

The Role of Muse from Influencers in Increasing the Buying Interest of Gisca Make Up Consumers

Gisca Faradista Filla Aisyi^{1*}, Basthoumi Muslih²

^{1,2} University of Nusantara PGRI Kediri, Jl. KH. Ahmad Dahlan No. 76, Mojoroto, Kediri City, East Java, 64112, Indonesia

giskafatadista@gmail.com^{1*}, basthoumi@unpkediri.ac.id²

*corresponding author

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Abstract

Research aim : The purpose of this study is to exploring how consumers respond to the muse from influencers used by Gisca Make Up so as to increase their buying interest.

Design/Method/Approach : This study uses a descriptive qualitative approach and the techniques used are interviews, observations, and documentation by applying informant selection techniques according to age and 5R (reach, relevance, resonance, reaction, retention). The informants of this study were three consumers of Gisca Make Up in 2024. The data analysis technique used the theory of Miles and Huberman which includes data analysis steps including data collection, data reduction, data presentation, and drawing conclusions/verification.

Research Findings : The branding carried out by Gisca Make Up on social media by using muses from influencers is very easily accessible to young and adult communities as consumers but not yet comprehensive, because there are some elderly people who do not access the media so that social media branding is not very effective to use. To increase buying interest among consumers, Gisca Make Up must also continue to do branding with offline media such as using banners and pamphlets, the branding can run smoothly and can be reached comprehensively by all consumers from young, adult, to elderly. The muse used must have good visuals and personal branding. In addition, good products and in accordance with consumer desires also make the quality of Gisca Make Up.

Theoretical contribution/Originality : There has not been much research in the area related to MUA services.

Practitioner/Policy implication : Useful as a way of branding MUA services in the area and its surroundings.

Research limitations: The limitations of this research are due to the limited time and samples taken.

Keywords : Muse, Influencer, Purchase Interest

1. Introduction

In this digital era, the phenomenon that occurs is where people have the potential to become users of cosmetics and make-up as part of their daily lives, so that the market share of cosmetics is very large [1]. This causes very tight competition in the world of beauty. Many companies are competing to create new innovations that suit the desires and needs of society. Competition itself occurs not only in companies that produce products, but also in service companies. Service companies often face significant challenges in their efforts to compete in competitive markets, primarily due to the intangible nature of services, subjective quality evaluations, and reliance on human factors that are difficult to measure with clear standards [2]. So the company needs to build good marketing strategy to face marketing competition services that aim to create customer buying interest [2] .

One of the very tight competitions occurs in MUA service companies. This competition can be seen from the increasing consumer demand for the presence of make-up artists causing the number of MUA service providers to increase rapidly. The opportunity is strengthened by the many conveniences of becoming a freelance MUA, including; a) Consumers do not care about the educational background of the MUA; b) Many local cosmetic brands are cheap and of good quality, thus reducing capital costs; c) There is no risk of renting a business premises; d) Ease of promotion via Instagram which is free of charge; d) Ease of updating makeup knowledge by watching tutorials on YouTube for free [1] . Therefore, many newcomer MUAs are trying to pursue this service business. They do various things, such as upgrading their knowledge, adding new tools, increasing relations and cooperation, increasing offline and online promotions, recognition of competence in the form of certificates, etc.

Judging from the phenomenon of increasing interest and needs of the youth The passion for beauty, especially make-up, has driven the rapid development of the make-up industry in Indonesia [3] . Gisca Make Up is here and is one of the many MUAs in the Trenggalek area who are trying to build their business to be widely known by the public as a modern and quality MUA service. In addition to looking at the phenomena that are developing in society, Gisca Make Up observes how the resulting impact will make their business grow even more. Because for the sake of fast beautiful results, many women are willing to spend money to fulfill their hopes of becoming beautiful and perfect women [4] . So Gisca Make Up carries out various good business strategies to avoid tight competition with its competitors.

Along with the development of technology, there has been a strategic change from traditional to online [5]. One of them is in terms of marketing used by MUA, usually only offline with banners or pamphlets. Now it is present through online media, one of which is by creating a portfolio using make-up models to be displayed on social media. It is important to note at this stage that the candidates are not just random people selected from the net [6]. There are many qualifications that must be considered, such as the suitability of the model used with the type of make-up that will be applied. Usually, for the Arabian look, they tend to

choose models with tall postures and have a high nose, for the Barbie look, they prefer models with white skin and wide eyes, while for the classic make-up look, they prefer models with Javanese facial characteristics and long hair so that it can be easily bunned.

Consistent and positive presence on social media also strengthens brand image, making Make-Up Artists (MUAs) better known and trusted by potential customers [3]. Therefore, the selection of models must also be based on how influential the model is in society. How is the model's social media, whether the model is from a group that likes and is consistent in using social media or not. Then how are the followers and viewers in every social media posting activity of the muse good or not. Because using a muse from influencers who have social media with many followers and viewers will help MUAs in increasing branding. Although in terms of MUAs they are still beginners, using muses from influencers will be very beneficial and help increase public interest in buying MUAs. Other factors that influence the selection must also be based on the suitability of the model to the product or service being displayed. To become a make-up model and promote the beauty sector, of course you have to take a model from a beauty influencer group. In addition to beauty and physical attractiveness, a model must have an attractive face ([7]). Models who come from beauty influencers tend to be accustomed to beauty and how to take care of themselves, because that is one of the demands of their job, so MUAs are no longer worried about choosing what makeup styles or looks to apply to their makeup muses.

Apart from choosing the right muse, High quality products show the Make-Up Artist (MUA) commitment to the safety and health of the customer's skin, thus providing smooth and long-lasting [3]. In this case, Gisca Make Up does not yet know what products consumers want to use. Because of the many brands of Make Up products that are developing in society, Gisca Make Up has difficulty in adjusting consumer desires with the products that Gisca Make Up usually uses. There are many good products used by Gisca Make Up, but these products are not necessarily liked by consumers. While the qualifications for selecting products that will be applied to the consumer's face also go through various considerations, including the condition of the consumer's face, the location of the outdoor or indoor event, and the package that will be taken according to the consumer's budget. Because if the product used does not comply with the provisions given by the MUA, it will greatly affect the results and durability of the make-up. Other impacts that may arise will also be more fatal if the MUA continues to force the product to use, such as on the condition of the face that does not match the product will cause irritation or acne. Because the MUA can already ensure that the product is in accordance with the consumer's portion. Product adjustments are also seen from the location that will be used to hold the consumer's event. Between outdoor and indoor, product use is also not the same. There are some products that should not be used during outdoor events and vice versa. So consumers do not need to worry that MUA uses the wrong product. MUAs have previously learned various special techniques obtained from MUA schools or courses and require a long process to become certified and competent MUAs. So

whatever product is used by MUA is guaranteed to be of high quality and according to consumer needs standards.

Branding through social media by involving influencers as muses to collaborate to produce interesting content. By highlighting techniques, products, and makeup durability in content, is one of the most appropriate ways to lead public opinion to use Gisca Make Up services as the ultimate goal for consumers in choosing MUA. Because on social media, users can communicate, interact, share, network, and various other activities [8]. However, the consistency of uploading and displaying content on Gisca Make Up social media and makeup muses also has a big influence. If you often upload content and adjust your broadcast hours to consumer habits when accessing social media, it will make it easier for content to pass and be seen on consumer homepages. In addition, the number of followers must also be seen and considered because the number of followers shows the size of the audience and influencers spread their ideas among them, having more followers accelerates the spread of information [9]. This will make it easier for MUAs to attract consumer buying interest through the content.

The statement from the owner of Gisca Make Up after carrying out branding with this strategy, it turns out that Gisca Make Up consumers have not shown any increase, and the turnover obtained has not reached the target. The following is data on consumer purchasing interest (sales) for Gisca Make Up in 2023 and 2024:

Table 2. Gisca Make Up Sales Data

<u>Month</u>	<u>Number of Events 2023</u>	<u>Number of Events 2024</u>
January	0	1
February	0	0
March	2	0
April	5	0
May	0	9
June	13	18
July	4	10
August	7	44
September	3	2
October	1	5
November	0	1
December	2	2
Jumlah	37	92

Source: Data of Selling of Gisca Make Up (2024)

From the data above, it shows that sales from Gisca Make Up increased in 2024 by 55 consumers from the previous year. If a comparison is made between 2023 and 2024, each month in 2024 there were more events filled than in 2023. But there was a time when Gisca Make Up also experienced a decline in February to April in 2024. It can be concluded that the branding strategy by using muses from influencers cannot fully increase sales from Gisca Make Up. Because each consumer has different purchasing behavior, consumer behavior shows how consumers form their purchasing decisions as a result of their sacrifice of time, money, and effort to get certain products or services [10]. So it is necessary to conduct research to determine consumer responses to the existence of Gisca Make Up as a service provider in the community. By using the theory of consumer buying interest, using the influence of social media or advertising. Will it motivate and influence consumer purchasing decisions, and compile recommendations for Gisca Make Up to increase the appeal of its business.

1.1. Problem Statement

Gisca Make Up faces problems regarding branding by using a muse that is less effective in attracting consumer buying interest. So in-depth research must be carried out, referring to what consumers want so that they are interested in making a purchase.

1.2. Research Objectives

Based on the above problems, the objective of this study is to exploring consumers respond to the muse from influencers used by Gisca Make Up so as to increase their buying interest.

2. Method

This study uses a qualitative approach with a descriptive research type. The type of data used is primary data from in-depth interviews and direct observations in the field. The data collection technique for this research uses the main methods of interviews, observation, and documentation. The interview was conducted in a structured manner using a list of questions that had been prepared in advance (closed questionnaire), this was done to find out how much consumer interest in buying with branding using the muse. Observations based on direct observation techniques, by observing objects and phenomena directly consumer behavior towards branding carried out by Gisca Make Up at the research location, namely Trenggalek Regency with additional data in the form of documentation to support the research results.

In this study, the informant selection technique was used based on age and 5R (Reach, Relevance, Resonance, Reaction, and Retention). The selection technique based on age range was used to obtain diverse responses from consumers and the 5R technique as an analytical framework to help evaluate how far the effectiveness of the campaign or promotion carried out by Gisca Make Up by using muse from influencers can attract, bind, and retain consumers. The informants used were 3 Gisca Make Up consumers, including Ms. RND aged 20 years, Mrs. ST aged 43 years, and Mrs. PTN aged 63 years.

The data analysis technique uses the theory of Miles and Huberman which includes data analysis steps including data collection, data reduction, data presentation, and drawing conclusions/verification. This technique is used in the study of the Role of Muse from Influencers in Increasing Consumer Purchase Interest of Gisca Make Up to determine the sense of interest and disinterest in purchasing Make Up services after seeing the branding that has been done. The data validity test used to increase validity and reliability is data triangulation. This method is done by using various data sources to compare and validate information. The goal is to see and ensure that the data taken from various sources is consistent.

3. Results and Discussion

Gisca Make Up is a business engaged in the field of make-up artist beauty services. Because it is increasingly wide open This business opportunity for some people is to become a "make-up artist" or often referred to by another term, Make-up Artist (MUA), which is defined as make-up make up artist (MUA) is a professional artist commonly known by the public as a make-up artist, the results of his work and make-up products as his tools, especially if the entrepreneur is in accordance with his passion, of course it is an added value because running a business that is enjoyed will definitely be easier [11]. It is called Gisca Make Up because it is taken from the owner's first name , the reason is so that consumers can memorize and know more quickly that the Make Up service business belongs to the owner. Located on Jalan Raya Dongko - Kampak Dusun Karang Tengah RT / 31 RW / 08, Dongko Village, Dongko District, Trenggalek Regency, East Java, Indonesia.

The following are the results of interviews and questionnaires conducted by researchers on three consumers of Gisca Make Up in Dongko Village, Dongko District, Trenggalek Regency, namely Ms. RND aged 20 years, Mrs. ST aged 43 years, and Mrs. PTN aged 63 years on Saturday, November 23, 2024 at 14.00 - 17.00 WIB with a duration of 20 minutes for each informant:

1. How did you first find out about Gisca Make Up as a MUA service provider?

Informant 1 : "From Instagram"

Informant 2 : "From the WhatsApp story model on my sister's cellphone"

Informant 3 : "From the neighbors"

The community that becomes consumers mostly knows Gisca Make Up from social media, such as Instagram, WhatsApp, etc. Consumers know about Gisca Make Up on social media through intermediaries who promote by uploading the Make Up content. Marketing through social media is very effective because it is easier to reach consumers.

2. Do you know Gisca Make Up from one of the promotions done by an influencer? If yes, who is the influencer?

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- Informant 1 : "Yes, Nadya Ville"
- Informant 2 : "Yes, Bintang Cantika"
- Informant 3 : "No."

From the opinion above, it states that most consumers know Gisca Make Up from Influencers on social media. This is because young to adult consumers tend to be active on various social media, for example Instagram, WhatsApp, Facebook, etc. While few consumers know about Gisca Make Up from other media, such as banners, pamphlets, recommendations from neighbors, or seeing other people being made up and interested. Most consumers who get information from media other than Influencers on social media are elderly consumers who generally cannot access social media.

3. In your opinion, how big is the influence of promotions carried out by influencers on your interest in choosing Gisca Make Up?

- Informant 1 : "It has a very big influence"
- Informant 2 : "Quite Big"
- Informant 3 : "Quite Big"

Make up promotion done by influencers turns out to be a very important part of Gisca Make Up branding. Because by marketing through Influencers can reach more consumers Gisca Make Up. Causing a sense of consumer interest in influencer promotions, which makes consumers want to make purchases at Gisca Make Up.

4. What is the main reason that made you decide to purchase Gisca Make Up services?

- Informant 1 : "Seeing good reviews from influencers on Instagram"
- Informant 2 : "Because the make up looks good and natural"
- Informant 3 : "Seeing a neighbor who had been made up by Gisca Make Up"

The main factor that influences consumers to choose Gisca Make Up as the final destination in choosing MUA is after seeing reviews from influencers. These influencers are tasked with being muses and promoting Gisca Make Up on social media as branding. The second factor that is the reason consumers choose Gisca Make Up is recommendations from people close to them, compared to other factors regarding consumer experience seeing other people in make up and because of trial and error. This explains that the influence of branding by using muses from influencers is superior in increasing consumer buying interest in Gisca Make Up.

5. Do reviews or recommendations from influencers make you more confident to try Gisca Make Up services? If yes, which reviews or recommendations are the basis for your answer?

- Informant 1 : "Yes, because the make up is good, long lasting, and doesn't fade easily."

Informant 2 : “Yes, make-up can make us look younger because it covers blemishes on the face.”

Informant 3 : "What I saw when my neighbor did her make-up was that the results were good."

From the results of interviews with Gisca Make Up consumers, it was found that reviews or recommendations from influencers greatly influence their purchasing interest. This is due to the high consumer liking for influencers, so consumers believe more that good reviews or reviews by influencers indicate the quality of the products or services sold are also good.

6. How often do you purchase a beauty product or service based on an influencer's recommendation?

Informant 1 : “Very often”

Informant 2 : “Yes, not too often”

Informant 3 : “Rarely”

Gisca Make Up consumers said that their purchasing behavior towards a product recommended by an influencer is more frequent than without an influencer recommendation. This is because social media is a means for influencers to spread or upload content containing product or service recommendations. Making it easier for consumers to compare which product or service is the best and most suitable to buy.

7. In your opinion, what makes the muse from the influencer circles able to convince you to buy Gisca Make Up's service products?

Informant 1 : “Interesting and beautiful content”

Informant 2 : “The model with the make up looks different”

Informant 3 : "Maybe because she is beautiful and her body is suitable for wearing kebaya"

The visual appearance of the muse such as a beautiful face, a good body, and interesting content, are the attractions in convincing consumers to buy Gisca Make Up services. Other supporting factors in convincing consumers to buy services are followers of the muse and Gisca Make Up and reviews. This makes Gisca Make Up's qualifications in choosing a muse that suits the consumer's wishes so that after the branding is launched, consumers can be more interested in buying the service.

8. Does the influencer's promotional style (e.g. how they give reviews, or visual appearance) influence your decision to choose Gisca Make Up? If so, how does it influence you?

Informant 1 : "Yes, it made me interested in becoming beautiful like an influencer after using Gisca Make Up."

Informant 2 : “Yes, her face and dress are beautiful and luxurious”

Informant 3 : “Yes, it makes me interested because it is good.”

From the results of interviews with Gisca Make Up consumers, the visual appearance and reviews of influencer promotions greatly influence consumer decisions in choosing Gisca Make Up. This is because consumers will be attracted at first glance when they see influencer promotions and want to continue viewing the promotion until it is finished. The first glance that attracts consumers is certainly influenced by the visual appearance of the promotion that is seen, after which it will be reinforced with good reviews so that consumers are interested and finally make a purchase.

9. How important is the credibility of a muse from among influencers in building your trust in the Gisca Make Up service products that they promote?

Informant 1 : “Very important”

Informant 2 : “Important”

Informant 3 : “Important”

The credibility of a muse from influencer circles in building consumer trust in Gisca Make Up service products is very important. Because muses from influencer circles collaborate as promoters of Gisca Make Up to create an influence on consumer purchasing interest so that they are willing and interested in using Gisca Make Up services.

10. After trying Gisca Make up, has the service product met your expectations that were built through the promotion of muses from these influencers?

Informant 1 : "Yes, because it matches the portfolio on Instagram"

Informant 2 : "It is very much in accordance with what is in the WhatsApp story"

Informant 3 : "Yes, it's according to my dreams"

The service products offered by Gisca Make Up are in accordance with branding and reality. The results of research conducted on Gisca Make Up consumers from young, adult, to elderly ages mostly all gave the same response. Judging from the results of Make Up, clothing, and other equipment, consumers said it was in accordance with what was promoted by muses from influencers through Gisca Make Up social media and muses, as well as offline promotions through banners and pamphlets.

11. Are you likely to recommend Gisca Make Up to others after using it? Why?

Informant 1 : “Of course, because it is very good and everyone should know.”

Informant 2 : “Yes, I recommend it because the make up is good.”

Informant 3 : "Yes, because the make-up is good."

From the results of interviews with Gisca Make Up consumers, all consumers stated that after using the services of Gisca Make Up they were satisfied with the results. With these satisfactory results, consumers always recommend Gisca Make Up services to relatives, neighbors, friends, or other people who are looking for MUA. This good thing can add new consumers of Gisca Make Up because it also acts as an effective branding.

12. What can Gisca Make Up or muses from influencer circles improve in influencing the purchasing interest of consumers like you?

Informant 1 : "Maybe they often hold promotions or giveaways"

Informant 2 : "If you post a video or photo, you must include a price."

Informant 3 : "Radio promotion"

The inclusion of prices in Gisca Make Up promotions carried out on social media and online media is one of the consumer requests that is expected to increase purchasing interest. But in this case, the prices that can be shared by Gisca Make Up are only special prices for promos and giveaways. This is because the price of Make Up tends to increase at certain times due to product factors and increasingly good skills, making it easier to change the price list, and fear of being misused by irresponsible parties such as being changed and distributed. So Gisca Make Up will provide notifications on social media and offline regarding prices that can be asked via WhatsApp chat or directly to the gallery. So that consumers can be more detailed in asking about prices and services provided.

13. Has Gisca Make Up used all the products you want? If not, what products do you expect?

Informant 1 : "Yes, because the product used is a good brand"

Informant 2 : "It's appropriate"

Informant 3 : "Yes"

Cosmetic products are one of the components that consumers use as a benchmark for choosing a MUA service. In this study, according to consumers, Gisca Make Up has used cosmetic products that are in accordance with their wishes. From young and adult ages who certainly still understand the brand and brand of cosmetic products, to elderly consumers whose cosmetic knowledge may not be as up-to-date as young people, they admit that the products used by Gisca Make Up are in accordance with their desired standards.

14. From the products that Gisca Make Up is currently using, are there any products from other brands that you would like to see? (example: foundation, eyeshadow, blush, loose powder, contour, lipstick, etc.)

Informant 1 : "Maybe a cosmetic brand like DIOR"

Informant 2 : "Nothing, it's good"

Informant 3 : “No, it's good”

Products are one of the important components that must be considered by MUA, especially Gisca Make Up. In the research conducted, consumer responses from GiscaMake Up 95% stated that all products used by Gisca Make Up were good and in accordance with consumer desires. However, 5% of consumers stated that there were several new products that Gisca Make Up could possibly add to its makeup composition to make it more diverse and make Gisca Make Up even more successful.

15. In your opinion, what types of products are trending among MUAs and should be adopted by Gisca Make Up?

Informant 1 : “DIOR cosmetic product brand”

Informant 2 : “Maybe make over”

Informant 3 : "The red lipstick from Wardah"

MUA services are a business that must always follow trends, because in the beauty sector it is undeniable that every year there are changes in models. One of them is always upgrading the products used in the composition of the make-up. From the results of the study, there are various product suggestions used by Gisca Make Up by its consumers. That way Gisca Make Up can understand the capabilities and cost standards that consumers will spend from seeing what products consumers recommend to use Gisca Make Up.

Referring to the interview that has been explained previously, the first stage is data reduction where from all the data the most important and relevant are selected while the less important ones are discarded, then the findings are obtained that the large number of MUA businesses in Trenggalek Regency, makes Gisca Make Up face very tight competition with other competitors. This causes consumers to be confused about choosing which MUA to go to. So in the next stage, data is presented to see the relationship that Gisca Make Up has implemented several strategies in doing business, one of which is making promotions through social media by using influencers as a muse to attract customer interest in buying. Social media itself is the result of the development of new internet-based web technology, which makes it easy for everyone to communicate, share and form a network online [12], this is done for business sustainability [13]. Then it can also be done by providing attractive promos or giveaways so that people are interested in following the account [14]. However, this has not been fully effective, because Gisca Make Up consumers do not only come from young people and adults who are active on social media, there are some consumers who come from the elderly who do not access social media.

The selection of muses from influencers by Gisca Make Up must also be considered, because it was found that not only must the muse have many followers, but the muse must also have good visuals and personal branding. Personal branding that has been developed is then combined with the platform or media used to show the personal branding, namely

through Instagram and other social media, as well as the presence of an audience as the recipient of the message that wants to be conveyed from a personal branding, then a personal brand is formed in the minds of the public [15]. When the audience views someone positively, the personal brand that has been built will provide good and long-lasting results and impacts [15]. This is influenced by consumer habits that see something from its appearance first before finding out other qualities in it. The role of influencers is very large in building consumer buying interest, because many social media users from young to old make it easier for consumers to get to know Gisca Make Up through these influencers as muses.

This study also sought to find out what products consumers liked. Because the product is the main key to a MUA's make-up results, consumers will also be very careful in choosing MUAs who use cosmetic products according to their portions and desires. In this study, it was found that the products used by Gisca Make Up were in accordance with the desires of consumers, only they gave some suggestions for Gisca Make Up to add products from certain brands to improve the quality of Gisca Make Up's business so that it continues to grow.

Based on the results of the interviews and questionnaires, to test the validity of the data obtained, the researcher used the triangulation method by matching opinions [8]. From the results of the validity test above, it contains questions about the questionnaire carried out through interviews with informants 1, informants 2, and informants 3. The results were obtained by confirming the data presented with other data, and it was found that the data presented by the previous informants was correct. It can be seen from the data presented above, the informants' answers provide different points of view but with the same purpose or meaning. If the results of the confirmation find that there is no different data, then the researcher considers that the data can be considered valid [8].

4. Conclusion

Based on the results of the study above, overall it can be concluded that the branding carried out by Gisca Make Up on social media by using muses from influencers is very easily accessible to young and adult communities as consumers but not yet comprehensive, because there are some elderly people who do not access the media so that social media branding is not very effective to use. To increase buying interest among consumers, Gisca Make Up must also continue to do branding with offline media such as using banners and pamphlets, so that Gisca Make Up branding can run smoothly and can be reached comprehensively by all consumers from young, adult, to elderly. The selection of muses also affects consumer buying interest. The muse used must have good visuals and personal branding. In addition, good products and in accordance with consumer desires also make the quality of Gisca Make Up even better so that consumers believe and are sure to choose Gisca Make Up as the final destination.

Based on the research that has been conducted, the researcher provides several recommendations, namely: (1) To make-up artists to always work and upgrade their knowledge by taking lessons or workshops and upgrading tools and products according to current developments, (2) To muses from influencers to increase followers and maintain an attractive visual appearance by creating interesting content so that many MUAs are interested in collaborating, (3) It is recommended for future researchers to take more samples, this aims to show better data accuracy in the research.

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