



Analysis of the Content of the Avoskin #Mulaidarimejarias campaign through Instagram @Avoskinbeauty

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ABSTRACT

Keywords:

Analysis
Avoskin
Campaign
Content
Instagram

This study aims to find out the Content Analysis of the Avoskin #Mulaidarimejarias Campaign on Instagram Media @Avoskinbeauty. This research is included in the research that uses a qualitative approach with content analysis methods and literature studies. Krippendorff (2004, p.17) explains that qualitative content analysis produces conclusions from all types of verbal, pictorial, symbolic and communication data. He added that the qualitative approach to content analysis is rooted in literary theory, social science, and critical science. The data collection in this study is non-participant observation, where the researcher is an observer of the object to be researched without being directly involved, because the researcher's position is as an independent observer. In the problem of the globalization era, it is now getting the main issue in discussing waste in Indonesia. With a population of around 275.5 million, Indonesia has produced 69.9 million tons of waste in 2023. Many Various companies are competing to create an eco-friendly concept as their initiative to care about the environment. Thus, the cosmetic industry in Indonesia can play a role in reducing the impact of plastic waste. The #mulaidarimejarias campaign created by Avoskin is an information dissemination that aims to influence the wider community to increase awareness of preserving the environment by using environmentally friendly cosmetics. The results of this study show that the content of the campaign #mulaidarimejarias educate the wider community to be more concerned about the surrounding environment by utilizing environmentally friendly and recyclable products that are promoted on Instagram media.

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1. Introduction

In the problem of the globalization era, it is now getting the main issue in discussing waste in Indonesia. With a population of around 275.5 million, Indonesia has produced waste with a total of 69.9 million tons in 2023 while the waste that has been managed has reached 65.71%, namely 13.9 tons, and the unmanaged waste is 33.72%, namely 7.2 tons, with data from the National Waste Management Information System (Debuti 5, 2023). This causes Indonesia to place 5th in the world after Brazil, India, the United States and the first place is in China. Although the government has implemented policies in overcoming waste management which until now has not been resolved. The main problem is the lack of public awareness and concern in managing waste correctly. So that the garbage accumulates and does not decompose properly. Thus, maintaining environmental



cleanliness is very important to be applied in the community. By starting to maintain environmental cleanliness and sorting types of waste, it will reduce the impact of undegraded plastic waste.

As the times develop, the cosmetics industry has become one of the contributors to waste, especially plastic waste from product packaging. Many cosmetic products use single-use plastic packaging, such as bottles, pots, sachets where the packaging is difficult to decompose naturally. In addition, the ingredients used to make cosmetics and personal care are also not environmentally friendly or natural. But as time goes by, consumer awareness of environmental issues is increasing. Many companies are competing to create eco-friendly concepts as their initiative to care about the environment (Pauziah, Mulyana, Tinggi, & Kesatuan, 2018). Some local cosmetics have changed the ingredients in the manufacture of cosmetics and personal care to use natural ingredients. Thus, cosmetic industries in Indonesia can play a role in reducing the impact of plastic waste. One of the local brands that has carried out the eco-friendly concept and carried out a campaign to preserve the environment is Avoskin.

The campaign itself is usually used to promote a cause. As Avoskin is doing, it not only promotes beauty products, but also encourages changes in consumer behavior in a more environmentally friendly direction. This campaign is an open invitation for everyone to take small steps towards a better life. Avoskin carries a campaign with the hashtag #mulaidarimejarias. #mulaidarimejarias emphasizes the importance of making choices in daily beauty routines. This campaign is an open invitation for everyone to take small steps towards a better life. Avoskin carries a campaign with the hashtag #mulaidarimejarias. #mulaidarimejarias emphasizes the importance of making choices in daily beauty routines.

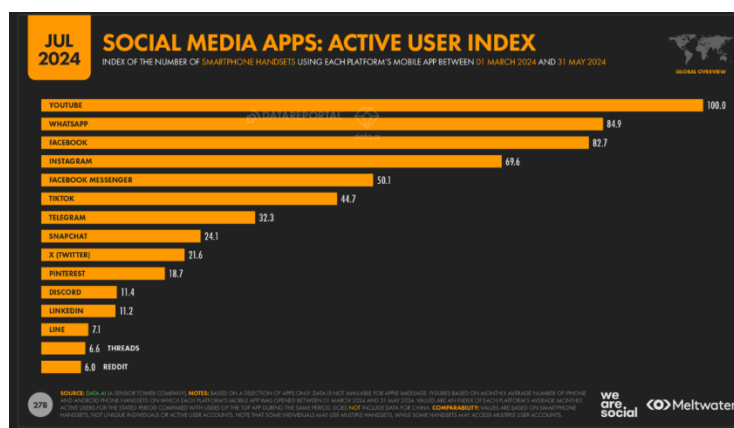


Figure 1. Social Media User Statistics

Source : <https://datareportal.com/social-media-users>

Based on the data above, it shows that Instagram users rank fourth, with active application users of the platform accounting for almost 70% of Youtube's active application user base. In this case, it can be explained that the platform that is often visited by the public is Instagram. One of the start-ups that carried out a campaign carried out by Avoskin is Instagram. Through campaign activities on Instagram, Avoskin not only promotes its products, but also supports the movement to preserve the environment with a real movement, namely #mulaidarimejarias.

The Instagram platform is the main stage in carrying out this campaign. Instagram is one of the social media that is often used for branding activities. Instagram can also take advantage of sharing content and even campaigning for a program or product. Instagram is also in great demand by the Millennial-Gen Z generation #mulaidarimejarias. Avoskin also educates its followers to be more concerned about waste in the world and invites them to sort out cosmetic products that are environmentally friendly and recyclable.



Figure 2. Statistical Data on the Number of Instagram Users in Indonesia in 2023
Source: Napoleoncat data source

The results of statistical data from Napoleoncat show that in January 2023 there were 94.5 million active Instagram users in Indonesia or equivalent to 33.4% of the total Indonesian population and the majority of active Instagram users at the age of 18-24 years, the average majority of Instagram users in that year were women.

The purpose of this research is to discuss the content of campaign content messages carried out by Avoskin through social media, namely Instagram with the hashtag #mulaidarimejarias. With this, knowing that Avoskin not only sells environmentally friendly and recyclable products, but educates its followers to be more concerned about waste and take care of the earth's condition by starting a big change starting with small steps. This research is even more interesting that the content of the message of this campaign is to be more aware of caring for the surrounding environment.

2. Theoretical Framework

2.1. Campaign

Campaigns or campaigns that are used to disseminate information or can increase awareness and behavior change from the target who sees (Indah Putri Arlanthy, Yunda Presti Ardilla, Avri Zavira Fauzi, & Zelyne Deskita H.S, 2024). The campaign is basically the delivery of a message from the sender to the audience through channel media using symbols, both verbal and non-verbal which aims to provoke an audience response (Eva Kurnia, Siti Rachmi Indahsari, 2022). Campaigns can be in the form of programs, either through television, newspapers, billboards or social media, which can be seen by the wider community. In the implementation of campaigns, it is necessary to emphasize the basic principles of campaign actions that aim to generate feedback from a large target audience, planned within a certain period of time. In addition, it is necessary to understand that the campaign has special characteristics in terms of applicability where the activities carried out are based on clear sources including the idea, design, delivery and person in charge of a campaign product (campaign maker), so that every individual who receives the campaign message can identify and evaluate the credibility of the source of the message at any time (Shofa Setyawan & Adhistry, 2022).

2.2. Media Social

Social media is a social interaction that utilizes accessible technology for facilities and media for interaction, collaboration, and material exchange. Social media has become one of the most important elements in human life. Starting as a platform for communication and sharing of various information, social media has now developed into a global interaction platform that covers various aspects from entertainment, business, to politics. In addition to the communication function, social media also plays an important role in shaping public opinion (Fadillah, Nuryana, & -, 2020).

Cultural trends and consumer behavior. Many businesses use social media platforms as a marketing tool to get closer to their consumers, either through creative content, paid advertising, or collaboration with influencers. Overall, social media is now not only a communication tool but also a platform that shapes social, economic, and information sharing dynamics. According to Kotler and Armstrong (2014:544) social media is an independent and commercial advertising community where people gather, socialize and exchange views and interact.

2.3. Instagram

Instagram is one of the social media platforms that is accessed by many audiences because Instagram media focuses on sharing photos and videos. It was launched on October 6, 2010 by Kevin Systrom and Mike Krieger. Instagram is different from social media in general because it focuses on visuals as the main way to communicate and express yourself. Fans can upload short photos and videos, add filter effects, and provide captions to tell the moment. Not only has Instagram become a platform for socializing, but it has become an important tool in the world of digital marketing. Many businesses utilize these platforms to promote products, as well as interact directly with consumers. In addition, the emergence of influencer marketing is an important part of the Instagram ecosystem, where individuals with a large number of followers collaborate with brands to promote products through posts and creative content.

In recent years, Instagram has also focused on monetization by providing users with the option to shop directly from the platform through the Instagram Shopping feature. This makes Instagram not only a place to share moments, but also a dynamic marketplace. Overall, Instagram has evolved from a simple photo-sharing app to a global platform with a wide range of features that connect billions of users around the world. With a focus on intuitive visuals and user experiences, Instagram has managed to become one of the most influential social media in the world, transforming the way we communicate, do business, and express ourselves digitally.

2.4. Avoskin

Local Brand Avoskin is a business founded by Anugrah Pakerti with Ahmad Ramadhan and Aris Nurul Huda under the auspices of PT AVO Innovation and Technology in 2014. PT AVO Innovation and Technology was established in Yogyakarta on October 10, 2014. With the aim of producing beauty and skin care products using natural ingredients, with the aim of reducing ingredients that can damage the earth. Avoskin was launched with the concept of green and clean beauty (Sari & Febriani, 2022). The concept of the Avoskin Product produced by PT AVO Innovation Technology uses natural, halal ingredients, and does not contain ingredients that harm the condition of the skin. So, this product can get its own appeal in the eyes of consumers and users. In addition, the Avoskin product has been certified by the Indonesian Ulema Council (MUI) where the majority of Indonesian citizens are Muslim, so it is not allowed to consume anything that is not halal (haram). In line with that, Avoskin products have also been certified by BPOM since the establishment of the company (Khairunnisa & Salma, 2022).

PT AVO Innovation Technology provides a greater focus on product quality through the use of natural, clean and environmentally friendly. In terms of packaging, Avoskin products have used environmentally friendly plastic materials, one of which is made from sugarcane. Avoskin also has a program that returns used packaging that makes it easier for customers to manage beauty waste on their products. As for the Avoskin product in terms of composition, it does not produce alcohol, fragrance, silicone, and most importantly does not test animals. It has been explained that Avoskin products have prioritized the condition of the earth by reducing the impact of excessive waste (Perkasa & Faritzal, 2022).

3. Method

This research is included in a research that uses a qualitative approach with a content analysis method. Krippendorff (2004, p.17) explains that qualitative content analysis produces conclusions from all types of verbal, pictorial, symbolic and communication data. He added that the qualitative approach to content analysis is rooted in literary theory, social science, and critical science. Krippendorff (2018) interprets content analysis as a research technique that aims to infer the meaning of the text through a procedure that is reliable, replicable, and valid. Content analysis does

not limit the text in that sense, but also other meaningful matter, namely something that has other meanings such as paintings, pictures, maps, sounds, or symbols. The analysis of this research is applied to the content of Instagram on @avoskinbeauty accounts as the main source of data (Dyah Lestari et al., 2024).

Saleh Sirajuddin (2017) said Qualitative approach is often considered an objective approach because there is little possibility of speculation on data being collected. A qualitative approach to the process of understanding social problems in a series of sentences or reporting the informant's views in detail. This research explains the content of messages in Avoskin's content on Instagram with the hashtag #Mulaidarimejarias. In this approach, the author wants to find out the content of Avoskin's message by collecting data using Krippendorff's theory, for followers to start content on Avoskin's Instagram. In this content analysis, the author identifies the messages conveyed by Avoskin and identifies the role of nature in encouraging its positive actions in protecting the environment. The researcher also analyzed interactions in the form of comments, likes and content on Avoskin's Instagram feed such as video reels and video series to measure the effectiveness in the movement to educate its followers in preserving the environment.

In addition, the author also uses the research method of literature studies or literature studies. Literature study is a research method that collects data from various sources. These sources include books, journals, articles and academic publications. A series of activities with library data collection methods such as recording, managing, and analyzing materials that are then used to compile research results. The data collection technique used in this study is non-participant observation. Non-participant observation where the researcher is an observer of the object to be researched without being directly involved, because the researcher's position is as an independent observer.

4. Result and Discussion

Instagram @avoskinbeauty social media is one of the tools used by companies to disseminate information and communicate through messages implied in content on Instagram media. Avoskin presents a variety of content so that consumers can find out about product information, campaigns, collaborations and varied content and has a theme and characteristics of the @avoskinbeauty image. In this study, the researcher made observations on the campaign content created by Avoskin, especially in the #mulaidarimejarias campaign. The #mulaidarimejarias campaign was launched on February 7, 2024 with the aim of inviting Avoskin consumers to care more about the earth with small actions. In this study, it is categorized into the concept of education. In this study, researchers took three #mulaidarimejarias campaign content that was crowded and lyricized by Avoskin's followers on Instagram. The content is embedded in the Instagram account @avoskinbeauty.

4.1. #Mulaidarimejarias Untuk Bumi yang Lebih Baik (For a Better Earth)



Figure 3. Video Campaign #Mulaidarimejarias Untuk Bumi yang Lebih Baik Instagram @avoskinbeauty

Avoskin's campaign video entitled "For a Better Earth" is the first video uploaded on April 22, 2024. In this first video, we focus on small roles by being wiser in using beauty products consistently. As in this first video, Avoskin educates that buying a product according to needs is not because of the ego's desire to buy endlessly. And there is a narrative that "no skincare is wasted, in fact everything is used according to the needs it deserves". This shows an invitation to Avoskin's followers to use beauty products wisely, namely using products that are suitable for their needs without overdoing it. Here Avoskin uses the moment of World Earth Day to promote all these campaigns. With real action, Avoskin invites his followers to celebrate Earth Day not only by participating in big activities, but by starting a change from a small habit. An example in the video is trying to be more aware of the process of repacking empty packaging. Basically, this video invites his followers to learn to care about their own needs and learn not to throw away packaging waste carelessly but instead collect it to be recycled. In this video, it is categorized as an invitation for his followers to care more about the usefulness that is not excessive.

4.2. #Mulaidarimejarias

The video of the Avoskin campaign entitled "#Mulaidarimejarias" with 14.1k likes, 233 comments is the second most popular campaign video on Instagram @avoskinbeauty. The campaign video was uploaded on March 21, 2024. This video tells the story of every individual having a choice that can contribute to big changes through small steps taken on a daily basis. In the video, a talent makes a choice to make a big change. Where small steps began to be implemented such as collecting used skincare bottles to be recycled, replacing facial care with environmentally friendly ingredients to keep the earth healthy. In the narrative of "small things but together, ordinary but routine, and simple things bring change", environmental awareness can be created through small habits Avoskin provides education for its followers that the small actions we have made can have a big impact on the environment and its surroundings. It can start from yourself, that this campaign video emphasizes to start changing starting from yourself, and it can be done from something simple such as collecting used skincare packaging from the dressing table, turning off the water tap and electric switch to prevent a waste.



Figure 4. Video Campaign Avoskin #Mulaidarimejarias in Instagram @avoskinbeauty

Avoskin invites its followers to be more concerned about choosing environmentally friendly skincare products. Not only in the packaging but in the content of the skincare. Based on the results of the campaign activity category, what dominates in the video above is the category in changing attitudes starting from oneself. In some scenes, the talent realizes that it is necessary to care for the environment by starting small habits. This shows the video above through his talent trying to encourage his target market to build small habits that can be a big change so that they can care more about the social environment and also the natural environment. The video campaign received a positive response from his followers and his followers began to apply the educational messages made by the #mulaidarimejarias campaign.

4.3. #Mulaidarimejarias Mengubah Kebiasaan, Menyelamatkan Lingkungan (Changing Habits, Saving the Environment)

The Avoskin campaign video entitled "Changing Habits, Saving the Environment" is the third version of the #Mulaidarimejarias campaign which was uploaded on Instagram @avoskinbeauty on March 28, 2024 with 5,400 likes and 145 comments. The second version of the video campaign focuses on sustainability issues and environmental responsibility. In the video, it is important to care for products that can be recycled. This campaign invites Avoskin followers to start from simple actions to make a real difference, such as choosing sustainable beauty products or having eco-friendly certifications can have a big impact. For example, in the video, a talent can be seen showing the back of the product packaging which shows an eco-friendly label that can be recycled. It is certified cruelty-free and safe ingredients. Second, the video shows collecting empty packaging to be sent to recycling partners. Here it can be explained that Avoskin provides education to care more about skincare product packaging and not to throw waste carelessly, especially skincare packaging that can be recycled. It shows that Avoskin cares very much about the environment and cares about plastic waste that has accumulated a lot so that the action decomposes properly.

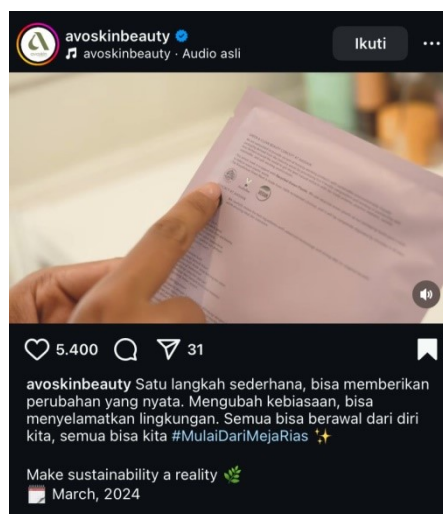


Figure 5. Video Campaign #Mulaidarimejarias Changing Habits, Saving the Environment on Instagram @avoskinbeauty

In the second version of the video campaign, it is an invitation video to start good habits and positive changes from the closest to daily life, namely the dressing table. The video refers to the use of beauty products that are not only beneficial to the skin, but also pay attention to the impact on the environment. This campaign implies the importance of implementing invitations and education with consumers to choose environmentally friendly products. Through awareness of product choices, Avoskin followers can participate in global sustainability. Overall, this second video emphasizes the importance of individual contributions in protecting the environment through small steps and starting to care more about better habits such as choosing environmentally friendly products. In the video, it can be categorized as an invitation to care more about environmentally friendly beauty products, the movement can start from the dressing table.

5. Conclusion

Based on the conclusion of the Content Analysis of the Avoskin #Mulaidarimejarias Campaign on Instagram @avoskinbeauty is a #Mulaidarimejarias campaign carried out by Avoskin through the Instagram platform in the category of educational content and an invitation to the public to care about the environment. Avoskin, as a Local Cosmetics and Skincare company, promotes the eco-friendly concept through various creative content that invites consumers to make changes starting with small steps in their daily lives. Such as the use of environmentally friendly and recyclable products. This #Mulaidarimejarias campaign not only serves to promote Avoskin products, but also encourages changes in consumer behavior. Avoskin emphasizes the importance of making wise

choices, starting from buying Skincare as needed, choosing environmentally friendly Skincare, to managing Skincare packaging waste. There are important messages raised in this campaign, such as the importance of buying products according to needs, starting a business starting from yourself to care more about the environment, starting to collect recyclable Skincare packaging and choosing products that use natural and environmentally friendly ingredients. In this campaign, Avoskin managed to attract the attention of followers to be more aware of environmental issues. This campaign also received a positive response from netizens, who have started to implement the message conveyed by the content of the Avoskin campaign. Overall, the campaign #Mulaidarimejarias provide an educational message for followers.

6. Acknowledgement

Previously, I would like to express my gratitude to Allah SWT and the Communication Studies study program at Ahmad Dahlan University for providing opportunities and opportunities to be able to participate in this Sylection. I would also like to thanks to Ramadhan Sandi Babussalam as my boyfriend, who always supports me and accompanies me in the process of writing this journal.

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