

Digital Marketing Communication Strategy for Local *Perfume Brand* HMNS @hmns.id

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ABSTRAKSI

Abstrak:

Penelitian ini membahas strategi komunikasi pemasaran digital yang diterapkan oleh merek parfum lokal HMNS melalui platform media sosial Instagram. Tujuan dari penelitian ini adalah untuk mengetahui strategi komunikasi pemasaran digital yang dilakukan oleh merek parfum lokal HMNS. Metode penelitian ini menggunakan penelitian deskriptif kualitatif dengan teknik pengumpulan data yang dilakukan melalui observasi, wawancara mendalam, dokumentasi, dan studi pustaka. Hasil penelitian ini menunjukkan bahwa merek parfum HMNS menggunakan berbagai strategi pemasaran digital, termasuk penggunaan Instagram sebagai media pemasaran utama, penerapan konsep Integrated Marketing Communication (IMC) dengan fokus pada membangun hubungan dengan pelanggan, strategi penceritaan, penggunaan iklan, promosi penjualan, dan hubungan masyarakat yang didukung oleh konsep bauran pemasaran.

Abstract:

This research discusses the digital marketing communication strategy implemented by local perfume brand HMNS via the social media platform Instagram. The aim of this research is to determine the digital marketing communication strategy carried out by the local perfume brand HMNS. This research method uses qualitative descriptive research with data collection techniques carried out using observation, in-depth interviews, documentation and literature study. The results of this research show that the HMNS perfume brand uses various digital marketing strategies, including the use of Instagram as the main marketing media, the application of the Integrated Marketing Communication (IMC) concept with a focus on building relationships with customers, story telling strategies, the use of advertising, sales promotion and public relations. which is supported by the marketing mix concept

I. Introduction

In the current era, awareness of the importance of pleasant aromas has increased among society. This aroma is believed to increase a person's level of self-confidence. Research shows that fragrances have the ability to trigger emotional memories more strongly than images, so people become selective in choosing fragrances. Aroma is considered a tool or medium that has significant power in triggering memories and providing a strong influence on thoughts and emotions related to memories or what is known as to aid memory (Wahyuningtyas, 2015).

Reporting from merdeka.kontan.co.id, the Indonesian Essentials Council stated that Indonesia supplies 90% of patchouli oil, 80% of nutmeg oil and 70% of clove oil to the global market, with exports worth USD 83.9 million with growth of 15.5% YoY in April 2021 (Walfajri, 2021). Even though Indonesia has great potential as a perfume producer because of its abundant natural

resources, the local perfume industry has not fully optimized this potential. However, with the rapid development of digitalization, great opportunities for Micro, Small and Medium Enterprises (MSMEs) to develop the local perfume industry are becoming more open.

Indonesia is one of the largest exporters of essential oils in the world, but focuses more on exporting raw materials and importing finished goods. However, several local brands have been able to compete with imported products. The use of social media has become the main tool in marketing communication strategies for local perfume brands. Social media is an innovation in the marketing communications domain that can provide advantages in terms of speed and profits compared to conventional marketing methods (Untari & Fajariana, 2018). Instagram is a social media platform that is experiencing rapid growth. The development of the features in it continues to increase over time. The name Instagram itself comes from combining the words "instant" and "gram", which shows the aim of this application is to present information quickly and directly, similar to the Telegram service (Pratama, 2018).

According to Kotler & Keller in (Kurnianti, 2017), marketing communications is a tool used by companies to provide information, influence and remind consumers, either through direct or indirect approaches, about the products and *brands* they offer. According to Rogers in (Wijaya, 2015), communication strategy can be interpreted as a plan designed to modify human behavior broadly through the introduction of new ideas. When combined with the definition of communication, marketing communication is a means used by companies in an effort to inform, persuade and remind consumers either directly or indirectly about the products and *brands* they sell (Lestari, 2015).

HMNS is a successful local perfume brand, even though it is relatively new. They were able to achieve significant sales, even outperforming more established competitors. The HMNS perfume brand, founded in 2019, recorded significant success by achieving sales revenue of 5.2 billion rupiah during September-October 2022 (source: compas.co.id). This achievement shows that a relatively young age is not an obstacle for new brands to compete with established competitors. For example, HMNS has succeeded in surpassing other brands such as Evangeline, which has been established since 2011, in the same target market, namely the millennial and Z generations. Even though it is relatively new, HMNS is able to outperform senior competitors and occupy the top ranking in the sales category. HMNS's achievements are not only visible from its high revenues, but also from its close relationship with its consumers, as shown by the victory of HMNS products in the Tokopedia Beauty Awards in the "Best Fragrance" category for two consecutive years in 2021 and 2022.

For this reason, the aim of this research is to find out the digital marketing strategies used by HMNS, especially through Instagram, with a research focus on analyzing how they achieve company goals such as increasing sales, competing with competitors, and maintaining consumer loyalty. The analysis will be carried out by looking at the IMC concept and marketing mix.

Currently, many companies are competing to optimize the concept of *Integrated Marketing Communication* (IMC) or also known as integrated marketing communications. This is an effort to create conditions so that consumers or their target market do not switch to other products or *brands*, in other words, to maintain consumer loyalty to the products produced. This business involves maximum efforts to increase sales levels through synergistic and interrelated marketing activities, which is the core of the concept of integrated marketing communications (Safitri et al, 2022). Meanwhile, the concept of marketing *mix* is a collection of marketing components combined by a company to produce a strategy to increase sales. According to Lupiyoadi in (Abdillah & Herawati, 2018), the marketing *mix* is a marketing tool consisting of various marketing program elements.

II. Research Methods

The research method uses descriptive qualitative research. It is hoped that the selection of this type of qualitative research will create an in-depth picture of the speech, writing and behavior observed by the individuals or groups involved, in this case focusing on the digital marketing communication strategy carried out by the HMNS perfume brand. This research was carried out by

observing the digital marketing activities of the HMNS perfume brand via HMNS's Instagram social media account @hmns.id. The object of this research is the Instagram account of the HMNS perfume brand @hmns.id, which is the medium for various digital marketing communication processes carried out. The subjects of this research are customers and CEO of the perfume brand HMNS @hmns.id.

There are four types of data collection techniques chosen in this research, namely interviews, literature study, documentation and observation. In-depth interviews were conducted with the CEO & Founder of HMNS and several customers who have made repeat purchases of HMNS products. Apart from that, data was also obtained through observations of the HMNS Instagram account at @hmns.id regarding the forms of marketing communications carried out. The data collection that has been obtained through interviews and observations is then analyzed using data reduction, data presentation and conclusion drawing activities.

Data analysis was carried out qualitatively using the concept of Integrated Marketing Communication (IMC) and also the marketing mix regarding the results of in-depth interviews with relevant informants and in-depth analysis of the content and interactions in the @hmns.id account which gave rise to conclusions about how the digital marketing communication strategy was carried out. by perfume brand HMNS.

III. Data Analysis and Result

A. Utilization of Instagram as a Marketing Media

The results of this research discuss the digital marketing communication strategy carried out by the local perfume brand HMNS on the Instagram account @hmns.id. The reason the researcher chose HMNS as the object of this research is because HMNS is one of the most developed local perfume brands currently and has good customer loyalty. One of the ways this is indicated is the various awards won by HMNS through a voting system.

Instagram is a digital platform that is widely used by various groups with various uses. Instagram social media provides a platform for its users to be able to share photo and video posts accompanied by text attachments in the form of captions which creates two-way communication between its users. This makes Instagram widely used as a forum for individuals and groups to introduce their branding and positioning to the public.

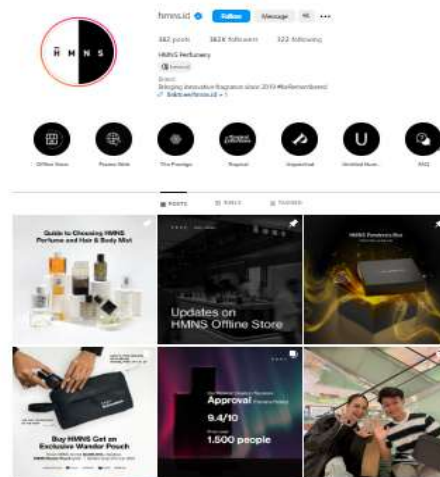


Fig. 1. Instagram @hmns.id display (Source: Instagram @hmns.id)

Therefore, local perfume brand HMNS uses Instagram to become the main promotional media tool in carrying out its marketing communication strategy. Based on the results of interviews with informants, it was found that all informants were interested in the HMNS brand so they followed the Instagram account @hmns.id to find out developments in information about the brand. The

Instagram account @hmns.id has approximately 361 thousand followers with more than 300 posts in the form of photos and videos (as of June 2024). HMNS Instagram contains various kinds of information about the brand, starting from detailed information on each product released, information on offline stores that HMNS has, events and campaigns held, and various other information. The detailed information provided is used to make it easier for potential customers who want to buy the products offered.



Fig. 2. HMNS interaction with customers via Instastory (Source: Instagram @hmns.id)

Through the Instastory feature, HMNS interacts two-way with customers. Shared content includes information about new product launches, user experiences, product descriptions, events, vouchers, promos, prizes, and simple interactions with customers.

B. Relationships with Customers and Story Telling as a Marketing Communication Strategy

The first step taken by HMNS in determining a marketing communications strategy is to look at the conditions of the target market that has been determined. The next stage is to adapt the conditions and characteristics of the market to the branding that HMNS has. The brand image raised by HMNS itself is romantic and empathetic. Therefore, HMNS positions their brand as a brand that is close to its customers. Based on the results of the interview, building good relationships with customers and continuing to develop creating new innovations are the two keys that make HMNS have loyal customers. Based on information from all informants, they show loyalty to the HMNS brand which is characterized by repeat purchases. Based on the results of interviews, informants highlighted the positive relationship between HMNS and its customers.

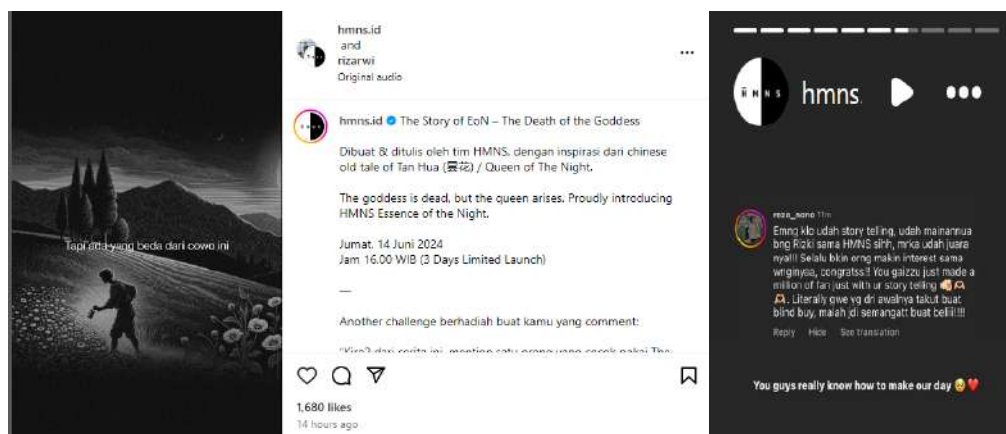


Figure 3. HMNS Content Packaged with Storytelling and Customer Responses (Source: Instagram @hmns.id)

HMNS's image of being close to customers is formed through two-way communication, choosing appropriate language, story telling strategies, and providing feedback via Instagram. The CEO of Humans HMNS, through an interview, said that what differentiates HMNS from other local brands is by prioritizing story telling as the main characteristic of its digital marketing communication strategy. Story telling is applied both from HMNS and from customers, which helps describe product characteristics and strengthen their positioning. This concept also helps form a community between customers, increase purchasing interest, and get awards through customer voting. Customers show support for HMNS by voting in various awards, recognizing HMNS' efforts in product innovation.

C. *Advertisement, Public Relation and Marketing Mix*

Advertising is a form of non-personal communication used to promote products to the target market. HMNS utilizes social media platforms such as Instagram to advertise their products. Each product has an advertisement with a design that highlights the product, an appropriate tagline, and a link to the HMNS account. Sponsored posts on Instagram reflect broader advertising efforts. Each HMNS advertising content has a different concept, tailored to the product characteristics and HMNS positioning. HMNS video advertisements are uniquely packaged and have a good narrative so they are able to describe the characteristics of the product. HMNS advertisements are also known for their neat copywriting, so they also make people who see them interested in buying HMNS products because they give a special impression.

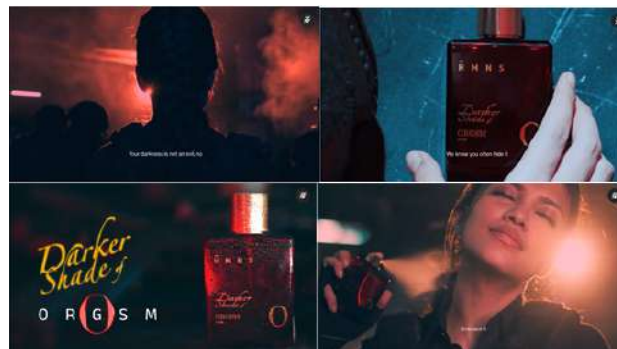


Figure 4. One form of video advertising for HMNS products (Source: Instagram @hmns.id)

Sales promotion is a marketing strategy used to attract consumer attention with the aim of introducing products, increasing brand awareness, and maintaining customer loyalty. HMNS uses various forms of sales promotion, including price discounts and bonuses/special gifts. Price discounts are given through discount vouchers for every product purchase, while bonuses/special gifts such as Pandora Boxes and secret products are also presented to strengthen ties with customers. The loyal customer treat program is a form of HMNS's appreciation for loyal customers. If seen as a whole, the sales promotion held by HMNS focuses more on giving special gifts not only through product purchases, but also by building relationships with customers as a form of HMNS's appreciation for customer loyalty.

Public relations (PR) is a communication strategy used by companies to build positive relationships with their target audience and create a good image in the eyes of the public. HMNS carries out PR activities through media relations, such as publications at new product launches, and KOL marketing. Apart from that, HMNS also holds programs such as the Hall of Storytellers competition, which aims to strengthen the community with a unique approach that is in line with HMNS branding. The "Becoming Humans" campaign was also carried out to involve customers as HMNS brand ambassadors, showing that customers are also an important part of the brand.

HMNS has collaborated several times with various brands and public figures. These collaborations tend to be effective in increasing sales, although not all of them produce the expected results. The collaboration product combines the two markets of both parties, expanding customers' knowledge of each other's brands. Apart from that, HMNS endorses individuals who are considered

to influence purchasing decisions by seeing how inspiring they are in influencing purchasing decisions. HMNS prefers individual characteristics rather than the number of social media followers as the main criteria for endorsements. HMNS also does not use public figures as their brand ambassadors, but instead chooses their own customers as brand ambassadors, which reflects their close relationship with their customers.

HMNS has more than 20 product variants, including perfume, hair & body mist, and energy body spray. Each product is reinforced with a strong story and clear positioning, making it easier for customers to choose a product that suits their needs and preferences. Customers show high interest in HMNS products because of their unique perfume notes and unique experience every time they use them. Apart from that, HMNS product segmentation based on various occasions also makes it easier for customers to choose products that suit the situation. Even though there are many product variants, customers still make repeat purchases of certain products because of the consistent quality and affordability. The price of HMNS products, although not cheap, is considered commensurate with the quality and durability of the product. HMNS's target market is students and fresh graduates who want to experience quality perfume products without having to spend a lot of money. Customers feel that the prices of HMNS products are still affordable, especially because the product packaging is large and durable.

HMNS markets its products through various channels, including online stores and offline stores. There are eight offline stores spread across various cities in Indonesia, which provide the opportunity for customers to smell the products directly. Special promotions are often available in offline stores, which are announced via the HMNS Instagram account. This strengthens the connection between online and offline marketing, while providing promotional opportunities and differentiated experiences for customers. Physical evidence of the HMNS brand, such as product packaging and Instagram content, is well designed to convey powerful and meaningful messages. Attractive packaging designs and diverse Instagram content attract customer interest, while the physical quality of products such as cartons and bottles also receive praise for their practicality. Overall, physical evidence of the HMNS brand contributes to positive customer experiences and helps strengthen the brand image as an attractive and quality choice.

D. Analysis

After the in-depth interview process with relevant informants and observations made on HMNS Instagram, the next step is that the researcher will discuss the findings obtained by analyzing these findings with the theory used in the research and the researcher's personal opinion. From the results of this analysis, final results will be obtained in the form of conclusions regarding the digital communication strategy implemented by the local perfume brand HMNS. Based on the analysis that has been carried out, researchers obtained several findings regarding the digital communication strategy implemented by the local perfume brand HMNS with details of using Instagram as a marketing medium, using the IMC concept with a focus on building relationships with customers, using story telling strategies, using advertising, sales promotion, and public relations which is also supported by the marketing mix concept, including product, price, place and physical evidence.

According to Kotler & Keller in (Kurnianti, 2017), marketing communications is a tool used by companies to provide information, influence and remind consumers, either through direct or indirect approaches, about the products and *brands* they offer. As time goes by, marketing activities now not only run conventionally, but also digitally using new media. Digital marketing involves implementing marketing strategies that utilize digital channels, such as social media, search engines, content marketing, and other online platforms. The goal is to interact with consumers and form strong relationships with them (Holliman & Rowley, 2014)

Local perfume brand HMNS utilizes this new media to carry out its marketing communication strategy digitally through social media platforms, especially Instagram. Instagram, as a social media platform that provides various features for its users, has become a popular choice for various groups to start and develop a business. HMNS uses Instagram as the main media to develop its business because this platform is suitable for introducing their brand positioning to the public. The photo and

video upload feature along with captions on Instagram helps HMNS build a brand image, disseminate product information, and form a community with customers. This approach is consistent with digital marketing's goal of strengthening the relationship between brands and customers.

Brand image is an important component for HMNS in developing its business. This is related to how HMNS wants to be seen and known by its target market. The brand image raised by HMNS itself is romantic and empathetic. From there, HMNS positions their brand as a brand that is close to its customers. To build this image, HMNS prioritizes two important things in interacting with its customers, namely being empathetic and listening. This is implemented with a story telling strategy which has become HMNS's trademark in marketing products and also communicating with its customers. This story telling is applied in two directions, from the HMNS side itself as well as from the customer side.

In terms of the HMNS brand, story telling is applied to further describe the characteristics of each product it has so that between one product and another, each has a strong positioning. Positioning according to Kotler in (Mangu & Beni, 2021) is a way of placing a product in a place that is clear, different and desired by the target market share. In this way, it will be easier for customers to determine which product suits the desired character. Meanwhile, HMNS also provides space for their customers to talk about the experiences they get when using HMNS products. Not only story telling related to products, HMNS also several times provides space for its customers to just tell stories about their daily lives. This is proof of the application of "empathetic and listening" which HMNS prioritizes when interacting with its customers.

HMNS' digital marketing strategy that uses storytelling has proven effective in forming a community with customers. This allows customers to share information and product experiences with each other, and can attract the interest of potential customers. This success is reflected in customer loyalty, which is characterized by rewards from voting and repeat purchases. Apart from building good relationships with customers, HMNS also carries out several other marketing strategies such as creating advertisements, sales promotions, as well as public relations activities which are the concept of Integrated Marketing Communication (IMC).

According to Terence A. Shimp in (Silviani & Darus, 2021), Integrated Marketing Communication or IMC is a process of implementing and developing various forms of persuasive communication programs to prospective consumers and consumers on an ongoing basis. Advertising is non-personal communication used to introduce products to the target market. HMNS uses a different advertising concept for each product, according to its characteristics and HMNS *brand position*. Each advertisement is based on a strong story, presented through videos/photos and supporting narratives, attracting potential customers to try the product. HMNS' copywriting capabilities are highly rated by customers, giving their advertising added appeal.

Furthermore, HMNS implements various forms of sales promotion, including providing discounts and bonuses/special gifts to customers. They provide discount vouchers on their products consistently, as well as giving free gifts when customers make certain transactions. This not only entices customers to purchase, but also introduces them to other products through free samples. Apart from that, HMNS also has a special gift in the form of a "Pandora box" which is a form of HMNS's appreciation for their loyal customers. The box contains a secret upcoming HMNS project, so many customers want the box. This is one of the results of HMNS's effective marketing communication strategy because it is in accordance with the IMC concept according to Silviani & Darus (2021), the aim of this IMC strategy is to influence many people by touching the level of cognition, conation and affection. In this case, HMNS influences customers to act, process information, and make decisions regarding their loyalty.

Next, HMNS uses a public relations (PR) strategy to build and maintain good relationships with its customers and create a positive image of the company. This strategy is included in the IMC concept according to Terence A. Shimp in (Silviani & Darus, 2021), which aims to provide maximum communication impact and consistency. HMNS carries out PR activities by managing

relations with the media, including publications when launching new products and organizing programs or events such as the Hall of Storytellers and the "Becoming HMNS" campaign. Hall of Storytellers is a story competition which aims not only as a forum for people to share stories, but also to strengthen HMNS's image as a brand that uses storytelling in marketing communications. According to Pages in (Setiawati, 2019), strong branding helps differentiate a brand from competitors, build relationships with customers, and improve overall business.

The next digital marketing communication strategy carried out by HMNS is to collaborate on products with brands or public figures. Collaborative products produced by HMNS tend to provide positive results because they can expand the market between both parties. This is in accordance with Nurcholis' theory in (Stephanie et al., 2023) that collaboration between brands is created to create innovative products that reflect the unique characteristics of each brand involved, so as to create greater buying interest. Apart from that, HMNS also endorses public figures who are considered more inspiring in terms of character than the number of followers they have. This is because perfume is a quite personal product, so it requires people who match the character of the perfume to be promoted. HMNS also uses their own customers to become brand ambassadors rather than using public figures. The choice of brand ambassador is in line with the image that HMNS wants to project, namely that HMNS has a close relationship with customers.

Furthermore, HMNS also pays attention to the elements in the marketing mix in carrying out its digital marketing communications strategy. According to Lupiyoadi in (Abdillah & Herawati, 2018), the marketing mix is a marketing tool consisting of various marketing program elements. These elements need to be considered so that the implementation of the marketing strategy and product placement (positioning) can be successful in accordance with the targets set. The first element is the product. HMNS has more than 20 product variants, each of which is packaged with a strong story, so this triggers customers to try various product variants. Products are made with unique quality and diversity of scent notes so that customers feel that the price offered is equivalent to the quality of the product provided. The story of each product is made with strong visuals and narratives, which is a form of digital marketing communication strategy carried out by HMNS so that customers are interested in trying and then purchasing the various product variants provided.

HMNS prices its products taking into account their target market, which primarily consists of students and individuals aged 20-30 years. Even though it is not cheap, HMNS customers consider the product price commensurate with its quality. This is in accordance with the view that perceptions of product quality influence pricing decisions. Perceptions of product quality have an impact on pricing decisions. Companies that seek to build a prestigious image often price their products higher. This is because consumers tend to associate high prices with good quality (Mulyana, 2019). In addition, HMNS uses digital and offline distribution channels, including various marketplaces and physical stores in malls spread across various cities in Indonesia. This strategic location allows HMNS to reach a wider target market and gives customers the opportunity to try products directly, supporting their marketing strategy which focuses on customer convenience in obtaining products.

Lastly, there is the physical evidence element of the HMNS brand, namely product packaging and visual content on Instagram which appears to have been carefully considered. Apart from paying attention to aesthetic aspects, HMNS' packaging design and Instagram content are prioritized to convey strong and meaningful messages to customers. The appearance of the HMNS content design is made as attractive as possible, able to create a luxurious and warm impression, and convey a strong story, so that the content is able to attract customer interest to see it until the end. The quality of the product packaging in terms of materials and appearance of HMNS is also well made. Overall, physical evidence of the HMNS brand plays an important role in influencing customer perceptions and generating interest in HMNS products, both through product packaging and content on social media platforms. This is in accordance with the theory according to Buchari Alma in (Abdillah & Herawati, 2018) that customer purchasing decisions are influenced by economic factors, finance, politics, culture, technology, product, price, location, promotion, people, process and physical evidence.

IV. Conclusion

HMNS has succeeded in utilizing Instagram as the main marketing media with the IMC concept, building strong relationships with customers through *storytelling*. The *story telling* strategy used by HMNS has proven effective in creating two-way interactions between *brands* and customers, as well as strengthening a romantic and empathetic *brand image*. They also implement other marketing strategies such as advertising, *sales promotions* and *public relations*, as well as collaborating with *brands* or public figures. In the marketing mix, HMNS pays close attention to product, price, place and physical evidence. HMNS' overall digital communications strategy has enhanced customer experience, strengthened *brand image* and increased customer loyalty.

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