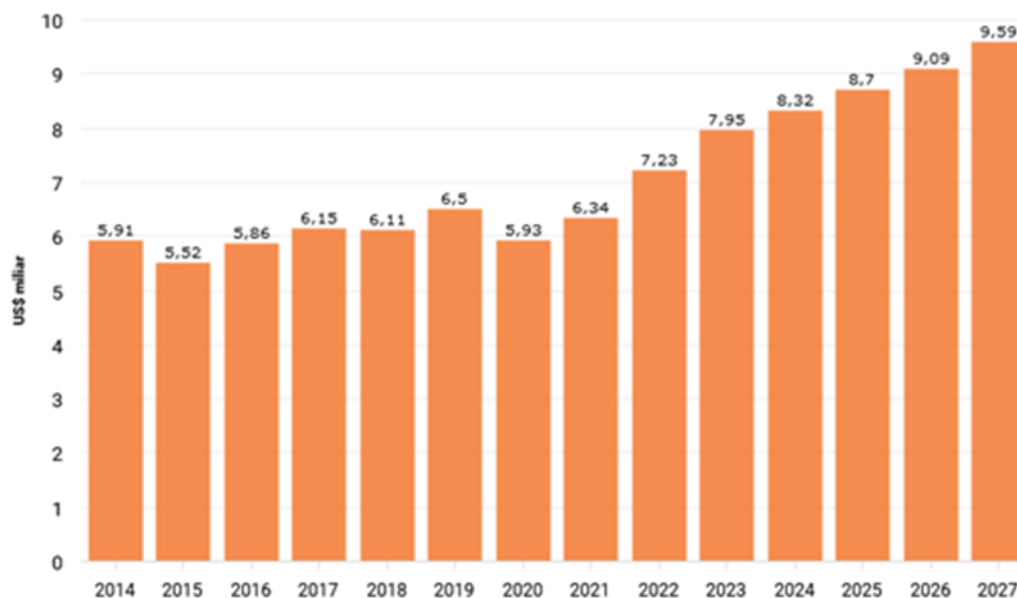


Figure 1 Estimated Revenue of Personal Care and Beauty Products in Indonesia

Based on the statistical data above, it shows that the beauty industry continues to experience development and increase in estimated revenue from 2014 to 2027. The aesthetic industry of this business is growing rapidly due to the influence of South Korea as a driving force. Until now, reported by republika.co.id stated that based on global market data 2022 – 2027 shows that the aesthetic industry is predicted to have good growth with an annual growth rate of 11 percent (Susilawati, 2023). This is one of the bases for the development of the medical and non-medical aesthetic industry in Indonesia.

Beyond Aesthetic seeks to develop Indonesia in the medical aesthetic industry in Southeast Asia. This was also reported by mediaindonesia.com which stated that Beyond Aesthetic positions itself as a digital media and event specialist in the medical and non-medical beauty industry by presenting 3 excellent services, namely the website as a forum for Business to Business (B2B), the Instagram platform that promotes Business to Consumer (B2C) in the form of advertising a choice of products and services, and "Beauty & Aesthetic Medic Exhibition & Event Organizer" which aims to organize exhibitions and seminars in the beauty and medical aesthetics industry (Media Indonesia, 2023).

Beyond Aesthetic has an Instagram platform which is one of the services in promotion in the beauty industry in the form of Business to Consumer (B2C). The platform has a total of 33.5

thousand followers as of October 2023, with the tagline "The Pride of Indonesia Aesthetic" ([Beyond Aesthetic, 2022](#)). In the platform, it presents various educational and promotional content related to the beauty industry.

In addition, reporting from suara.com, in perpetuating its mission, Beyond Aesthetic has counted 5 exhibitions until 2023. The exhibition presents well-known beauty clinics while providing access to credible information related to the world of beauty to the public. The exhibition also presents promotions by presenting beauty brands to complement the needs of the community ([Firmansyah, 2023](#)).

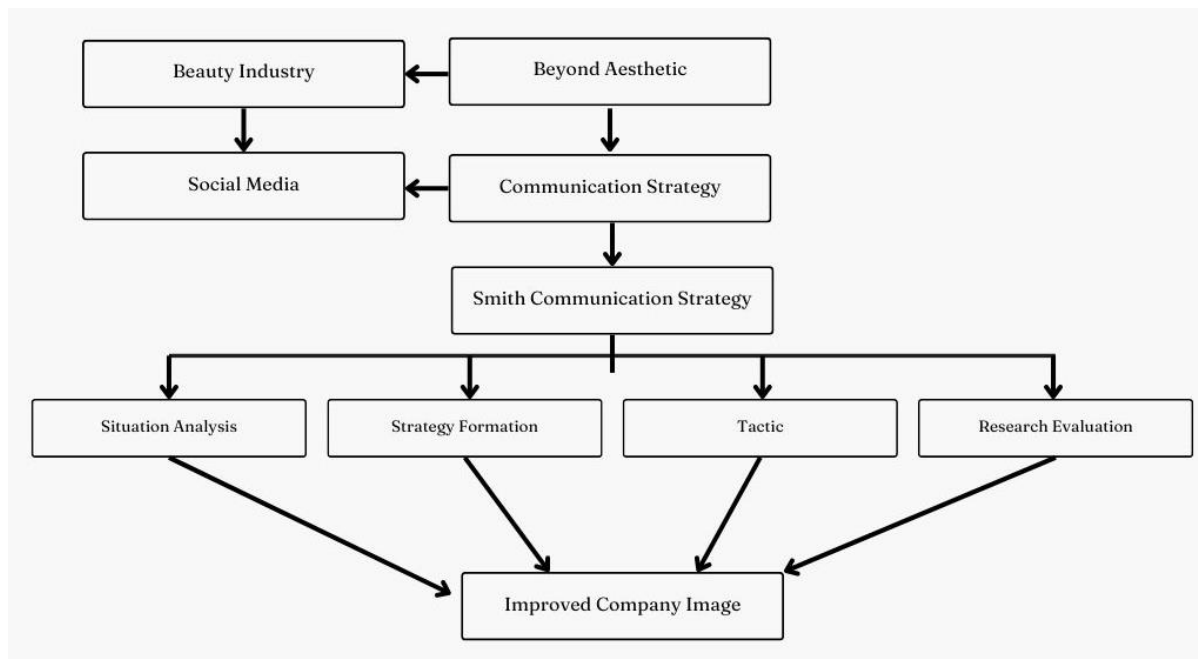
From several facilities presented, it shows that Beyond Aesthetic is still the only company that focuses on the world of aesthetic industry promotion. Reporting from Media Indonesia, stated that the existence of the Beyond Aesthetic company has success with its exhibition which boosts the discussion of beauty activists ([Media Indonesia, 2023](#)). Beyond Aesthetic not only provides facilities for the aesthetic industry, but also as a forum for communication because it cooperates with beauty influencers, beauty communities, to Key Opinion Leaders in the field of beauty and health.

Research Statement

Based on the background described above, researchers are interested in conducting research entitled "Communication Strategy Beyond Aesthetic in Improving Company Image through Social Media". This study aims to analyze how the communication strategy carried out by the Beyond Aesthetic in improving the company's image in the digital realm in the field of aesthetic industry, especially after the addition of focus from medical aesthetic specialists to the beauty industry.

This study has benefits as an evaluation material for the implementation of communication strategies carried out by the Beyond Aesthetic company to see how the continuity of the effectiveness of the strategies used in improving the company's image in the digital realm, especially on social media platforms. This research also provides benefits in the academic aspect by providing a broader study of the application of communication strategies, especially in building images. So the formulation of the problem in this study is how is the communication strategy of Beyond Aesthetic in improving the company's image through social media platforms?

Conceptual Outline



Several studies related to communication strategies in building corporate image have been done before. Among them is research conducted by [\(Tape & Kristiyani, 2022\)](#) entitled "Marketing Communication Strategy of PT Valbury Asia Futures Semarang in Building a Positive Image Through Instagram Social Media", the aim is to analyze marketing communication strategies in terms of marketing mix theory with qualitative methods. The results in the study show that there is an application of marketing communication strategies in terms of marketing mix theory in producing a positive image through increasing Instagram user interaction. The similarity with this study is that it focuses on researching corporate communication strategies through Instagram social media and using qualitative methods.

Furthermore, there is a study conducted by [\(Frederik & Wijaya, 2019\)](#) which aims to find out the marketing communication strategy of *The Trans Resort* Bali in improving its image through social media. The results in the study show that maximum use of *websites* and social media can improve the company's image. The similarity with this study is to examine the communication strategy of a company through social media in improving image. This research also used qualitative methods.

Another study was also conducted by [\(Saputri, 2019\)](#) which aimed to analyze communication strategies carried out by Kitabisa.com in improving the company's positive image. The result of this study is Kitabisa.com has implemented a step-based strategy in communication strategy theory which is studied from strategy setting, strategy stages, and evaluation. The similarity with this study is the focus of examining corporate communication strategies through social media in improving positive images and using qualitative methods, namely interviews and observations.

Theoretical Framework

1. Communication Strategy

Communication strategy is the direction of communication planning and communication governance to obtain a goal and there are several objectives of communication strategy according to [Effendy \(Meisani, 2020\)](#): 1. *To secure understanding*, 2. *To establish acceptance*, 3. *To motive action*, 4. *The goals which the communication sought to achieve*.

Stakeholders or stakeholders have a strong relationship with the image of an organization, so that studying deeply the *stakeholders* in an organization or company can explain an effective communication strategy ([Cornelissen, 2014](#)). In implementing a communication strategy, *stakeholders* are considered as individuals or groups of people affected by every decision or program implemented by an organization ([Bourne, 2016](#)).

Communication strategies are informative, persuasive, and instructive in a structured manner to the target audience or target to obtain certain communication results or objectives ([Maskhuri & Jauhari, 2021](#)). According to ([Smith, 2017](#)) there are important components in carrying out a communication strategy, namely: 1. Situation analysis: conduct analysis on the situation, conduct analysis on the organization, and conduct analysis on the public; 2. Strategy: form goals and objectives, formulate action and response strategies, and develop message strategies; 3. Tactics: choose communication tactics and implement the strategic planning that has been made; 4. Research evaluation: evaluate the strategy that has been made

In this theory, ([Smith, 2017](#)) explains that communication strategy planning can be proactive or reactive. Proactive strategy is an approach taken by an organization in launching a communication program under certain conditions based on a work plan. While reactive strategy is the process of how a company or organization measures the response of influences and opportunities that arise from the organizational environment such as publicity, presentation of information that has news value, and development of transparent communication processes.

Furthermore, at the tactical stage, there are several communication tactics in the form of utilizing interpersonal communication, the use of media for publication and promotion ([Smith, 2017](#)). Furthermore, in the last stage, namely research evaluation, evaluation can be seen from several categories, *namely awareness, acceptance, and action*. In the *awareness* category to evaluate how the level of awareness of the form of communication that has been determined, then for the *acceptance* category is to evaluate how the acceptance is given by the public, and the *action* category is to analyze how the evaluation of communication actions that have been carried out.

Based on the theoretical foundation that has been described, researchers want to examine how Beyond Aesthetics' communication strategy in improving the company's image through social media, especially Instagram, begins with analyzing the organization and its public, then analyzing the strategy used by the company, analyzing the application of tactics used by the company, and evaluating the strategy that has been carried out by Beyond Aesthetic.

2. Company Image

According to Soemirat and Ardianto ([Ridha, 2014](#)) stated that image is how other parties see a company, a person, or an activity. Image is formed based on the process of accumulation of trust that has been given by individuals and society in a process that sooner or later to form a broad public opinion. In the process, the image will form by itself if there is communication and openness in the company.

A positive image can be considered a success for every individual, institution, or company, because it will bring credibility that affects the individual and company ([Maskhuri & Jauhari, 2021](#)).

A positive image has been obtained by Beyond Aesthetic, but because of the added focus, Beyond Aesthetic must re-improve its image by informing, promoting, and posting new messages on its social media content, especially on Instagram to inform its stakeholders that Beyond Aesthetic is not only focused on the world of medical beauty, but also covers the beauty industry as a whole.

3. Social Media

Social media is a tool for production, consumption, and exchange of information from various platforms for social interaction especially for companies or institutions ([Alyusi, 2019](#)). Social media is one of the means of new digital media with a consumer-oriented approach ([Latif, 2022](#)). Social media can unite and build interaction for many stakeholders including the company itself, consumers, and key opinion leaders.

With the role of the media today, consumers have the tools to find information and share their perceptions about various things, anywhere and anytime that changes their role from passive recipients to active participants ([Eriyanto, 2021](#)). Social media is also an influential tool in communicating and increasing credibility. Based on research from "The Nielsen Report" found that nowadays people tend to trust ads less and trust recommendations on social media more ([Smith, 2017](#)).

Based on some of the benefits of social media and how social media is very reliable and popular at this time, many companies or organizations are starting to switch to using social media and make social media a program in their companies ([Smith, 2017](#)).

Because of what is described above, research on image and social media is very important to study because there has been a move from traditional media such as radio or magazines to modern media, social media such as Instagram and TikTok.

METHODS

Theoretical Review of Methodology

This study uses a qualitative approach. According to ([Sugiyono, 2022](#)) stated that qualitative research describes various conditions and situations that exist in society and seeks to package them as a characteristic, character, trait, model, or description of conditions or situations. This is aligned in this study because it seeks to find out how the picture of communication strategies used

by Beyond Aesthetic companies in improving their corporate image through social media platforms.

In addition, this research also uses the case study method. Where according to [\(Rashid et al., 2019\)](#), case studies are scientific activities carried out in detail and in depth about a program, event, and activity. Then according to [\(Yin, 2014\)](#) states that the case study method can be used to highlight a decision or set of decisions, why the decision was taken, how it was implemented, and what the results were. So, this research is relevant to be studied through the case study method because it wants to examine how the communication strategy applied by the Beyond Aesthetic company.

Data Collection Techniques

In this study, researchers used a qualitative approach to analyze how Beyond Aesthetics' communication strategy in improving the company's image through social media platforms by conducting in-depth interviews. In the process of collecting data, it uses primary data sources in the form of data from informants that are relevant to the research conducted by interviews. According to [\(Pakpahan, 2014\)](#) states that individuals who have information relevant to research are very important in qualitative research. So that the primary data source obtained in this study uses in-depth interview techniques. According to [\(Sekaran & Bougie, 2017\)](#) stated that in-depth interviews are the process of obtaining information in finding research objectives through questions and answers with informants using or without guidelines. The primary data in this study will interview internal sources from the Beyond Aesthetic company ranging from the Director of Sales and Operations to staff related to the management of social media. In this study, sampling selection used purposive sampling techniques with criterion sampling types. According to Bernard, purposive sampling is the deliberate selection of informants based on the qualities of informants that do not require theory to base a determined number of informants.

While secondary data sources are in the form of documents/archives, news, and relevant previous research about the company Beyond Aesthetic. According to [\(Sugiyono, 2022\)](#) stated that secondary data is a source of data obtained by researchers through other sources of reading, analysis, and understanding through the media. Secondary data can be collected through blogs, websites, newspapers, and literature that supports the research.

Data Analysis Techniques

In this study, the method used in analyzing data from field research results is based on the method [\(Miles et al., 2014\)](#) which consists of the stages of data reduction, data presentation, and conclusion drawing or verification. This method is considered relevant and can help in this research, because according to [\(Kriyantono, 2020\)](#) the method serves to contain an explanation of the processes that will occur in an environment. This can be said to be relevant in this study because it will examine how the communication strategy process carried out by Beyond Aesthetic to improve the company's image.

- a. Data reduction; In this process there is a process of selection, focusing, simplification, abstraction process, and transformation of field data results [\(Yusuf, 2014\)](#). This is done so that findings in the field can meet research objectives and focus on the research topic to be studied

([Ibrahim, 2015](#)). The data reduction process includes a series of coding, determining themes, and research limits according to the problem formulation ([Sugiyono, 2022](#)).

- b. Data presentation; In this stage, the presentation of data must refer to the formulation of the problem, so that in conducting analysis and description of the findings can answer questions in the research ([Suryadi, 2019](#)). In qualitative research, the presentation of data carried out is in the form of descriptive descriptions, in the form of charts, relationships between categories of researcher findings, flowcharts, and the like ([Hardani, 2020](#)).
- c. Drawing conclusions; The next process is drawing conclusions, which is carried out after the researcher has finished analyzing all the data obtained based on the results of observations in the field ([Asih, 2023](#)). The results of drawing conclusions using the inductive-deductive method, because according to ([Prastowo, 2016](#)) states that qualitative research does not aim to prove hypotheses, but as a basis for understanding and compiling conclusions based on specific field findings with the use of certain theoretical mindsets.

Research Focus

In this study, the researcher's focus is to obtain analysis results from the implementation of Beyond Aesthetic corporate communication strategy in improving company image using social media platforms. So, the researcher only analyzed the activities of the company Beyond Aesthetic in improving its image through its social media platforms to improve its corporate image. As an analysis knife, this study examines based on the theory of public relations communication strategies by ([Smith, 2017](#)).

These are the elements and the description of how each one is related to the research topic. Situation Analysis In situation analysis focuses on strategies to analyze the situation by collecting information related to issues, company performance and reputation, and the public related to the company, second, Strategy; in this stage is a planning process in making decisions related to communication. The communication process is seen from how to form 2 concepts, namely goals and objectives. Third, Tactics; in this stage analyze the communication tools used to achieve the objective targets that have been created in the previous stage. Next, analyze tactics according to the type of communication media used. And the last one is Research Evaluation; where in this stage examines how the evaluation of the communication strategy that has been set. In this stage, we will review the evaluation based on the evaluation criteria, determine the timing, and analyze the progress report along with the final report.

RESULTS AND DISCUSSION

Overview of the Research Object

Beyond Aesthetic, as a company that provides facilities for the medical aesthetic industry in Indonesia, is present online through digital and offline media as an organizer of various events. Our vision is to make Indonesia a superior, safe, medical beauty centre and a meeting place between consumers, service providers, and product providers in one container, both on a national and international scale. Their commitment is realized through organizing various events related to

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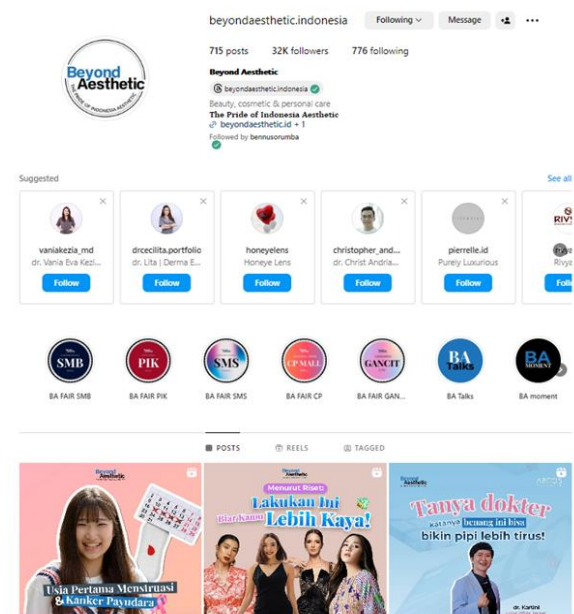
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medical aesthetics, which are divided into two main categories: educational and general. The educational event involves the Beyond Aesthetic Masterclass Series (BAMS), a seminar targeting 50-100 doctor participants who invite national and international speakers. In addition, Beyond Aesthetic also held the Beyond Aesthetic Conference & Exhibition, a one-stop solution seminar with a target of 350-500 doctors, combined with exhibitions from manufacturers, distributors, and importers of medical aesthetic products. With this initiative, Beyond Aesthetic is committed to being a prime mover in the development of the medical aesthetic industry in Indonesia.

Beyond Aesthetic Beauty & Wellness Fair this time presents the largest and leading beauty clinics in Bekasi and surrounding areas. This initiative is in line with Beyond Aesthetics' vision and mission to bring together the biggest names in the world of aesthetics and beauty in one location, facilitate public access, and provide credible information about beauty, especially in medical aesthetic treatments. Not only that, Beyond Aesthetic also presents various beauty brands, including makeup and skincare products, to meet the needs of people from various age groups. With the presence of the best beauty clinics and brands, we are committed to providing a satisfying and immersive experience, making Beyond Aesthetic Beauty & Wellness Fair a place that not only introduces, but also meets various wants and needs in the world of beauty.

Analysis and Discussion

In communicating with customers on social media, companies must use communication strategies. In using communication strategies on social media, it should not be done carelessly. Its use must always follow communication ethics on social media, so that the negative impact of social media can be avoided. Social media is very helpful for businesses or companies in establishing communication with their customers. Consumer dissatisfaction can be overcome with a good communication strategy (Setiawan & Darmastuti, 2021). Therefore, social media is very important in aiding this communication because it is easily accessible, cheap, and fast. The selection of social media also plays an important role in reaching consumers. Based on the observations made that Beyond Aesthetic uses several social media to communicate with customers including to build its brand. This can be seen through the picture below



Beyond Aesthetic Instagram account has 32k followers and follows 776 accounts. This account represents Beyond Aesthetic Indonesia, which is engaged in beauty, cosmetics, and personal care. Their mission is illustrated in the tagline "The Pride of Indonesian Aesthetic" emphasizing the aesthetic beauty of Indonesia. With a focus on beauty, cosmetics, and personal care, Beyond Aesthetic Indonesia is here as a source of inspiration and information related to the latest beauty trends and products in Indonesia. Through this platform, they build a vibrant community and share a passion in beauty care. In addition, Beyond Aesthetic also uses TikTok media as a communication strategy with consumers.

Based on the results of an interview with the Director of Sales and Operations of Beyond Aesthetic, Bianca Lasmana, the company is actively implementing an integrated and proactive communication strategy to build a strong image in the medical beauty industry. One of the important points highlighted by Bianca Lasmana is Beyond Aesthetics' focus on establishing close relationships with consumers, service providers, and beauty product providers.

"I believe that a key foundation of a successful communication strategy is a deep understanding of consumer needs and market dynamics. We place the needs and expectations of our customers at bay, as well as adapt to rapid industry changes. Through an educational approach and active participation in social media, we are committed to not only providing the best service in medical aesthetics, but also playing a role in raising overall industry standards. Regular evaluations are key in ensuring that we are always on track to achieve our goals, and we look forward to continuing to innovate for the sustainability of Beyond Aesthetic in such a dynamic industry". According to Bianca Lasmana, Beyond Aesthetic not only pays attention to the internal aspects of the company, but also understands market dynamics, industry trends, and consumer needs. Thus, communication strategies can be more targeted and responsive to developments that occur. Beyond Aesthetic adopts an educative approach as an integral part of its communication strategy. They organize various events, such as the Beyond Aesthetic Masterclass Series (BAMS) and the Beyond Aesthetic Conference & Exhibition, as a form of commitment to provide quality education to medical beauty professionals. By presenting national and international speakers, the company not only strives to enhance knowledge in the industry, but also positions itself as a leader contributing to the development and improvement of standards in medical aesthetics.

In addition, Bianca Lasmana emphasized the importance of social media as the main communication tool of Beyond Aesthetic. They are actively involved in platforms like Instagram and TikTok, with specific tactics such as engaging influencers and using specific hashtags. This strategy not only aims to increase brand visibility, but also to form an active and engaged online community.

The selection of social media is very important with the aim of facilitating communication. Social media such as Instagram and TikTok are one of the right choices because they have reply, message, and short or to the point facilities. After finding the right social media, the next thing that needs to be done is to provide information to customers in the form of interesting content. In this case, providing an appropriate communication strategy will have an impact on the company's image in the eyes of consumers so that consumers can become loyal and not switch to other companies.

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Based on [\(Smith, 2017\)](#) view of the critical components in communication strategy, Beyond Aesthetic is actively applying this approach to improve their corporate image.

Theory	Result of the research	Previous Study
Situation Analysis	In the analysis of the situation, Beyond Aesthetic conducts an in-depth evaluation of the market situation, the condition of the organization, and the characteristics of their audience. This analysis helps them understand the dynamics of the beauty industry and consumer needs.	Based on the Literature Review, it is concluded that this study, "Beyond Aesthetic Communication Strategies in Improving The Company's Image Through Social Media" supports the previous studies stating that the use of social media in communication strategies does improve company image. Some of the result similarities are:
Strategy Formation	Beyond Aesthetics sets clear goals and objectives to direct their communication efforts. They formulate action and response strategies relevant to the latest beauty trends and develop messages that align with the company's identity and values.	a. "Marketing Communication Strategy of PT Valbury Asia Futures Semarang in Building a Positive Image Through Instagram Social Media" by (Tape & Kristiyani, 2022) , the result in the study show that there is an application of marketing communication strategies in terms of marketing mix theory in producing a positive image through increasing Instagram user interaction.
Tactic	Beyond Aesthetic carefully selects communication tactics that suit their target audience. Using social media, creative content, and direct interaction with customers, they successfully implement strategic planning effectively, creating engagement and emotional connection with the audience.	b. "Marketing Communication Strategy of <i>The Trans Resort</i> Bali Through Online Media & Social Media in Improving Its Image" by (Frederik & Wijaya, 2019) the result in the study show that maximum use of <i>websites</i> and social media can improve the company's image.
Research Evaluation	Beyond Aesthetic periodically evaluates the communication strategies they have implemented. By analyzing campaign performance, customer response, and company image changes, they can assess success and adjust their communication approach according to the evaluation results.	c. "Kitabisa.com Organization Communication Strategy in Improving Company Image", by (Saputri, 2019) . The result in this study stated that the media used by Kitabisa.com covers all media, but what improved their image is Instagram.

1. Situation Analysis

In analyzing the situation, especially in the context of using Instagram and TikTok social media as communication strategies, Beyond Aesthetic takes a strategic approach. Based on the results of interviews with the marketing team that

"First of all, we carefully identified trends and user behavior on both platforms. Usually, we try to look at the visual preferences, content style, and interaction of users on Instagram and TikTok. Next, we evaluated the effectiveness of our audience engagement and response across both platforms. We actively monitor comments, likes, and other interactions to understand the extent to which our messages are received and liked by our followers." – Alice Callista, Social Media Manager.

Alice Callista also said that in this situation analysis, Beyond Aesthetic also paid attention to how competitors in the beauty industry utilize Instagram and TikTok. Assessing their strategies helps companies identify opportunities that can be taken or gaps that can be closed. In addition, we reviewed the success of previous campaigns on both platforms. Identifying performance trends, errors that need to be corrected, and successes that can be improved helps us refine our approach in the future.

2. Strategy

In the strategic aspect, Beyond Aesthetic carries out various steps that include planning and decision-making related to communication, focusing on the formation of objectives and Beyond Aesthetic sets long-term and short-term goals related to their communication. This might include increasing brand awareness, increasing participation in exhibition events, or increasing follower engagement on social media platforms ([Thousani & Setiyawan, 2021](#)). This goal became the foundation of their strategy for designing messages and communication activities.

In terms of goal formation related to improving image on social media, Beyond Aesthetic Director of Sales and Operations, Bianca Lasmana said,

"For us, it's important to have clear goals related to the company's image on social media. One of our main goals is to increase people's awareness and understanding of healthy and sustainable beauty. We believe that social media provides an effective platform to build positive relationships with our followers and create an authentic image."

Beyond Aesthetic also sets specific targets for follower growth and interactions such as likes, comments, and content shares. This not only helps increase brand exposure, but also creates a community that is active and committed to the values of Beyond Aesthetic. Further, the goal includes improving the quality of the content we share. We focus on creating content that is informative, inspiring, and tailored to the needs of our followers. For example, we launched the Beyond Aesthetic Masterclass Series on Instagram, an initiative that provides insight into beauty trends, establishing Beyond Aesthetics' authority as a trustworthy source of information in the industry.

In achieving this goal, the company also actively analyzes follower data and feedback. Regular evaluations help understand what works and what needs improvement ([Hikmah & Feri, 2022](#)). The company is always open to adapting and changing strategy if necessary, ensuring that every step we take on social media aligns with our core goal: strengthening Beyond Aesthetics' image as a pioneer of wholesome and innovative beauty in the eyes of the people. One of the strategies use on Instagram social media is to promote and provide information to the audience about the

exhibition held. To improve its image through exhibitions promoted on social media, Beyond Aesthetic took several strategic steps. It is submitted that

"First, we planned the exhibition carefully, ensuring the presence of the largest beauty clinics and well-known brands in the industry. This adds value and increases the appeal of the event for visitors. Then, we use social media, such as Instagram and TikTok, as the main tools to promote the exhibition. We created engaging visual content, including product sneak peeks, customer testimonials, and teasers of exciting events to be held during the exhibition. Regular posts and interactive stories help create positive expectations and invite follower participation."

Increasing public awareness of the importance of skin, body, and face health has become a trigger for many entrepreneurs in the field of beauty. This initiative encourages them to hold the "Beyond Aesthetic Beauty and Wellness Fair" at Gandaria City Mall on March 14-19, 2023. This exhibition is not only a medium of education for the wider community, but also a bridge for them to deepen their knowledge about skin health and beauty. The event provides an opportunity for the public to get information and tips about body and facial skin care to keep it interesting. This can be seen through Instagram social media [@beyondaestheticindonesia](https://www.instagram.com/beyondaestheticindonesia)

In this regard, the importance of visitor engagement is also recognized, and Beyond Aesthetic initiated promotion through Instagram social media to encourage participation. This not only increases the exposure of the event but also builds positive interaction with the audience. If you look at the picture above, Beyond Aesthetic strengthens its communication strategy with various elements that support the improvement of the company's image. Through the sense of transparency conveyed, Beyond Aesthetic gives the audience a clear picture of the existence and purpose of the beauty exhibition, creating openness that is important to build consumer trust.

By emphasizing "Beauty & Wellness Fair," Beyond Aesthetic demonstrates a commitment to delivering beyond product promotion. They wanted to create the impression that this event was an opportunity for visitors to get educated about skin health and beauty. This strategy leads to increased public awareness of the importance of self-care. By offering free doctor consultations, free beauty treatments, and discounts of up to 50%, Beyond Aesthetic not only adds value to visitors but also creates a personal connection. This illustrates that Beyond Aesthetic is not just a provider of beauty products, but also a partner in the beauty and health journey of consumers.

When viewed the use of social media, Instagram is seen as the main communication channel. Thus, they set the objective of increasing the number of followers on the Instagram and TikTok platforms. This objective reflects the desire to expand brand reach and build an active community in cyberspace ([Prawityasari et al., 2022](#)). It was revealed that in each exhibition event, Beyond Aesthetic has a specific target for the number of visitors expected to attend the "Beyond Aesthetic Beauty & Wellness Fair" at Gandaria City Mall. The goal is to create an engaging experience so that it can attract high interest and participation from the community.

Beyond Aesthetics' communication strategy is then focused on meeting the specific needs and desires of each of these audience segments. Messages and content are tailored to create resonance with each group, creating strong bonds and increasing brand relevance in a variety of contexts.

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With this approach, Beyond Aesthetic ensures that every communication interaction has maximum impact on each audience segment they target.

"Behind-the-Scenes" content is a strategy used by Beyond Aesthetic to give followers an in-depth look at the activities and processes behind the scenes of the company's operations. Through this content, they regularly share moments outside the public's vision, such as preparing for exhibitions, stages of creating educational content, or daily activities at beauty clinics. The importance of this strategy lies in creating a personal element and transparency. By presenting aspects not usually seen by followers, Beyond Aesthetic creates closeness and intimacy. This allows followers to feel more involved in the brand journey and builds a strong emotional bond. Seeing how exhibition events are prepared, witnessing the creative process of content creation, or seeing the daily activities of a beauty clinic opens a unique window into the world of Beyond Aesthetic.

This closer look also creates trust among followers, as they can see firsthand how Beyond Aesthetic operates. This removes the boundaries between brands and consumers, creating a more intimate atmosphere. Thus, "Behind-the-Scenes" content not only provides information, but also builds closer relationships, increases follower loyalty, and cements a positive image of Beyond Aesthetic in the eyes of their audience. This can be seen through Beyond Aesthetics' Instagram highlights where each exhibition held has its own highlights. An example of the content presented can be seen in the image below:



The picture above shows that the content of live reports of events carried out through their Instagram stories is one of the communication strategies that are often done. This is not only a means to provide updates directly to followers, but also contributes significantly to improving the company's image. The strategy of live report content through Instagram Stories provides several advantages. First, it creates high engagement with followers, as they can watch and participate in events or activities directly from the comfort of the Instagram platform. This gives a real-time feel and gives the impression that Beyond Aesthetic is actively engaging in interaction with followers. Second, live reports create transparency and authenticity. Followers can view events or events without excessive filtering, thus building trust and familiarity. This authenticity is an added value in strengthening the image of Beyond Aesthetic as a trustworthy and authentic brand.

3. Tactic

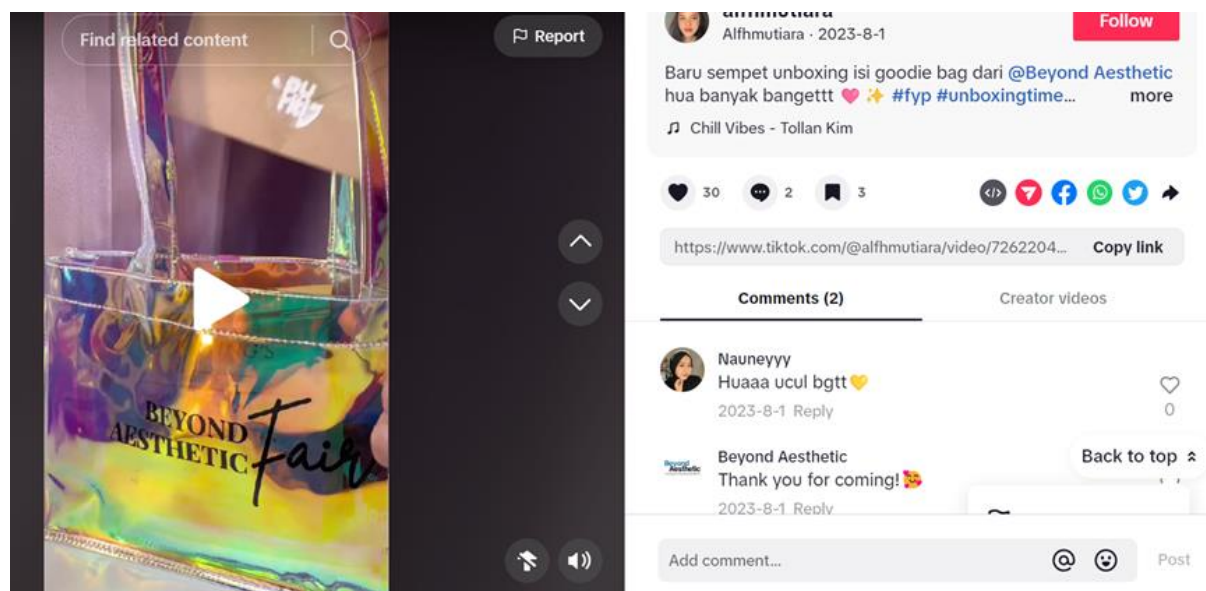
Communication tactics refer to specific measures and methods used by an organization or company to achieve their communication objectives. It is a set of concrete strategies designed to shape perceptions, influence thinking, and motivate the actions of a specific target audience or public (Utami et al., 2018). Communication tactics involve the selection of specific communication tools and approaches that correspond to the goals and characteristics of the audience. Some examples of communication tactics involve news, advertising, sales promotion, direct marketing activities, event management, social media, and more.

In this case, Beyond Aesthetic carried out communication tactics through their social media. One of them is done through TikTok social media by involving influencers. Beyond Aesthetic has successfully implemented various smart communication tactics through their social media, one of which is engaging influencers to create goodie bag-related content obtained during the exhibition event. With this strategy, they not only leverage the digital presence of influencers to expand audience reach, but also create compelling and authentic narratives related to the event experience.

In this tactic, influencers act as convincing messengers, taking their followers on a virtual journey into the Beyond Aesthetic exhibition event. Through videos that include the contents of goodie bags, influencers provide interesting previews, creating anticipation among their followers. This not only increases awareness of the event, but also provides added value by introducing Beyond Aesthetics' flagship products or services in more depth. By involving influencers in this tactic, Beyond Aesthetic harnesses the power of personalized recommendations from individuals who have a strong follower base. This helps create a deeper connection with the audience and increases the level of trust in the brand. This can be seen from the picture below which shows the tactics carried out by Beyond Aesthetic through social media.

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In addition, video content is also an effective means of communicating information in a more engaging and digestible way. This strategy creates a memorable experience, not only for the influencer's followers but also for those who have not directly engaged with Beyond Aesthetic before. Through this tactic, Beyond Aesthetic managed to creatively convey their message, build a positive buzz around the event, and reinforce their positive image in the digital world.

If viewed through the picture above, the use of hashtags is also one of the communication strategies carried out to improve the company's image. Beyond Aesthetic uses communication tactics by garnering follower participation using special hashtags. In this strategy, they invite followers to actively engage by creating and using special hashtags such as #fyp, #unboxingtime, and #beyondaestheticsclinic. The use of these hashtags not only gives a distinctive feature to their content but also forms a vibrant and vibrant online community.

The use of custom hashtags has several strategic benefits. First, it can increase the visibility of Beyond Aesthetic content on social media platforms. Followers who use or search for such hashtags can easily find and engage with related content. This helps expand the reach and create a strong digital footprint for Beyond Aesthetic. In addition, the use of custom hashtags creates an online community around the brand. Followers who use the hashtag feel connected to each other and to Beyond Aesthetic. This creates a deeper sense of ownership and engagement, building follower loyalty to the brand.

4. Research evaluation

Beyond Aesthetic conducts regular holistic evaluations to ensure the success of their communication strategy. With a focus on social media, their team regularly analyzes the performance of their accounts, engaging follower growth, engagement rates, and user interaction. This data helps them understand the trends and successes of specific campaigns, allowing for quick adjustments as needed (Yuliana, 2021).

Another point revealed by Beyond Aesthetics' Director of Sales and Operations, Bianca Lasmana who said that Beyond Aesthetics' brand reputation is also the focus of evaluation, involving surveys

and research to measure consumer perception. Monitoring customer reviews and testimonials helps these brands understand the extent of customer satisfaction and make necessary changes in their services or products.

Beyond Aesthetic, which is actively holding exhibitions in various places, also looks at how their social media content can attract visitors to the exhibition. The success of the exhibition event, both physical and digital, is carefully evaluated. The Beyond Aesthetic team measured the number of visitors, the level of participation in doctor consultations, and other positive impacts resulting from the event. This evaluation helps them refine their next exhibition event and maximize its benefits.

It also deals with the utilization of specific hashtags and user content analysis is an effective tactic that is evaluated periodically. They monitor the use of certain hashtags and how many followers engage and interact with related content. This helped Beyond Aesthetic understand the extent to which the campaign had succeeded in building an active online community.

CONCLUSION

The success of a company today cannot be separated from the role of social media in promoting and improving the company's image so that it can attract consumer attention, facilitate communication between the company and consumers effectively, and increase consumer loyalty to a company.

Based on this research, Beyond Aesthetic has succeeded in strengthening the company's image and expanding its brand reach through social media. Studied by Smith's Communication Strategy, Beyond Aesthetic has implemented all four strategies by analyzing their dynamic market of the beauty industry in Indonesia that is rapidly changing in trends, fully understanding their consumer behavior, while also quickly adapting to said trends in social media by identifying performances in Beyond Aesthetic social media platforms and also their competitors social media platforms.

They create strategy formation based on set and clear objectives which are to increase awareness, improve their content quality and engagement, adapting to trends while tailoring it to their target audience. Beyond Aesthetic has carried out various steps to achieve their goals, such as posting content related to their values, the importance of skin, body, and face health. Pushing engaging visual content including product sneak peeks, customer testimonials, and teasers for their upcoming event to build excitement and to increase participation. They also create behind the scenes content not only to engage with their followers evenmore, but also to build trust and transparency. Additionally, Live report content is also created to build a sense of community with their followers. These strategies creates authenticity and added value to Beyond Aesthetic's image as a trustworthy and customer-focused brand in the beauty industry. By consistently aligning their actions with their stated objectives, they foster a deeper connection with their audience, positioning themselves as a reliable source of information and support for their customers' skincare and beauty needs. These strategies strengthen their brand identity and cultivate a loyal following who see Beyond Aesthetic as a partner in their journey towards beauty and wellness.

As for Tactics, Beyond Aesthetic conducts communication tactics that suit their target audience using social media. They have successfully implemented it by collaborating with TikTok influencers in order to create interesting content related to Beyond Aesthetic. With the influencer's strong follower base, Beyond Aesthetic obtain new individuals with related interest, and also an increased level of trust in the brand. Special hashtags was also used to create a sense of community for the followers and helps expand the reach and create a strong digital footprint for Beyond Aesthetic.

Periodical evaluations were also done by Beyond Aesthetics to ensure their success by conducting surveys and research to measure consumer perceptions, and media monitoring reviews and testimonials. Beyond Aesthetics is constantly holding offline events and is using social media as their main promotional platforms, therefore the number of visitors and the level of participation in doctor consultations are carefully monitored.

In conclusion, The key to success in building a positive corporate image in the eyes of stakeholders and ensuring their loyalty is that choosing the right media, creating engaging content, and implementing appropriate communication strategies on the right platform will ensure targeted communication. Social media is not only a place to promote a product, but it can also help a company in various ways to achieve many objectives. Social media can serve as a platform for customer service, allowing companies to address inquiries and concerns promptly, enhancing customer satisfaction and loyalty. Furthermore, it facilitates market research, providing insights into consumer preferences, trends, and sentiments, which can be valuable information for building communication strategies. Moreover, social media enables companies to humanize their brand by showcasing their values, culture, and behind-the-scenes activities, fostering authenticity and trust among their audience. Consequently, with this approach, Beyond Aesthetic continues to strengthen their position as a leader in the beauty industry with the help of social media.

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