

## The strategy of digital marketing of Bening's Clinic through Instagram

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### ABSTRACT

Men's bodies have become a commodity in the capitalist industry to compete with women's bodies. This is because in modern life, how you look is a way to show your freedom, personality, and confidence. There are a lot of facial treatment clinics now, and one of them has helped bring up the need for both men and women in modern society to care about how they look. Instagram was chosen for this study because it is a popular social media site. Instagram makes people compare how they look and makes them feel unhappy with their bodies, which can affect each person's body image. The goal of this study was to find out what Bening's Clinic's digital marketing plan was for disciplining the metrosexual men's body on Instagram. As a research method, the Krippendorff content analysis method was used to find out what the message was about and what it meant. The posts on Instagram by @beningsclinic\_jakarta from October 1, 2020, to December 31, 2020, will be the unit of analysis. Researchers chose the Krippendorff content analysis method because they wanted to look at the content of Instagram posts in a quantitative way. The researcher then tries to figure out what the @beningsclinic\_jakarta Instagram post is about, how to read the symbols, and what the interaction between the symbols means. The conclusion is that Bening's Clinic Jakarta's digital marketing strategy in the @beningsclinic\_jakarta Instagram post includes ads that are more focused on bringing up men public figures from the entertainment world as an attraction and building fantasy for potential customers, especially metrosexual men who want to discipline their bodies through facial treatments.

**Keywords:** Bening's Clinic; digital marketing strategy; the discipline of the men's body; metrosexual; Instagram

### *Strategi pemasaran digital Bening Klinik melalui Instagram*

### ABSTRAK

*Tubuh laki-laki telah menjadi komoditas oleh industri kapitalis untuk bersaing dengan tubuh perempuan. Sebab penampilan fisik telah menjadi sarana dalam menunjukkan kepribadian, kebebasan, keyakinan, dan kepercayaan diri dalam kehidupan modern ini. Menjamurnya klinik-klinik perawatan wajah salah satunya turut meramalkan kebutuhan bagi masyarakat di era modern dalam menunjang penampilan fisik seseorang, baik laki-laki maupun perempuan. Instagram dipilih dalam penelitian ini karena merupakan media sosial yang populer, membuat orang membandingkan penampilannya dan memicu perasaan tidak puas pada tubuh yang dapat memengaruhi citra tubuh masing-masing individu. Tujuan dari penelitian ini adalah untuk mengetahui strategi pemasaran digital dalam pendisiplinan tubuh laki-laki metroseksual oleh Bening's Clinic di Instagram. Metode analisis isi Krippendorff digunakan sebagai metode penelitian untuk mengetahui karakteristik dan menarik inferensi dari isi pesan. Unit analisis berupa postingan di Instagram @beningsclinic\_jakarta mulai tanggal 1 Oktober 2020 sampai 31 Desember 2020. Metode analisis isi Krippendorff dipilih karena peneliti mencoba melihat konten postingan Instagram secara kuantitatif. Peneliti kemudian mencoba menafsirkan konten postingan, membaca simbol, dan menafsirkan konten interaksi simbolik pada postingan Instagram @beningsclinic\_jakarta. Kesimpulan yang didapat adalah bahwa strategi pemasaran digital Bening's Clinic Jakarta dalam postingan Instagram @beningsclinic\_jakarta berisi iklan yang lebih mengarah pada upaya memunculkan public figure laki-laki dari ranah hiburan sebagai daya tarik dan membangun fantasi bagi calon konsumen terutama para laki-laki metroseksual dalam mendisiplinkan tubuh mereka melalui perawatan wajah.*

**Kata-kata Kunci:** Bening klinik; strategi pemasaran digital; pendisiplinan tubuh laki-laki; metroseksual; Instagram

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**Submitted:** February 2022, **Revised:** May 2022, **Accepted:** May 2022, **Published:** August 2022

ISSN: 2528-6927 (printed), ISSN: 2541-3678 (online). Website: <http://jurnal.unpad.ac.id/profesi-humas>

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## INTRODUCTION

In the Internet age, technological changes are causing change in many ways. One way is that Indonesian consumers are shifting their tastes toward more direct and useful goods, which helps the e-commerce model. According to We Are Social data, the percentage of Indonesians who purchase goods and services online increased by 15% from the previous year to 41% in 2017 (Kama, 2018). In this era of digital technology, the consumption patterns of individuals are also causing traditional firms to evolve into digital businesses. A sort of company known as a digital business is one that engages in electronic marketing operations through the Internet by utilizing various forms of technology (Saputra et al., 2021). E-commerce marketing, which includes corporate communications, promotion, and the sale of goods/services on the Internet, is closely related to digital marketing.

Marketing communication is critical for communicating positioning values (Ersyad et al., 2018). The two-way flow of information between marketing parties or agencies is referred to as marketing communication. Everyone involved in the marketing communications process follows the same procedure: they listen, respond, and discuss until they achieve a consensus. The procedure includes sharing information, convincing explanations,

and conversations (Hapsara et al., 2021). Businesses use marketing communications to directly or indirectly inform, convince, and remind customers about the goods and services they offer. There are numerous advantages for customers as a result of marketing communications. In order to inform consumers about a product's value, intended audience, and optimal use context, marketers can either explain the product's features and benefits in detail or provide concrete examples. Marketing communications can link people, locations, events, products, experiences, attitudes, and more to a company's brand. They can assist in developing brand equity by assisting in the recall of the brand and creating an image for the brand, as well as increasing sales and even influencing share value (Kotler & Armstrong, 2010). Advertising may have been the most widely spread form of marketing communication on social media, but it is far from the sole. Also, it's difficult to determine whether advertising is the most important marketing communication, particularly in this day of widespread social media usage. Therefore, lack of knowledge to understand different marketing media, such as social media advertising, social sales promotion, interactive social media marketing and word of mouth on social networks, how it affects consumers (Adetunji et al., 2018). Marketing strategy is a set of decisions that help

a company conduct key marketing activities in certain markets and segments in order to create, communicate, and deliver value to customers in return. achievement of specific financial, business and other goals. (Varadarajan, 2010). Marketing strategy is an important component of marketing practice and is at the intellectual center of strategic marketing (Morgan et al., 2019). Marketing strategy has shifted from conventional to online (Firdaus et al., 2021). As a result of these circumstances, digital marketing is becoming increasingly popular in the commercial world.

When it comes to daily bottlenecks, digital marketing is a procedure that causes a wide variety. It's a catchall term for various types of marketing, both online and off. Digital marketing necessitates a distinct set of skills, and someone with a classic level of marketing cannot conduct digital campaigns adequately. As a result, businesses outsource digital marketing to companies or handle it themselves, frequently with disastrous results (Khmiadashvili, 2019) accomplishment of daily obstacles mix. It is a broad term, refers to advertising using offline and online marketing channels. As long as there are no widely available and complete educational courses of digital marketing it becomes highly demanded almost in every field in Tbilisi, Georgia. Digital marketing requires a unique set of knowledge and a person with

a classical marketing degree cannot sufficiently run digital campaigns, thus organizations mainly outsource the digital marketing to agencies or do it independently and frequently with major mistakes. Even though "Digital marketing" is a new term in Tbilisi, Georgia, still many realize its importance for business. Proper digital marketing campaigns are most vital for some business industries. One of those industries is a tourism sector, in particular the hotel business. Tourism industry is one of the successful and rapidly growing spheres in Georgia, where digital marketing channels play a huge role for finding customers. The key determinant of the hotel business success is the proper digital marketing campaign, though inaccuracy and lack of knowledge of managing digital marketing channels negatively affect the hotels' sustainable development. Goal of the paper is to investigate, develop and define digital marketing online communication channel strategy based on the hotel industry. Research Objectives:

- Investigate online marketing channels in the hotel industry;
- Create online marketing channels' allocation guide;

Research Question:

- Which are the most effective online marketing channels in hotel business?

This work aims to come up with a practical digital marketing online communication channel strategy and ready to use guidelines in hotel industry. Research Methods: As mentioned before, the aim of this

paper is to investigate, analyze and develop digital marketing online channels strategy for hotel industry. Accordingly quantitative approach was conducted during the research. From quantitative data sources was conducted:

- Questionnaire – 70 hotels (in Tbilisi. The importance of a digital marketing strategy in product promotion cannot be overstated. The whole digital marketing strategy is unique, from planning to putting it into action to evaluating how well it worked. The company has shown that its digital marketing strategies are well run (Christina et al., 2019).

Various brand awareness is a sort of marketing involving web-based media such as blogs, websites, emails, AdWords, and social media to promote a product or service. Digital marketing encompasses more than just internet marketing (Veronika & Raharjo, 2021). On the other hand, social media changes all the time. Even compared to a year ago, the social media that we use now is vastly different from how it functioned even just a year ago, much less how it operated ten years ago, and in another year, it will almost surely function differently. It's because social media is always getting better, both in terms of technology (like when big platforms add new features and services) and in terms of what users want (e.g., people discovering new uses for social media) (Appel et al., 2020).

From a definitional point of view, there are different ways to look at social media. This is a group of software-based digital technologies, usually apps and websites that give users a digital environment for sending and receiving digital content and information over online social networks. In this sense, “social media” refers to big platforms and services like Facebook, Instagram, and Twitter. In fact, you can think of social media as another way for businesses to interact with their customers through advertising. However, social media can generally be thought of as a digital space where individuals spend a significant part of their lives, not just digital media and certain technical services. From this perspective, social media isn't about a particular technology or platform, it's about what people are doing in those environments. So far, it's primarily about exchanging information and is usually considered a kind of (online) word of mouth in marketing (WOM) (Appel et al., 2020).

Social media is used in marketing strategy (Dalangin et al., 2021; Jamil & Eriyanto, 2021; Wahyuni et al., 2021). The terms “digital marketing” and “electronic marketing” relate to the planning and execution of marketing campaigns using electronic media (e-marketing). In a nutshell, digital marketing is using technology and digital media to achieve marketing goals (Chaffey, 2009). Digital

marketing uses digital technology channels (online channels) to contact clients (websites, emails, databases, Digital TV, and other recent inventions).

In a marketing setting, social media are places where people can meet new people and share information and/or feelings. There have been three main changes in the market because of social media. First of all, social media makes it possible for businesses and customers to talk in ways that weren't possible before. Platforms like social networking sites (like Facebook), microblogging sites (like Twitter), and content communities (like YouTube) make it possible for people with similar interests and goals to form social networks (Kaplan & Michael, 2014).

How businesses and customers talk to and influence each other has changed a lot because of social media. Social contact is made up of "activities" that affect the choices and habits of others through conversation or passive observation (Chen et al., 2011). Social media has changed a lot about how businesses and customers talk to and affect each other. Social contact is made up of "activities" that change the choices and habits of others through conversation or passive observation. (Muller & Peres, 2019).

Social media marketing has a big effect on how people see a brand and how much they trust

it. Also, brand trust and image have a big effect on the intention to buy (Sanny et al., 2020), one of which is skincare products' consumption behavior.

Men and women in Suwon, South Korea, who buy skin care products are influenced by social norms and how they feel about taking care of their skin. Some of the things that affect how men in Bandung, Indonesia, buy things are how they see the product's features, how they see themselves, and the effects of getting older (Ridwan et al., 2017), one of the facial care businesses is Bening's Clinic.

Bening's Clinic is a business that helps women and men take care of their faces. It comes with the latest laser technology, called Pico Laser, which can lighten facial skin and dark spots. Bening's Clinic also provides dental care facilities (Suteja, 2020). But things have changed, and men now care more about how they look than they used to. Men of all ages, who make up the men's consumer market, are more aware of how important beauty, fitness, and looking young are. In metro sexuality, the idea of what it means to be a man has changed. Men who are metrosexual are men who care about how they look (Yuen et al., 2018). The increase in men consumers presents huge opportunities for the skincare business. In Western countries, the percentage is high, rapidly rising in underdeveloped countries (Khan et al., 2017),



which ultimately looks at women and men concerned about their skin condition.

In Indonesia, both men and women consider clear and bright skin to be a particularly attractive quality. Men consumers are getting increasingly concerned about cosmetic firms worldwide, and this market sector in Indonesia is just the beginning (Sanny et al., 2020). Whether people are aware of it or not, a good story about the body and how culture defines sexuality has shaped their ideas about the body and sexuality (Habib et al., 2020). The human body is not free; the idea of the body and sexuality are controlled by very strong forces.

According to the traditional view of sexuality, marriage is a mix of female and male traits. This gives a different meaning to the metrosexual idea of what it means to be a man. Herbert Marcuse's idea of masculinity is the definition of uniformity in the perfect human body in a one-dimensional universe. This idea comes from trying to find the perfect man in this universe. Also, the main goal of the world's big business people is to make the same ideal guy. It turns men into things that can be used in a capitalist industry that is based on how they look.

Men's fundamental self-concepts are linked to a number of gender-related outcomes, such as following masculine norms, even if they have nothing to do with what other people

want, accepting traditional masculine values, and being aggressively sexist (Mattos Feijó et al., 2018). There is a change in the definition of masculinity in metro sexuality. Metrosexual men are men who pay attention to appearance (Janowska, 2008) and live in urban areas with various self-care behaviors and men's clothing in general (Coad, 2016). Masculinity was once related to physical characteristics such as human physical strength. Masculinity today has an impact on how individuals perceive themselves. Therefore, it is confusing for men to prefer masculine and metrosexual.

Some of the things that metrosexual men have in common are that they are usually single and care about how they look. They also take the time to dress up when going to certain events and have a lot of money so that they can look modern, with the latest hairstyles, perfumes, and fashion trends. They also like to be the center of attention (Waluyo, 2014). Most of the time, metrosexuals do things like keep up with their personal hygiene with lotions, perfumes, and powders, Going to the treatment center with care so that the body can get better, Gathering different kinds of expensive things, People hang out in a place with different values and do fitness training in an elegant, high-quality setting (Waluyo, 2014). These characteristics demonstrate that metrosexual males care about their appearance not simply for professional

reasons but also for their own gratification. All those who lay eyes on them must agree that they are attractive.

Especially when it comes to gender, social norms and expectations are often very close to modern bodies and the things they do. Consumer capitalism takes advantage of these chances to make people more unique, and the body is a place where people can make themselves and show who they are. Also, we need to pay attention to how health shapes and educates our bodies' projects. Modern health standards will respond strongly to the fact that more and more people are taking charge of their own health (Shilling, 2012), especially with media in human life.

The media has a big part to play in showing new ideas about sexuality and gender. They bring attention to characters who are androgynous, masculine, feminine, girly, or very erotic (Mercer & Attwood, 2018). Social media also gives birth to a new reality in people's daily lives in the era of transitioning technology and the Internet, especially at this time (Aljuboori et al., 2020), one of which is Instagram media which is currently a social media with many users.

Instagram is a sort of social media that allows users to share photos and videos with one another and promote themselves in an online setting (Prasetya, 2020; Octaviana &

Susilo, 2021). Instagram is a video and image-focused social media platform that allows users to customize their posts with captions, hashtags, and comments. This app works on both PCs and mobile devices. However, it is primarily built for mobile (McNely, 2012; Susilo, 2021).

Instagram, one of the most widely used social media platforms, encourages users to compare their appearances to those of others and to feel dissatisfied with their bodies, both of which can have a negative impact on an individual's perception of their own body (Tiggemann et al., 2018). Instagram is used more in branding strategy than Facebook to convey brand associations and personalities (Watkins & Lee, 2017). Instagram is a mobile app that enables users to shoot images and videos, share those photos and videos with other Instagram users, and participate in social networking. Users are also able to share on social networking sites such as Facebook and Twitter, amongst other platforms. A distinctive feature of Instagram is that photographs can be cropped to a square shape, analogous to Polaroid pictures, and then digital filters can be applied to them. Instagram is another platform that gives companies the opportunity to demonstrate their unique points of view. Instagram is used by millions of individuals as a location to find beautiful photographs, as a source of creative inspiration, and as an outlet for their creative

energies. Without much difficulty, companies may connect with consumers who are open to considering novel concepts. This is due to Instagram's basic design, which constantly puts graphics front and center. The experience is clutter-free because each image or video spans the entire screen. Instagram users are lured to it because it is a visually appealing platform with enticing and motivating material. The photo-sharing website Instagram has been around for only a few years. As a direct consequence of this, it does not always receive the same credit as earlier forms of social networking. Instagram, on the other hand, is currently the social media network with the most users. It has a significantly larger number of daily active users than Twitter does. When it comes to the business of promoting online stores, this level of social dispersion is not something that should be ignored. Your company may use Instagram, if it hasn't done so already, to increase the overall success of its marketing efforts with the backing of this rapidly increasing network. Instagram is a powerful tool for marketing, and firms should make the most of its capabilities as much as possible. In its current form, Instagram is the most suitable platform for timely marketing. The abilities required to sort through traditional and digital advertising have been refined to perfection by the millennial generation. Some of the most desirable segments of the

population are actively avoiding advertisements by actively avoiding content advertisements by actively consuming material online, employing AdBlocker, utilizing Netflix, utilizing a variety of other strategies, and so on. You are able to connect with these customers in their natural environment and tell your story in a way that is both authentic and memorable through the use of Instagram (Singh, 2020). One way in which media exposure influences how people feel about their bodies is through altering how they interpret the messages they see.

Having a gap between how one imagines their body should seem and how it actually does appears is a major contributor to feelings of dissatisfaction with one's physical self (Grieve et al., 2007).prone sleeping newborn and 2- to 4-month-old infants were tilted head-up to 30°. Electroencephalogram (EEG. Gender and condition are the primary factors that contribute to unhappiness with one's body. There is, in point of fact, a considerable connection between gender and the factors that determine the environment for altering levels of body dissatisfaction. Women's body dissatisfaction may be anticipated with the greatest accuracy by abstract contemplation, but men's body dissatisfaction can be predicted with greater accuracy by tangible contemplation. Abstract contemplation predicts the biggest increase in body dissatisfaction among women (Rivière



et al., 2018). Individual acts such as nutrition, exercise, and hairstyling are all examples of appearance control to maintain overall appearance (Reilly & Rudd, 2007).

Previous studies have shown that body discipline makes use of popular figures on Instagram to encourage fantasies about the bodies of metrosexual males. These desires are then employed by the capitalist business to build an image of a man (Putranto et al., 2020). Erto's Men is a facial skin care product for men that provides a disciplinary effect on the body of the man by contrasting metrosexual ideals of clean and bright skin with manly images of beard growth. This is done in order to encourage the growth of facial hair. Erto's Men made a contribution to the creation of men's health discourse for men as a direct outcome of this portrayal (Putranto, Suyanto, Ariadi, et al., 2021). MS Glow For Men does advertising by highlighting the information and advantages when using MS Glow For Men (Susilo et al., 2021). In addition, discipline is enforced by means of a fitness competition in The New L-Men of the Year. The protagonist, who does not always flaunt his six-pack, possesses the ability to connect with and comprehend the digital world as a means of promoting a healthy way of life, acting in the capacity of a health influencer to spread the message of living a healthy lifestyle (Putranto, Suyanto, & Ariadi,

2021). Urban Athletes as a fitness center carries out discipline by reintroducing exercise as a lifestyle during and after the Covid-19 epidemic by presenting the fantasy of staying in shape during the pandemic. During the pandemic, Urban Athletes use their bodies to live a sports lifestyle to keep their bodies in shape (Putranto, Sugihartati, et al., 2021).

On the basis of this context, times have changed, and as a result, men in addition to women are now more conscious of and concerned about their appearance. The objective of this study is to investigate the digital marketing technique utilized by Bening's Clinic on Instagram for the goal of disciplining the body of metrosexual guys.

## RESEARCH METHOD

In this particular study, the approach of content analysis was employed to characterize the many aspects of the information as well as its overall quality. The term "content analysis" refers to a methodical methodology that evaluates both the content and the delivery of messages. It is also the name of an analytical tool that may be used to observe and assess the available communication vigor of particular communicators (Kim, 2019; Krippendorff, 2018).

The researchers made use of two different

coders to guarantee that the coding process as well as the data collection was conducted objectively. Two different coders were utilized in order to establish whether or not the data acquired were genuine and to determine whether or not the data were accurate by employing a reliability test. The characteristic in choosing this coder is that at least a coder understands basic communication science and has studied understanding about digital marketing strategies and body discipline. In this case, the criteria for becoming a coder are: Have accessed Instagram. Understand digital marketing strategies. Understand the categorization and indicators that have been made by researchers. Willing to be a coder.

In addition, Krippendorff content analysis is used as a research method to determine characteristics and draw inferences from message content, and in this study, it is used to examine Instagram posts. Researchers used content analysis to see Bening's Clinic Jakarta's promotion via Instagram @beningsclinic\_jakarta during the period October 1, 2020, to December 31, 2020. Post selection is based on posts featuring men.

According to Krippendorff, there are six major steps involved in the research process. The goal of unitizing is to amass the most relevant data for a given area of study, whether that's text, photos, sound, or something else else. The

data used in this study are in the form of text, and images taken from the Instagram account @beningsclinic\_jakarta in the period October-December 2020. Sampling simplifies research by reducing observations that summarize all existing units. So, similar units are gathered. In recording, the researcher seeks to connect the detected units with their readers. The recording here means that the units can be played/used over and over again without changing the meaning. Reducing data or data simplification is needed to provide efficient data. Simply put, the units provided can be based on the frequency level. That way, the results of the unit collection can be made available more concisely, concisely, and clearly. Abductively inferring (drawing conclusions); relying on construct analysis based on the context chosen by Inferring, This stage makes an attempt to further investigate the data by searching for the meaning of the many data units that are already there. This stage will connect a number of descriptive data with meaning, causes, leads, or even stimulates the audience or consumers of the text. In this way, it will be one of the stages. Providing a narrative account of the responses to the research questions. The final step is to narrate what happened. This narrative is an attempt to answer questions raised by the research. In most cases, the narrative will also include significant information for research users, with

the goal of assisting these individuals in better comprehending the findings of the existing research and enabling them to base future decisions on those findings.

The Holsti formula was used to calculate data from the two coders in this investigation (Samiei & Mehrabi, 2019; Alam et al., 2020). The researcher picked the content analysis method because he wanted to see the substance of Instagram posts objectively. The researcher then attempted to decipher the post's content, read the symbols, and decipher the substance of the symbolic interaction of Instagram posts from @beningsclinic\_jakarta.

The following are some of the things that the researcher does while employing this type of content analysis: The researcher began by examining the Instagram posts made by @beningsclinic\_jakarta between October 1 and December 31 of the following year. Second, the researcher looked at the Instagram account @beningsclinic\_jakarta to see what people were saying about Bening's Clinic Jakarta and how they were promoting it. Third, once all of the posts have been gathered, the coder will organize them into categories. The data that was obtained is subsequently subjected to processing and analysis in the fourth stage.

$$PAo = 2A / (N1+N2)$$

Where PAo stands for the percentage of decisions that both coders came to the same

conclusion on, A stands for the total number of decisions that were made by both coders, and N1 and N2 stand for the total number of decisions that were made by each coder individually (Susilo & Putranto, 2021; Susilo et al., 2019). The digital marketing strategy in this study focuses on promotion. Several promotion indicators include advertising, sales promotion, public relations and publicity, personal selling, and direct marketing (Kotler & Armstrong, 2010).

Any type of presentation and promotion that is not personal and that demands money for the ideas, commodities, or services that are being supplied by the sponsor is referred to as advertising. Incentives that are only offered for a limited time to promote the purchase or sale of a good or service are known as sales promotions. Public relations and publicity involve cultivating positive relationships with a variety of public companies using a variety of means in order to generate a profit, develop a positive image for the corporation through publicity, and combat or rectify negative rumors, stories, and occurrences. A tailored presentation given by a company's sales staff in order to drive sales transactions and build connections with customers is an example of personal selling. Direct marketing entails cultivating direct interactions with specific individuals who have been carefully targeted as clients, with the goals

of eliciting quick responses and constructing = 78/88

long-lasting customer relationships. = 0,88 (88%)

## RESULTS AND DISCUSSION

Researchers collected forty-four (44) posts from Instagram Bening's Clinic Jakarta @beningsclinic\_jakarta and used the Holsti formula to check data reliability. The promotional indicators used are advertising, sales promotion, public relations and publicity, personal selling, and direct marketing.

The findings of the coding procedure, as carried out by coder one and coder two on a total of 44 posts that have been segmented by months, are presented in Table 1. Each post's corresponding indicator is also presented. In addition, an overview of the indicators is provided in table 2, which can be seen here.

$$\begin{aligned} \text{Pao} &= 2A / (N1+N2) \\ &= 2(39)/44+44 \end{aligned}$$

If the data can achieve a tolerance value of at least 70 percent or more than 0.7, then they can be considered reliable (Holsti, 1969). The data used in this investigation were deemed to be reliable because they surpassed the study's minimum tolerance limit, which was specified as a value of 0.88, or 88%, and was determined by the outcomes of a calculation using the data obtained through the application of the Holsti reliability formula.

Bening's Clinic's digital marketing plan on Instagram @beningsclinic\_jakarta in terms of promotion demonstrates that advertising indications dominate posts from October 1, 2020, to December 31, 2020. Bening's Clinic Jakarta's facial treatments are being promoted through advertisements that feature male celebrities from the entertainment industry. These celebrities are meant to symbolize the facial treatments that are available at Bening's

**Table 1 Two Coders Analysis**

Month	Coder 1					Coder 2				
	P	PP	HP	PI	PL	P	PP	HP	PI	PL
October	12	4	-	-	-	12	3	-	1	-
November	12	-	-	-	-	8	3	-	1	-
December	14	2	-	-	-	11	5	-	-	-
Total	38	6	-	-	-	31	11	-	2	-

\* P: Advertising, PP: Sales Promotion, HP: Public Relations and Publicity, PI: Personal Sales, and PL:

Direct Marketing

Source: Researcher processed data, 2022

**Table 2 Coding Output**

Variable	Coding Output		
	Coder 1	Coder 2	Agreement between two Coders
Advertising	38	31	31
Sales and Promotion	6	11	6
PR and Publicity	-	-	0
Personal Sales	-	2	2
Direct Marketing	-	-	0
Total	44	44	39

Source: Researcher processed data, 2022

Clinic Jakarta. When compared to November and December, the majority of these posts are published in October and present treatments such as Chromosome Gen, Whitening Facial, and Picosure Laser, Chromosome Gen, Whitening Facial, and Botox Treatment, and Chromosome Gen, Sylfirm Treatment, Picosure Laser, and Botox Treatment. Other treatments presented include Whitening Facial, Chromosome Gen 3, and Botox Treatment.

Bening's Clinic's Whitening Facial, Chromosome Gen 3, and Picosure Laser treatments resulted in a male figure on Instagram @beningsclinic\_jakarta, as seen in figure 1 and 2.

In figure 1, you can see the Instagram post @beningsclinic\_jakarta showing the figure of Rafsan Kyle, who works as a model.



Source: Instagram, 2020a

**Figure 1 Rafsan Kyle (Model)**

Source: Instagram, 2020c

**Figure 2 Fano Than (Mister Global Banten 2020)**

In figure 2, you can see the Instagram post @beningsclinic\_jakarta showing the figure of Fano Than, who is Mister Global Banten 2020. As demonstrated in Figures 3 and 4, Whitening Facial Treatment, Chromosome Gen 3, and Botox Treatments at Bening's Clinic bring out a man's figure on Instagram @beningsclinic\_jakarta.

In figure 3, you can see the Instagram post @beningsclinic\_jakarta showing the figure of Rulyabii Margana, who works as a Host, Model,





Source: Instagram, 2020d

**Figure 3 Rulyabii Margana (Host, Model, Singer)**



Source: Instagram, 2020b

**Figure 5 Ricky Hidayat (Flight Attendant, Entertainer)**



Source: Instagram, 2020e

**Figure 4 Alif Rizky (Youtuber, Singer)**

and Singer.

In figure 4, you can see the Instagram post @beningsclinic\_jakarta showing the figure of Alif Rizky, who works as a Youtuber and Singer. Figure 5 shows the results of Chromosome Gen 3 Treatment, Sylfirm Treatment, Picosure Laser, and Botox Treatments at Bening's Clinic, which were combined to produce a male figure on Instagram under the handle @beningsclinic\_jakarta.

In figure 5, you can see the Instagram post

@beningsclinic\_jakarta showing the figure of Ricky Hidayat, who works as a Flight Attendant and Entertainer.

A whitening facial treatment will exfoliate the skin, eliminate blackheads, and wash the face of any filth that may be present. The Chromosome Gen 3 treatment is beneficial for lightening the skin as well as nourishing it. As a result, the skin will feel soft and will glow from the inside out. The Picosure Laser therapy is helpful for erasing acne scars from the face as well as improving the complexion of the face. The use of Botox Treatment can be helpful in preventing the formation of wrinkles on the face. The Sylfirm Treatment can heal acne scars on the face while also helping to reduce the size of pores on the face.

Researchers got the most suggested treatments at Bening's Clinic by reading postings on Instagram under the handle @beningsclinic\_jakarta. These five treatments



are the Whitening Facial, Chromosome Gen 3, Picosure Laser, Botox Treatment, and Sylfirm Treatment. Therefore, Bening's Clinic, which is one of the companies engaged in facial care, has implemented a digital marketing strategy by disciplining the body of metrosexual men through facial treatments. This strategy focuses on men who work in the entertainment industry, which is one of the primary industries in which a person's physical appearance is one of the primary factors demanded as a public figure.

According to Susilo, MS Glow For Men advertises itself by describing the information it can provide and the advantages of using the product (Susilo et al., 2021). Bening's Clinic provides a description of the perfect male physique in this research project by using the males who are depicted in an Instagram post by the account @beningsclinic\_jakarta. The power of the man, who is also a public figure, becomes an attraction and builds fantasies for potential consumers, particularly metrosexual men, in disciplining their bodies through facial treatments. Because of this, the Bening's Clinic employs more digital strategies by presenting more men who are known on social media as a form of advertising in an effort to attract potential consumers.

As can be observed from the public people featured in the Instagram post by @beningsclinic\_jakarta, presentations in

advertising that appear with public figures are also an effort to bring forth fantasies about achieving a clean, glowing, and healthy face.

The correct combination of public figures and Instagram fame results in what is used by public figures. When a prominent figure becomes a magnet (attraction), everyone who sees him, especially his supporters, feels compelled to strive to copy him, particularly in terms of physical appearance. Bening's Clinic, according to @beningsclinic\_jakarta's Instagram post, includes public people from diverse professions such as models, content creators, hosts, singers, YouTubers, flight attendants, and entertainers. Bening's Clinic uses this condition to build disciplinary efforts on the men's physique when these occupations need a beautiful appearance.

Instagram boasts hundreds of millions of active users, making it one of the most popular social media platforms on the planet. Indonesia has the most active Instagram users; thus, it's no surprise that Instagram stands out among other social media platforms. Furthermore, Instagram's different engaging features pamper its users to the point where many become addicted.

Observing the habits of Instagram users who are accustomed to its features, many are unaware that they have become the target of a variety of parties, including the capitalist

industry. As a result, Instagram can be viewed as a location of mutual benefit and necessity. Consumption is one of the many activities that have moved to the digital sphere. Instagram not only allows you to consume information, but it also allows you to purchase things and services. Many facets of human existence have changed as a result of Instagram.

Women's consumption habits are more closely associated with consumption than men's. Men, on the other hand, participate in today's consumer activities. This surely increases the chances of gaining more men consumers. Instagram can be a useful tool for bridging capitalist objectives. Furthermore, Instagram blurs the distance between users, which is a significant benefit for Instagram users. Ordinary people and public figures, for example, are separated by a significant distance.

According to Putranto, body discipline uses Instagram public figures to promote fantasies about metrosexual male bodies, which are used by the capitalist industry to produce a manly image (Putranto et al., 2020). In this study, Instagram also bridges the gap between the physical and digital worlds by satisfying the public's yearning for an admired figure. Instagram's effect on distance is not lost on industrial investors.

Meanwhile, according to Putranto, Suyanto, Ariadi, et al. (2021), Erto's Men built

the disciplining effect of the male body as a men's facial skincare product by juxtaposing metrosexual idealism through clean and bright skin with masculine representations through beard growth. In this study, the fame of a public figure attracts his fans, and this is employed as a technique for developing a capitalist industry on Instagram to build a consumptive culture through the body. Instagram's obfuscation of the boundary between followers and celebrities is being utilized to create a fake reality, particularly when it comes to body discipline. In order to achieve its objectives, the capitalist business employs an idol figure cherished by admirers of the public figure (artist or actor) provided by Instagram. The capitalist industry presents an ideal body figure through public figures in order for the public, particularly those with interest, to be formed by public figures into a simulation of the business's desired reality. Because the body has been viewed as more than just a body, it has also been viewed as a tool for discipline. It's also considered something that can be tampered with. In the end, this concept created an opportunity for the capitalist industry to exploit the concept of a body that can still be tampered with in order to form what the capitalist industry desires.

## CONCLUSION

Based on data collected through @

beningsclinic\_jakarta on Instagram and coded by two coders, Bening's Clinic's digital marketing strategy for disciplining the bodies of metrosexual men on Instagram is done through advertising. When compared to posts about personal selling, sales promotion, public relations and publicity, and direct marketing, ads on the Bening's Clinic Jakarta Instagram account take up most of the space on Instagram. In the time between October 1, 2020, and December 31, 2020. Bening's Clinic Jakarta's marketing plan, which was carried out through posts on Instagram (@beningsclinic\_jakarta), used famous men from the entertainment world as a hook and gave potential customers, especially metrosexual men, the idea that facial treatments could help them train their bodies. More concern for physical appearance, especially for metrosexual men, makes Bening's Clinic Jakarta discipline the body through public figures who are considered to be the ideal standard for metrosexual men. This standard is the background behind Bening's Clinic Jakarta, so that metrosexual man are persuaded to participate in imitative activities of public figures to come and do self-care at Bening's Clinic Jakarta. The results of this research are expected to contribute to studies related to digital marketing strategies and body discipline and to practically contribute to the capitalist industry, especially the facial care

industry, in determining the right strategy in doing marketing.

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