

THE EFFECTIVENESS OF INSTAGRAM ADS ON @CITRANABILLA_BEAUTY ACCOUNT IN BUILDING BRAND AWARENESS AND BUYING INTEREST FOR MUA SERVICES

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ABSTRACT

Instagram Ads is a feature that is used by businesses on a regular basis, especially by makeup artist (MUA) services. @citranabilla_beauty is five years old MUA who used Instagram for promotion. This research looks at The Effectiveness of Instagram Ads on @citranabilla_beauty Account in Building Brand Awareness and Buying Interest for MUA Services. This research used a quantitative approach based on the positivism paradigm and employed a survey method with an objective approach. Using a purposive sampling technique, the sample uses 100 female respondents who live in Bekasi. Data collection techniques using questionnaires and literature research. The data analysis technique used Pearson Correlation and Simple Regression. The Pearson Correlation Brand Awareness test results are 0.785 with a significance value of $0.000 < 0.05$, and the Simple Regression Test value (R Square) is 61.6%. The Pearson Correlation Test of Buying Interest results is 0.820 with a significance value of $0.000 < 0.05$, and the Simple Regression Test value (R Square) is 67.3%. The conclusion H_0 is rejected, and H_1 is accepted, so There is Significant Effectiveness Between Instagram Ads @citranabilla_beauty Account in Building Brand Awareness for MUA Services by 61.6%. And There is Significant Effectiveness Between Instagram Ads @citranabilla_beauty Account in Building Buying Interest for MUA Services by 67.3%.

Keywords: *the effectiveness, instagram ads, buying interest, brand awareness, makeup artist.*

INTRODUCTION

Technology and Social Media are two things that are so related and cannot be separated in this 5.0 era. Advances in technology make it easier for people to communicate and socialize. According to data (We Are Social, 2022), Internet users reach 204.7 million, and active social media users are 191.4 million in Indonesia. It can be ascertained that almost all Indonesian people utilize social media as a medium of daily information. It is unavoidable that the existence of social media provides many conveniences for its users. This convenience seems to be offered through the emergence of many social media that everyone can use to interact or seek entertainment through cyberspace. Social media penetrates the boundaries of the dimensions of user life, time, and space, which can be accessed by anyone, anytime and anywhere, so it is not surprising that almost every Indonesian citizen has social media. Social media is one of the platforms that can provide new opportunities for companies to increase the company's competitiveness, namely by using new ways such as using social media as an interactive tool (Alfaruq, 2021). Furthermore, according to Kotler (2016), social media is a means for consumers to carry out activities such as exchanging and sharing text, image, and video information with companies and vice versa.

Hootsuite We Are Social 2022 states that the social media most accessed by Indonesian internet users are Whatsapp 88.7%; Instagram 84.8%; and Facebook 81.3% of the total population. If we view the trend of social media users in Indonesia, the average daily time using social media through any device is 3 hours and 17 minutes. As many as 80.1% users use the internet to find information, and a total of 72.9% use the internet to find new ideas and inspiration. This data shows us that social media creates excellent opportunities for business actors. Due to the Covid-19 pandemic, many business and economic sectors in Indonesia are increasingly concerned. In (Alika, 2020). Covid-19 has had an impact not only on the manufacturing sector and UMKM since April 2020. The Covid-19 pandemic has changed the face of the business sector, including Indonesia's micro, small and medium enterprises. The Sea Insights survey shows that as many as 54% of respondents from UMKM entrepreneurs are increasingly adaptive in using social media to increase sales.

Through the data above, Instagram is the most widely used social media for Indonesians. Instagram is a photo and video-sharing application that allows users to post photos or videos, take photos or videos, apply filters, and share them on other social networking services. Along with its development, Instagram has added many features that benefit marketers or businesses, both paid ads and posts (Sarah, 2016). Tech In Asia also stated that as many as 45% of users in Indonesia admitted to frequently buying products they saw on Instagram social media. So, it will be beneficial to develop a business through Instagram Ads (Ginee, 2022).

Instagram Ads is an advertising platform on social media. Instagram Ads will allow businesses to create ads on Instagram feeds and Instagram stories. Since being acquired by Facebook in 2012, the platform between the two has been unified with the Facebook Ads manager. So, each step in creating an ad on Instagram is almost the same as creating an ad on Facebook. Social media has two complementary promotional roles: social media to communicate with customers. Moreover, social media can be used to communicate with fellow customers. Chris Heuer, founder of the Social Media Club and new media innovator said, there are 4Cs in the use of social

media (Lininati, 2019) as follows; Context is how to make a message or information interesting; Communication is how to distribute messages in various ways so that users feel the message is appropriately conveyed; Collaboration is how two parties work together or interact with each other; Connection is how to maintain a relationship that has been built or created.

Many businessmen use Instagram Ads as a marketing communication activity. Marketing communication helps inform prospective consumers about the type of product to be selected, how to get it, what benefits will be obtained, and all information related to the product or service offered. According to Patrick et al. (2017:3) in the journal (Alfaruq, 2021) Marketing communication is a process in which companies carry out marketing activities to inform their brands their customers so that with this information, customers can provide a response or perception of the brand or product offered, so as to create a relationship between the company and its customers. In addition, it was reported from (Soffyaranti, 2021) There are several benefits of the Instagram Ads feature that can be optimized by business people, namely wider reach, specific targets, diverse ad formats, and can increase Brand Awareness. Brand awareness is an important element in introducing the brand name to the public and influence customers to think about or buy the brand that is offered to them, (Alfaruq, 2021). Brand awareness has several levels, namely the Unaware Of Brand Stage; Brand Recognition stage; Stages of Brand Recall; and The Top Of Mind stage.

According to Keller (2009) as cited in Nugraha (2018), Brand awareness is the ability of prospective buyers to identify, recognize, and remember brands with sufficient detail prior to making a purchase. The purpose of Brand Awareness is that consumers become loyal to the brand and of course increase their trust so that consumers feel familiar with the brand. Through Instagram Ads, business people can advertise products and services with attractive and best possible visuals. The higher the consumer awareness of a brand, the potential for a company's products to be purchased by consumers will also be great (Putra Muhammad Dafa, 2021). Of course, it is very important to inculcate and create a memory about a product or brand in the minds of consumers so that it can increase efforts to buy interest from consumers for the brand.

Buying interest is that consumers are driven to seek information about innovation (Kotler, 2002). Buying interest cannot be separated from consumer purchasing decision theory because interest is one of the final decision-making processes. Consumers form an interest in buying the desired product, there are two factors; first, the attitude of others where the perspective of others reduces a person's preferred alternative will depend on two things, namely the intensity of people's negative attitudes towards other choices that consumers prefer. The second is the consumer's motivation to comply with the wishes of others. Unmotivated situations that can arise and change purchase intentions indirectly affect one's buying interest in consumers, providing positive and negative information that is received simultaneously in sudden circumstances.

The AISAS model is used to determine consumer behavior in buying interest. Quoted from (Lininati, 2019), The AISAS model is an online consumer behavior model created by Dentsu, a Japanese advertising agency in 2005. The AISAS model is formed from Attention, Interest, Search, Action, Share. his model explains that there

has been a significant change in consumer behavior patterns previously described by the AIDMA (Attention, Interest, Desire Memory, and Action) model. This change in behavior patterns is caused by the development of communication and information technology through internet media, creating the era of digitalization. The following is a more detailed explanation of the AISAS model (Sugiyama, 2011) there are as follows:

1. Attention

At the attention stage in a brand promotion or company attracts a consumer by promoting on social media or creating interesting content to attract consumers to be interested in the products promoted by the company. This content is not just seen or heard which will pave the way for consumers to be interested in the content provided by the company so that the effect is that people will follow it further to get more information.

2. Interest

At the interest stage, consumers who have seen the company's posts that have posted their advertisements are interested in the company's content that has been advertised to attract consumers. At this stage the content is created as a communication to increase audience interest to know and know more about the advertised product in order to provoke curiosity and arouse curiosity in the audience, which then arises a sense of being motivated by the content involved so that it becomes an attraction for the audience. consumers and become opportunities for companies. Especially on social media, especially if the design and caption are very interesting.

3. Search

At the search stage, the consumer performs a search stage which is carried out on social media or on the internet according to the information needed, so that he can receive the information according to what he is looking for. At this stage, consumers will further seek information related to products that are attractive to them on the company's platform account to see content that has been uploaded by the company along with reviews given by other consumers. So that consumers decide to buy the product based on the information that has been obtained on the company's social media platform account.

4. Action

At the action stage, the content that has been shared by the company on the company's platform account will be an impetus for consumers to do further by buying products that have been advertised by the company. Because consumers feel interested, they take action against the company based on information by buying the product by visiting the company's platform because this will be the determinant in the next stage.

5. Share

At the share stage, if the consumer feels interested, he will tell it to people, so this is where word of mouth is created, so he shares his experience directly or writes it down on the company's platform by commenting on social media accounts based on the features provided.

According to Kotler (2002) as cited in Suhendra (2015), buying interest is that consumers are driven to seek information about the innovation. Buying interest cannot be separated from consumer purchasing decision theory because interest is one of the final decision-making processes. According to Kotler (2010), marketing through online media attracts consumer buying interest because it has several benefits. Purchasing online is convenient, and customers do not have to struggle with traffic, searching for places, and walking from store to store. Consumers can order goods 24 hours a day from anywhere and anytime, so this is an opportunity widely used by business actors, especially in the field of makeup services or MUA, to use the internet and social media as marketing communication tools.

The makeup artist is a profession that relies on expertise in applying makeup according to the development of trends and makeup techniques on social media such as Facebook, Instagram, and YouTube (Ibnu, 2021). Social media in the digital era today plays an essential role in marketing a product or service, especially during a pandemic where people seem to be forced to do all their activities online. The object in this research focuses on the Instagram account of @citranabilla_beauty which is a makeup artist (MUA) who has been pursuing her profession as an MUA since 2017. She has been using Instagram social media for a long time as a promotional medium for selling makeup services to all her clients. The @citranabilla_beauty account sells makeup and hairdressing services using the home service method and the distribution of MUA services in the Bekasi City area. The number of @citranabilla_beauty followers on Instagram is 1,101 followers, with 370 posts.

It's nearly five years since the establishment of the @citranabilla_beauty account, she has been actively involved in the Indonesian makeup artist industry, especially in the area of Bekasi City. For the past five years, @citranabilla_beauty account has only used the Instagram Post, Stories, and Reels features to market its services. However, the Instagram's Insights feature account @citranabilla_beauty has an account reach of only 3,001 and the impressions from this account is around 5,329 (insight data as per December 2021). The data illustrates that the development of the @citranabilla_beauty account in the past five years has only increased by about 7%, which is considered lacking in marketing communications on Instagram. Based on the introduction and identification of the problem above, there are two formulations of the problem in this research as follows:

1. How is the Effectiveness of the Instagram Ads @citranabilla_beauty Account in Building Brand Awareness for MUA Services?
2. How is the effectiveness of Instagram Ads @citranabilla_beauty account in Building Buying Interest for MUA Services?

METHODOLOGY

This research used a quantitative approach based on the positivism paradigm and employed survey method with an objective approach. The data collection technique used is a questionnaire. According to (Sugiyono, 2014), a questionnaire is a data collection technique that providing a list of questions or written statements to be responded by the respondents. In this research, researchers distributed questionnaires through Googleform. The sampling technique used in this research is purpo-

sive sampling, for samples taken from the population must be truly representative. The population and sample in this research were 100 female respondents who experienced, or not, in using MUA @citranabilla_beauty, who have seen the ad through the Instagram Ads page, and who lives in Bekasi. The data analysis technique used is the Pearson Correlation Test and Simple Regression Test. For that matters, the hypothesis in this research are as follows:

H0 : There is no significant effectiveness between Instagram Ads on the @citranabilla_beauty account in Building Brand Awareness for MUA Services.

H0 : There is no significant effectiveness between Instagram Ads on the @citranabilla_beauty account in Building Buying Interest for MUA Services.

H1: There is significant effectiveness between Instagram Ads on the @citranabilla_beauty account in Building Brand Awareness for MUA Services.

H1: There is significant effectiveness between Instagram Ads on the @citranabilla_beauty account in Building Buying Interest for MUA Services.

RESULTS AND DISCUSSION

The sample in this study revealed 100 respondents who have the characteristics; women aged 17 to 40 years who live in Bekasi City, have seen Instagram Ads @citranabilla_beauty, followers or non-followers of the account, and customers or those who have never used the services of MUA @citranabilla_beauty. Of the 100 respondents who filled out the questionnaire, the age of respondents was primarily women aged 31-40 years by 80%, 21-30 years by 14%, and 15-20 years by 6 %. And from the work status of the research respondents, more than the employees were as much as 60%. And the least are women with working status of doctors and civil servants, each of which is only 1%. Respondents who saw the MUA @citranabilla_beauty service through Instagram Ads ad mostly came from followers of @citranabilla_beauty and experienced in using the MUA services as much as 28%.

The variables in this research consisted of three variables, namely X Variable (Dependent) Instagram Ads on the @citranabilla_beauty account, Y1 Variable Brand Awareness and Y2 Variable (Independent) Buying Interest. In the results of this research, the authors tested the questionnaire questions with validity and reliability tests through 26 questions. Questions 1-8 are the dimension of Variable X and questions 9-16 are questions of the dimension of Variable Y1, and questions 17-26 are Variable Y2 with the results of the validity and reliability test:

Validity test

A validity test seek the extent to which the test measures what it claims. In the Table 1 below are the results of the validity value of the Variable X Instagram Ads on the @citranabilla_beauty account. The R-value in questions one to eight is greater than the R Table value (0.195), which means that all questions on the X variable are valid. There are the results:

Table 1: Validity Test Results for Variable X

Variable X	R Count	R Table	Decision
Question 1	0.683	0.195	Valid
Question 2	0.713	0.195	Valid

Question 3	0.678	0.195	Valid
Question 4	0.758	0.195	Valid
Question 5	0.798	0.195	Valid
Question 6	0.677	0.195	Valid
Question 7	0.805	0.195	Valid
Question 8	0.794	0.195	Valid

The Table 2 below is representing the results of the validity on Variable Y1 Brand Awareness. The value of R on questions nine to sixteen is greater than the value of R Table (0.195), which means that all questions on the variable Y1 are valid. There are the results :

Table 2: Validity Test Results for Variable Y1

Variable Y1	R Count	R Table	Decision
Question 9	0.749	0.195	Valid
Question 10	0.750	0.195	Valid
Question 11	0.624	0.195	Valid
Question 12	0.696	0.195	Valid
Question 13	0.710	0.195	Valid
Question 14	0.722	0.195	Valid
Question 15	0.713	0.195	Valid
Question 16	0.761	0.195	Valid

The Table 3 below is showing the results of the validity value of the Variable Y2 Buying Interest. The value of R on questions nine to sixteen is greater than the value of R Table (0.195), which means that all questions on the variable Y2 are valid. There are the results :

Table 3: Validity Test Results for Variable Y2

Variabel Y2	R Hitung	R Tabel	Keputusan
Question 17	0,788	0,195	Valid
Question 18	0,771	0,195	Valid
Question 19	0,796	0,195	Valid
Question 20	0,904	0,195	Valid
Question 21	0,677	0,195	Valid
Question 22	0,610	0,195	Valid
Question 23	0,845	0,195	Valid
Question 24	0,821	0,195	Valid
Question 25	0,733	0,195	Valid
Question 26	0,495	0,195	Valid

According to Ruslan (2008: 189) as cited in (Alfaruq, 2021), validity testing is r arithmetic compared to r table (by looking at the significance level of the research, which is 5% or 0.05 and the number of respondents, after getting these results, then will get the value of r table). If r count > from r table, then the statement item is valid, and vice versa. If r count < from the r table, then the statement item is invalid. In Table 1, it can be seen that T Calculate Variable X with a range of 0.677 – 0.805, which

means it is greater than R Table 0.195, so it can be decided that the eight questions Variable X is valid. Variable Y1 produces R Count with a range of 0.624 – 0.721, which means it is greater than R Table 0.195, so it can be decided that the eight questions Variable Y1 is valid. In table 3, Variable Y2 produces R Count with a range of 0.495 – 0, 904, which means it is greater than R Table 0.195, so it can be decided that the ten questions Variable Y2 are valid. So it can be concluded that 26 questions are valid.

Reliability Test

The reliability test seek the extent to which the test is consistent and stable in measuring what it wants to measure. In table 4 below are the results of the reliability test of eight variable X Instagram Ads on the @citranabilla_beauty account and the results:

Table 4: Reliability Test Results for Variable X

Reliability Statistics	
Cronbach's Alpha	N of Items
.881	8

The Table 5 below is representing the results of the reliability test of eight questions on the Y1 Brand Awareness variable and the results:

Table 5: Reliability Test Results for Variable Y1

Reliability Statistics	
Cronbach's Alpha	N of Items
.855	8

The Table 6 below is the results of the ten questions of the reliability test for the Y2 Buying Interest variable and the results:

Table 6: Reliability Test Results for Variable Y2

Reliability Statistics	
Cronbach's Alpha	N of Items
.897	10

The reliability test used in this research is the Cronbach Alpha formula, which, if $r_{\alpha} > r_{\text{table}}$, it can be said to be reliable; otherwise, if $r_{\alpha} < r_{\text{table}}$, it can be said to be unreliable. According to Wiratna Sujeweni (2014) the questionnaire is reliable; if the calculation results show the number 0.6 (R Table), it can be concluded that the instrument in question is declared reliable.

However, Table 4 shows that Cronbach's Alpha or R Alpha of Variable X is 0.881, which is greater than the R Table of 0.6, so it is decided that the Instrument Variable X is reliable. In Table 5, it can be seen that Cronbach's Alpha or R Alpha Variable Y1 is 0.855, which is greater than the R table, which is 0.6, so it is decided that the Instrument Variable Y1 is reliable. Table 6 shows that Cronbach's Alpha or R Alpha of Variable Y2 is 0.897, which is greater than R Table, which is 0.6, so it was decided that the Instrument Variable Y2 was reliable. So it can be concluded that all research

variables are reliable.

Pearson Correlation Test

The correlation test aims to determine the level of closeness of the relationship between variables expressed by the correlation coefficient (r) (Statistic Solution, 2022). In the Table 7 below are the results of the Pearson Correlation Test to see the correlation between Variable X Instagram Ads @citranabilla_beauty account with Variable Y1 Brand Awareness and Variable Y2 Buying Interest with the following results:

Table 7: Pearson Correlation Test Results Variable X and Variable Y1 & Y2

		Correlation		
		X	Y2	Y1
X	Pearson Correlation	1	.820''	.785''
	Sig. (2-tailed)		.000	.000
	N	100	100	100
Y2	Pearson Correlation	.785''		.846''
	Sig. (2-tailed)	.000	.000	.000
	N	100	100	100
Y1	Pearson Correlation	.785''		1
	Sig. (2-tailed)	.000	.000	
	N	100	100	100

The Pearson Correlation Test states that it is correlated if the significance value is less than 0.05. And if the significance value is more than 0.05, it is not correlated. Table 7 shows that the significance value of Y1 is $0.000 < 0.05$, which means that Variable X and Variable Y1 have a relationship or correlation. To see how close the relationship between Variable X and Variable Y1 can be seen through the Pearson Correlation Y1 value of 0.785 or the percentage of 78.5%.

According to the guidelines, the Pearson Correlation Value is $0.61 - 0.80 =$ strong correlation. Due to that, it can be concluded that the correlation between Variable X and Variable Y1 is stated to be strongly and positively correlated with a magnitude of 78.5%. Table 7 shows that the significance value of Y2 is $0.000 < 0.05$, which means that Variable X and Variable Y2 have a relationship or correlation. To see how close the relationship between Variable X and Variable Y2 can be seen through the Pearson Correlation Y2 value is 0.820, or the percentage becomes 82%. According to the guidelines Pearson Correlation value of $0.81 - 1.00 =$ perfect correlation. So it can be concluded that the correlation between Variable X and Variable Y2 is stated to be perfectly correlated.

Simple Regression Test

Simple regression analysis is a test method used to measure the relationship between the independent variable and the dependent variable based on observations that have been made in the past. (TechFunnel Contributors, 2020). Here are the results of the Simple Regression Test:

Table 8: Variable Y1 . ANOVA Regression

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	801.058	1	801.058	157.013	
	Residual	499,982	98	5.102		
	Total	1301.040	99			

The Simple Regression test states that if the significance value is less than 0.05, therefore the X variable affects the Y variable. If the significance value is more than 0.05, thus the X variable does not affect the Y variable. Table 8 shows that the calculated F value of Y1 is 157.013 with a significance level of 0.000 <0.05, which means that the regression model can be used to predict variable X or, in other words, there is an effect of variable X on variable Y1.

Table 9: Variable Y2 . ANOVA Regression

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	875,315	1	875,315	201.494	
	Residual	425,725	98	4.344		
	Total	1301.040	99			

Table 9 shows that the calculated F value of Y2 is 201.494 with a significance level of 0.000 <0.05, which means that the regression model can be used to predict variable X or in other words there is an effect of variable X on variable Y2.

Table 10: Summary Model Test Results of Variable X Against Variable Y1

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.785	.616	.612	2.25873

Simple linear regression test can refer to two things: Comparing the significance value with a probability value of 0.05. And if the significance value is less than 0.05, the X variable affects the Y variable. If the significance value is more than 0.05, the X variable does not affect the Y variable. To see how big the correlation value is between Variable X and Y1, we can see in table 10, the value of the correlation or relationship (R) is 0.785 from the output obtained a coefficient of determination (R Square) of 0.616, which implies that the effect of Variable X on Variable Y1 is 61.6%.

Table 11: Summary Model Test Results for Variable X Against Variable Y2

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.820	.673	0.669	2.08426

In order to see the correlation value between Variable X and Y2, we can see the result in Table 11. The value of correlation or relationship (R) is 0.820. From the output, the coefficient of determination (R Square) is 0.673, implying that Variable X's influence on Variables Y2 is 67.3%.

The correlation can be seen to see how effective Instagram Ads on @citranabilla_beauty account in building Brand Awareness. So, the hypothesis is H0 is that there is no strong correlation between Instagram ads on the @citranabilla_beauty account in building Brand Awareness for MUA service. And hypothesis H1, There is a strong correlation between Instagram Ads on @citranabilla_beauty account and building Brand Awareness for MUA services. To prove it, the author used the Pearson Correlation test to see the correlation's significance.

Table 4 shows that the significance value of Brand Awareness is $0.000 < 0.05$, which means that Instagram Ads and Brand Awareness have a relationship or correlation. To see the extent of the close relationship between Instagram Ads and Brand Awareness, it can be seen in table 7. The Pearson Correlation Brand Awareness value is 0.785 or the percentage is 78.5%. According to the guidelines Pearson Correlation Value 0.61 – 0.80 is a strong correlation. In this case, it can be proven that H0 is rejected and H1 is accepted. Therefore, it can be concluded that there is a strong correlation between of Instagram Ads on @citranabilla_beauty account in building Brand Awareness for MUA services

Table 10 shows that the calculated F value of Brand Awareness is 157.013 with a significance level of $0.000 < 0.05$, which means that the regression model can be used to predict the Effectiveness of Using Instagram Ads on @citranabilla_beauty account. To see how much percentage effectiveness to use of Instagram Ads @citranabilla_beauty account in building Brand Awareness, it can be seen from the results (R Square) value is 0.616 and the percentage is 61.6%. In this case, it can be proven that H0 is rejected and H1 is accepted. So it can be concluded that there is a significant effectiveness of 61.6% between Instagram Ads on the @citranabilla_beauty account and Building Brand Awareness for MUA Service.

The theoretical study shows the strong and significant influence between Instagram Ads and Brand Awareness from the Brand Awareness Dimension. According to Kotler & Keller (Keller, 2009), Brand Awareness is the ability to identify, recognize or remember a brand in a category, with sufficient detail to purchase to identify it. There are four stages to building Brand Awareness: Unaware of Brand, Brand recognition, Brand Recall, and Top Of Mind (Alfaruq, 2021). In the results of respondents' answers, most of the dimensions of Brand Recall are 134 responses. Brand recall is the stage where consumers can remember the brand without being given a stimulus. Therefore, from here, it can be concluded that the respondent @citranabilla_beauty is in the Brand Recall stage, which means that the respondent remembers the @citranabilla_beauty brand, which is a Makeup Artist service, without being given a stimulus. However, when referring to the Brand Awareness stage theory, the @citranabilla_beauty brand has not yet reached the final stage, which namely top of mind. It is with the argument that at this top of mind stage, consumers remember the brand as the first thing that comes to mind when discussing a particular product category.

In a way to see the effectiveness of Instagram Ads on the @citranabilla_beauty account in building Buying Interest can be seen from the correlation between each other. Thus, as for hypothesis H0, there is no strong correlation between the use of Instagram ads on the @citranabilla_beauty account in building Buying Interest for MUA services. As for the H1, there is a strong correlation between Instagram Ads on the @citranabilla_beauty account in building Buying Interest for MUA Services. In order to prove it, this research used the Pearson Correlation test. Therefore, the results listed in Table 4 show that the significance value of Buying Interest is $0.00 < 0.05$, meaning that Instagram Ads with Buying Interest have a relationship or correlation. The extent of the close relationship between Instagram Ads and Buying Interest can be seen through the Pearson Correlation value of Buying Interest is 0.820, or the percentage is 82%. According to the guidelines, the Pearson Correlation value of 0.81 to 1.00 is a perfect correlation. In this case, it can be proven that H0 is rejected and H1 is accepted. So it can be concluded that there is a strong and perfect correlation between Instagram Ads on @citranabilla_beauty account in building Buying Interest for MUA services.

In Table 9, we can see that the calculated F value of Buying Interest is 201,494 with a significance level of $0.00 < 0.05$. This means that the regression model can be used to predict the use of Instagram Ads or, in other words, there is an influence of Instagram Ads on @citranabilla_beauty account in Building Buying Interest for MUA Services..

In order to see the percentage of the effectiveness value between Instagram Ads and Buying Interest, we can see in Table 11. The value (R Square) of Buying Interest is 0.673, implying that the effectiveness of Instagram Ads on Buying Interest is 67.3%. In this case, it can be proven that H0 is rejected and H1 is accepted. It is concluded that there is a significant correlation of 67.3% between Instagram Ads on @citranabilla_beauty account and building buying Interest for MUA services.

Referring to the theoretical research, the magnitude of 67.3% significant effectiveness between Instagram Ads account on @citranabilla_beauty account in building Buying Interest can be seen from the research results on respondents' responses. In the Buying Interest dimension, the AISAS model is namely, Attention, Interest, Search, Action, and Share dimensions as the operational definition of the concept in the questionnaire. Based on the question of Buying Interest dimension, it is seen that the number of respondents' answers is the most positive and dominated by the Attention dimension, with the number of Agree answers as many as 124 responses. At the attention stage, a brand promotion or company attracts a consumer by promoting on social media or creating interesting content to attract consumers to be interested in the products promoted by the company. According to the Attention indicator, respondents pay attention to messages or product advertisements offered through Instagram stories and feeds advertised through Instagram Ads. Therefore, it is concluded that respondents of @citranabilla_beauty are in the Attention stage, which means the respondents pay attention to the messages or product advertisements offered through Instagram stories and feeds advertised by the @citranabilla_beauty Instagram account.

However, when referring to the stages of the AISAS model, the respondents of

the @citrabilla_beauty has not yet reached the top model stage, namely the share stage, whereby occurs when consumers feel interested, they will further tell people about it whereby the word of mouth is created. According to the share dimension indicator, it can be said that respondents have not yet found out more about the @citrabilla_beauty services offered through social media and the internet. So that in the future, it can be a suggestion and input for the service owner of MUA @citrabilla_beauty to develop a service promotion strategy, especially in the content section, to reach the Share stage.

In this new finding, the authors look at the study's results that the magnitude of the effectiveness of Brand Awareness and Buying Interest turns out to have a different magnitude of effectiveness. It turns out that Instagram Ads are more effectively used to build Buying Interest compared to the formation of Brand Awareness. This can be seen from the magnitude of the effectiveness of the formation of buying Interest of 67.3% with a Pearson Correlation of Buying Interest value of 0.820, which means it perfectly correlated. Compared to the effectiveness of establishing Brand Awareness, which is only 61.6% with a Pearson Correlation value of 0.785, it is just strong correlated but not perfect.

CONCLUSION

As the results of the research and hypothesis testing that have been done, it is concluded that the hypothesis H0 is rejected, and H1 is accepted, so that means, There is Significant Effectiveness Between Instagram Ads @citrabilla_beauty Account in Building Brand Awareness for MUA Services by 61.6%. And There is Significant Effectiveness Between Instagram Ads @citrabilla_beauty Account in Building Buying Interest for MUA Services by 67.3%.

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