

**MARKETING COMMUNICATION STRATEGIES OF MAKE-UP ARTISTS  
ON THE INSTAGRAM ACCOUNT @MYMUA1  
IN MAINTAINING CONSUMER TRUST  
(Study on make-up artist @mymua1 of Bengkulu City)**

**By:**  
**Firdha Cintia Ananda, Sapta Sari, Vethy Octaviani**

**ABSTRACT**

Marketing on social media platforms has become a key element in the marketing strategy for makeup artists. In this context, the Instagram account @mymua1 has become the focus as the main platform to interact with consumers. This research aims to understand how the marketing communication strategy of makeup artists on the Instagram account @mymua1 helps maintain consumer trust. The research method used is descriptive qualitative. This study includes data collection techniques such as in-depth interviews, observations, and documentation. The research information gathering technique uses purposive sampling. The results show that the marketing communication strategy implemented by @mymua1 incorporates three theories: segmentation, targeting, and positioning. Firstly, they maintain a positive impression by being friendly, humble, and always listening to consumer opinions or desires. Secondly, @mymua1 sustains the quality of their services by continuously learning and improving their skills. Thirdly, @mymua1 builds consumer trust through good communication, providing valuable makeup advice, and accepting feedback from consumers. In conclusion, the marketing communication strategy of makeup artists on the Instagram account @mymua1 in maintaining consumer trust has been running well and effectively. There are three marketing communication strategies executed by @mymua1.

**Keywords: Strategy, Marketing Communication, Segmentation, Targeting, Positioning**

