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Content analysis of message strategy in ERHA X AQUA Co-Branding through social media instagram

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Abstract - ERHA is an Indonesian-based beauty brand founded in 1999, ERHA co-branded with AQUA, which is known as the top of mind in its category, and launched a series of hydrating skincare products that represent the characteristics of the two brands. ERHA and AQUA use social media Instagram as a place to carry out marketing communications to their audience. The right message strategy is needed so that the marketing communication objectives of the ERHA and AQUA co-branding can be conveyed properly to the target audience. This study aims to identify and describe the marketing communication message strategy used by ERHA and AQUA on Instagram. This study uses the concepts of co-branding which consists of familiarity, product fit, reputation, attitude toward co-branding, and trust, and also the message strategy concepts which consists of cognitive message strategy, affective message strategy, and conative message strategy. This research is descriptive quantitative with a content analysis method. The population in this study is all post feeds related to co-branding ERHA and AQUA on Instagram ERHA and AQUA in the period February 2021 – December 2021, which is a total of 36 posts.

Keywords: Co-branding, Message Strategy, Social Media, Instagram.

INTRODUCTION

The beauty industry is getting tougher, especially in companies with skincare products. More and more new brands are emerging with similar products. Economic conditions during the pandemic were weak due to a decline in various industries but in contrast to the beauty industry, especially skincare products, whose growth remained positive during the pandemic. Based on research from Statista.com (2021), the beauty and personal care segment will grow by around 6.46% annually (2021 - 2025), this is driven by the contribution of online sales which is expected to reach 25% in 2021. Kantar Study Indonesia also shows that the total beauty and personal care segment in the new normal (Q4 2020+Q1 2021) vs. covid outbreak (Q2+Q3 2020) has grown again by 3% (Mecadinisa, 2021).

The contribution of the Indonesian people to the growth of the beauty industry can be seen through the number of requests from consumers for the products they produce, which are skincare products. Based on the research results of SAC (Science Art Communication), skincare products became the largest market for cosmetics and body care in Indonesia throughout 2018 which contributed US\$2,022 million to the cosmetic market and US\$5,502 million to body care (Intan & Husaini, 2019).

Based on the Jakpat Survey (2020), the reasons skincare users use skincare products are very diverse, namely wanting to have healthy skin, having skin problems, being influenced by friends or family, being influenced by bloggers, or social media influencers, following trends and others. In Figure 1, the reasons why skincare users, both women, and men, use skincare products are dominated by the awareness to have healthy skin and the existence of skin problems they have.



Figure 1. Reasons of Using Skincare Product
Source: Jakpat Survey, 2020

It is undeniable that in this digital era, technological developments and social media trends have a major influence on the growth of the beauty industry. For this reason, the beauty industry needs to follow and take advantage of technological developments that are happening and continue to grow because social media is currently a very efficient marketing platform.

ERHA is a skincare brand from Indonesia that was established in Jakarta in September 1999. In February 2021, ERHA collaborated with AQUA which is a bottled drinking water (AMDK) brand that is a top-of-mind product in the bottled drinking water (AMDK) category. Based on the 2020 Top Brand Index, AQUA ranks first with 61.5% then quoted from infobrand.id (Hidayat, 2020) AQUA is very popular in the digital world where the popular digital index for the AQUA brand reaches 29.08% and is the highest in the world. among other brands in the bottled drinking water (AMDK) category. The collaboration between ERHA and AQUA is related to the marketing strategy used, namely the differentiation strategy, the two brands use social media in disseminating marketing messages and conducting marketing communication activities.

ERHA and AQUA use a co-branding strategy. Co-branding is a marketing activity that combines a product with other products (Kotler & Armstrong, 2018). Co-branding ERHA and AQUA produced a series of skincare products titled "RE-FRESH" with the tagline "Your Essential Refreshing Hydration" which is intended to hydrate the skin whose products contain sunscreen, lip balm, serum, night mask, and face mist. However, in this digital era, the strategy will not be optimal without marketing communication activities carried out digitally. Marketing communication is a management process between an organization and various audiences. With an understanding of the audience's preferred scope of communication, organizations need to design and present a message that focuses on stakeholders, before evaluating and acting on any response (Fill, 2009, p. 16).



Figure 2. ERHA X AQUA: Re-fresh

Source: Erhastore.co.id

ERHA and AQUA's collaboration has the tagline "Your Essential Refreshing Hydration", both brands claim their collaboration is a collaboration between experts, namely, AQUA as an expert in hydration and ERHA as an expert in the field of skincare. Based on this background, researchers will examine ERHA and AQUA Instagram content, analyse the message strategies and co-branding dimensions used in marketing communication activities on ERHA and AQUA collaboration products and see the highest audience response.

Instagram is a photo and video sharing social media platform that is used to present one's self online (Octaviana & Susilo, 2021). Instagram is a video and image-focused social networking site that allows users to add captions, hashtags and comments to their posts. This app is compatible with both PC and mobile devices, but is primarily designed for mobile devices (Susilo, 2021). Instagram social media has an influence on purchasing decisions (Michelle & Susilo, 2021; Larasati & Susilo, 2021).

The method used in this research is the quantitative content analysis method. Krippendorff (1980, p. 20) defines content analysis as a research technique to create interventions that can be replicated (imitated) and have valid data by taking into account the context. invisible (latent). Content analysis is used to analytical tools to monitor and analyze the communication activities of a group of people (Susilo & Putranto, 2021). Quantitative analysis is defined as a scientific research technique to describe the characteristics of the content and draw inferences and content (Eriyanto, 2011, p. 16). In this case, the researcher focuses on the dimensions of the aspects or dimensions that exist in the text.

In this study, the population used are all posts regarding the collaboration of ERHA and AQUA on the Instagram feeds of ERHA and AQUA in the period February 2021 to December 2021, as many as 39 posts were studied. Researchers used observation, observation, and documentation methods in collecting data on Instagram content in the form of photos, videos, and captions on post feeds on ERHA and AQUA Instagram. The results of observations and documentation will be processed into data in a coder sheet which will be distributed to the three coders.

The results of filling in the coding sheet were processed by researchers using the Holsti formula (Eriyanto, 2011, p. 290):

$$\text{Inter-Coder Reliability} = \frac{3M}{N1 + N2 + N3}$$

Information:

M = Number of coding approved by all coders

N1 = Number of coding made by coder 1

N2 = Number of coding made by coder 2

N3 = Number of coding made by coder 3

Based on the Holsti formula, the measurement tool will be considered reliable if the reliability score reaches a minimum of 0.7 or 70%, it will be more reliable the higher the result. Based on the results by the three coders, there are 303 similarities between the three coders (M). The first coder has 344 (N1) codes, the second has 360 (N2), and the third coder has 395 (N3). The results obtained are 0.82% or reliable.

Table 1. Number of Message Strategies Used

No	Message Strategy		Instagram AQUA (@sehataqua)	Instagram ERHA (@erha.dermatology)	Total
1.	Cognitive Message Strategy	Generic Messages	6	33	39
2.		Pre-emptive Messages	6	28	34
3.		Unique Selling Proposition	6	27	33
4.		Hyperbole	1	10	11
5.		Comparative Advertising	0	5	5
6.	Affective Message Strategy	Resonance	6	32	38
7.		Emotional	6	31	37
8.	Conative Message Strategy	Conative Message	6	28	34

Table 2. Number of Likes Earned by Each Message Strategy

No	Message Strategy	Instagram AQUA (@sehataqua)	Instagram ERHA (@erha.dermatology)	Total	Mean
1.	Hyperbole	13.457	2.262	15.719	1.429
2.	Unique Selling Proposition	16.086	7.410	23.496	712
3.	Pre-emptive Messages	16.086	7.411	23.497	691
4.	Conative Message	16.086	7.371	23.457	689
5.	Emotional	16.086	8.140	24.226	672
6.	Generic Messages	16.086	8.425	24.511	628
7.	Resonance	16.086	8.425	24.511	628

8.	Comparative Advertising	0	761	761	152
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Table 3. Number of Comments Earned by Each Message Strategy

No	Message Strategy	Instagram AQUA (@sehataqua)	Instagram ERHA (@erha.dermatology)	Total	Mean
1.	Hyperbole	212	91	303	27
2.	Unique Selling Proposition	274	266	540	16
3.	Pre-emptive Messages	274	270	544	16
4.	Conative Message	274	266	540	15
5.	Emotional	274	278	552	15
6.	Generic Messages	274	283	557	14
7.	Resonance	274	283	557	14
8.	Comparative Advertising	0	17	17	3

Tables 1, 2, and 3 show the results of the coding process by the three coders on 39 posts regarding the ERHA X AQUA co-branding on the Instagram of the two brands. The message strategy most widely used by ERHA and AQUA through Instagram posts is generic messages which are found in all posts regarding the co-branding of ERHA and AQUA. In generic messages, the message in it displays the benefits of the product offered without claiming superiority and without comparing it with competitors. Meanwhile, from the audience response, the hyperbole message strategy gets a high response from the audience in the form of likes and comments, ERHA and AQUA audiences tend to like content that displays explicit claims of uniqueness and superiority.

Table 4. Number of Co-Branding Dimensions used

No	Co-Branding Dimensions	Instagram AQUA (@sehataqua)	Instagram ERHA (@erha.dermatology)	Total
1.	Familiarity	6	33	39
2.	Product Fit / Co-Brand Match	6	33	39
3.	Reputation	6	33	39
4.	Attitude Toward Co-Branding	6	33	39
5.	Trust	6	33	39

Table 5. Number of Likes Earned by Each Co-Branding Dimension

No	Co-Branding Dimensions	Instagram AQUA (@sehataqua)	Instagram ERHA (@erha.dermatology)	Total	Mean
1.	Familiarity	16.086	8.425	24.511	628
2.	Product Fit / Co-Brand Match	16.086	8.425	24.511	628
3.	Reputation	16.086	8.425	24.511	628

4.	Attitude Toward Co-Branding	16.086	8.425	24.511	628
5.	Trust	16.086	8.425	24.511	628

Table 6. Number of Comments Earned by Each Co-Branding Dimension

No	Co-Branding Dimensions	Instagram AQUA (@sehataqua)	Instagram ERHA (@erha.dermatology)	Total	Mean
1.	Familiarity	274	283	557	14
2.	Product Fit / Co-Brand Match	274	283	557	14
3.	Reputation	274	283	557	14
4.	Attitude Toward Co-Branding	274	283	557	14
5.	Trust	274	283	557	14

Based on the data contained in the three tables above, the five dimensions of co-branding have the same number or in all content related to the collaboration of ERHA and AQUA on the Instagram of the two brands. The five dimensions get the same number of likes and comments, which means that all the dimensions get the same response from their audience. It can be concluded that the audience of ERHA and AQUA considered that the collaboration between ERHA and AQUA was an interesting, suitable and collaboration where ERHA and AQUA are well-known brands and have a good reputation. ERHA X AQUA Re-fresh products make the reputation of both brands increase.

DISCUSSION

Researchers made observations on posts related to the collaboration between ERHA and AQUA on Instagram social media accounts of ERHA (@erha.dermatology) and AQUA (@healthaqua) from February 8, 2021 – December 31, 2021 with a total of 33 posts on Instagram ERHA (@erha. dermatology) and 6 posts on Instagram AQUA (@seetaqua). After making observations, the researcher entered every post related to the ERHA and AQUA collaboration into the code sheet to be categorized by the message strategy variable according to Clow & Baack (2018) and the five-dimensional variable from Co-branding according to Dickinson & Barker (2006).

Message Strategy in Co-Branding ERHA and AQUA



Chart 1. Number of Co-Branding Dimensions used

Chart 1 shows the results of the coding process by the three coders on 39 posts regarding the message strategy in ERHA and AQUA co-branding on Instagram. Based on the coding data, cognitive strategy (53%) is the most widely used message strategy, cognitive strategy includes five main forms, namely generic strategy, pre-emptive strategy, unique selling proposition, hyperbole, and comparative advertising.

The message strategy most widely used by ERHA and AQUA through Instagram posts is generic messages which are founded in all posts regarding the collaboration of ERHA and AQUA. In generic messages, the message displays the benefits of the offered product without claiming superiority and without comparing it with competitors.



Figure 3. Generic Messages Strategy
Source: @sehataqua on Instagram

The content above is an example of the generic message strategy used by AQUA. The message displays the benefits of one of its products, namely ERHA X AQUA Re-Fresh Overnight Hydrating Mask, without claiming superiority and comparing it with competitor products. This post got 908 likes and 30 comments. Based on audience response, the hyperbole message strategy gets a high response from the audience in the form of likes and comments. In the hyperbole strategy, the message uses explicit claims of uniqueness and superiority of the product that is designed with exaggerated words.

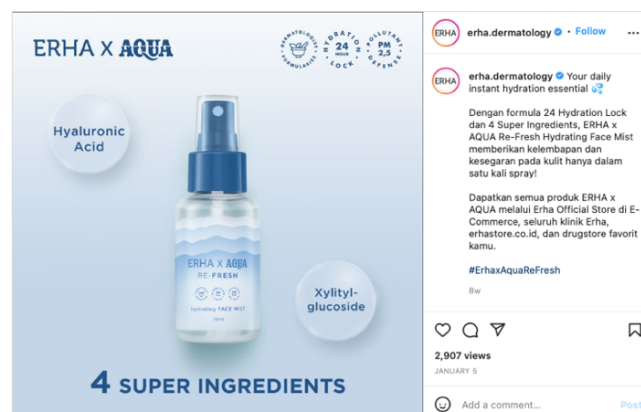


Figure 4. Hyperbole Strategy
Source: @erha.dermatology on Instagram

The message in the content promotes the ERHA X AQUA Re-Fresh Hydrating Face Mist product. The message conveyed through the caption uses the words “provides

freshness to the skin in just one spray” and “4 super ingredients” which are exaggerating claims of excellence

Dimensions of Co-Branding ERHA and AQUA

The five dimensions of co-branding, which are familiarity, product fit, reputation, attitude toward co-branding, and trust have the same number or are found in all content related to the collaboration of ERHA and AQUA on Instagram of the two brands. Based on audience response, the five dimensions get the same number of likes and comments, which means that all the dimensions get the same response from their audience. It can be concluded that the audience of ERHA and AQUA considered that the collaboration between ERHA and AQUA was an interesting, suitable and collaboration where ERHA and AQUA are well-known brands and have a good reputation. ERHA X AQUA Re-fresh products make the reputation of both brands increase.

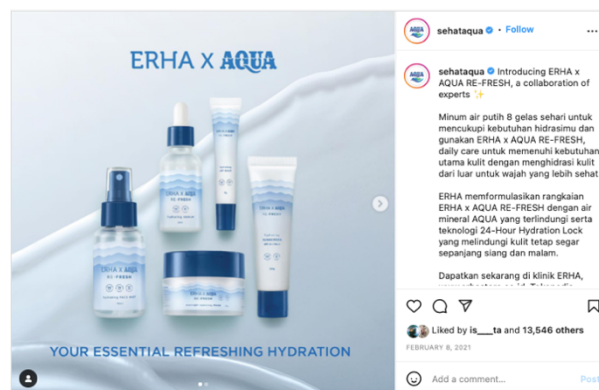


Figure 4. AQUA Instagram Content
Source: @sehataqua on Instagram

The picture above is one of the content where there are five dimensions of co-branding in it. The content above introduces a series of products from the collaboration between ERHA and AQUA, the message in it shows that ERHA and AQUA are well-known brands, have good reputations, and produce suitable and complementary collaborations. This can be seen in the sentence "A collaboration of experts" and "Expert hydration of dermatology formulas" on the second slide of the post. "Formulating the ERHA X AQUA Re-fresh series with protected AQUA mineral water and 24-Hour Hydration Lock technology that protects the skin to stay fresh throughout the day and night" indicates that this product was the result of a collaboration between the two trusted brands, providing benefits for users and more prestigious compared to competing products.

CONCLUSION

Based on the results of research and discussion, ERHA and AQUA carry out digital marketing communication activities, namely through Instagram social media. The generic message strategy is the most widely used strategy, where the delivery of the ERHA and AQUA messages in the content tends to display the benefits of the products offered without using claims of superiority and comparing with competitors' products. The hyperbole strategy gets a response from the audience in the form of likes and comments. ERHA and AQUA audiences tend to like messages that use exaggerating sentences and use claims of uniqueness and superiority from products that cannot be verified.

ERHA and AQUA co-branding have all dimensions of co-branding, namely familiarity, product fit / co-brand match, reputation, attitude toward co-branding, and trust. the five dimensions get the same number of likes and comments or get the same response from the audience. Based on this, it can be concluded that the collaboration between ERHA and AQUA is an interesting, suitable, and complementary collaboration where ERHA and AQUA are well-known and reputable brands. increase. The collaboration between ERHA and AQUA has reached the level of complementary competence.

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