

Business Strategy for “Hey.Beauty!”

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ARTICLE INFO	ABSTRACT
Article History Received: July 2024 Revised: April 2025 Accepted: April 2025 Published: April 2025 Keywords: MSME, Digital Marketing Strategies, Problem Identification	The community research aim of this study is to analyze the digital marketing strategies implemented by the Hey.Beauty! SMEs with a focus on problemcy in content posting, and limitations in the promotional platforms used. Th identification, proposed solutions, and digital marketing implementation. The community service’s team method of study include case studies and analysis of the promotional activities carried out by the SMEs. The community research results indicate several issues such as low number of followers, inconsistene proposed solutions include creating highlights on Instagram, scheduling content, and diversifying promotional platforms. Although some solutions have been implemented, there are still challenges in managing the business individually. The future hope is that Hey.Beauty! SMEs can continue to be consistent in digital marketing activities to enhance online presence and competitiveness.

INTRODUCTION

In an era influenced by globalization, all layers of society are taking on the role of adaptation. Especially during the pandemic and post-pandemic period of Covid-19, people are racing to make decisions about what they choose, what they achieve, what they desire, and what failures should not be repeated [1]. Many individuals are also striving to learn how to face various situations. Furthermore, as the years go by, globalization increasingly affects our lives. This is what has led to the increasing digitalization activities. Many people possess skills, but this certainly has an impact on those who do not have the skills to adapt in the digital era [2].

However, circumstances force the entire society to adapt in the digital era and it is not impossible that the digital era facilitates various things, one of which is the economy [3]. People have created various businesses through digitalization to improve their economy during and after the pandemic [4]. The digital world helps them sell goods, offer services, promote products, make payments, and many more makes individuals engage in economic activities, including entrepreneurship [5]. They work hard to accumulate funds to establish their initial capital. These small businesses are known as Micro, Small, and Medium Enterprises (MSMEs)[6]. MSMEs have a net income of no more than Rp 200,000,000 [6].

Several micro, small, and medium enterprises (MSMEs) feel assisted by digitalization, but some of them have not been able to fully utilize it [7]. Many MSMEs still struggle to improve their digital activities, especially in terms of marketing and digital marketing is still vague for some people [8]. However, many business actors have already gained impact and benefits from digital marketing [9]. Digital marketing is a promotion and market outreach activity through digital media online by utilizing various platforms, such as social networks [10]. One common method of digital marketing used by business actors is through the use of social media platforms like Instagram, Facebook, Twitter, and various other platforms [11]. In addition, digital marketing can also be done through e-commerce and various other media [11].

From another definition, there are five advantages of digital marketing or internet marketing [12]. Firstly, many companies can carry out marketing regardless of their size. Secondly, print and broadcast media tend to have spatial limitations, whereas in digital marketing, the opposite is true. Thirdly, there is

speed in accessing information compared to offline means such as mail. Fourthly, there is ease in visiting websites anytime and anywhere. Lastly, anyone can do it or it can be done independently.

Therefore, we have chosen one of the SMEs, namely "Hey.Beauty!", to identify what information they need regarding digital marketing. Hey Beauty! is a nail art and eyelash extension salon situated in Radio Dalam, South Jakarta. Established in 2023, this salon is owned by Dian, who has a deep passion for nail art and eyelash extensions. Dian's dedication to these beauty services prompted them to undergo training and acquire the necessary certifications and expertise. With the decision to transform their hobby into a business, Dian took a bold step and opened Hey Beauty! salon at their residence. Now, they proudly offer professional nail and eyelash services, utilizing their newfound free time after leaving their previous job.



Figure 1. Hey Beauty Logo

In determining the problem identification for Hey Beauty!, our team conducted a thorough review of their social media presence. Upon reviewing their Instagram account, we discovered several key issues. One member of our group then reached out to the business owner via social media to arrange an interview. During this interview, we focused on understanding the challenges Hey Beauty! has faced since its establishment, particularly regarding the use of social media as a promotional tool. Several issues came to light:

1. Hey Beauty!'s Instagram account has more followers than accounts it follows. Consumers often consider the number of followers and following when choosing a salon, and the lack of relevant business follows could be detrimental to their credibility.
2. Despite posting regularly, Hey Beauty! struggles to garner significant likes on their posts. This could be due to a lack of creativity in content or other factors, as evidenced by the highest number of likes being only 6 on a post about eyelash extensions and nail art.
3. Hey Beauty! has not explored other digital marketing platforms apart from Instagram and TikTok. Utilizing additional platforms could help reach a wider audience.
4. The owner's personal contact number is provided for business inquiries, leading to potential mix-ups between personal and professional messages. This lack of separation could result in missed business opportunities.
5. Hey Beauty! lacks consistency in posting content, with significant gaps between posts. Consistent posting can improve engagement and audience participation.

After conducting various identifications, we will assist in providing solutions. This way, in the future, the SME "Hey.Beauty!" can benefit from the advice and insights from the implementation we provide. The content posted by Hey Beauty! lacks consistency in terms of posting time, which can impact engagement. To address this, maintaining consistency in creative editing of feeds can be beneficial, using attractive templates that showcase the results of eyelash and nail art work. Additionally, creating Instagram highlights for the price list and testimonials can provide potential customers with easy access to important information and testimonials from satisfied clients, boosting confidence in Hey Beauty!'s

services. Expanding promotions to other platforms beyond Instagram, such as WhatsApp Stories and TikTok, can increase Hey Beauty!'s visibility and attract new customers. Utilizing WhatsApp for sharing price lists and TikTok for promotional content can tap into different audiences and broaden Hey Beauty!'s reach.

Implementing a content schedule for regular posting and sharing content at optimal times can improve engagement. Referring to Instagram insights can help determine the best times to post for maximum visibility. Engaging captions with relevant hashtags can also enhance post visibility and attract more users to Hey Beauty!'s account. Separating personal and business phone numbers can improve customer communication. Using a dedicated business number and WhatsApp Business for inquiries can ensure that customer messages are not lost among personal messages, leading to more efficient and effective customer interactions. Furthermore, this report can not only be utilized as a means of developing the SME "Hey.Beauty!" but also for several other SMEs. This will certainly have an impact on other digital activities.

METHOD

This community research focuses on Hey.Beauty! SMEs, a small business engaged in nail art and eyelash extensions. This SME has fewer than 10 employees and has been operating for several years in the local market. Stakeholders involved in this service initiative include business owners, employees, and loyal consumers. Business owners have experience in the beauty industry and have tried various marketing strategies in the past. The research implementation method involves problem identification through internal and external data analysis, formulation of solutions based on findings, and implementation of recommended digital marketing strategies.

The scientific knowledge and technology introduced include digital marketing concepts, social media management, and online performance data analysis. The tools and equipment used in this community service activity include social media management software, statistical analysis, and online surveys. Data collection techniques involve interviews with business owners, observation of online activities, and data analysis from social media platforms.

The success criteria of this community service initiative include an increase in the number of followers, higher interactions, and increased online sales. The data analysis approach involves comparing before and after the implementation of digital marketing strategies, evaluating consumer engagement levels, and analyzing online sales trends.

RESULTS AND DISCUSSIONS

Implementation of Recommended Solutions

1. Create Instagram Highlight

In the creation of Instagram highlights, we assist owners in designing them. This is due to the unavailability of design applications on the owners' devices. We have already created designs for the price list highlight, eyelash testimonial, and nail art testimonial. The owner has already utilized the design for the price list and also posted it on their WhatsApp story.

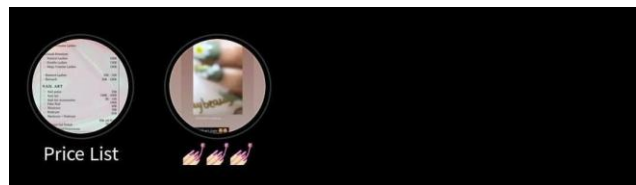


Figure 6. Hey Beauty! Instagram Highlight and Whatsapp Story



The figure shows two identical screenshots of a 'PRICE LIST' for 'Hey Beauty!'. The list is organized into two main sections: 'EYELASH' and 'NAIL ART'. Each section contains a list of services with their corresponding prices. The 'EYELASH' section includes 'Classic', 'Natural', 'Double', 'Mega Volume', 'Premium', 'Natural Lashes', 'Double Lashes', 'Mega Volume Lashes', 'Remove Lashes', and 'Retouch'. The 'NAIL ART' section includes 'Nail polish', 'Nail Art', 'Nail Art Accessories', 'Nail Art', 'Manicure', 'Pedicure', 'Manicure + Pedicure', 'Remove Gel Polish', and 'Remove Nail Extensions'. The prices are listed in a column to the right of each service.

EYELASH	
Classic	150K
Natural Lashes	100K
Double Lashes	100K
Mega Volume Lashes	100K
Premium	100K
Natural Lashes	100K
Double Lashes	100K
Mega Volume Lashes	100K
Remove Lashes	50K - 50K
Retouch	50K - 100K

NAIL ART	
Nail polish	50K
Nail Art	100K - 200K
Nail Art Accessories	5K - 10K
Nail Art	100K
Manicure	40K
Pedicure	50K
Manicure + Pedicure	50K - 100K
Remove Gel Polish	5K - 10K
Remove Nail Extensions	10K - 15K

Figure 7. Hey Beauty! Instagram Highlight Content

2. Promotions in other platform

To conduct its promotions currently, Hey.Beauty! has started using a different platform. Initially, Hey.Beauty! solely relied on Instagram, but now they have expanded their promotional efforts to include WhatsApp, specifically through the WhatsApp Story feature, which serves the same purpose as Instagram Stories. The main difference lies in the audience who can view the stories. While on Instagram, all users can see the stories, on WhatsApp, they can only be viewed by the owner's contacts.

Although it may seem more limited, promoting through WhatsApp Stories can offer advantages because people frequently use WhatsApp as a means of communication, resulting in a higher likelihood of them seeing the stories. This can help increase Hey.Beauty's visibility and potentially generate word-of-mouth recommendations from WhatsApp users to individuals who may be seeking references for nail art and eyelash extensions.

3. Create Content Schedule

Currently, Hey.Beauty! can be considered consistent in posting its content. The schedule for posting content from Hey.Beauty! is once a day, whether it's about nail art or eyelash extension content.

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4. Write an interesting caption on social media

The owner has implemented this suggestion. The owner has utilized captions containing a CTA or Call to Action by adding the phrases "let's book now" and "let's come over" which are inviting words to prompt customers to make reservations and visit Hey.Beauty! Additionally, both the nail art and eyelash extension content posted by Hey.Beauty! have incorporated relevant hashtags or tags in their captions. The hashtags or tags used are also in line with Hey.Beauty!'s business, such as "#nailart", "#nailpolish", "#nailsalon", "#promoeyelashextension", and "#radiodalam".

Unfulfilled Recommendations

1. The creation and arrangement of post concepts

The advice for creating and arranging post concepts has not been implemented yet due to several reasons. One of them is because the design application available to the Owner cannot be used or is experiencing errors, making it impossible for the Owner to create the desired feed templates. However, up to this point, the feeds posted by Hey.Beauty! can be considered very organized as each content is posted three times, resulting in a neat appearance on the profile page.

2. Separation of personal and business phone numbers

The Owner has not been able to implement this advice yet because Hey.Beauty! is currently run solely by the Owner. Separating phone numbers between personal and business would make it difficult for the Owner to divide their focus, and it is feared that this might result in the neglect of the business number, leading to customer disappointment. Therefore, up to now, the Owner combines both numbers and has not encountered any issues in responding to customer messages and communicating effectively with them.

CONCLUSIONS

Digital marketing, which is the activity of seeking markets or promoting through various social media platforms, can have benefits that are often sought after by business practitioners. In the discussion above, we chose Hey.Beauty! SMEs for us to examine what digital marketing is currently being done and in the future. After conducting research, we found that there are still some issues in the digital marketing activities of the business. Then, we also began to identify the existing problems for further study.

The issues faced are the number of followers being relatively fewer compared to the following, inconsistent content posting times, social media promotion only via Instagram, a small number of likes, and the business contact person being the same as the owner. In addition, we started proposing some solutions for the identified problems above. Some of the solutions we provided have been implemented by the business owner such as creating highlights on Instagram, promoting on platforms other than Instagram such as WhatsApp Story, scheduling posted content, and starting to create interesting captions.

However, there are still some solutions that we proposed but have not been implemented yet, such as setting up a posting concept and separating the business phone number from the owner's. It was found that the solutions that have not been implemented yet are due to the owner facing some challenges in managing the business individually or not having anyone to assist. Therefore, at present, Hey.Beauty! SMEs have made significant progress. The hope for the future is that this business can continue to consistently engage in digital marketing activities with the strategies we have outlined.

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