

## Digital Communication Strategy in Building Brand Awareness and Brand Image (Case Study of Liza House Beauty Langsa)

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### ABSTRACT

This study aims to analyze the effectiveness of digital communication strategies in building brand awareness and brand image in local beauty businesses, with a case study on Liza House Beauty Langsa. In the digital era marked by changes in consumer behavior and the dominance of social media, understanding digital communication strategies is crucial for business sustainability and growth. This study refers to marketing communication theory and digital communication theory. The approach used in this study is qualitative with a constructivism paradigm, where researchers view social reality as a result of interactive construction between subjects and objects. Data were collected through observation, in-depth interviews with business owners and Liza House Beauty social media admins, and documentation of digital communication activities carried out by this business on various platforms such as Instagram, TikTok, and Shopee. The results of the study show that Liza House Beauty has succeeded in building strong brand awareness through consistent educational, interactive, and promotional content on social media, such as live streaming, giveaways, and collaborations with influencers. The digital communication strategy implemented also creates a positive brand image as a professional, trusted, and friendly beauty shop for various consumer segments. In addition, this study found that the success of Liza House Beauty was not only influenced by digital promotional activities, but also supported by a deep understanding of consumer needs, innovation in content, and adaptation to changes in social media algorithms

## **INTRODUCTION**

According to Keller (2013), brand awareness involves not only visual or verbal brand recognition, but also the extent to which the brand appears in the minds of consumers as a potential choice. According to Chaffey & Ellis-Chadwick (2019), this phenomenon is driven by ease of access, flexibility of time, and various payment methods that support digital transactions. The role of social media is increasingly dominant in the digital marketing ecosystem, with platforms such as Instagram, Facebook, TikTok, and YouTube becoming the main channels for businesses to reach their audiences (Dalimunthe & Ginting, 2024).

The beauty business does not only rely on product quality but also on marketing strategies that can build customer trust and loyalty (Kurniawati & Arifin, 2015). Liza House Beauty is one of the local beauty businesses in Langsa that has succeeded in utilizing digital communication to build its brand presence. This shop is known as a beauty outlet that sells various products from well-known brands such as Wardah, Azarine, and beauty products from Korea that have BPOM permits. In addition to cosmetics, Liza House Beauty also provides skincare products, hair care, and beauty tools, making it one of the most complete beauty stores in the region. Despite its rapid development, Liza House Beauty still faces challenges in a competitive market. Several other cosmetic stores in Langsa, such as Toko Kosmetik Jasa Delima and Toko Kosmetik Ali Pisang, still stick with traditional marketing methods and rely on price war strategies to attract customers. Unlike competitors who focus on low prices and big discounts, Liza House Beauty chooses to offer a more comfortable shopping experience with a wider, cleaner store, and provides products with guaranteed quality.

According to Dermawansyah & Rizqi (2021), digital communication not only functions as a marketing tool but also as a strategy in building long-term relationships with customers. Modern consumers are not only looking for quality products, but also want to get an educational and inspiring experience from the brands they follow (Dalimunthe et al., 2023). Digital communication allows beauty businesses to reach a wider audience without geographical limitations. By utilizing platforms such as Instagram, TikTok, and Shopee, businesses can expand their customer base, increase engagement, and build brand awareness more effectively. A study conducted by Statista (2023) shows that more than 75% of beauty consumers today search for product information through social media before making a purchase, which emphasizes the importance of a digital presence for businesses in this sector (Ritonga et al., 2023).

According to Dwiputri et al (2024), modern consumers tend to trust content created by other users more than traditional advertising, making user-generated content (UGC)-based marketing strategies very important in building a brand's reputation. Amidst this competition, Liza House Beauty Langsa has emerged as one of the local beauty service providers that has been able to significantly demonstrate its existence on social media and digital communities. Unlike similar clinics such as Jasa Delima, Global Cosmetics, Ridha Alpi, and Bunda Cosmetics, which tend to still rely on conventional promotional strategies or are limited to one-way marketing content, Liza House Beauty has adopted a

consistently integrated digital communication approach. This can be seen through the management of active social media accounts, the use of professional visual content, collaboration with local influencers, and intensive interaction with customers through comments and direct messages.

Liza House Beauty's strengths also lie in its ability to build strong brand awareness among teenagers and young adult women through storytelling, skincare education, and strategic discount campaigns. In addition, this brand has succeeded in creating a positive brand image as a professional, safe, and friendly beauty clinic for various groups. This strategy not only creates an emotional attachment between consumers and the brand, but also expands market reach organically through user-generated content practices and digital testimonials.

Unlike some of its competitors in Langsa who are still limited in utilizing the power of social media as a two-way communication tool, Liza House Beauty shows superior performance in utilizing digital platforms as a relational medium, not just promotion. This is what makes Liza House Beauty worthy of being a research subject, especially to examine how its digital communication strategy specifically forms brand awareness and brand perception among its consumers.

## LITERATURE REVIEW

New media includes various platforms such as social media, interactive websites, mobile applications, to video-based content such as YouTube and TikTok. Unlike old media which is one-way and passive, new media allows interactivity, collaboration, and active participation from the audience (Jenkins, 2006). Vernuccio & Ceccotti (2015), explained that new media is characterized by five main elements: digitalization, interactivity, hypertextuality, virtuality, and networked. Now, companies are no longer sufficient to rely on conventional advertising, but must build brand narratives through new media platforms. Effective digital communication must be interactive, adaptive, and user-oriented. This strategy is known as the two-way symmetrical communication approach (Kapitan & Silvera, 2016).

Ashley & Tunten (2015) introduced the concept of participatory culture, where the audience now plays an active role as creators, disseminators, and curators of information. Platforms such as Instagram, TikTok, and YouTube not only function as communication channels, but also as collaborative spaces between brands and consumers (Kapitan & Silvera, 2016). A study by Bruhn et al. (2012) showed that social media has a direct impact on brand awareness, especially when messages are delivered authentically and involve consumer participation. According to Godey et al. (2016), brand perception in the new media environment is influenced by visual elements, user-generated content (UGC), and brand presence in digital conversations<sup>4</sup>. This means that brands like Liza House Beauty must be able to manage a positive image through content aesthetics, communication quality, and consistency of digital interactions.

One of the key elements in digital marketing is Search Engine Optimization (SEO), which focuses on increasing the visibility of a website in search engines such as Google (Tarigan et al., 2023). In addition, Search Engine Marketing (SEM) involves the use of paid advertising that is displayed in search results, providing an opportunity to reach a more targeted audience quickly (Askhar et al., 2024). Social Media Marketing is also an important component of digital marketing, where platforms such as Facebook, Instagram, and Twitter are used to promote brands and interact directly with customers (Khuan et al., 2023). Through engaging content and creative campaigns, companies can build communities and create deeper engagement with their audiences.

Brand image is the perception and image that consumers have of a brand, which is formed from experiences, interactions, and information received from various sources (Harto et al., 2021). A positive brand image can provide a competitive advantage for companies, because consumers tend to prefer brands they know and trust (Samsudin et al., 2023). Conversely, a negative brand image can harm the brand and reduce sales (Dewi et al., 2022).

Purchasing decisions; the higher the level of brand awareness, the more likely consumers are to choose the brand over competitors (Indiani et al., 2022). Brand awareness can be built through various marketing strategies, including advertising, promotions, social media, and public relations. Brands that have a high level of awareness often have a competitive advantage, because consumers tend to prefer brands they already know and trust (Chusnaini & Rasyid, 2022). According to Belch and Belch (2021), IMC is a strategic communication planning process, where all forms of marketing communications (including advertising, promotions, public relations, direct marketing, and digital) are coordinated to deliver a consistent and integrated message to the target audience. The main goal of IMC is to create clarity, consistency, and communication impact by integrating all communication channels to work synergistically in building brand equity. Aaker (1996) states that a strong brand image is formed through the consistency of experiences and communications received by consumers over time. Mangold and Faulds (2009) refer to social media as a hybrid element in IMC because it is able to combine elements of interpersonal communication and mass communication in one very dynamic digital public space.

According to Pace and Faules (2010), organizational communication includes all formal and informal message delivery processes within an organizational structure, both in vertical, horizontal, and external forms. In the modern context, organizational communication is increasingly complex along with the presence of digital technology that changes the paradigm of organizational interaction with its audience.

In the Liza House Beauty Langsa study, digital communication strategy is the focal point in building brand existence amidst the increasingly dense competition in the beauty industry. The use of digital platforms such as Instagram, TikTok, WhatsApp Business, and websites are the main channels for brand communication with the audience. The digital communication carried out is not only in the form of product promotion, but also building a brand narrative through educational content, customer testimonials, collaboration with influencers, and

interactive services that strengthen customer relationships with the organization. This is in line with the new media theory which states that digital media allows two-way interaction, emotional engagement, and the creation of online communities that strengthen brand loyalty (McQuail, 2010).

## **METHODOLOGY**

In this study, the researcher will use a qualitative research type with a descriptive approach. The snowball sampling approach is one of the relevant methods to use in data collection, especially in a qualitative context. Snowball sampling, or snowball technique, is a sampling method in which researchers start with several initial respondents who are considered to have knowledge or experience relevant to the research topic, and then ask them to recommend other individuals who also fit the research criteria (Babbie, 2013).

This technique is very appropriate when researchers face challenges in accessing specific or socially dispersed populations, such as loyal customers, informal brand ambassadors, or active social media user communities from Liza House Beauty Langsa who cannot be identified through formal or systematic lists (Neuman, 2014). In this case, researchers can start by interviewing several customers who are known to have interacted intensively with the brand through digital platforms such as Instagram or WhatsApp Business. From them, researchers can get references to other customers who have similar experiences and can provide in-depth perspectives on how digital communication carried out by Liza House Beauty Langsa shapes brand awareness and image in the minds of consumers.

In this study, the instruments used were a questionnaire, a mobile phone and stationery. Where the mobile phone was used to record sound when collecting data and was also used to take photos and videos, while stationery was used to record data information obtained from sources. Analysis according to Miles and Huberman in (Miskiyya, 2023) is divided into three flows of activities that occur simultaneously, namely data reduction, data presentation, and drawing conclusions.

## **RESULTS AND DISCUSSION**

### **Liza House Beauty's Digital Communication Strategy in Building Brand Awareness**

Liza House Beauty practices a multiplatform approach in building brand awareness, targeting various age segments and audience characters. Instagram is used as the main visual showcase, TikTok to entertain and educate, Facebook as an information channel, and WhatsApp as a personal communication medium. Each platform is utilized according to its characteristics and communicative needs.

Based on the findings in Chapter IV, it can be concluded that the digital communication strategy implemented by Liza House Beauty is not only a technical choice, but also a complete transformation in their marketing communication approach. The transition from conventional to digital promotion methods is not only based on considerations of cost efficiency, but also by observations of shifts in consumer information consumption patterns, especially young women who are their main target. This is in line with the opinion of Kotler and Keller (2016) that the success of a marketing communication strategy is highly dependent on the company's ability to understand and adapt to the media used by the target audience.

Information obtained from the business owner and the Liza House creative team shows that Instagram is their main digital communication channel. This platform is considered a "digital home" because of its ability to integrate various forms of content (images, videos, stories, and reels) that are very much in line with their audience's preferences. The high level of user interaction through Instagram shows that social media is no longer a tool, but has become the vanguard that determines the brand's image and identity.

The use of Instagram is combined with TikTok to reach a wider audience through short video content that follows trends, and Facebook to maintain a digital presence in a more diverse segment. This integrative strategy is strengthened by the Shopee channel as the main transactional media, forming a holistic digital communication ecosystem, from the education and awareness process to sales conversion. This approach is in line with the theory of Integrated Marketing Communication (IMC), where the effectiveness of the message depends on the integration between platforms (Belch & Belch, 2018).

The added value of this approach is the interactivity and personification of the message. Liza House actively utilizes Instagram features such as stories, reels, polls, and live sessions to create a two-way relationship with the audience. This interaction allows for more humanistic and emotional communication. This is consistent with the concept of contemporary marketing communication that places customers as co-creators in the branding process (Schultz, 2015).

Not only that, Liza House also adopts a systematic but flexible content strategy. They develop a weekly content calendar, conduct regular brainstorming, and use tools such as Meta Business Suite for content distribution management. However, flexibility is maintained by providing space for spontaneous content such as customer testimonials that have high emotional power. This shows a balance between strategic planning and responsiveness to audience dynamics.

From an emotional perspective, Liza House places self-love and healing messages as the center of their brand narrative. The content shared is not only intended to show service results, but also communicate psychological values such as comfort, self-esteem, and relaxation. This strategy strengthens emotional bonds with customers, making the brand not just a place for beauty treatments, but also a space for mental and emotional recovery. This approach is in line with the theory of emotional branding (Gobe, 2001), which emphasizes the importance of emotional relationships between consumers and brands.

The success of Liza House Beauty's digital communication strategy is also reflected in the expansion of the geographical reach of customers. The findings show that consumers from outside the city such as Banda Aceh and Medan have started to come because they are influenced by the digital content shared. This shows that the power of visual communication and customer testimonials has a viral effect that can expand the brand's existence organically. This phenomenon supports the concept of digital word of mouth (e-WOM) which is one of the strengths in the marketing strategy of the social media era.

The digital communication strategy implemented by Liza House Beauty is structured, adaptive, and oriented towards emotional closeness. Social media is not only used as a promotional tool, but has become a space for representing brand identity, as well as a means of building close relationships with consumers. This strategy shows that in the digital era, the success of marketing communications is greatly influenced by the brand's ability to build an authentic, consistent, and relevant narrative with the psychological needs and lifestyle of the target audience.

These findings indicate success at the brand awareness stage in the Customer-Based Brand Equity (CBBE) model by Keller (2009), especially in the brand recognition and brand recall elements. The virality process through re-shared testimonials is an electronic word of mouth (e-WOM) practice that has greater power than formal advertising. The interest of customers from outside the city also shows that digital strategies are able to create perceptions of quality and trust even without initial physical contact, which in the marketing context is called a digital-based perceived value proposition. Liza House consciously directs their brand message towards the emotional, by highlighting the aspects of self-love and healing. This message not only forms the identity of the beauty service, but also builds psychological closeness between customers and the brand.

This shows the application of emotional branding (Gobe, 2001), where the brand message does not only sell the benefits of the product, but also builds a deep emotional bond. This narrative strategy supports the brand meaning approach in the CBBE model, namely how the brand meaning is perceived and internalized by consumers. Personal and warm content also reflects elements of parasocial interaction theory, where the audience feels a close relationship with the brand even through indirect interactions. This strategy is in line with the concept of market segmentation and targeted digital advertising. Focusing on the productive age group that is active on social media increases the chances of converting content into real actions (booking, coming to a place). This approach

refers to the principle of behavioral segmentation (Kotler & Keller, 2016), namely grouping markets based on audience behavior, activities, and responses to digital media. The local focus also reflects the glocalization strategy, namely adapting communication to the local context while remaining open to the wider market.

### **Liza House Beauty's Digital Communication Strategy in Building Brand Image**

The digital communication strategy implemented by Liza House Beauty shows a mature integration between visual representation, emotional approach, and strong brand narrative. Liza House's digital representation is displayed through aesthetic visual content, soft pastel color tones, and familiar and friendly communicative language. This creates intimacy with the audience and strengthens the brand's impression as "beautiful, calm, and affordable."

The emphasis on visual aesthetics and emotional narrative is in line with the findings of Permana et al. (2023) which show that the local brand Camille Beauty has succeeded in building brand awareness through TikTok with interesting content and communicative language. Liza House utilizes similar techniques, but expands its narrative into deeper personalization and emotionality, such as inserting reflective messages and self-reminders in each of its contents.

The digital communication strategy implemented by Liza House Beauty shows an integration between visual representation, emotional approach, and strong brand narrative. This digital representation is expressed through the selection of soft pastel tones, soft lighting in the visual content, and relaxed but professional language. All of this creates the impression that the brand is not only selling beauty services, but also building a calming, intimate, and relatable emotional atmosphere.

The emphasis on visual aesthetics and emotional narratives is in line with the findings of Permana et al. (2023) which show that the local brand Camille Beauty has succeeded in building brand awareness through TikTok with interesting content and communicative language. Camille Beauty emphasizes visual aesthetics and educational content as a means of promotion. However, Liza House Beauty goes further by expanding its narrative into deeper personalization and emotionality, such as inserting reflective messages and self-reminders in every caption created. This approach aims not only to attract attention visually, but also to arouse the audience's psychological awareness of the importance of self-care as part of building self-confidence and self-esteem.

The presence of the tagline "Glowing Outside, Confident Inside" is the foundation of the digital narrative that is always echoed in every content. This strategy indicates that Liza House is not only selling beauty services or products, but also values and philosophies that make consumers feel that they are doing something meaningful. This emphasizes that a successful digital communication strategy not only conveys information, but also creates a strong emotional connection between the brand and its audience.

This approach is reminiscent of the emotional branding theoretical framework, where consumers are not only interested in the product itself, but also in the emotional values and social narratives carried by the brand. By using a light, warm, and personal communication style, and avoiding stiff promotional jargon, Liza House positions itself as a friendly and accessible brand. This also emphasizes that brand intimacy is built from a digital experience that touches the psychological and affective side of consumers, not just one-way persuasive communication.

The use of captions with motivational and affirmative sentences such as "Beauty doesn't have to be expensive, but it must be safe and comfortable on the skin," is an example of how a brand conveys an inclusive message and builds strong value-based communication. This is in line with research by Chusnaini & Rasyid (2022) which emphasizes that emotional, reflective, and inspiring social media content has a significant influence in shaping brand perception and consumer purchase intentions. The tagline statement "Glowing Outside, Confident Inside" is the basis of the narrative in every content, not only selling products, but also building self-care and self-love values.

This strengthens the results of research by Swimbara & Lemy (2023) which shows that social media marketing has a significant influence on brand image and brand loyalty, through meaningful interactions and content that arouses emotions. Liza House's digital communication strategy also emphasizes the clarity of brand identity through consistency of visual tone and language style across various platforms.

The existence of strictly maintained visual and narrative communication guidelines shows the seriousness in building a strong and easily recognizable brand image. This finding strengthens the results of research by Pramadyanto & Irwansyah (2023) which found that visual consistency and digital narrative are the foundation for increasing brand awareness in the streetwear fashion industry. On the other hand, the use of customer feedback as material for content development and delivery of personalized messages shows the existence of humanistic and strategic two-way communication. This strategy is in line with the results of research Maghfiroh & Rahmawati (2024) showed that emotional involvement and personal appreciation can increase consumer visibility and loyalty to MSME brands.

In addition to building a strong emotional narrative, Liza House Beauty also implements a strategy that is oriented towards emotional closeness with customers or customer intimacy. This is reflected in their active efforts to respond to customer messages quickly, use emojis in communication to create a warm impression, and provide appreciation to loyal customers in the form of voucher codes and exclusive promos. This practice not only shows the humanistic side of the brand, but also indicates that the audience is not just a marketing object, but part of a community that grows with the brand. This approach is in line with the principle of value-based communication, namely a communication strategy that prioritizes the value of relationships, appreciation, and emotional experiences as the center of brand interaction with its consumers. By treating consumers as

equal partners and not just sales targets, Liza House builds long-term relationships based on mutual trust and emotional attachment.

This strategy is reinforced by the findings of Maghfiroh & Rahmawati (2024) who studied UMKM Rengginang GR Wedoro and found that emotional involvement and giving personal awards to customers have a significant impact on increasing brand visibility and consumer loyalty. In the context of Liza House, giving loyalty vouchers, personal mentions in uploads, and simple giveaways are concrete forms of this appreciation. Consumers also feel like they are part of the brand identity, not just recipients of services. By creating an interactive, personal, and appreciative digital atmosphere, Liza House has not only succeeded in increasing brand awareness, but also building a strong and sustainable foundation of loyalty. This puts them in a strategic position in the increasingly competitive local beauty market, where emotional engagement is often the main differentiator between fast-growing and stagnant brands.

Content performance evaluation is carried out consistently through digital metrics such as impressions, engagement rates, and conversion rates. This data-driven approach confirms that Liza House's digital communication strategy is dynamic and adaptive. If content is considered ineffective, improvements are made both visually and narratively. This shows that Liza House's digital communication strategy is not only aesthetic and emotional, but also measurable and professional. This aspect strengthens the findings of Fitrianna & Aurinawati (2020) which states that effective digital marketing will have a direct impact on brand awareness and brand image, as long as the strategy is based on proper data evaluation. Finally, customer engagement through testimonials packaged in various formats such as short videos and Instagram reposts shows a strong user-generated content strategy. This builds trust because promotional messages come from third parties (consumers), not just from the brand itself. This strategy has also proven effective in research by Indiani et al. (2022) which concluded that trust, brand awareness, and brand image simultaneously influence consumer purchasing decisions.

### **Supporting and Inhibiting Factors of Liza House Beauty in Building Brand Awareness and Brand Image**

In the process of building brand awareness and brand image, Liza House Beauty experienced unique dynamics as business entities in the digital era. The main supporting factors for their success include content consistency, a two-way communication approach, the use of appropriate digital devices, and increasing HR capacity through training and informal learning. This is in line with the findings of Marjiatul Maghfiroh and Nur Rahmawati (2024), which show that an integrated digital marketing strategy and active use of social media are very effective in building brand awareness in MSMEs, especially through platforms such as Instagram and TikTok which allow for broad and fast interaction.

One of Liza House Beauty's main strengths is its ability to build personal engagement through two-way communication (dialogic communication). The symmetrical communication model applied, such as active interaction through DM, polling, and Q&A, not only creates awareness but also strengthens the brand image as an inclusive and responsive entity. This is in line with Camille Beauty's strategy in the research of Permana et al. (2023), where the use of creative content on TikTok and direct interaction is able to create strong relationships with audiences and significantly increase brand engagement.

The diversity of types of content presented shows a mature content mix strategy. By combining informative, entertaining (humor), and inspirational content, they create a fun and meaningful digital experience for their followers. This is consistent with the theory of experiential branding, where digital interactions not only convey messages but also create memorable emotional experiences for the audience. This approach also shows a shift from the transactional communication paradigm to community-based engagement, where customers are not positioned solely as consumers, but as part of a community that contributes and feels an emotional connection to the brand.

This strategy is in line with the Integrated Marketing Communication (IMC) model, which emphasizes consistent coordination of messages and media across various communication channels to strengthen brand awareness and form positive perceptions (brand image). Overall, the tools used show an adaptive resource-based strategy approach—using tools that are easily accessible but powerful enough to run digital communications efficiently, especially by MSMEs or personal brand-based business managers like Liza House.

Technological support such as the use of Canva, CapCut, Meta Business Suite, and Shopee Seller Center is also an important factor. The use of these devices demonstrates an understanding of the importance of data-driven strategy, visual branding consistency, and multi-channel integration—crucial aspects also highlighted in the study by Pramadyanto and Irwansyah (2023), which shows that strategic use of digital platforms can strengthen brand identity and expand reach. Several obstacles also emerged, especially in the form of content fatigue, limited resources, dependence on social media algorithms, and psychological pressure due to negative comments or hoaxes. This condition is reflected in informants' statements about stuck content ideas, unpredictable algorithm changes, and the emotional dynamics of the creative team. These findings are in line with the study by Swimbawa and M. Lemy (2023), which revealed that technical challenges and consistency in social media strategies greatly affect the effectiveness of brand communication, especially in maintaining brand image and consumer loyalty.

Liza House's approach to handling negative comments professionally reflects the application of mature crisis communication and reputation management. Calm, polite, and solution-oriented responses are important capital in strengthening brand trust. The service recovery strategy implemented, including providing compensation such as refunds and vouchers, is relevant to the findings of Indiani et al. (2022), which show that brand image, brand awareness, and trust have a significant influence on consumer purchasing

decisions in the context of digital marketing. Meanwhile, the presence of negative comments and public criticism on social media reflects the reputational risk inherent in the digital space.

A professional and careful response to such comments reflects a mature digital crisis management strategy, as stated in reputation management theory (Fombrun & van Riel, 2004). When criticism is managed well, it can actually be a momentum to strengthen public trust. Efforts to increase HR capacity, either through online training, webinars, or self-taught learning, are also strategies that strengthen the adaptive resilience of the Liza House social media team. This shows a digital mindset and awareness of the importance of evidence-based communication, namely decision making based on data and insight.

As in the research of Chusnaini and Rasyid (2022), the development of interesting content and systematic use of social media insights contribute greatly to improving brand image and consumer purchasing intentions. In addition, the training facilitated by the beautypreneur community is an example of informal professional development, namely the development of capacity based on community networks in the industrial sector. The implications of this training show a shift in the digital communication approach from being reactive to a more customer-centric strategy, relevant to the theory of customer relationship management (CRM) and brand engagement. Challenges such as limited creative power, stagnation of content ideas, and pressure to maintain the rhythm of uploads indicate the need for a long-term content management system, including an editorial calendar, content mapping, and more solid team collaboration. Efforts to strengthen storytelling, expand collaboration with influencers, and build an active digital community indicate the direction of Liza House's strategic transformation to community-based communication (community-based engagement).

This is in accordance with the strategy identified by Chayadi et al. (2023) in the case of Kopi Kenangan, where the success of building brand awareness is largely determined by the quality of emotional relationships with consumers through structured and planned public relations. Challenges such as limited creative staff, stagnation of content ideas, and pressure to maintain the rhythm of uploads indicate the need for a long-term content management system, including an editorial calendar, content mapping, and more solid team collaboration.

These limitations reflect the suboptimal digital organizational structure in carrying out content production and distribution functions consistently. An editorial calendar can function as a strategic planning tool to organize themes, release times, and content production responsibilities, while content mapping helps identify narrative gaps and connect content with brand communication goals. In addition, synergistic teamwork will facilitate the process of curating ideas and executing content that is fresher and more relevant to the audience.

Efforts to strengthen storytelling, expand collaboration with influencers, and build an active digital community indicate the direction of Liza House's strategic transformation to community-based engagement, where personal narratives and emotional relationships are prioritized over traditional marketing approaches. This is in accordance with the strategy identified by Chayadi et al. (2023) in the case of Kopi Kenangan, where the success of building brand awareness is largely determined by the quality of emotional relationships with consumers through structured and planned public relations practices. This strategy emphasizes the importance of the value of trust and reciprocal interaction, not only in the messages delivered, but also in the methods and mediums of communication used.

## **CONCLUSIONS AND RECOMMENDATIONS**

Through a combination of attractive visual design, emotional stories, two-way interaction with the audience, and data-based analysis, Liza House has successfully positioned itself as a brand that not only stands out visually but also builds emotional closeness with its consumers. Liza House Beauty's digital communication strategy shows a significant transformation from conventional promotions to a structured and audience-oriented social media-based approach. This shift is driven by the need for cost effectiveness and efficiency, as well as recognition of changes in consumer behavior, especially young women who are more active in accessing beauty information and services through digital platforms such as Instagram and TikTok. Social media, especially Instagram, is not only a promotional medium, but also acts as a center for digital identity and a frontliner in establishing the first relationship with customers. Through features such as Story, Reels, polling, and collab post collaboration, Liza House is able to create interactive two-way communication, build trust, and expand market reach outside the area of origin. The findings show that Liza House Beauty's digital communication strategy in building brand awareness and brand image has been carried out in a planned manner through an interactive social media-based approach. The application of the principles of dialogic communication, emotional engagement, and the use of technology such as Canva, CapCut, VN App, and Meta Business Suite have supported the effectiveness of content management and strengthened emotional relationships with consumers. Positive responses to customers, professional crisis communication management, and proper service recovery practices are the foundation for maintaining customer trust and loyalty.

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