



Marketing Strategy Analysis in Building Personal Branding in the Makeup Artist (MUA) Services Sector

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ABSTRACT

The increasing number of service businesses makeup In Indonesia, this creates increasing competition that must be faced by players in the service business sector makeup artist Personal branding is the image a person builds in the eyes of others. The medium used in personal branding is social media makeup artist must have its own strategy to form an image that will become its characteristic. The main objective of the marketing strategy analysis in this study is to build personal branding A strong brand image, increasing competitiveness, and creating lasting relationships with customers, ultimately supporting the success of a makeup artist business. Strategic steps that MUAs can take include building an effective personal brand. These steps include: understanding their unique identity and values, visual and messaging consistency, creating quality content, actively engaging with their audience, and collaborating with influencers and other brands. This allows MUAs to build customer trust and loyalty. MUAs can not only increase their visibility and competitiveness but also create a supportive and engaged community. The research method used was qualitative descriptive research. Data collection techniques were conducted through observation, interviews, and documentation. The developed personal branding was then integrated with platform or the media used to show personal branding, namely Instagram, as well as the existence of audience as the recipient of the message that is to be conveyed from a personal branding, then it is formed personal branding in the minds of the public.

1. Introduction

Business development is currently growing rapidly. One of the many businesses in the service sector. The growth of the service sector is inextricably linked to society's need to meet their living needs. One of the many businesses that people are interested in recently is the service sector makeup artist. The development of people's needs to appear beautiful and attractive as a requirement of work and lifestyle, creates opportunities to build a business in the field of make-up services. So that a profession called make-up artist was created makeup artist) [1]. In the past, the profession *makeup artist* (MUA) or makeup artists are still often looked down upon. This profession is often belittled and considered not prestigious [2]. However, as the digital world develops, currently makeup tutorial video content is starting to appear on YouTube and other social media, which is sparking public interest in starting a career in the makeup service sector. People seem to

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be starting to realize that besides the need for makeup that will continue to grow and will not be eroded by time, working as a MUA can also be a medium for hobbies and passions in the world of art and beauty. In addition, it is also supported by the ease of becoming a MUA *freelance* MUA, among others, namely (1) Consumers do not care about the educational background of the MUA; (2) There are quite a few local cosmetic brands that have low prices and good quality, thus reducing capital expenditure; (3) There is no risk in renting a business premises; (4) Ease of promotion via Instagram which is free of charge; (5) Ease of updating makeup insights by watching tutorials on Youtube free [3].

Based on the results of observations, it is clear that not everyone knows how to properly carry out personal branding and understand how to create creativity during the marketing process in their business. One way to build personal branding and promote products properly and correctly is the need for a good marketing communication strategy. Considering, the fundamentals needed in marketing activities [4]. Therefore, a marketing strategy is needed that is precisely designed to obtain the appropriate response from the desired market segment. Marketing strategies in the digital era have undergone rapid changes and developments. This indicates that business actors also need to position themselves carefully and try to continue to follow the existing era because changes and shifts in trends and technology are something that cannot be avoided. The effect of this development of the era is that people are gradually shifting from conventional marketing to digital marketing or commonly known as digital marketing. This digital era has many positive impacts, such as easier and faster access to various digital technologies to speed up work. In addition, this digital era supports the development of digital-based mass media that can be accessed through information technology. The internet as a form of information technology development is said to be able to accelerate the rapid progress of digitalization in the world because with the internet, distance and time are unlimited [5].

Market competition on the internet is increasingly competitive, and it is not uncommon for people to need services from experts to help convey the value of their products and reach a wider customer base through digital media. The creative industry has the potential to continue to grow, and creative digital agencies are one example of actors within the creative industry that can support creativity and innovation with new ideas and concepts, especially in their practice in the digital world [6]. Another supporting phenomenon is that the population in Indonesia who is connected to the internet is 210,026,769 people out of a total population of 272,682,600 people. When presented as a percentage, it will produce a number worth 77.02% of the total population in Indonesia [7]. The utilization and use of internet technology can provide benefits to the competitive business world. Companies have begun to promote themselves through social media. Survey results indicate that there are 4.62 billion social media users, equivalent to 58.4% of the world's total population [7]. Therefore, social media is very suitable for creative industries to market their products through websites, services, or online channels, to reduce promotional costs makeup artist (MUA) is one of the most sought-after service businesses today makeup artist very much needed at various events, for example at graduation ceremonies, weddings and proposals, *makeup artist* also needed for taking photos and videos, even used as content online [8].

Every makeup artist You must have a strategy for creating a distinctive image, and this includes personal branding. Personal branding is the process by which a person consistently conveys their personality and character, creating a desired identity, with the goal of attracting more client makeup artist [8]. A person *makeup artist* Nowadays, everyone must have a social media account, which can be used to display results *makeup* newly produced as *portfolio* or show tutorials to generate *makeup* itself. In addition, it is also to share current activities, ongoing events, or interests in certain things outside about *makeup*. This can open up opportunities for followers or even social

media users who accidentally find the account to respond and interact. Personal branding can be defined as a process that demonstrates a person's unique skills, personality, and characteristics, then packaged into an identity with superior power compared to others [9]. Therefore, a *makeup artist* must also have differentiation in the form of advantages and uniqueness in content creation to leave a strong impression on followers. From a business perspective, through the data presentation above, two things can be known, namely the increasingly tight business competition in the digital era, but on the other hand it also indicates that this can be used as an opportunity to get a freer and broader consumer segmentation. Business actors who still do not understand digital marketing strategies and the use of social media in business development [10]. Therefore, in the midst of the existing moments and opportunities, personal branding as a creative digital agency is present by offering services to build work between a combination of creative branding and the use of digital media as an application of digital *marketing* [11]. This activity requires a good marketing communication strategy to produce maximum work results, namely utilizing conventional marketing methods (offline) that already exist and combine them with digital marketing [12].

2. Method

This research falls into the category of qualitative research. A qualitative approach can be defined as a process of research and understanding that uses a methodological basis to investigate social phenomena and human problems [13]. The data collection techniques used are in-depth interviews, observation, and documentation. The data analysis technique used in this research is qualitative research data analysis which is carried out through the process of data collection, data reduction, data presentation, then drawing conclusions [14].

3. Results and Discussion

Running a business in the service sector makeup It's not easy. In recent years, the MUA profession has begun to be of interest to the millennial generation [15]. Based on the results obtained from research conducted on personal branding, researchers saw that the marketing strategy implemented by MUAs combines the use of marketing media effectively offline and online in personal branding. Personal branding can be structured or described in the elements of the 7P Marketing Mix and Integrated Marketing Communication [16]. Building strong personal branding as makeup artist It requires a well-planned marketing strategy and consistent execution. By utilizing social media, creating engaging content, and providing excellent customer service, MUAs can develop a solid reputation and attract more clients. Digital era, the beauty industry, especially the service sector, makeup artist (MUA) has grown rapidly and become a highly competitive sector. With more options available, consumers are becoming more discerning in selecting services that suit their needs and preferences. In this context, personal branding has emerged as a crucial element that can influence purchasing decisions. Personal branding is not only about how MUAs present themselves, but also about building reputation and trust in the eyes of clients. Building a strong personal brand as makeup artist requires a well-planned marketing strategy and consistent execution. By utilizing social media, creating engaging content, and providing quality customer service, MUAs can increase their visibility and reputation. Success in Building personal branding also depends on the ability to adapt to evolving trends and audience needs.

Effective marketing is key to building a strong personal brand. With the right strategy, MUAs can capture the attention of their audience, build client loyalty, and differentiate themselves from the competition. Marketing strategies that MUAs can use to build an effective personal brand include leveraging social media, creating engaging content, collaborating with influencers, and the

importance of customer service. Through a deep understanding of these strategies, MUAs can increase their visibility in the market and achieve long-term success. In a competitive world like the makeup industry, building a strong brand is crucial personal branding A strong brand image is the key to success. Through a well-planned marketing strategy, MUAs can not only attract new clients but also build long-term, mutually beneficial relationships. Success in personal branding also depends on consistency, creativity, and the ability to adapt to evolving trends. The implementation of the 7P Service Marketing Mix states that the marketing mix is an important business strategy to implement because the marketing mix can be a consideration for consumers in making a decision to buy or rent a product or service offered by the Company [17]. The personal branding strategies implemented through the 7P Marketing Mix are as follows:

a) Product

Personal Branding is a creative digital agency specializing in makeup artist (MUA) services. Personal branding services offer brand management and build brand awareness through social media. In fact, social media is a leading marketing option for personal branding strategies. The number of social media users continues to grow, evidenced by a growing consumerism in the use of electronic media and digital technology. Advances in information technology and the internet have significantly impacted the promotion of makeup artist (MUA) services Personal branding offers several services such as logo creation, design, product photography, video production, and mural creation [18]. This allows personal branding to offer various strategies with a combination of creativity, including team meetings, internal meetings, or content capture or product photography and video capture with indoor facilities that require studio props or equipment. Clients can visit the business premises or meet at the office.

b) Promotion

Promotional activities personal branding done by doing promotions offline and promotion online. Both of these methods need to use and pay attention to personal branding marketing strategies which consist of indicators or elements advertising, sales promotion, interactive marketing, and public relation (public relations). Promotional activities tend to be carried out more frequently in person online because of promotion through the media online has a wider reach without being tied to space and time. Using social media online can be more cost-effective and able to reach potential consumers [19].

c) Price

Personal branding divides the price of the services offered. The package in question here is social media management services Personal branding admitting that the rates for the services offered are quite expensive compared to its competitors, Personal branding don't worry too much about the price given, because the price is commensurate with the guaranteed quality of the product or service produced, considering the quality For service providers, it is mandatory to apply it in the company's strategy to achieve long-term excellence.

d) People

Personal branding marketing indicators are divided into service personnel, namely those who provide products, and operational personnel in the service sector. In this context, service personnel refer to the entire structure of members within the personal branding organization, each with their respective duties and responsibilities. The personal branding office itself is designed with a neat and comfortable layout, much like a typical home, so that members can

work comfortably and relaxed. This is similar to the statement that attention to interior design, building equipment, including lighting and spacious layout is important because it can influence the mood of visitors.

e) Process (Proses)

The personal branding work process in one month has a pattern, namely that the first week and the third week are the time for members *personal branding* to make visits to the client's business premises to create content materials such as product photos and videography, then in the second and fourth weeks it is time for the members *personal branding* for team meetings in the office and carrying out work such as designing and processing content materials previously collected during client visits, this continues to repeat as a monthly routine. Once all monthly projects have been completed and meetings (in the second and fourth weeks) have been held, the project leader will also report it to management, and from management it will be forwarded to the CEO. Then, from the projects that have been carried out during one month and the results of the meetings (in the second and fourth weeks regarding the direction of the next brand content), all of these materials will be discussed by the CEO, management, and also the project leader during a meeting with the client at the end of the month as an evaluation of the ongoing projects and also together determine new projects and accommodate evaluations and requests from clients to be carried out in the following month.

f) Sales Promotion

Personal branding in running sales promotions is by carrying out price deals and promos (price cuts and promos). In its implementation, personal branding Offering discounts or promotions at certain times, such as during events or major holidays in Indonesia, such as welcoming the fasting month, New Year, or during certain moments. Sales promotions that are often carried out include: a) Discounts; b) promotions on twin dates and months; c) free product photo promotions for selected people (giveaway). There done to strengthen the relationship with clients by calling it a friend price. Supporting and Inhibiting Factors Experienced by Personal Branding in the Implementation of Marketing Strategies During the implementation of personal branding marketing strategies, there are things that are supporting and inhibiting factors, including: a. Supporting Factors personal branding

Branding personnel can support the implementation of marketing strategies by playing a role in creating new markets and increasing consumer interest in using services. Therefore, it is necessary to have factors that can support the company's name personal branding One way to do this is by continuously improving and maintaining the quality of the services provided, as well as continuously embracing new relationships, both of which will create a good brand image. The word of method is a surefire method that is always utilized personal branding. Personal branding always committed to producing good quality services, starting from ensuring the ability to implement and the best services that promised accurately, the ability to help consumers in providing appropriate services, the knowledge and ability of employees in providing trust, empathy or attention and services provided appropriately, and attention to the communication tools used in a service.

g) Inhibiting Factors

Branding in's Human Resources (HR) is a partnership agency. In this regard, the communication strategy was ineffective. Therefore, improvements are needed to improve quality

control and performance management, making it easier to monitor and supervise team members. This allows them to pay attention to each team member's performance and allows everyone to communicate more frequently. Communication facilitates team coordination. Therefore, to support product quality and maximize client results, as promised and offered, personal branding must continue to improve the performance of each member so that the quality and quality of services produced are also good and consistent.

It's important to regularly evaluate the effectiveness of your marketing strategy. MUAs can use analytics tools to monitor social media performance and gather client feedback. With this information, they can adapt their strategies to suit their audience's needs and preferences. Building a strong personal brand as a makeup artist requires a well-planned marketing strategy and consistent execution. By leveraging social media, creating engaging content, and providing excellent customer service, MUAs can develop a solid reputation and attract more clients. In an ever-evolving industry, adaptability and innovation are key to success. Implementing an integrated and effective marketing strategy is crucial for MUAs to build a strong personal brand. By leveraging social media, producing quality content, collaborating with influencers, maintaining a visual identity, and providing superior customer service, MUAs can increase their visibility and reputation in a competitive market. Success in personal branding also relies heavily on the ability to continuously adapt to market dynamics and client needs.

4. Conclusions

Building a business in the service sector makeup It's certainly not easy. Especially in recent years, when the MUA profession has become increasingly popular among millennials. The intense competition everywhere means MUAs have to be resourceful in their skills to ensure their service business thrives makeup can run smoothly. However, this increasingly fierce competition leaves many aspiring MUAs confused about how to build a makeup service business that attracts customers. The impact of using this strategy is the ability to build a brand, increase followers on Instagram, and expand your market reach. Personal branding which has been developed and then combined with the platform or media used to show personal branding, namely Instagram, as well as the presence of an audience as the recipient of the message that wants to be conveyed from a personal branding, then personal branding is formed in the minds of the audience.

Conflict of interest

The authors declare no conflict of interest.

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