

# The Influence Of The Dare To Be Bare Campaign On Brand Image On Instagram @Raikubeauty

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## ABSTRACT

A woman's beauty comes from within, not from the outside. Raiku Beauty is able to establish itself amid its long-established beauty product competitors, despite its youth. Through @RaikuBeauty, Raiku Beauty uses Instagram to transmit messages and communicate a product in order to establish a brand image. The goal of this research was to determine whether there is an effect of @Raikubeauty Instagram social media content on the dare to be bare campaign on the Image Raiku brand. Quantitative explanatory research is used, including data collection techniques in the form of surveys. The population consisted of @Raikubeauty followers, with a sample size of 395 responses calculated using the Taro Yamane formula, and the hypothesis was tested using simple linear regression. The findings of hypothesis testing suggest that social media content on Instagram regarding the campaign dare to be bare has a substantial effect on brand image by 60.2 percent. This suggests that the dimensions of campaign-related social media material have an impact on brand image.

**Keywords:** brand image; Instagram; social media; raiku beauty.

## I. INTRODUCTION

The types of beauty products that are most uploaded on Instagram are lipsticks of 29.67 million and serums of 4.96 million. Instagram social media is a place for entrepreneurs to sell their products (Digimind.id, 2020). Social media is currently considered to be the most effective way to convey messages about products or promotions to the public. Currently there are many competitors in the beauty sector, but the thing that distinguishes a brand from other brands is based on the image of a brand from each product (Effendy, 2007). Social media has evolved into a key platform for a business or company to communicate with possible responses and respondents; it is no longer only for personal interests (Daniel Susilo, 2021). Brand Image is perceived as a brand that is reflected by a brand itself in the memory of a consumer seeing the brand (Kotler & Keller, 2016). One of the things in forming a brand image in the eyes of the public is a marketing strategy that makes people's hearts touch. One way is to create a campaign with all planned communication actions aimed at creating a

certain influence on the majority of the audience or the public which is carried out continuously over a certain period of time (Mukarom & Laksana, 2015). Marketing has been more effective as a result of social media, technology, and innovation (Yunus et al., 2019).

@RaikuBeauty is a newcomer local skin care that was founded in 2018. Raiku tries to show its existence among competitors. Raiku is a brand that has a brand image for Indonesian women, namely that every woman in Indonesia is beautiful regardless of existing beauty standards because every woman has unique characteristics. this was conveyed through the raiku campaign "Dare To Be Bare" by not using makeup and beauty filters but only using products from raiku. Figure 1 below is an example of Raiku Beauty's Instagram feeds.

Without cosmetics, most Indonesian women are anxious about their appearance (Octaviana & Susilo, 2021). Raiku Beauty is a local beauty brand that sells various kinds of skincare products such as serum, moisturizer, essence, sunblock, lip cream, and powder. The price set is also very

affordable, with a price range of Rp. 35,000 to Rp. 100,000. Raiku's owner, Lidia K Santosa, is an Indonesian woman who has a strong character but doesn't have the opportunity to appear as she should, therefore Raiku Beauty is here to give voice to all Indonesian women.

Raiku is here to inspire consumers who use Raiku products with the existing philosophy. The owner really wants Raiku's presence in the community to encourage Indonesian women to dare to appear as they are, after experiencing the benefits of their products.

This is supported by the contribution of social media technology, Instagram considering Raiku Beauty has similar competitors. Raiku Beauty is able to see opportunities and apply its business strategies digitally as well as in collaboration with other e-commerce.

Online commerce is becoming more popular and easy to utilize (Indrasari et al., 2019);(Asmoro et al., 2020). To reach a wider range of consumers with social media and official websites (websites). Raiku Beauty has other social media such as Facebook and websites, but this time the discussion is focused on the Instagram social media @Raikubeauty for the 'dare to be bare' campaign which was held from September 2-14.



Figure 1. Raiku Beauty Instagram Feeds

Raiku is a local Indonesian brand that creates a campaign with the theme that

beauty in Indonesian women is not based on skin colour, but based on the unique characteristics of each individual. Raiku's social media content is in accordance with its slogan, 'Raiku Simple Beauty'. Starting from a simple content idea by showing a model with different skin colors and a clean appearance or using a white tone, the models in Raiku's Instagram content always look bare-faced, this creates recognition for Raiku's followers. The strength of a brand can be generated through better revenue and profit performance for the company (Kotler & Keller, 2016). Therefore, a product must be consistent with maintaining a brand image.

As a result of technical developments, a strategic change from traditional to online has occurred (Susilo et al., 2021). Various Instagram features can be used for business people, such as features that can turn personal accounts into business accounts on social media into a means of communication, delivery, collaboration, and online development among interconnected personal, community, and organizational networks that are enhanced through technological capabilities. and mobility (Tuten, 2020). Raiku's Dare to be Bare campaign has challenged the public that a woman must be free from insecurity. The campaign, which is carried out through Instagram TV, stories, and feeds, invites audiences to upload photos to Instagram social media without using makeup, including stories of Instagram users' experiences about insecurity. The followers of the #RaikuDareToBeBare campaign who have the most interesting story experiences will later be written on the Raiku website article.

Instagram is a social media platform for marketing purposes, campaigns, and product launches carried out by Raiku. Social media is a set of platforms and technologies that allow multiple people to interact easily (Blanchard & Monnin, 2015). Many considerations will be made

by Instagram users to access various kinds of information. In Instagram content has features such as feeds, stories, and IGTV.

One of the variables that influences the establishment of trust in customers in making decisions is perceived quality, which is the consumer's perception of the quality of products or services obtained (Alhaddad, 2015). When it comes to acquiring a product, consumers who are alert and discriminating will be offered with a choice of possibilities (Raditya et al., 2019).

In maintaining consistency and maintaining a positive image, Raiku always creates campaigns that are able to touch the hearts of the audience, underlying communication activities aimed at influencing others so that the recipients of the message have insight, attitudes, and behaviours that are in accordance with information disseminators (Cangara, 2016), so that campaign 'dare to be bare' means that all women are beautiful as they are without having to use makeup. The results of maintaining the consistency of Raiku's positive image can be seen from the good response of Instagram users to the presence of the Instagram account @RaikuBeauty, which is shown by the number of 30K followers on September 4, 2020. Each uploaded post gets around 300-700 likes and 30k views for videos. The followers of this account are very active in providing comments.

The social media accounts used by Raiku are used to create a positive image, Raiku itself is a local Indonesian skin care brand that is able to compete with other competitors by creating a brand image that can be accepted by all groups in Indonesia. Reporting from blibli. Raiku wants to inspire Indonesian women with a philosophy that is made so that Raiku wants more Indonesian women to try Raiku Beauty products.

This becomes interesting to study, for a local skin care product that is not yet known by the public, it also uses Instagram as a communication tool and is

useful in building a brand image in the eyes of the public. Can social media users form a Raiku brand image based on the #RaikuDareToBeBare campaign carried out?

Therefore, the topic of this research is interesting to review, due to a local Indonesian skin care product that is able to compete with its competitors by conducting campaign activities to form a brand image, this is still rarely found in beauty care products. Therefore, this research wants to know the impact of Raiku's Instagram social media content on Raiku's brand image. Is there an influence between Instagram's social media content on Raiku's brand image from observers of followers.

Overall, the background exposure shows that Raiku Beauty as a new local brand in the field of beauty care is able to take advantage of opportunities to market and instill a positive brand image through Instagram social media content. Therefore, this research focuses on the campaign content used in his Instagram account with the aim of forming a positive brand image for the audience or followers of @RaikuBeauty.

Based on the above background, this study aims to determine whether there is an effect of @Raikubeauty Instagram social media content on the dare to be bare campaign on the Image Raiku brand?

## II. METHODOLOGY

The research uses a quantitative approach. Quantitative research is research that explains or describes this problem that is not very relevant to the depth of the data or analysis, but rather to the breadth of the data, so that the results of the research or data are considered representative for the entire population (Kriyantono, 2014). The nature of this research is explanatory which aims to connect two or more research variables or concepts and look for causal relationships (Kriyantono, 2007). The paradigm in this study is the paradigm of positivism. The positivism paradigm is

a paradigm that combines deductive logic of causal confirmation of activities carried out by humans in general, which is used to predict patterns in these general behaviours (Sugiyono, 2018).

The method used in this research is survey method. Definition of survey method is a research method that uses questionnaires and planned interviews to collect data. Quantitative research seeks to explain the views, tendencies, and attitudes of the research population represented by a predetermined research sample (Saebani, 2017). The purpose of this research using the survey method is to obtain some information about respondents who are considered representative (Kriyantono, 2014). The researcher chose to use a survey method to find out whether there was an influence between the Instagram social media content @Raikubeauty (Independent variable) about the dare to be bare campaign on Raiku's brand image (dependent variable). Surveys in quantitative research begin by collecting questionnaire data. Questionnaires can be made based on research variables that are processed into dimensions and indicators so that they become a list of questions on the questionnaire. The data was obtained after distributing a questionnaire containing a set of questions to Instagram followers @Raikubeauty.

## Population

Population is a generalization area consisting of objects / topics with certain qualities and characteristics, which are determined by researchers to be studied and then concluded. Therefore, the population is not only humans, but also other natural objects. The population is not only the number of objects or research topics, but includes all the characteristics or properties possessed by the subject or object (Sugiyono, 2018).

Meanwhile, the population is not only the number of research topics/objects of research, but also all characteristics of topics/objects of research (Hikmat, 2011).

The population that is the target of this research is a number of Instagram followers @RaikuBeauty with the number of Instagram followers on September 18, 2020 amounting to 30.1k. Figure 2 below is an Instagram account @Raikubeauty.



Figure 2. Instagram account  
@Raikubeauty

## Sample

The sample is a part of the size and a characteristic of the population, conclusions from all the sizes and characteristics of the sample will be applied to the population. Therefore, the sample obtained from the population must be a truly representative sample. There are various sampling techniques used to determine the sample to be used in the study. This technique is one of the techniques that includes based on selected audiences on the basis of certain criteria made in this study in accordance with the research objectives (Kriyantono, 2014). Here the researchers determine the criteria, as follows:

1. Following the Instagram account @Raikubeauty
2. Female Gender
3. Interested in beauty

In the research proposal that will be studied will use simple random sampling to determine a sample from the population that has the same opportunity and is selected randomly. The total population is 30.1K followers @RaikuBeauty to determine the number of samples in this

study using the Taro Yamane formula (Hamidi, 2004), namely:

$$n = \frac{N}{N \cdot d^2 + 1}$$

Information:

- n : Number of Samples
- N : Total Population
- d : Error Rate (5%)
- 1 : Constant Number

$$\begin{aligned} n &= \frac{30.100}{[30.100 \times (0,5^2)] + 1} \\ n &= \frac{30.100}{[30.100 \times 0,0025] + 1} \\ n &= \frac{30.100}{75,25 + 1} = \frac{30.100}{76,25} = 394,7 = 395 \end{aligned}$$

Based on the Taro Yamane formula (Hamidi, 2004), the number of samples in this study were 395 respondents.

## Data

Primary data is data obtained directly from the research location or the first data source from the research object (Bungin, 2007). Primary data is data obtained from data sources directly or directly from the field. Sources of data can be in the form of questionnaires, interviews, or survey respondents or research objects. In content analysis, the main data is the exchange of learned content. This raw data includes raw data that must be reprocessed into meaningful information (Kriyantono, 2014). The primary data collection techniques used in this study is questionnaire. The technique of collecting primary data using the method of distributing questionnaires, questionnaires or closed questionnaires is a way of collecting data derived from responses. All respondents went through a series of questions or written statements (Sugiyono, 2018). The general form of the questionnaire consists of several parts, namely the introduction which contains instructions for filling out the questionnaire, the identity of the

respondent such as: name, address, age, occupation, gender, personal identity, and others, then only enters the part of filling out the questionnaire (Bungin, 2007). The type of questionnaire used is a closed questionnaire. Closed questionnaire is a questionnaire with a different method in which the researcher provides alternative answers to respondents.

Secondary data and data sources are data obtained through a second (secondary) source of the required data. Secondary data serves to help uncover data (Bungin, 2007). Secondary data collection techniques used in this study is literature review. Through a literature study, a literature review is carried out in the form of research reference books and the results of similar research previously carried out by other parties. The goal is to get a theoretical basis for the problem to be studied. This theory is the basis of this research to understand well the problem that will be/is being researched in accordance with the scientific framework of thinking (Sarwono, 2010).

## Data Measurement Technique

In this study, the data collection was carried out after the informants filled out a closed questionnaire based on indicators of the independent and dependent variables in the study. In this study, the Likert scale measurement technique can be used to measure attitudes, opinions of individuals or groups towards a social phenomenon (Neolaka, 2016). Likert scale can also be used to display a person's opinion on a statement (Neuman, 2013);(Susilo & Putranto, 2018);(Susilo et al., 2019). Neolaka explained that the Likert scale answer format usually uses a score of 1-4, starting from strongly disagree to strongly agree.

## Validity test

Valid is the result of something that shows the degree of accuracy between the actual data that occurs in the object and the data that has been obtained from this

research (Sugiyono, 2018). A measuring instrument will be valid if it is done correctly in the sense of measuring what should be measured according to the needs in the study. The validity test shows that the measuring instrument can measure the data that it wants to measure. If there is a similarity between the data collected and the actual data that occurs in the object of research, then the results of the study are considered valid.

The validity test was carried out to measure the statements in the questionnaire. If each item of the attached question can reveal the content to be measured by the questionnaire, then the questionnaire can be considered effective. This validity test can be done by calculating the correlation between each statement and the total score using the Pearson's Product Moment correlation technique formula.

This study uses validity testing carried out with the help of a computer device with SPSS 25 software through the Correlated Item-Total Pearson's Product Moment technique. in SPSS based on the formula:

$$r_{xy} = \frac{N \sum XY - (\sum X)(\sum Y)}{\sqrt{\{N \sum X^2 - (\sum X)^2\} \{N \sum Y^2 - (\sum Y)^2\}}}$$

Information:

R = Correlation Coefficient

N = Number of Samples

Y = Depending Variable

X = Free Variable

### Reliability Test

According to Sugiyono (2018) Reliability is the level of consistency or consistency of data within a certain time interval. Reliability is also defined as characteristics related to accuracy, thoroughness, and consistency. As long as the results of the measurement of the subject are relatively the same in several measurements, as long as there is no change in the aspect of the subject being measured, it can be considered reliable.

The relative meanings are the same or do not change, so there will be no small differences between measurements. In this study, Cronbach's Alpha reliability test was used, which is the most common test technique used to test the reliability of the questionnaire. Reliability can be measured using the following formula:

$$r_{11} = \left[ \frac{k}{k-1} \right] \left[ 1 - \frac{\sum \sigma_b^2}{\sigma_1^2} \right]$$

Keterangan:

$r_{11}$  : Reliabilitas Instrumen

$k$  : Banyaknya Butir pertanyaan

$\sum \sigma_b^2$  : Jumlah varian butir

$\sigma_1^2$  : Varian total

### Data analysis technique

#### Normality

The first step is to analyse the data; it is necessary to test the normality of the data so that it can be seen that the resulting data is normally distributed. If the data produced is normal, then use parametric statistics, if not normally distributed then use nonparametric statistical data and test for normality using SPSS 25.

#### Correlation

Correlation analysis as a statistical method designed to measure the strength of the relationship between 2 variables (Ghozali, 2016). This study uses the Pearson correlation coefficient. Pearson correlation coefficient statistical test is always used to measure the level of strength between the relationship between two metric variables. Table 1 below is the result of the correlation coefficient value.

Table 1. Correlation Coefficient Value

Coefficient Value Range	Description of Relationship Quality
0 – 199	<i>Extremely low</i>

Coefficient Value Range	Description of Relationship Quality
200 – 399	<i>low</i>
400 – 599	<i>Medium</i>
600 – 799	<i>High</i>
800 – 1.000	<i>Extremely High</i>

Source: (Sugiyono, 2018)

### Linear Regression

The simple linear regression analysis technique in this study was used because it was based on a causal or functional relationship between one independent variable and the dependent variable (Sugiyono, 2018). The simple linear regression test in this study aims to see whether or not there is an influence of "Raiku's Instagram social media content about the dare to be bare campaign" on the "brand image". The formula contained in the simple linear regression test:

$$Y = a + bX$$

Information:

Y = Dependent variable

X = Independent variable

a = Constant value

b = Regression coefficient

This study will be analysed by distributing questionnaires to 395 respondents using SPSS version 25. The results of the processed data will

determine the influence of how much influence the Raiku Instagram social media content variable on the dare to be bare campaign has on brand image.

### III. RESULTS AND DISCUSSION

#### Data Measurement

##### Validity test

After the calculated r value is known, the value is then consulted with the r table ( $df = \text{Number of Respondents } (n) - 2$ ) with a 95% confidence level. If  $r \text{ count} > r \text{ table}$  then the item is considered valid, and vice versa if  $r \text{ count} < r \text{ table}$  then the item is considered invalid. The Pearson correlation formula will be the basis for calculations in this validity test through the correlation of the score of each question item with the total score of the related variables. With a significance level ( $\alpha=5\%$ ), the question item will be declared valid if the P-Value (Sig.)  $<$  significance level ( $\alpha=5\%$ ). On the other hand, if the condition is P-Value (Sig.) significance level ( $\alpha=5\%$ ), then the question item is declared invalid. In carrying out this validity and reliability test, the help of IBM SPSS Statistics 25 software will be used. Previously, 30 respondents have been collected in this test which will then be tested with an error tolerance level of 5% or 0.05. Then, the Pearson table r value for  $n = 30$  is .361. So that only statements that have  $r \text{ count}$  more than  $r \text{ table}$  ( $r \text{ count} > 0.361$ ) are considered valid. The following is a tabulation of the results of the calculated r on the variables x and y. Table 2 below is the result of the validity test of the social media content variables.

Table 2. Validity Test Results of Social Media Content Variables (X)

r table 0,361			
Question Items	Pearson Correlation Value (r count)	Sig (0,05)	Information
X1	0,630	0,000	Valid
X2	0,633	0,000	Valid
X3	0,561	0,001	Valid
X4	0,720	0,000	Valid
X5	0,650	0,000	Valid
X6	0,777	0,000	Valid
X7	0,817	0,000	Valid
X8	0,758	0,000	Valid
X9	0,747	0,000	Valid
X10	0,454	0,000	Valid
X11	0,731	0,000	Valid
X12	0,582	0,001	Valid

Source: Researcher Process, 2021

Based on the SPSS output and summary table 2 above, there are 12 questions on the Social Media Content (X) variable, all of which have an r value of more than the r table that has been determined ( $r \text{ count} > 0.361$ ) with a

significance level of 5% (0.05), it can be concluded that all questions that represent the Social Media Content variable (X) are valid. Table 3 below is the result of testing the validity of the brand image variable.

Table 3. Results of Brand Image (Y) Variable Validity Test

r table 0,361			
Question Items	Pearson Correlation Value (r count)	Sig (0,05)	Information
Y1	0,656	0,000	Valid
Y2	0,606	0,000	Valid
Y3	0,636	0,000	Valid
Y4	0,582	0,001	Valid
Y5	0,711	0,000	Valid
Y6	0,807	0,000	Valid

Source: Researcher Process, 2021

Based on the SPSS output and table 3, there are 6 questions on the brand image variable (Y) which all have a calculated r value of more than the predetermined r table ( $r \text{ count} > 0.361$ ) with a significance level of 5% (0.05). In the summary above, it can be concluded that all questions that

represent the Brand Image (Y) variable are valid.

## Reliability Test

Table 4. Reliability Test Results of Social Media Content Variables (X)

Reliability Statistics	
Cronbach's Alpha	N of Items
.890	12

Source: Researcher Process, 2021

Table 5. Brand Image Variable Reliability Test Results (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
.746	6

Source: Researcher Process, 2021

A variable can be declared reliable when it has a Cronbach's Alpha value  $> 0.7$  which is the limit of a variable that can be said to be reliable. Conversely, if the value of Cronbach's Alpha  $0.7$ , it can be stated that the variable is still not reliable. Tables 4 and 5 are the results of the reliability test of the variables X and Y.

The value of Cronbach's Alpha for Social Media Content (X) and Brand Image (Y) variables is 0.890 and 0.746, respectively, where the value is  $> 0.7$  so it can be stated that the questionnaire used in this study is reliable.

## Data analysis Normality

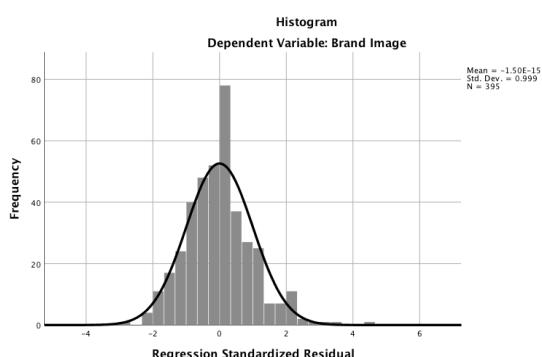


Figure 3. Histogram Normality Test Results

Source: Research Processed Data, 2021

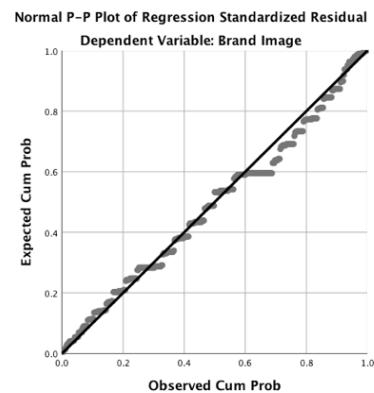


Figure 4. P-Plot Normality Test Results  
Source: Research Processed Data, 2021

This study also attaches the results of the normality test in the form of a histogram and also a P-Plot which is located in Figures 3 and 4. Based on Figure 3, it can be seen that the curve line that forms a bell in the middle so that it can be said that the tested data is normally distributed. Then, in Figure 4 shows the distribution of points on the P-Plot graph in the same direction and still around the reference diagonal line. In addition, another way to see the normality of the data is with a histogram graph, where the curve lines form a bell (Ghozali, 2016). Thus, based on the results of the histogram and P-Plot values, it can be concluded that the data collected has been normally distributed.

## Correlation

This study uses data analysis techniques in chapter three, namely the main requirement before testing the hypothesis is the correlation test. In this study, the researcher used the Pearson Correlation formula test technique with the Asymptotic 2 tailed approach. In addition, another way to see if data is normal or not is with a histogram graph, where the curve lines form a bell (Ghozali, 2016). The following table 6 correlation test results in this study:

Table 6. Correlation Test Results

**Correlations**

		Konten Media Sosial	Brand Image
Konten Media Sosial	Pearson Correlation	1	.776**
	Sig. (2-tailed)		.000
	N	395	395
Brand Image	Pearson Correlation	.776**	1
	Sig. (2-tailed)		.000
	N	395	395

\*\*. Correlation is significant at the 0.01 level (2-tailed).

Source: Research Processed Data, 2021

Based on table 6 above, it can be stated that the data is normally distributed, because the significant value of 395 respondents is 0.776. This shows that there is a high or strong positive relationship

between variable X (Social Media Content) and variable Y (Brand Image).

**Linear Regression**

Table 7. Simple Linear Regression Test

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
		B	Std. Error			
1	(Constant)	4.604	.674		6.830	.000
	Konten Media Sosial	.396	.016	.776	24.366	.000

a. Dependent Variable: Brand Image

Source: Research Processed Data, 2021

Based on the data coefficients above, the statistical t test is used to test the significance of the regression coefficients which will also explain the predictive value of a study. Based on the data above, the following regression equation can be formed:

$$Y = a + bX$$

$$Y = 4.604 + 0.396X$$

$$\text{Brand Image} = 4.641 + 0.395 \text{ Social Media Content}$$

Based on the regression equation above, conclusions can be drawn including:

The constant value is 4,641 with the regression coefficient value for the

Instagram social media content variable, which is 0.396 with a significance value of 0.000.

Based on the results of point a, every one percent increase in the value of the Instagram @RaikuBeauty social media content variable in the dare to be bare campaign (Variable X) on brand image (Variable Y) will give an increase of 0.396 and if there is no addition to the variable X, then the variable Y is constant.

A positive (+) or unidirectional regression coefficient value indicates that there is a unidirectional influence between @Raikubeauty's social media content variables about the dare to be bare campaign on brand image.

Table 8. R-Square Model Test Results Summary

<b>Model Summary<sup>b</sup></b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.776 <sup>a</sup>	.602	.601	1.52894

a. Predictors: (Constant), Konten Media Sosial

b. Dependent Variable: Brand Image

Source: Research Processed Data, 2021

Table 8 above explains the magnitude of the coefficient of determination. Based on the results of the data above, the correlation relationship (R value) of 0.776 shows that the Instagram @Raikubeauty social media content as the independent variable has a strong correlation to the dependent variable brand image. Then, the coefficient of

determination (R Square) is 0.602 or 60.2%. Based on these data, it means that in this study, the Instagram @Raikubeauty social media content in the dare to be bare campaign has a large enough influence of 60.2% on brand image and variations of other variables that can influence and explain 39.8%.

Table 9. ANOVA Test

<b>ANOVA<sup>a</sup></b>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1387.871	1	1387.871	593.703	.000 <sup>b</sup>
	Residual	918.696	393	2.338		
	Total	2306.567	394			

a. Dependent Variable: Brand Image

b. Predictors: (Constant), Konten Media Sosial

Source: Research Processed Data, 2021

Table 9 above shows the results of the ANOVA table test with a calculated F value of 593,703 with a significance value of 0.000 which means that social media content (X) can predict brand image (Y), because the significance value is less than 0.005 (Sig. < 0, 05). This study uses the T-

test with the aim of knowing the results of the analysis of the independent variables have a significant effect on the dependent variable. Test this hypothesis using simple linear regression. The following hypotheses are used in the t-test, including:

Table 10. Hypothesis Test

No	Hypothesis testing	T count	Sig.	R Square	Hypothesis
1	There is an influence of social media content on brand image	24.366	0,000	60,2%	Ha accepted

Source: Research Processed Data, 2021

Based on the data in table 10 above, it shows that the t count is 24,366 which

when compared with the t table value (with a level of = 0.05; 395) and a

significance value of  $0.000 < 0.005$  (smaller than 0.05). So, it can be concluded that there is a significant influence between the social media content of Instagram @Raikubeauty on the dare to be bare campaign on brand image. In the form of hypothesis testing, it is stated that Ho (there is no significant effect between @Raikubeauty Instagram social media content on brand image) is rejected & Ha (there is a significant effect between @raikubeauty Instagram social media content on brand image) is accepted.

## Discussion

This study uses a quantitative and explanatory approach. This research uses a questionnaire survey method with non-probability sampling technique in collecting instrument data. In this study, questionnaires were distributed online using google form to a predetermined sample of 395 respondents with several criteria, namely respondents knew the @Raikubeauty brand, were female, and followed the @Raikubeauty Instagram account.

Before distributing the questionnaires to 395 respondents, first the validity and reliability tests were carried out to the initial 30 respondents with the aim of knowing and at the same time obtaining data related to valid and reliable statements.

In this study, there are two variables, namely variable X in the form of social media content and variable Y in the form of brand image. These two variables will be reduced to several instruments and dimensions whose purpose is to serve as the basis for making statement instruments in the questionnaire.

There are 92.7% female respondents aged 16-25 years in answering the questionnaire questions in this study. This is a potential for the domestic market, including the increasing number of young people or the millennial generation. Indonesia is one of the largest cosmetic

markets, so this business will be prospective and promising for local brands.

This is supported by Raiku Beauty who created a dare to be bare campaign as a mediation for delivering messages that are felt by all the hearts of Indonesian women. Raiku's campaign has a message that is packaged in such a way in the form of persuasive communication by @Raikubeauty to take advantage of marketing activities through social media both cognitively and emotionally. Raiku uses Instagram tools igtv, ig feeds, and stories to convey messages in the dare to be bare campaign. Igtv is useful for attracting consumers' emotions in displaying visualizations and testimonials from Indonesian women who often experience feelings of insecurity. Interestingly, the social media content above departs from the theory of social media content according to Cornelissen (2020), which is divided into:

**Rational Message Style** The message conveyed by @Raikubeauty in the dare to be bare campaign seems unique that every woman is beautiful without using makeup, because beauty is not only from the outside but from within and Raiku wants Indonesian women to continue to be brave and confident show their inner beauty regardless of their skin colour, because all Indonesian women are beautiful.

Based on the results of the statement above, it can be seen in the upload of the Raiku Beauty Instagram social media account which uses models with various skin colour differences and still looks beautiful with their respective styles. Like picture 5 below is an IGTV Instagram post @RaikuBeauty.



Figure 5. Uploaded by IGTV @RaikuBeauty  
Source: (@Raikubeauty, 2021)

Symbolic association message style Raiku is able to touch his followers with various testimonials from the dare to be bare campaign by making his followers share their experiences of insecurity and struggle against this insecurity and dare to share the story on social media. This is

supported by many posts and stories from Instagram followers @Raikubeauty.

Emotional message style (Model of emotional messages). Raiku was able to gain the trust of his followers for uploading on social media about the dare to be bare campaign.

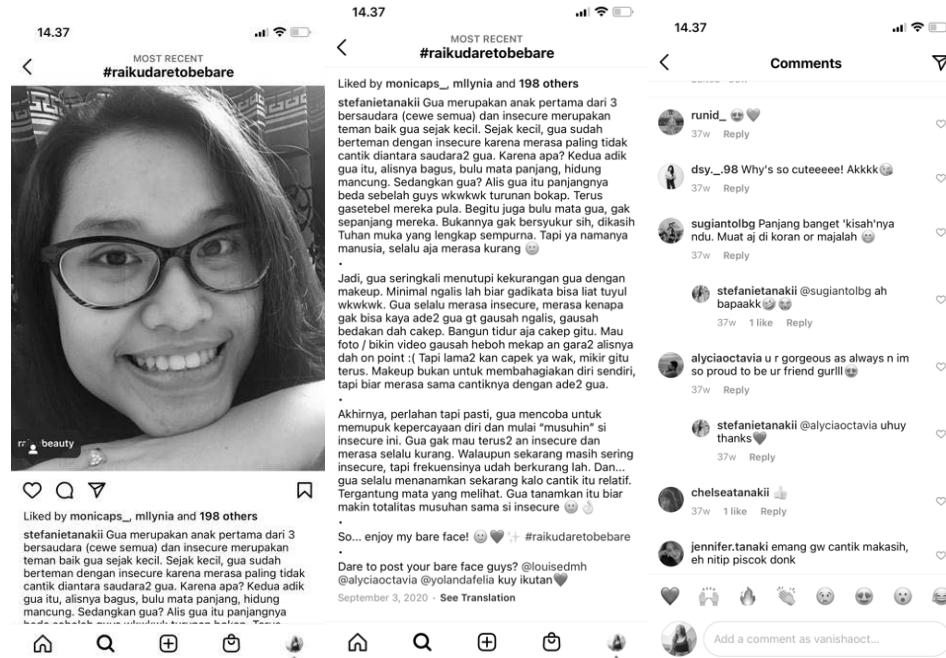


Figure 6. Raiku Dare to Be Bare followers  
Source: (@Raikubeauty, 2021)

The story from picture 6 above is the story of a brother who feels insecure because of his difference with his biological brother, it is always covered by using make-up to always look beautiful according to his version. Over time she realized that beauty is relative and she was very brave to join the dare to be bare campaign by uploading photos without makeup and telling her experiences to the public. This makes social media friends or the public support the actions of the Raiku campaign. Starting from giving love

emoticons to even other positive words such as 'proud to be your friend'.

Generic message style Raiku beauty is able to compete by having content ideas about the dare to be bare campaign that are different from its competitors.

Premptive message style (Preventive message model) Raiku beauty has succeeded in making Indonesian women free from self-doubt with content uploaded on social media.

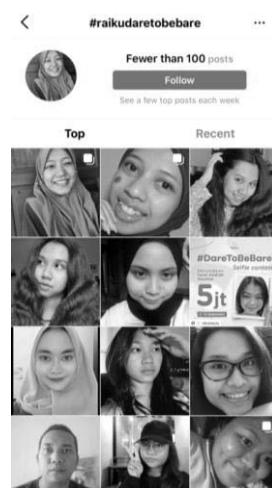


Figure 7. Followers of the Dare to Be Bare Campaign

Source: (@Raikubeauty, 2021)

The message in the explanation above is conveyed in effective communication in social media content. Social media content contains messages that can influence the perception of @Raikubeauty followers as respondents in this study. The theory explains a message content that is packaged in an attractive and structured way so that brands that use social media can communicate their products and brand images in an attractive and appropriate way to the audience.

Brand image according to Kotler & Keller (2016), identified through three dimensions in this study as follows:

Strength of brand association, the content uploaded by @Raikubeauty makes it easy for followers to identify the Raiku beauty brand with a dare to be bare campaign as a pioneer of beauty and quality beauty products.



Figure 8. Raiku products reviewed by Beauty Blogger  
Source: (@Raikubeauty, 2021)

Favourability of brand association, Dare to be bare campaign content uploaded by @Raikubeauty has won the trust of his followers.

Uniqueness of brand association, the content uploaded by @Raikubeauty makes Raiku have its own unique value, namely being a pioneer of local beauty brands for skincare and contemporary makeup with campaigns that voice the hearts of Indonesian women.

Based on the results of the majority of respondents in this study, it can be seen that uploads on the @Raikubeauty Instagram account regarding the dare to be bare campaign successfully convey messages based on the feelings of Indonesian women, become beauty pioneers by getting 92.9% agree and strongly agree, and pioneers from beauty brands to Raiku beauty's brand image received 90.8% agree and strongly agree responses. The majority of respondents in this study gave positive and quite strong answers to the Raiku beauty brand, the consistency of the message conveyed, quality products, and the uniqueness that represents the brand image of @Raikubeauty content.

The theoretical hypothesis is used in this study so that it has a relationship and mutual influence on the research results obtained, that the @Raikubeauty

Instagram social media content about the dare to be bare campaign has an effect on brand image. Based on the results of the study, the questionnaire data showed the positive influence of social media content on Raiku Beauty's brand image.

Based on the results of research conducted on followers of the @Raikubeauty Instagram account on brand image from the processed data from the SPSS 25.0 program, the results showed that there was an influence between social media content on Raiku's brand image. This is obtained from the calculations in table 10, with a calculated T value of 24,366 and a sig value. 0.000 which is less than 0.05. The magnitude of the influence of Instagram @Raikubeauty's social media content on brand image can be concluded in table 8, with an r-square value of 0.602, which means that the influence between the variables tested is 60.2% and every one increase in the value of @Raikubeauty's Instagram social media content then Raiku's brand image will increase by 0.396.

In addition, the results of the study show that of the 5 instruments in the social media content variable (X), namely Rational Message style, Symbolic association message style, Emotional message style, Generic message style, and Preemptive message style, the dimension

that has the most influence on brand image is rational message styles. This can be seen from the mean value of 3.52 which is the largest value compared to other instrument values.

#### IV. CONCLUSION

This study was conducted to determine whether Raiku's brand image has an influence from @RaikuBeauty and how much influence it has on Raiku's brand image. Researchers conducted data analysis on 395 respondents as samples from @Raikubeauty. Based on the results of this study, the following conclusions can be drawn: There is a significant effect of the Instagram @Raikubeauty social media content on the dare to be bare campaign on brand image. Has the meaning of the hypothesis in this study, namely Ha can be accepted. Based on data from the analysis of this study, it shows that the level of Instagram @Raikubeauty's social media content in the dare to be bare campaign has an effect of 60.2% on brand image. Thus, the effect of variable X (Instagram Social Media Content) on variable Y (Brand Image) is significant and 39.8% is influenced by other factors. The predicted value of Raiku Beauty's brand image, which is influenced by the social media content of Instagram @Raikubeauty on the dare to be bare campaign, will increase by 4,604 units plus 0.396 for each increase of one unit.

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