



Integrating Targeting, Branding, And Advertising Through Instagram: A Case Study of Marketing Strategy at Rumah Cantik Cila

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ABSTRACT: This study examines Instagram as a central platform in the marketing strategy of DRW Skincare at Rumah Cantik Cila. In the digital era, social media has evolved beyond communication functions to become an integrated marketing instrument encompassing targeting, branding, advertising, and social media management. Employing a qualitative descriptive case study approach, this research investigates how Instagram's features and account management practices are utilized to enhance brand awareness, expand market reach, and maintain customer engagement. Data were collected through interviews, observation, and documentation involving the business owner and a social media specialist. The findings indicate that Instagram plays a pivotal role in supporting marketing performance through professional account management and the strategic use of features such as feeds, stories, reels, live streaming, and paid advertising. These tools enable Rumah Cantik Cila to access both local and international audiences while fostering interactive relationships with customers. The study also reveals that Instagram functions as a central hub integrating social media management, diverse promotional features, and wide market reach, which collectively support the implementation of targeting, branding, and advertising strategies in a cohesive framework. Overall, Instagram contributes not only to increased sales but also to sustained brand loyalty through consistent and strategic engagement. This study highlights Instagram's significance as an effective digital marketing platform for small businesses in the beauty industry, offering practical insights for enterprises seeking to optimize social media-based marketing strategies.

KEYWORDS: Digital Branding, Instagram, Marketing Communication Strategy, Social Media Advertising, Skincare Industry, Small Business, Case Study

INTRODUCTION

The role of social media in marketing strategies is increasingly becoming a major focus for many businesses (Herdiyani et al 2022). Social media, which was initially only used as a means of communication and social interaction, has now transformed into one of the most effective and efficient marketing tools (Alamsyah, 2023). One social media platform that stands out in this regard is Instagram. With its engaging visual features and ease of use, Instagram has become a very popular platform among the general public (Saputra 2023). The number of active Instagram users continues to increase every year, making this platform a potential tool for marketers to reach a wider and more diverse audience (Firdaus & Putra 2023). According to Ipsos (2018), Instagram has become a crucial platform for business activities. Through Instagram, Small and Medium Enterprises (SMEs) can more easily attract attention, interact with, and sell products to consumers than ever before. Data shows that 82% of businesses in Indonesia receive direct messages from customers every day. More than two-thirds of businesses (68%) strongly agree that Instagram helps them find new customers. Furthermore, 87% of them agree that their sales have increased thanks to Instagram (Ipsos 2018). The Instagram Stories feature also received positive feedback, with just under two-thirds (65%) of businesses strongly agreeing that it allows them to showcase their products or services from a new perspective. Sixty-three percent strongly agreed that they were able to build better relationships with customers through the communication features available on Instagram. Furthermore, 65% of businesses agreed that Instagram helps them develop new products based on customer feedback (Ipsos 2018).

Furthermore, through Instagram, companies can build brand image, increase consumer awareness, and encourage deeper interaction and engagement with customers (Watajdid 2021). According to a report by We Are Social, the number of Instagram users in Indonesia reached approximately 104.8 million as of October 2023. This figure places Indonesia as the country with the fourth-largest number of Instagram users in the world (Annur 2023). In today's digital era, the role of social media, especially Instagram, has become crucial as a marketing medium for various businesses, including the DRW Skincare beauty industry. Rumah Cantik



Cila, as the official distributor of DRW Skincare, faces the challenge of increasing brand visibility and reaching a wider audience. With Instagram's popularity as one of the most sought-after platforms, an effective marketing strategy on this platform is key to increasing sales and brand awareness. Utilizing Instagram as a primary tool in DRW Skincare's marketing campaign allows Rumah Cantik Cila to expand their market reach and develop an actively engaged community. Based on the background description, this study aims to explore how the use of Instagram can support DRW Skincare's marketing strategy at Rumah Cantik Cila.

Table 1. Countries with Instagram users

No.	Data Name	Value
1	India	358.550.000
2	Amerika Serikat	158.450.000
3	Brasil	122.900.000
4	Indonesia	104.800.000
5	Turki	56.700.000
6	Jepang	54.950.000
7	Meksiko	45.800.000
8	Jerman	31.550.000
9	Inggris	31.300.000
10	Italia	28.900.000

LITERATURE REVIEW

Communication is a vital tool in building and developing a business, and a key component for companies to survive in the industry and win the competition to achieve their goals. All promotional elements, known as the marketing mix, are at the core of marketing communications, where interactions occur between the organization and its target audience. In today's digital era, business competition is increasingly fierce and dynamic. To survive and compete with competitors, companies need an appropriate and effective marketing strategy. This strategy must include a deep understanding of consumer behavior, the use of digital technology, and the ability to adapt to changing trends and market needs. The importance of communication in marketing extends beyond conveying information about products or services, but also to building strong and sustainable relationships with customers. This includes the use of various relevant and effective communication channels, such as social media, email marketing, and other digital content.

Marketing strategies are often used by companies to effectively reach the market through various communication methods to convey information about products and services. This strategy is a combination of communication planning and management to achieve established long-term goals. According to (Satriawan & Sari 2022). Marketing strategy involves developing messages designed to provide customers with information about a service or product (Satriawan & Sari 2022). Several studies on marketing strategies via Instagram have been conducted in previous studies, including: Aprilya (2017), with research results showing that the application of the 4P marketing mix in product marketing can effectively provide information and maintain relationships with customers (Aprilya 2017). Research, Sari & Lani (2022), marketing communication strategies on Instagram are carried out through advertising, sales promotions and responses to consumer complaints (Sari & Lani 2022).

Research, Made Resta Handika, Gede Sri Darma (2018) by using social media marketing, especially Instagram, can reduce costs in marketing costs and by utilizing influencers, it has a positive impact and can make visitors come back (Gede Sri Darma 2018). Penelitian, Kusuma & Sugandi (2018), Utilization of Instagram as a digital marketing communication media is carried out by utilizing photo and video features, comments, captions, location, hashtags, tagging and Instagram ads for social media maintenance, as well as followers and likes for social media endorsements (Kusuma & Sugandi 2018). Research by Mubarokah et al (2022) shows that the implementation of an integrated marketing communication strategy by utilizing Instagram social media is carried out through five elements, namely; advertising, direct marketing, promotion, interactive marketing, and Public Relations (Mubarokah et al 2022).

Marketing communication strategies play a crucial role in helping companies achieve their marketing objectives. By identifying the right market segments, creating compelling messages, selecting appropriate media, and adopting innovative approaches, companies



can build a strong brand image and strengthen relationships with consumers. According to Oliver (2007), strategy is a means to achieve results related to an organization's goals and objectives. Therefore, strategy is the method or process an organization uses to achieve its mission (Oliver 2007). Thus, marketing communications is a way to influence customer perceptions of the products or services being sold. Marketing is a series of promotional processes carried out by organizations to communicate with customers and manage good relationships, thereby providing benefits to the organization and stakeholders (Sukoco, 2018).

Research Gap

Previous research has highlighted the importance of communication in building and developing businesses and the vital role of marketing strategy in the digital era. Some key findings from previous research are:

- 1) 4P Marketing Mix: Aprilya (2017) demonstrated that implementing the 4P marketing mix (Product, Price, Place, Promotion) is effective in providing information and maintaining relationships with customers.
- 2) Marketing Communication Strategy on Instagram: Sari & Lani (2022) found that marketing communication strategies through Instagram involve advertising, sales promotions, and responding to consumer complaints.
- 3) Cost Efficiency and Influencer Utilization: Made Resta Handika and Gede Sri Darma (2018) demonstrated that the use of social media marketing, particularly Instagram, can reduce marketing costs and leverage influencers to positively impact repeat visits.
- 4) Instagram Features for Marketing Communication: Kusuma & Sugandi (2018) demonstrated that Instagram is used as a digital marketing communication medium through features such as photos, videos, comments, captions, location, hashtags, tagging, and Instagram ads.
- 5) Integrated Marketing Communication Strategy: Mubarakah et al (2022) showed that the integrated marketing communication strategy through Instagram is carried out through five elements: advertising, direct marketing, promotion, interactive marketing, and Public Relations.

While these studies provide valuable insights into various aspects of social media marketing strategies, several gaps remain unanswered and require further explanation in the context of DRW Skincare's marketing strategy at Rumah Cantik Cila through Instagram:

- 1) Broad Skincare Product Specification: No research has specifically examined marketing strategies for skincare products that have a very broad market segment, ranging from 2-year-old babies to 70-year-old adults, as implemented by DRW Skincare at Rumah Cantik Cila.
- 2) Use of Instagram for International Market Expansion: While several studies have mentioned the use of Instagram for promotions, none have thoroughly examined how this platform can be used to reach international markets, as attempted by Rumah Cantik Cila.
- 3) Comprehensive Implementation of Targeting, Branding, and Advertising: While previous research has addressed each element of the marketing mix and marketing communications strategy separately, none has examined the implementation of a strategy that encompasses all key stages: targeting, branding, and advertising, in one holistic case study.

METHODOLOGY

Research Design

This research adopts a qualitative descriptive method with a case study approach to explore the marketing communication strategy of DRW Skincare at Rumah Cantik Cila through Instagram. Qualitative inquiry was selected to capture participants' lived experiences, meanings, and strategic practices within their natural setting. As Creswell (2017) argues, qualitative research develops through open-ended questioning and iterative interpretation, enabling researchers to identify patterns embedded in social phenomena. The descriptive case study design allows for an in-depth examination of a specific organizational context, emphasizing how digital marketing strategies are constructed and implemented in real-world practice. The unit of analysis in this study is the marketing communication strategy implemented through Instagram, particularly focusing on the integration of targeting, branding, advertising, and social media management. Informants were selected using purposive sampling, based on their direct involvement in marketing activities. The participants consisted of the owner of Rumah Cantik Cila and a social media specialist, both of whom play central roles in planning, executing, and evaluating Instagram-based marketing initiatives.



Data collection was conducted through three primary techniques: observation, in-depth semi-structured interviews, and documentation. Observation involved monitoring Instagram content, including feeds, stories, reels, live sessions, and advertisements, to identify patterns of message delivery, audience engagement, and promotional strategies. Semi-structured interviews were carried out to obtain detailed insights regarding strategic decision-making, operational challenges, and perceived outcomes of Instagram marketing. Documentation included screenshots of posts, promotional materials, and engagement metrics, which served as visual and textual evidence supporting the analysis. The collected data were analyzed using NVivo 12 Plus software to facilitate systematic coding and theme development. The analytical process followed three stages: data reduction, data display, and conclusion drawing. Initially, raw data were organized and coded to identify recurring concepts related to targeting, branding, advertising, and platform management. Subsequently, thematic categories were developed to reveal relationships among these elements. Finally, interpretations were drawn by connecting empirical findings with relevant theoretical perspectives on digital marketing and marketing communication strategies.

To ensure trustworthiness, this study applied several validation techniques, including triangulation of data sources (interviews, observation, and documentation), member checking with informants, and reflective memo writing during analysis. Triangulation strengthened the credibility of findings by cross-verifying information from multiple sources, while member checking ensured that interpretations accurately represented participants' perspectives. Through this methodological framework, the study provides a comprehensive understanding of how Instagram functions as a central marketing platform for DRW Skincare at Rumah Cantik Cila. The approach enables the identification of practical strategies and conceptual insights that may inform similar small businesses seeking to optimize social media-based marketing communication.

Analytical Framework

This study employs a thematic analytical framework to examine how Instagram functions as a central platform in the marketing communication strategy of DRW Skincare at Rumah Cantik Cila. The framework is designed to capture the interrelationships among four core components: targeting, branding, advertising, and social media management. These components are treated as interconnected dimensions that collectively shape digital marketing performance. Data analysis began with open coding using NVivo 12 Plus, where interview transcripts, observational notes, and documentation materials were segmented into meaningful units. Initial codes were generated inductively based on recurring patterns in participants' narratives and observed marketing practices. These codes were then grouped into higher-order categories aligned with the four analytical dimensions. Targeting refers to the identification and segmentation of audiences based on age, gender, skincare needs, and geographic reach. Branding encompasses efforts to construct brand identity, credibility, and emotional connection through visual content and messaging. Advertising includes both organic promotional activities and paid Instagram advertisements aimed at increasing visibility and conversion. Social media management involves content planning, posting schedules, audience interaction, and performance monitoring.

Following coding, axial analysis was conducted to explore relationships among categories, allowing the researcher to identify how these dimensions operate synergistically rather than independently. This process revealed Instagram's role as a mediating hub that integrates strategic planning with platform features such as feeds, stories, reels, live streaming, and analytics tools. Selective coding was subsequently applied to refine key themes and develop a coherent narrative explaining how Instagram supports market expansion, customer engagement, and brand loyalty. Interpretation was guided by constant comparison across data sources to ensure analytical consistency. Visual models were also developed to represent the integration of marketing components and actor roles, as illustrated in Figures 1 and 2. These models support conceptual understanding by mapping interactions between strategic elements and key stakeholders, namely the business owner and social media specialist. Through this analytical framework, the study moves beyond descriptive reporting to offer an integrated explanation of Instagram-based marketing communication. The framework enables a holistic assessment of how digital tools, managerial practices, and strategic objectives converge, providing both empirical insight and practical implications for small businesses operating in the beauty industry.

RESULTS

Technology has revolutionized the way companies interact with customers and conduct their business. By adopting digital technology, companies can access richer customer data, automate marketing processes, and more accurately measure campaign effectiveness. Social media platforms, search engines, and analytics tools are some examples of technologies used to achieve more

effective marketing goals. Technology enables companies to collect and analyze customer data in greater depth. This information can be used to identify trends, understand customer preferences, and develop more targeted marketing strategies.

In the competitive business world of the digital era, companies must be able to implement new technology-based marketing strategies to retain customers. Adopting new technologies can transform the organizational environment and enhance the company's ability to run its business. Marketing itself is a series of processes aimed at providing information and value to customers and managing relationships for the benefit of the organization. Rumah Cantik Cila, in its efforts to market DRW Skincare products, implemented a marketing strategy consisting of several main stages: targeting, branding, and advertising. Targeting involves determining market segments for DRW Skincare products, taking into account consumer needs and preferences. According to the owner of Rumah Cantik Cila, these skincare products are designed not only to meet the skincare needs of adult men and women but are also safe for use on babies as young as 2 years old. A deep understanding of consumer preferences helps Rumah Cantik Cila develop effective targeting strategies. They can identify market segments based on demographic characteristics such as age and gender.

“DRW products can be used for ages from babies (2 years old) to 70 years old. For babies and all ages, we have snail cream that can help moisturize dry skin areas, such as those caused by diaper rash or other irritations. For ages 13 to 70, we offer a variety of skincare products tailored to each individual's skin condition. We also offer skincare for men” (Owner Interview).

By selecting the appropriate target market, Rumah Cantik Cila can direct their marketing efforts more effectively. They can adapt their marketing messages and promotional strategies to attract and meet the specific needs of each market segment they target. According to the social media specialist at Rumah Cantik Cila, DRW Skincare has the potential to reach target markets located far away, even across countries.

“The DRW Skincare we market can be seen even from remote locations, such as different cities, islands, or even different countries. So, our opportunity to reach potential customers is broader and more comprehensive. And this clearly helps me, Ka Cilla, and the work team, and I, and our hopes, to achieve our sales targets” (Interview with social media specialist).

In addition to targeting, Rumah Cantik Cila's marketing strategy also encompasses branding and advertising. According to the owner of Rumah Cantik Cila, as many as 70% of customers purchase DRW Skincare products because they learned about them through advertisements on their Instagram account. This underscores the importance of both strategies in building brand awareness and driving sales. Marketing strategies through social media, especially Instagram, play a crucial role in facilitating DRW Skincare's global market expansion.

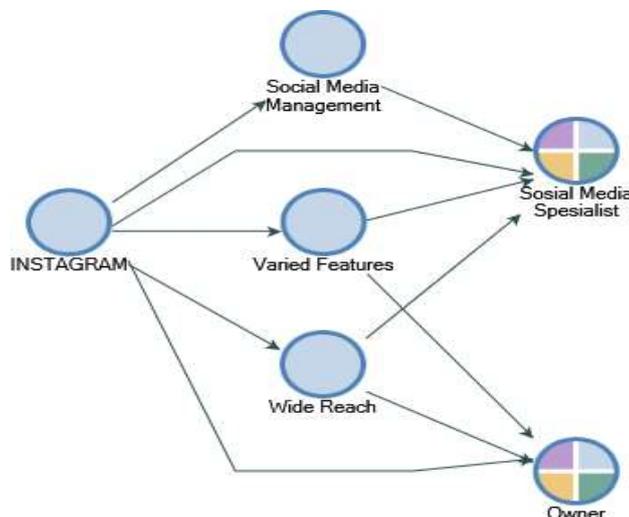


Figure 1. The Role of Instagram in DRW Skincare Marketing

Figure 1 illustrates the central role of Instagram in the marketing strategy of DRW Skincare at Rumah Cantik Cila, where the platform functions as the main hub connecting three key aspects: social media management, which involves professional account handling through content planning, post scheduling, customer interaction, and the use of analytics; varied features, which highlights the utilization of diverse tools such as feeds, stories, reels, live streaming, and paid advertisements to support creative and interactive promotions; and wide reach, which emphasizes Instagram’s ability to connect with a broad audience both locally and internationally. These three aspects directly contribute to two main actors, namely the social media specialist, who manages communication strategies and content, and the owner, who monitors effectiveness and ensures alignment with sales targets. Thus, the figure underlines Instagram’s function as a central platform that integrates management, features, and market reach to support marketing success. According to the owner and social media specialist at Rumah Cantik Cila, Instagram plays a significant role in marketing DRW Skincare products. This platform not only offers a variety of features that can be utilized for marketing DRW Skincare products, but also has the ability to reach a broad market. This makes Instagram a highly effective tool in DRW Skincare's marketing strategy. Furthermore, according to the social media specialist, well-managed Instagram accounts can retain customers and build strong loyalty.

”I think Instagram is really helpful because it has many features that can help small businesses like ours grow, as long as they're willing to learn more. They also have comprehensive features, from business account settings to Instagram stories where we can insert purchase links or location information. They also have a feed where we can upload a complete range of products and educational resources. They even provide paid advertising to further expand awareness of the products and services we offer, one of which is DRW Skincare” (Interview with a social media specialist).

Instagram's role in marketing DRW Skincare at Rumah Cantik Cila is crucial. With various features that support marketing and the ability to reach a broad market, Instagram is a highly effective tool for building a brand, increasing sales, and retaining customers. Through strategic and interactive account management, Rumah Cantik Cila is able to build strong relationships with customers and ensure the long-term success of DRW Skincare products.

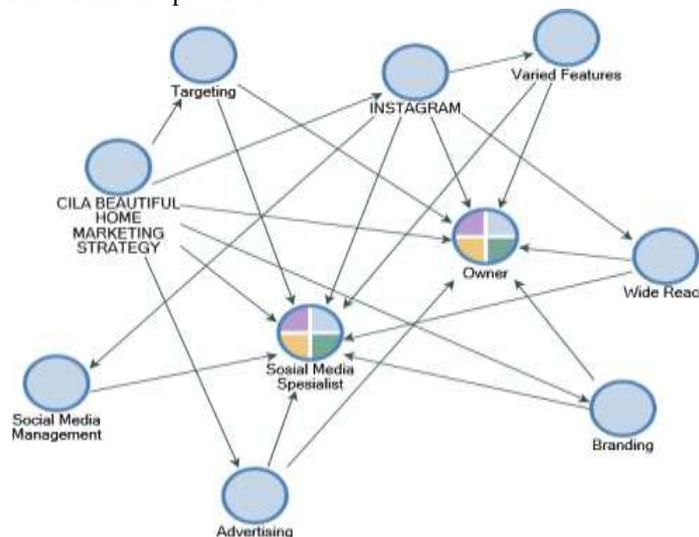


Figure 2. Cila Beautiful House Marketing Strategy

Figure 2 illustrates the comprehensive marketing strategy of Rumah Cantik Cila in promoting DRW Skincare through Instagram. At the core of this model lies the Cila Beautiful Home Marketing Strategy, which connects multiple strategic elements such as targeting, social media management, advertising, branding, and wide reach. All of these components are integrated through Instagram as the main platform. The diagram shows that targeting serves to define the appropriate market segments, ensuring that DRW Skincare products are directed to audiences based on age, gender, and skincare needs. Social media management represents the systematic handling of the Instagram account, from planning and posting content to analyzing engagement data. Advertising



highlights the role of Instagram Ads and promotional campaigns in boosting visibility, while branding emphasizes the construction of a strong and trustworthy identity for DRW Skincare. Meanwhile, wide reach underlines Instagram's ability to expand the customer base beyond local boundaries, reaching consumers across regions and even internationally.

Two key actors, the Social Media Specialist and the Owner, play central roles in this ecosystem. The specialist is responsible for implementing creative strategies, managing content, and maintaining interaction with followers, while the owner oversees the overall process, ensuring that every marketing activity aligns with business goals and sales targets. The interaction between these actors and strategic elements reflects a collaborative process where Instagram serves not just as a promotional tool, but as a dynamic medium that unites management, communication, and expansion. In summary, this figure demonstrates that the success of Rumah Cantik Cila's marketing strategy for DRW Skincare lies in its holistic approach, where Instagram connects various aspects of marketing into a cohesive system that sustains customer engagement, strengthens brand identity, and drives business growth. Overall, Rumah Cantik Cila's marketing communications strategy relies heavily on Instagram. This platform not only allows them to reach a broad target market, including consumers outside the island and even abroad, but also offers a variety of features that can be tailored to marketing needs. By utilizing a combination of targeting, branding, and advertising strategies, Rumah Cantik Cila has successfully implemented a comprehensive approach to marketing DRW Skincare products.

DISCUSSION

This study demonstrates that Instagram functions not merely as a promotional channel but as an integrated marketing ecosystem that connects targeting, branding, advertising, and social media management in a cohesive strategy. The findings indicate that Rumah Cantik Cila strategically positions Instagram as the central hub of its marketing communication, enabling the business to reach diverse consumer segments while maintaining consistent brand engagement. From a targeting perspective, the results show that Instagram facilitates precise audience segmentation based on age, skincare needs, and geographic reach. The ability to distribute content across feeds, stories, reels, and paid advertisements allows Rumah Cantik Cila to address multiple consumer groups simultaneously, ranging from young users to mature customers. This supports prior research suggesting that social media platforms enable businesses to tailor marketing messages according to demographic and behavioral characteristics, thereby increasing relevance and engagement. In this case, targeting is not treated as a separate activity but is embedded within daily content practices and interaction patterns.

Branding emerges as a continuous and interactive process rather than a one-time campaign. Visual consistency, educational content, testimonials, and direct engagement with followers contribute to building trust and emotional connection with customers. The study reveals that branding is reinforced through frequent updates and two-way communication, which aligns with contemporary perspectives on digital branding that emphasize participation and co-creation between businesses and consumers. Instagram's visual affordances play a crucial role in shaping brand identity, allowing Rumah Cantik Cila to present DRW Skincare as both professional and approachable. Advertising, particularly through Instagram Ads, significantly enhances visibility and sales performance. Informants reported that a substantial proportion of purchases originate from Instagram-based promotions, indicating that paid advertising effectively complements organic content. Rather than replacing traditional marketing elements, Instagram advertising integrates seamlessly with branding and targeting efforts, forming a unified promotional strategy.

This finding supports the notion that digital advertising is most effective when aligned with broader communication objectives rather than implemented in isolation. Social media management appears as a key operational backbone of the overall strategy. Professional account handling, including content planning, scheduling, customer response, and performance monitoring, enables Rumah Cantik Cila to maintain consistency and responsiveness. The collaboration between the business owner and the social media specialist illustrates how managerial oversight and creative execution interact to sustain marketing effectiveness. This highlights the importance of organizational roles in translating digital tools into tangible outcomes.

Importantly, the study shows that these four dimensions operate synergistically. Instagram acts as a mediating platform that integrates strategic intent with technological features, allowing Rumah Cantik Cila to expand beyond local markets and access national and international audiences. This integrated approach contributes not only to increased sales but also to long-term customer loyalty through continuous engagement. Overall, the findings suggest that Instagram-based marketing communication is most effective when implemented holistically. By combining targeting, branding, advertising, and systematic management within a single platform, small businesses such as Rumah Cantik Cila can build sustainable digital presence and competitive advantage. This

discussion underscores Instagram's role as a strategic marketing infrastructure rather than merely a social media application, offering practical implications for similar enterprises in the beauty industry seeking to optimize their digital marketing efforts.

CONCLUSION

The results and discussion presented above illustrate how Instagram operates as an integrated marketing platform that connects strategic planning with everyday digital practices at Rumah Cantik Cila. The findings highlight the interdependent roles of targeting, branding, advertising, and social media management in shaping customer engagement and market expansion for DRW Skincare. More importantly, the analysis reveals that Instagram is not merely used as a promotional medium, but functions as a central infrastructure that mediates communication between the business and its audiences. By synthesizing these empirical insights, the study moves toward a broader understanding of how digital platforms can support sustainable marketing performance in small businesses. These observations provide a foundation for drawing conclusions regarding Instagram's strategic significance and its implications for digital marketing communication in the beauty industry.

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