

IMPLEMENTATION OF SOCIAL MEDIA MANAGEMENT TO INCREASE PRODUCT SALES AT @CELOBEAUTEOFFICIAL

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Abstract

This research aims to analyze the implementation of social media management by @CELOBEAUTEOFFICIAL in an effort to increase sales of its beauty products. The research method used is a qualitative case study with content analysis techniques of @CELOBEAUTEOFFICIAL activities on the TikTok, Shopee, and Tokopedia platforms, and supported by literature studies. The results show that @CELOBEAUTEOFFICIAL implements a dynamic social media management strategy, especially on TikTok, with a focus on creating entertaining content that involves the owner's persona, aggressive sales promotion, and strong integration with e-commerce platforms. The planning and execution aspects of the strategy are dominant, but the control aspect through formal Key Performance Indicators (KPIs) is not explicitly visible. The implementation has significant potential to increase brand awareness, engagement, and ultimately product sales. The success of beauty MSMEs depends not only on social media presence, but on strategic management that includes careful planning, implementation and evaluation. This research identifies managerial aspects that have worked well as well as areas that require further development for optimization of results.

Keywords: E-commerce, Social Media Management, Sales, Tiktok, MSMEs

INTRODUCTION

Social media has transformed into a multifunctional platform that is not only used for social interaction, but has also been widely adopted by people to do business, especially in the contemporary marketing arena. (Erwin et al., 2023, p. 4) defines social media as “internet-based platforms or applications created with Web 2.0 ideology and technology, which facilitate the creation and sharing of user-generated content (Kaplan & Haenlein, 2010)”. This definition underscores the active role of users in creating and disseminating content, which is the cornerstone of modern marketing strategies. The role of social media is becoming increasingly important, especially for Micro, Small and Medium Enterprises (MSMEs), which often have limited resources to promote through conventional media. For MSMEs in the beauty sector, social media platforms offer a very effective medium due to the visual nature of the industry and are highly influenced by trends (Aji et al., 2021). The use of social media as a means of promoting business products can increase sales in e-business marketing because it has a wide target market reach and relatively affordable capital (Deba & Pramono, 2024).

MSMEs play an important role in the national economy, and digitalization, including the use of social media, is a great opportunity for growth and competitiveness. Digital marketing, as expressed by (Saragih et al., 2021, p. 12), according to Coviello, Milley And Marcolin (2001) is “the use of the Internet and the use of other interactive technologies to create and connect dialogs between companies and consumers.” This approach uses two-way communication that is more dynamic than traditional marketing. Social media is present as one of the most effective and affordable digital marketing channels for MSMEs. (Rifani et al., 2022) emphasized that social media is very important for product marketing in the digital era because it can provide product identity and facilitate the distribution of information related to product details to customers.

The beauty industry in Indonesia is showing rapid growth, accompanied by increased competition between business actors. This phenomenon encourages MSMEs to continue to innovate in marketing strategies in order to survive and develop. According to (Aprilinda et al., 2024), during the pandemic, the cosmetics industry actually showed growth, indicating resilience and great market potential. The trend of public interest in skin health and beauty is also increasing, making skin care products one of the leading commodities in online transactions. In the face of this intense competition, effective social media management is one of the keys to differentiation and success (Derivanti et al., 2022). (Suryaningsih et al., 2024, p. 18) stated, “In the rapidly growing digital era, social media has become one of the most effective and influential communication tools in influencing consumer behavior, building brands, and creating direct interactions between businesses and audiences.”

Social media management, more than just the activity of posting content on a regular basis, is a structured process. (Stekom, 2023) says that social media management is a structured process that includes planning,

implementing, monitoring, and evaluating social media activities to achieve specific business objectives, including increased sales. Furthermore, (Judijanto et al., 2024, p. 23) asserts that “Theories in digital media management are based on traditional management principles such as planning, organizing, directing, and controlling.” This process involves a deep understanding of the target audience, selection of the right platform, development of an engaging content strategy, active interaction with the community, and performance analysis for continuous improvement. Many MSMEs have been actively using social media (Sugiyanti et al., 2022), but not all have been able to optimize it for significant results. (Trulline, 2021) found that good social media and e-commerce management is recognized by MSME players to increase sales turnover. The difference often lies in the quality of strategic management applied.

@CELOBEAUTEOFFICIAL is one of the MSMEs in the beauty sector that shows vigorous marketing activities through various social media platforms, especially TikTok, as well as e-commerce platforms such as Shopee and Tokopedia. The activities of @CELOBEAUTEOFFICIAL are interesting to study more deeply from a social media management perspective, especially how these efforts are directed at increasing product sales. The beauty industry itself has unique characteristics that demand a specific social media management approach. Beauty products often require visual demonstrations to convince consumers (Sociallyin, 2025), are highly influenced by fast-changing trends (Stekom, 2023), and their purchasing decisions are often influenced by reviews, testimonials, and recommendations from influencers or communities (Nanda, 2024). Therefore, social media management in this sector should be adaptive, visual engagement-oriented, and focused on building trust.

This research focuses on the social media management practices of @CELOBEAUTEOFFICIAL, a business entity operating in the beauty industry. The main background that drives this study is the need to understand how a brand concretely implements social media management in its overall day-to-day marketing operations. As such, the first fundamental question posed is regarding the details of the implementation of social media management by the social media account. This investigation will delve deeper into how @CELOBEAUTEOFFICIAL integrates digital platforms as a strategic marketing tool.

Furthermore, this research seeks to identify the specific social media management strategies implemented by @CELOBEAUTEOFFICIAL. The main focus of the second question is to uncover the tactics used to increase interaction with existing audiences as well as potential customers. Moreover, this research will also investigate how the fundamental aspects of management, which include planning, organizing, executing, and controlling, are reflected in the day-to-day management of the social media account. This investigation is important to assess whether classic managerial functions are effectively adopted and adapted in the digital domain. Furthermore, the third problem statement also explores the concrete manifestations of each function of @CELOBEAUTEOFFICIAL's social media management. Finally, the research also questions the potential impact of this overall social media management implementation on efforts to increase the sales volume of products offered by @CELOBEAUTEOFFICIAL, which is the ultimate goal of marketing activities.

In line with the problem formulation that has been presented, the main objective of this research is to comprehensively analyze the implementation of social media management carried out by @CELOBEAUTEOFFICIAL. Furthermore, this research aims to identify and conduct an in-depth analysis of the social media management strategies actively used by @CELOBEAUTEOFFICIAL, especially in an effort to increase interaction with its followers. The next objective is to evaluate the extent to which the application of management aspects ranging from planning to control is visible in the management of their social media platforms. This evaluation will provide an overview of the effectiveness of the managerial processes implemented. In addition, this research also aims to analyze the potential impacts arising from the implementation of social media management on concrete efforts to increase sales of @CELOBEAUTEOFFICIAL products. The achievement of these objectives is expected to provide a holistic picture of the company's digital marketing practices.

This research is expected to make significant contributions from both theoretical and practical perspectives for stakeholders. Theoretically, this study is expected to contribute additional insights to the existing scientific literature, especially regarding social media management practices in Micro, Small and Medium Enterprises (MSMEs) in the beauty industry in Indonesia. This specific case study on @CELOBEAUTEOFFICIAL is expected to enrich the understanding of the practical application of various established theories of social media management and digital marketing. In terms of practical benefits, this research aims to provide insights and strategic recommendations that can be directly implemented by @CELOBEAUTEOFFICIAL. The recommendations are directed to further optimize the existing social media management strategy in order to achieve a more significant and sustainable increase in product sales. In addition, the results of this study are also expected to be a valuable reference for other similar MSMEs in designing, implementing, and evaluating their social media strategies more effectively.

METHODS

This research uses a qualitative approach with a case study method to explore the meanings that individuals and groups attribute to social and humanitarian issues. The case study method was chosen because it has proven to be relevant and able to provide in-depth understanding in the context of MSMEs and digital marketing (Sagita & Wijaya, 2022). The focus of the research is the activities and content on the official social media accounts and e-commerce platform @CELOBEAUTEOFFICIAL, specifically the TikTok account @celobeauteofficial and the sales pages on Shopee (celobeauty, Celo Beaute) and Tokopedia (celobeauty) that market these products.

The research utilizes two types of data: (1) primary data through digital observation of TikTok content (videos, descriptions, comments), product information, promotional strategies, and Shopee/Tokopedia page views; and (2) secondary data from academic literature (journals, books, industry reports) related to social media management, digital marketing, online consumer behavior, MSME strategies, and beauty industry trends. Data collection was conducted through digital non-participant observation (systematic observation without direct involvement) and documentation study (analysis of @CELOBEAUTEOFFICIAL publication materials and secondary sources).

Data analysis used two approaches: (1) qualitative content analysis to identify themes, communication strategies, and marketing tactics from social media posts, product descriptions, and public interactions; and (2) qualitative descriptive analysis to present the findings in a narrative manner which is then interpreted with theory and previous research. The research framework adapts the general management model (Planning, Organizing, Implementing, Controlling) and the social media specific model (Stekom, 2023), in line with the opinion of Judijanto et al. (2024, p. 21) that digital media management theory is rooted in traditional management principles.

The implementation of @CELOBEAUTEOFFICIAL social media management was analyzed through four stages: (1) Strategic planning (audience research, platform selection, setting brand awareness and sales goals according to Stekom, 2023); (2) Resource organization (division of tasks and time management according to the scale of MSMEs, as emphasized by Andrian et al, 2024); (3) Strategy implementation including content management (Sociallyin, 2025; Stekom, 2023), community interaction (Stekom, 2023; Nanda, 2024), collaboration promotion (Sociallyin, 2025; Stekom, 2023), and e-commerce integration (Sociallyin, 2025); and (4) Control through performance metrics analysis (Stekom, 2023; Sociallyin, 2025).

These activities are expected to influence consumer behavior based on the AISAS model (Lebo Wini et al., 2022) or purchase decision stages (Derivanti et al., 2022), with potential outcomes of increased brand awareness, engagement, leads and sales. Given the limitations of actual sales data, the impact analysis is inferential based on theoretical indicators (Nanda, 2024). This research specifically considers the characteristics of Indonesian beauty MSMEs and the dynamics of the TikTok, Shopee, and Tokopedia platforms, using a structured analysis framework to ensure systematic coverage of all aspects of management.

Table 1. Social Media Management Analysis Framework @CELOBEAUTEOFFICIAL

Management Aspects	Key Performance Indicators/Activities	Data Source Observations
Strategic Planning	Audience target research (implicit), platform selection, goal setting (sales), brand voice development (persona 'Cece Celo').	TikTok, Shopee, Tokopedia, Supporting Literature (Stekom, 2023)
Organizing Resources	(Inferential: management by the owner/small team).	(Supported by (Andrian et al., 2024))
Implementation: Content Management	Types of content (demo, entertainment, promotion, light education), upload frequency, utilization of trends, visual quality, and narration.	TikTok, Shopee, Tokopedia
Implementation: Interaction & Community Management	Responsiveness to comments/messages, language style, efforts to build a community, management of reviews.	TikTok (comment section, live session) (Stekom, 2023)
Implementation: Promotion Management & Collaboration	Types of promotions (discounts, bundling, giveaways), live selling, the role of the owner as an influencer, collaboration with external parties.	TikTok, Shopee, Tokopedia
Implementation: Integration with e-commerce	Product availability in the marketplace, ease of access to the purchase page, product information in e-commerce.	Shopee, Tokopedia, links from TikTok (Lebo Wini et al., 2022)

Control Evaluation (Monitoring)	&	The use of metrics (likes, comments, views, shares), analysis of campaign performance (implicit from promotional adjustments), use of analytical tools.	TikTok (public data), Supporting Literature (Stekom, 2023)
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RESULTS AND DISCUSSION

Overview of @CELOBEAUTEOFFICIAL

@CELOBEAUTEOFFICIAL is a Micro, Small, and Medium Enterprise (MSME) engaged in the beauty and skincare industry. Based on an analysis of the products offered on various e-commerce platforms, @CELOBEAUTEOFFICIAL focuses on providing various items such as skin whitening products, collagen and health drinks, slimming products, various skincare sets, and makeup products.

The main target market of @CELOBEAUTEOFFICIAL, as can be inferred from the types of products offered and the communication style used especially on the TikTok platform, is young women who are active users of social media and e-commerce platforms. This consumer group generally seeks beauty products that are considered effective, on-trend, and offered at relatively affordable prices.

In carrying out its marketing operations, @CELOBEAUTEOFFICIAL utilizes several key digital platforms. TikTok, under the account name @celobeauteofficial, is the frontline for branding activities, engagement with audiences, and dissemination of potentially viral promotional content. Meanwhile, for buying and selling activities, @CELOBEAUTEOFFICIAL relies on popular e-commerce platforms in Indonesia, namely Shopee (with a variety of store names such as celoobeauty or Celo Beaute) and Tokopedia (with the store name celobeauty). Having a presence on these e-commerce platforms is crucial. As noted by Trulline (2021), "culinary MSME players have started using social media such as Instagram and e-commerce such as Gofood and GrabFood to market their products," indicating similar adaptations in other sectors. Featured products that are often promoted and appear to be the focus of sales include various types of powdered drinks for beauty and health, capsule products, skincare sets, body brightening soaps, and makeup products.

Implementation of Social Media Management by @CELOBEAUTEOFFICIAL

1. Platform Management and Digital Presence

@CELOBEAUTEOFFICIAL demonstrates strategic digital platform selection. TikTok (@celobeauteofficial) is positioned as the main platform to build branding, create engagement with audiences, and execute viral and interactive promotional strategies. The content presented on TikTok is dynamic, often combining elements of entertainment, brief product information, and live interaction featuring the owner's persona known as "Cece Celo". This approach aligns with the characteristics of the TikTok platform, which emphasizes authenticity and creative content, and is in line with recommended strategies for skincare products on the platform, such as the creation of tutorials, reviews, and testimonials (Sociallyin, 2025), although on @CELOBEAUTEOFFICIAL there are more product demonstrations and entertainment content.

On the other hand, E-commerce platforms such as Shopee and Tokopedia are maximally utilized as the main digital storefronts to facilitate sales transactions. On the product pages of both marketplaces, @CELOBEAUTEOFFICIAL presents detailed product information, including benefit claims, key ingredients, legality status such as BPOM registration number and Halal certification, as well as stock availability information. This strong presence in the marketplace is a key strategy for MSMEs to reach a wider market and make it easier for consumers to make purchases (Sagita & Wijaya, 2022), as well as facilitate the "Action" stage in consumer purchasing decision models such as AISAS (Lebo Wini et al., 2022). Similar strategies are also found in other beauty MSMEs such as Kireina Beauty, which also utilizes marketplaces for distribution and sales (Wuzdan Muafiq Alfiani, 2023). From observation, there is no strong evidence of massive and structured use of other platforms such as Instagram or Facebook by @CELOBEAUTEOFFICIAL, so the analysis is focused on the dominant platform used.

2. Content Management

The content strategy of @CELOBEAUTEOFFICIAL demonstrates good adaptation to each platform. On TikTok, the dominant content types include product demonstrations, comedy skits and trend participation, direct interaction, promotional content, and a personal touch through the involvement of "Cece Celo." Meanwhile, content on e-commerce platforms (Shopee and Tokopedia) is more focused on providing functional product information, covering detailed descriptions of benefits, key ingredients, usage methods, as well as clear product photos. The inclusion of legality information (BPOM, Halal) also forms an important part of the e-commerce content to build consumer trust.

In terms of creativity and relevance, @CELOBEAUTEOFFICIAL's TikTok content shows an ability to follow trends and package promotional messages in an entertaining and attention-grabbing way. This aligns with the principles of effective social media content creation for beauty brands, such as the importance of visual storytelling, combining educational and entertaining content, and speed in responding to and leveraging trends (Sociallyin, 2025). The implemented content strategy, especially on TikTok, reflects an understanding of the "educate while you entertain" principle and the need for "thumb-stopping visuals" to capture audience attention

quickly (Stekom, 2023). Although there is no explicit data on a formal upload schedule, observations indicate regular and consistent upload activity on TikTok, which is crucial for maintaining engagement and visibility.

3. Interaction and Community Management

@CELOBEAUTEOFFICIAL demonstrates active efforts in building audience interaction, particularly on TikTok, evidenced by high responsiveness in comment sections with frequent user-account exchanges. The development of the "Cece Celo" persona as the brand's face and voice plays a central role in establishing emotional connection with the audience. This persona appears energetic, friendly, and employs informal everyday language, enhancing relatability and approachability for the target market. Various engagement tactics are implemented, including posing direct questions to audiences, regularly inviting them to TikTok Live sessions for real-time interaction with special offers, and using casual, entertaining language. These practices aim to significantly boost audience engagement (Nanda, 2024), build a loyal brand community (Stekom, 2023), and create two-way dialogue rather than one-way brand-to-consumer communication. This aligns with theoretical recommendations on the importance of user interaction for building trust and loyalty (Stekom, 2023), and implements diverse community-building methods and direct engagement strategies (Sociallyin, 2025).

4. Promotion and Collaboration Management

@CELOBEAUTEOFFICIAL's sales promotion strategy appears highly aggressive and serves as a primary pillar for sales growth. Various promotional formats are consistently offered, including heavy discounts with attention-grabbing terms ("rock-bottom prices," "cheerful Monday deals"), deeply discounted products, limited-time/quantity offers, and value-added product bundles. The massive social media promotion aligns with Deba & Pramono's (2024) observation that "massive social media marketing in society creates its own marketplace for businesses to conduct digital marketing." TikTok's live-selling feature is leveraged intensively, with frequent "JOIN LIVE NOW" prompts indicating real-time sales sessions featuring direct buyer interaction and exclusive livestream promotions. Regarding influencer collaborations, no explicit evidence of partnerships with prominent external influencers was observed. However, "Cece Celo" functions as an internal influencer – the brand owner/face whose active, energetic, and self-promotional approach serves as primary influencer marketing. This SME-owner-as-brand-evangelist strategy is common and effective for building trust and authenticity (Sociallyin, 2025), mirroring Kireina Beauty's owner-led promotion model (Wuzdan Muafiq Alfiani, 2023).

Analysis of Management Aspects in @CELOBEAUTEOFFICIAL's Social Media Management

Analysis of @CELOBEAUTEOFFICIAL's practices reveals the implementation of various management aspects in its social media operations, albeit with varying degrees of formality and depth. The traditional management framework encompassing planning, organizing, actuating, and controlling (Judijanto et al., 2024) can be used to dissect these practices.

In implementing its social media management, @CELOBEAUTEOFFICIAL demonstrates visible planning aspects, particularly in platform selection tailored to target markets and product types: TikTok for brand image building and engagement, while Shopee and Tokopedia focus on transactional activities. The clear sales-oriented objectives manifest through abundant promotional content and persuasive calls-to-action (CTAs), supported by distinctive brand voice development via the "Cece Celo" persona as part of strategic brand identity planning. Organizationally, given the SME scale and owner-centric operations, resources are managed leanly, with social media handled directly by the owner with small team support. Though no formal structure is apparent, implicit task division in content creation, interaction, and sales management indicates organizational alignment, consistent with Andrian et al.'s (2024) emphasis on its importance in digital advertising management to ensure unified goal achievement. Strategy actuation appears most prominent, characterized by consistent content implementation: entertaining and promotional content on TikTok versus informative content on e-commerce platforms. Active interaction-building efforts and strong brand persona maintenance are hallmarks, complemented by aggressively executed sales promotions. However, the controlling aspect—particularly formal performance monitoring and data-driven evaluation—emerges as the area with greatest development potential. Observations reveal no explicit evidence of structured Key Performance Indicator (KPI) usage (Nanda, 2024) or advanced social media analytics tools (Stekom, 2023), resulting in intuitive performance evaluation based on audience responses (likes, comments, views) and sales data. This lack of measurable data may hinder long-term strategy optimization.

Analysis of Potential Impact on Sales Growth

@CELOBEAUTEOFFICIAL's social media management implementation holds significant potential to positively impact product sales growth. This aligns with multiple studies on social media effectiveness for SMEs. Rifani et al. (2022) conclude that "social media marketing greatly influences product marketing as it increases sales volume and profitability for Micro, Small, and Medium Enterprises (MSMEs)."

High and consistent TikTok activity—leveraging viral content and the engaging owner persona—potentially boosts brand awareness and market reach, resonating with Saputra et al.'s (2024) view that optimized content and measured advertising strategies across social media and e-commerce can expand market

reach and brand awareness. Furthermore, direct interaction, the relatable "Cece Celo" persona, and compelling TikTok content effectively enhance audience engagement. High engagement levels signify content relevance and audience interest (Nanda, 2024), a crucial pre-purchase step. The brand awareness and interest cultivated on TikTok then drive audiences to seek @CELOBEAUTEOFFICIAL products on e-commerce platforms (Shopee/Tokopedia), reflecting the "Search" stage in the AISAS model (Lebo Wini et al., 2022). Several factors subsequently contribute to purchase decisions: product demonstrations and benefit claims on TikTok build consumer confidence (Nanda, 2024); aggressive promotions (discounts/limited offers) create urgency for impulsive purchases; and seamless e-commerce access facilitates the "Action" stage (Lebo Wini et al., 2022). This multi-platform effectiveness is supported by Fadhilah (2024), stating that similar social media and e-commerce strategies prove effective in marketing products and increasing sales volume. Thus, through effective strategies in capturing attention, building interest, facilitating product information search, and driving purchase actions, @CELOBEAUTEOFFICIAL's social media management holds high potential for overall sales conversion improvement (Nanda, 2024), as also reported by Saputra et al. (2024) regarding significant increases in followers, engagement rates, and marketplace sales conversions from planned campaigns.

@CELOBEAUTEOFFICIAL's core strength lies in its exceptional adaptation to TikTok's platform characteristics. Its focus on short, entertaining, energetic videos featuring direct owner involvement strongly aligns with TikTok user expectations (Sociallyin, 2025). However, significant opportunities exist to strengthen the "Controlling" aspect. Implementing more structured KPIs and leveraging analytics tools could enable data-driven decisions (Stekom, 2023).

The highly aggressive promotion strategy effectively drives short-term sales. Yet for long-term loyalty and strong brand quality perception (Derivanti et al., 2022), balance is needed. Emphasis on intrinsic product value, innovation, and deeper brand narratives (Sociallyin, 2025) could help build a more sustainable brand image.

High dependency on the owner persona ("Cece Celo") presents duality: effective for initial engagement but risky for scalability. Diversification through additional brand advocates or User-Generated Content (UGC) (Sociallyin, 2025) could serve as mitigation strategies.

Table 2. Summary of @CELOBEAUTEOFFICIAL's Social Media Management Implementation

Platform	Main Content Strategy	Main Interaction Strategy	Main Promotion Strategy
TikTok	Product demos Entertainment content (skits, trends) Live selling Q&A interactions Owner persona	Direct questions, comment responses, informal language, engagement in live sessions.	Discount info & special offers via video & live, flash sale.
Shopee	Detailed product descriptions, Product photos, BPOM/Halal information, Stock information	Response via chat	Discount prices, bundling packages, store vouchers, marketplace event promotions.
Tokopedia	Detailed product descriptions, Product photos, BPOM/Halal information, Stock information	Response via chat	Discount prices, bundling packages, store vouchers, marketplace event promotions.

Conclusions And Recommendations

Based on the analysis and discussion of @CELOBEAUTEOFFICIAL's social media management implementation, the brand successfully leverages TikTok (branding, engagement, viral promotion) and e-commerce (transactions) to reach young digital audiences, aligning with Fadhilah's (2024) findings on digital marketing's positive sales impact. Entertaining TikTok content, the "Cece Celo" persona, and aggressive promotions (heavy discounts) enhance brand awareness and engagement, directing consumers to e-commerce platforms (Rifani et al., 2022). While planning (platform selection, audience targeting) and execution (active content, interaction) are optimal, controlling aspects (KPI monitoring, data evaluation) require strengthening (Trulline, 2021).

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