

Nadin Amizah's Content Strategy for the "BLP Beauty" Beauty Brand on Instagram

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ABSTRACT

This research was carried out qualitatively with a descriptive case study method. Observations of collaborative content on Instagram @blpbeauty and semi-structured interviews with representatives from the BLP Beauty as well as three Instagram active audiences @blpbeauty used to obtain research data. The results of the study show that this collaboration focuses on narrative building, conveying the values of self-empowerment and self-acceptance, and creating emotional closeness through consistent stories and visualizations, as well as product promotion. As a result of the cognitive, emotional, and positive behavioral engagement of the audience, BLP Beauty is considered an authentic, relevant, and valuable local brand. This study suggests that local beauty brands can implement collaborative content strategies in a planned and relevant way for their target audience to develop sustainable customer engagement.

INTRODUCTION

In today's digital age, advancements in digital marketing have brought about significant changes in how brands and their audiences interact. Kemp (2024) It states that the number of social media users in Indonesia has reached over 138 million, with Instagram being one of the most popular platforms, boasting high engagement rates among Gen Z. This indicates that social media serves not only as a source of entertainment but also as a primary channel for brands to build emotional connections and enhance engagement with their audiences. In today's digital age, communication strategies have shifted focus from one-way promotion to creating valuable content that leaves a lasting impression on the audience. One of them is content marketing, which is a type of marketing focused on creating and sharing valuable content to attract and engage an audience (Kotler et al., 2019). So, social media serves as both an information channel and a platform for brands to interact with their audience. As explained Atiq et al. (2022), key elements to gaining engagement are interactivity and narrative. Hsiao & Lin (2025) It also states that brand messages are even more effectively received when they involve public figures. This is what can strengthen the brand's relationship with its audience.

Content marketing strategies on social media are an intriguing topic. Nevertheless, in partnerships between brands and public figures, brands can tie themselves more closely to their audiences by way of values and lifestyles that seem more authentic and relatable.. This dynamic is particularly compelling because both BLP and Nadin Amizah come across as more authentic, open, and natural. Public figures like Nadin can be considered narrative medium as their presence solidifies the brand direction in a more relatable approach for social media audience. This shared approach elevates public figures beyond just the mechanism for communication and into active advocates of the brand's message and identity that can create an emotional touch point with audiences. Gunardi (2024) supports this argument by data which states that brands considers the influencer that shares similar values and communication will builds more real life relationship, hence increasing trust on the brand among its audience.

One of them is BLP Beauty. BLP Beauty, as an Indonesian local cosmetics brand provides natural and authentic beauty. This beauty brand serves as an example of effective content marketing strategy. In February 2025, BLP Beauty worked with a young musician Nadin Amizah who has a golden voice and an artistic personality also known for her gentle communication style. They collaborated to create a natural and authentic brand image. Through this content, BLP Beauty doesn't just focus on "talking about" their collaborative products, but on telling a story about confidence and authenticity. Meanwhile, the story behind this collaboration highlights how soft-selling ensures consistency in the narrative and visual content on social media, which consistently makes the audience feel "connected."

It is known from previous research that there have been many studies on content marketing strategies. However, some of these previous studies have also examined the impact on purchase intention and brand awareness (Casaló et al., 2020). There is little research that specifically examines the “process” by which content strategies between brands and influencers are formed and how audiences respond to them, particularly in terms of engagement with content and brands on social media as well as their perceptions of the brand. Therefore, this study was conducted to address this knowledge gap by analyzing the content strategy implemented by BLP Beauty in its collaboration with singer and influencer Nadin Amizah via Instagram and identifying how the audience reacts to the collaboration, both through interactions and perceptions of the brand. Several previous studies have also shown that research on content strategies on social media is still dominated by quantitative approaches that emphasize end results, such as purchase intent and awareness, and thus have not delved deeply into the process of forming audience engagement and perceptions (Syahwanda et al., 2025).

This study is based on Content Marketing Theory (Kotler et al., 2019), creating and distributing useful content assists to earn trust and attract long-term audience. Furthermore, as is well known, Customer Engagement Theory (Strauss & Frost, 2016) measuring the extent to which the audience engages with a brand’s digital activities through cognitive, emotional, and behavioral engagement. Furthermore, these two theories complement each other well when it comes to developing collaborative content strategies that resonate with the audience and shape their perception of the brand.

The purpose of this research is to analyze the implementation of content marketing strategies at BLP Beauty through partnership with Nadin Amizah on its Instagram account @blpbeauty. It rather emphasizes their perspectives, messages, narratives and visuals they create for the content they are delivering. Also this study aims to understand the audience response engendered by this collaboration, particularly in terms of engagement and perceptions of the brand. In general, this study is important as an in-depth analysis of collaborative content strategies in the relationship between brands and audiences on social media. It is hoped that the results of this study will be theoretically useful as a reference for local brands in developing content strategies that are more creative, relevant, and closer to their audiences.

LITERATURE REVIEW

A content strategy is a planned approach to creating and distributing valuable, relevant, and consistent content to attract and build long-term relationships with an audience. According to Kotler et al. (2019) In Marketing 4.0, content strategy is an important tool for creating the two-way communications of messages, narratives, and visuals that help shape perceptions as well as emotional involvement with the brand. Thus, in order for strategy to be effective, tone of communication, and visuals must match the values & character of the brand. According to the findings Arsyad et al. (2024) Digital content strategies connect producers of goods or services with their consumers by conveying creative and relevant value. Meanwhile, Setiadi et al.

(2025) for a content strategy to work out in the desired way, the message needs to be consistent, right audience must be addressed and relevant media should be used so that engagement can take place.

As seen here, this content strategy is successfully being used by BLP Beauty, or “By Lizzi Parra Beauty.” BLP Beauty is an Indonesian beauty brand that takes a natural, inclusive and authentic approach. Founded by Lizzie Parra, BLP Beauty calls itself a beauty ecosystem in which beauty is not about the product; it’s about the person using it. According to their brand vision, beauty is not defined by preconceived measures of what it should look like, but rather about owning your individualism and enjoying the process of becoming the best you (BLP Beauty, 2024). BLP Beauty sells emotional bonds that by emphasizing on stories about people expressing themselves and from the heart, this brand connects to a young audience who like shared their life on social media and gives bonding with emotion along with the concept Arsyad et al. (2024) into cultural & emotional values which connected to the contextual environment of the audience as a main drive towards digital marketing in era Industrial 5.0.

The same values are infused in BLP Beauty’s latest collaboration with Nadin Amizah as well. Nadin Amizah is an artist who speaks poetically and personally, a public figure. Her style of expression is often about self-acceptance and her warm, honest persona lines up so beautifully with the authentic and emotional vibe BLP Beauty strives to create, making her a great embodiment of what we’re reflecting. As well as the fact that this collaborative approach, aka the “blend in” collaboration between BLP Beauty and Nadin Amizah is a great way to merge the common beliefs of both parties onto a one deep narrative. As stated in the research Setiadi et al. (2025), Strategies involving public figures should focus on building a close connection between the audience and the brand, as well as on how they share emotional experiences and core values. The same point is also explained by Suryana (2023) that influencers use meaningful messages to keep their audience engaged.

When it comes to implementing collaborative content strategies, Instagram serves as an effective social media platform for developing virtual-based digital marketing strategies. Kotler et al. (2019) states that in the Marketing 4.0 era, Instagram and other social media are considered an intermediate place for conversation between consumers, as well as brands, further maintaining relationships between them. Research by Muriany et al. (2025) found that Instagram features such as feeds, Stories, and Reels help audiences interact widely and quickly to spread messages in a visual and interactive way, as well as strengthen audience engagement with the content.

However, there is a significant body of research that highlights the importance of collaborative content strategies between brands and public figures on social media, given that influencers play a major role in shaping audience perceptions. Based on the explanation provided by Erfiana & Purnamasari (2023), that the alignment and communicative approach of the brand and influencer regarding their promotional content are also factors that need to be taken into account to increase influence. In other words, this alignment of messages leads to increased engagement. Hardiana & Kharisma (2025) states that digital storytelling with visuals that are relevant and aligned with the brand's identity has a significant effect on expanding promotional reach and winning over the audience. In other words, this means that the strategic purpose of the BLP Beauty x Nadin Amizah collaboration on Instagram is the brand's own effort to improve the quality of its relationships and enhance its perception.

Based on previous findings, the researchers identified several key findings that serve as the foundation and essential background for determining the focus of this study. First, there is the study conducted by Arsyad et al. (2024) titled "The Role of Digital Marketing in the Batik Industry in Facing International Fashion Industrialization 5.0." From this brief title, it can be stated that batik producers have the opportunity to compete through digital marketing strategies namely e-commerce and social media—using innovative communication. However, the study did not thoroughly discuss how these collaborative content strategies were implemented or how the audience responded to the content.

Second, a study by Setiadi et al. (2025) titled "Digital Marketing Strategy in Increasing Visitor Traffic at Etern Street Coffee" which proved that social media utilization together with storytelling could increase the audience engagement and loyalty towards Micro, Small, and Medium Enterprises (MSMEs) engaged in culinary. Although this study is relevant, it focuses on a different sector and does not analyze the beauty industry.

Third, a study conducted by Nugraha et al. (2024) titled "The Effect of Content Marketing on Customer Engagement on Instagram @sukabumi" explains that increasing engagement of Instagram users, is caused by content creation with consistent storytelling and visuals. However, because Nugraha et al. used a quantitative research method, the study did not explore any formation of engagement or how perceptions are defined.

Fourth, a study by Widiarto et al. (2024) titled "The Impact of Instagram Content Formats on User Engagement: An Analytical Study of Ten Cosmetic Brands in Indonesia." In this journal, Widiarto et al. recommend that Reels and Carousels can increase audience engagement with beauty brands in Indonesia. Although their findings remain crucial for beauty marketing, the study applies to only one factor: brand influence. Widiarto et al. did not investigate the influence of influencers on the other hand.

Fifth, research by Kharisma & Aqmala (2024) titled “The Influence of Endorsements, Content Marketing, and Trust in Influencer Rachel Vennya on Purchase Intention.” The rationale for this study is based on the impact of influencer Rachel Vennya, where her endorsements and trustworthiness create a positive perception and make respondents interested in the product, thereby generating a purchase intention. This study found that the influencer’s personal values have a significant impact; however, it has not yet examined the creative strategies of collaborative content or how audience responses are shaped through such collaborative content.

By examining the findings of earlier studies executed by previous researchers, the researcher concludes that effective use of content marketing strategies and engaging public figures are strong drivers for increasing engagement levels and creating a positive impression on social media. But the vast majority of studies remain at a quantitative level, in terms of metrics such as purchase intent or brand awareness without addressing what most content strategies look like how are messaging, narrative and visuals designed, and then ultimately how do audiences respond on an emotional level.

Therefore, this study is different from others by looking at the content strategies and collaborative content of BLP Beauty & Nadin Amizah in their Instagram post, starting from its messages, storylines, visuals as well as audience response regarding to that content. To strengthen the analysis, this study employs Content Marketing Theory (Kotler et al., 2019) The book *Marketing 4.0: Moving from Traditional to Digital* explains that content marketing is about creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience – as well as driving profitable customer action in the digital age. This study further highlights that the content strategy of BLP Beauty x Nadin Amizah is apparent for its posting on Instagram account @blpbeauty, where narratives flow consistently in terms of messaging and visuals.

This strategy is examined through three essential dimensions: creation, distribution and relevance. Creation here is dedicated to how messages, narratives and design of visual layout are created, as well as redesigned with a focus on BLP Beauty brand identity alignment and engagement. But distribution is how BLP Beauty utilizes different features of Instagram like the feed, Reels, and Stories to distribute content for its audience. This dimension also measures the level of audience engagement with the uploaded content. Meanwhile, the relevance dimension focuses on the alignment between the collaboration’s message and the audience’s characteristics and the values established by the brand. Furthermore, this study is supported by Customer Engagement Theory (Strauss & Frost, 2016) In *E-Marketing* book (7th ed.) explains that customer engagement is the active involvement of an audience in a brand’s digital activities, such as their attention, reactions, and participation on social media.

In this study, engagement can be measured by the number of likes, comments, and audience participation; however, it is not merely the volume of interactions that drives the audience to react to posts. In this study, engagement arises from these interactions and subsequently shapes perceptions of the @blpbeauty Instagram account. The four dimensions that serve as explanatory factors in Customer Engagement Theory include cognitive, emotional, behavioral, and perceived brand impression.

First, the cognitive dimension describes the extent to which the audience is able to understand and evaluate the content of a message, as well as the meaning of the content they view. The emotional dimension refers to the audience's feelings or emotional connection to the video while watching the collaboration. The behavioral dimension of engagement describes tangible forms of participation, such as liking, commenting in the comments section, or sharing the content link. Finally, the perceived brand impression dimension refers to the desired impact of the engagement itself, which further shapes BLP Beauty's image and trust in the eyes of the audience.

METHODOLOGY

For this study, the researcher chose to use a qualitative approach. This study employs a descriptive case study method because it focuses on understanding the collaborative content strategies between BLP Beauty and Nadin Amizah on Instagram and how the audience responds through their engagement and perceptions of the brand. As stated by Moleong (2016), The researcher used a qualitative approach because it allows for a discussion of various issues in the study and helps identify the underlying themes.

The subjects of this study are one representative from BLP Beauty and three active members of BLP Beauty's Instagram audience. The focus of this study is on the collaborative content strategies posted on the official @blpbeauty Instagram account. Consequently, the scope of the study can be defined as the messages and narratives—including the visual elements—of the collaborative posts, with a focus on audience response, measured by engagement and audience perception of the brand. The research was conducted in 2025 and was based on the official BLP Beauty Instagram account @blpbeauty.

The primary instruments used in this study were semi-structured interviews with one representative from BLP Beauty and three active followers of the @blpbeauty Instagram account. The primary data consisted of posts from the BLP Beauty x Nadin Amizah collaboration, which the researcher obtained directly through monitoring. Additionally, the study included the results of interviews with one representative from BLP Beauty and three active followers of the @blpbeauty Instagram account. From there, the researcher collected secondary data in the form of books, journals, and related online articles available on the internet.

For this study, the researcher used purposive sampling. Informants were selected based on specific criteria, as they were believed to have a deeper understanding of this phenomenon. One informant from BLP Beauty was selected because they were familiar with how collaborative content strategies are planned and implemented. Three active audience members were selected because they were able to share their experiences and perceptions regarding collaborative content. This technique aligns with the perspective Bajari (2015) which states that purposive sampling is conducted by selecting informants deemed to have the deepest understanding of the communication context under study, thereby ensuring that the data obtained is more meaningful and insightful. In line with this, Moleong (2016) explains that in qualitative research, the selection of informants must take into account the participants' ability to provide rich, relevant, and in-depth information related to the research focus.

The collected data was analyzed using Miles and Huberman's interactive analysis model, which consists of three stages: data reduction, data presentation, and drawing conclusions. The analysis was conducted concurrently with the research. The reduced data was presented in a narrative that describes the content patterns and strategies of BLP Beauty as well as audience responses on Instagram. The researcher then drew conclusions from the research findings.

The final technique is triangulation, which is used to verify the validity of the data. Source triangulation compares the results of the BLP Beauty interviews with those from three influential active audiences, while technical triangulation combines the results of observations, interviews, and documentation to ensure consistency. Moleong (2016) states that this technique is necessary because researchers use it to ensure the validity of the data, meaning that triangulation helps prevent researchers from misinterpreting the data.

RESEARCH RESULT

This study seeks to examine how BLP Beauty implements its strategy on the Instagram social media platform through a collaboration with Nadin Amizah, and how the response from a segment of the audience generates meaningful engagement that shapes the brand's image and perception.

The researchers examined several parameters relevant to the BLP Beauty x Nadin Amizah collaborative content marketing strategy, which are also related to the findings of this study, namely: (1) Message meaning, as messages of self-empowerment and self-acceptance are reflected in the collaboration under the theme "Be Your Own Star," which serves as the backdrop for this collaboration. Through this collaboration, BLP conveys that beauty lies in self-respect, a message that aligns with BLP's simple and elegant brand identity and Nadin Amizah's own character, which shares these values. Consequently, the audience perceives this collaboration as a representation of authenticity and genuine beauty.

(2) Visual creativity in this collaboration involves BLP creating a clean and elegant visual identity, while Nadin embodies a soft and sincere aesthetic. Supporting visual elements include a soft-warm color palette and subtle lighting with star accents and shimmer to reinforce the “Be Your Own Star” theme, featuring visuals and narratives that lean toward personal stories and feel natural while still complementing the theme. The audience can grasp the message conveyed through the visuals, which are consistent and aesthetically pleasing, and effectively convey the personality and image of BLP Beauty and Nadin Amizah.

(3) Uploaded content and the Feed are designed to strengthen the brand’s visual identity and are also focused on conveying the collaboration’s main message. Meanwhile, Reels are focused on conveying messages through short, dynamic stories to reach a wider audience. Instagram Stories are more about interactive content created in real-time. Uploaded content and the Feed are designed to strengthen the brand’s visual identity and are also focused on conveying the collaboration’s main message. Meanwhile, Reels are focused on conveying messages through short, dynamic stories to reach a wider audience. Instagram Stories are more about interactive content created in real-time. Therefore, this alignment demonstrates that the choice of upload format helps support the effectiveness of conveying the collaboration’s message.

(4) Consistency, BLP Beauty x Nadin Amizah collaboration post was kept up with a management post schedule. In other words, the collaboration content was presented consistently alongside regular posts. The timing of the posts and supporting activities are also taken into account, ensuring the narrative flow feels natural and not excessive. According to the audience, in addition to the appropriate posting frequency, the use of teasers is highlighted and deemed successful in building interest and curiosity.

(5) In terms of audience reach, the BLP Beauty x Nadin Amizah collaboration also achieved organic growth thanks to Nadin’s strong fan base. For example, parallel posts on BLP and Nadin’s accounts—particularly in the form of Reels and teasers—make them easier for new audiences to discover without resorting to hard-selling tactics. This consistency makes the collaboration feel better and more natural to their audience, BLP’s values aligned with Nadin’s creating a bridge that builds an access-oriented reach for them built upon mutual trust.

(6) Audience relevance, “Be Your Own Star” theme resonates with the audience’s philosophy of authenticity and self-expression, making it apparent that there is a connection between the nature/content of this collaboration material and the audience. Through understanding of audience habits, we used that information to make sure what someone read felt emotional and applicable when they experienced it. In addition, the fanbase does not see this partnership as just a promotion but more of an impactful and relatable story that resonates with their own lives.

(7) Brand consistency, BLP Beauty x Nadin Amizah collaboration feels aligned and retains BLP's visual identity, method of communication and main values. It is proof that Nadin acts more as a brand partner, who strengthens the brand's narrative than rebranding BLP. From the audience's point of view, though Nadin Amizah makes up a part of this collaboration, it still sounds "very much BLP" but with an added color. And this means a more authentic and relevant brand image is portrayed.

Furthermore, concerning the audience's interest toward their collaborative content, the researchers discovered several main aspects: (1) Appeal, BLP designed to excite the audience and engage their curiosity so they want to know more. The teaser content generated great engagement, and attracted the audience's interest in watching the post interactive collaborative content. The audience has Nadin's presence, the visual element, and a way to get into a story that is easy to relate to/understand but also means something in what he calls "Be Your Own Star" storytelling. The union of visuals and narrative between BLP and Nadin were in some way able to stand out as content worthy of being looked at together.

(2) Clarity of message, "Be Your Own Star" guides all of BLP Beauty's content and therefore ensures that everything behind it, channels the identical message of self-confidence in its simplest form. The audience also finds this message very easy to grasp. This also makes the audience feel that the message aligns with the values and character of both BLP Beauty and Nadin Amizah. Additionally, the consistent visuals and communication style serve to ensure the message is not misinterpreted.

(3) Emotional response, storytelling and Nadin's appearance are the driving forces of BLP content as she has emotional attachments with her fans. And the audience has responded similarly, showing admiration, enthusiasm and inspiration from the initial post – whether through visuals, product details, or collaboration teasers. This was also proven that the content creates an emotional bond with its audiences.

(4) Emotional connection, the collaboration between BLP Beauty and Nadin Amizah can create a closer relationship with the audience so that they have more personal brand. BLP uses Nadin in her role to deliver this collaboration in a relatable manner to the audience. This is in line with the audience's perspective; they believe that since BLP Beauty and Nadin Amizah have the same values and share the same vision, this makes them both connect on another level and trust BLP.

(5) Engagement, BLP designed engaging content and captions by leveraging the Reels format and Nadin's personal touch to encourage natural interaction. Initially, during the teaser phase, the audience was very curious about the visuals of the collaboration content. Afterward, they were motivated to participate in the giveaway and even purchase the collaboration products. The audience also liked and commented on the collaboration posts and shared them on their own Instagram Stories.

(6) Interaction, BLP strives to always engage with its audience in an active manner, whether through comments or Direct Messages (DMs). BLP response tone is warm and friendly so the audiences feel comfortable to interact with it and getting a more “friendly” conversation. For the audience, admins being active and respond timely to audiences have considered good and consistent broadens the audience’s mind of feeling appreciated, comfort interacting with BLP content as well encourages them to continue responding.

(7) Brand image, the brand’s image is also strengthened through this collaboration. People are starting to see BLP less of a beauty product but more like a nice brand with relevant and meaningful story. This perception is in accordance with the audience’s evaluation of BLP as a high-quality local brand that is warm and elegant. This collaboration also ensures that BLP is able to go toe-to-toe with global brands while remaining true to its identity and be considered not only consistent, but constantly involved in collaborations which speak true of what the brand was created for.

(8) Regarding engagement, research suggest that audience engagement is a big factor determining how people perceive BLP beauty. BLP sees engagement though as a way to realize our goal of connecting with the audience via interaction that builds rapport and trust. This perspective resonates with the audience experience, in that engaging BLP through liking, commenting, reposting and joint programming strengthens their bond with the brand.

DISCUSSION

Based on the findings of the above study, it was found that in this collaboration between BLP Beauty and Nadin Amizah, BLP Beauty sought to build a narrative, convey its values, and foster a closer relationship with its audience. Instagram is viewed as a communication platform used when a brand aims to make a “first impression” on its audience. Once that connection is established, the audience is guided toward developing an interest in the product.

Based on the researchers’ observations, the primary format used to convey the “Be Your Own Star” narrative is Reels, which places Nadin Amizah at the center of the story. The visuals feature a soft, gentle aesthetic with a calm flow and an emotionally resonant atmosphere. Nadin Amizah’s direct storytelling conveys a message of self-confidence and embracing one’s unique qualities. However, this message is conveyed simply and as closely as possible to the audience in various situations they might experience. According to the researcher, this approach indicates that BLP Beauty prioritizes the creation of meaning and emotional connection with the audience first, so that the promotional content does not feel forced or excessive, as the collaborative product is not prominently featured in the story.

The feed content serves to reinforce the visual identity and maintain consistency in the collaboration. Typically, the visuals presented by BLP Beauty maintain a strong sense of cleanliness and elegance. However, in the collaboration with Nadin, these visuals are combined with a more pronounced emotional tone. The audience can see the collaboration play out in full on its feed, so it doesn't feel like a one-off promo. This helps viewers get the sense that this collaboration is integrated into what BLP Beauty stands for. The research adds that visual consistency and messaging in the collaboration content help enhance audience trust in BLP Beauty.

Meanwhile, Instagram Stories are used to provide a more detailed explanation of the product collection. Since Stories serve as a platform for explaining the products and the "Be Your Own Star" product line, more informative content is shared. The placement of product content in Stories illustrates that there is a clear division of labor among Instagram formats: according to researchers, this approach makes products look much more organic in promotions the audience has already formed an emotional connection with them through Reels and feed.

Overall, the structure of the content in this collaboration indicates that BLP Beauty does not plan its content in a random order. Each Instagram format plays a distinct role while still complementing one another in conveying the message and building audience engagement with the content. Based on the researcher's observations, the audience is not immediately provided with product information related to this collaboration. Instead, BLP Beauty first conveys an introductory message about the values it wishes to emphasize and the atmosphere to help the audience feel more connected. This pattern is crucial for explaining BLP Beauty's content marketing strategy, as it reveals that the process of building audience interest is carried out gradually.

By referring to the content marketing strategy employed by the BLP Beauty x Nadin Amizah collaboration, researchers can draw conclusions based on relevant research references. As mentioned in the research findings, the main message of the BLP Beauty x Nadin Amizah collaboration is the values of self-empowerment and self-acceptance, which can be encapsulated in the theme "Be Your Own Star." This emphasis is not articulated to the audience as a direct demand or promotional content; rather, the message is conveyed through storytelling that is deeply personal and appears authentic to Nadin Amizah's character. Therefore, in the researcher's view, this approach indicates that BLP Beauty seeks to build an emotional connection with the audience first before sparking curiosity about their collaborative products.

This approach aligns with the concept of content marketing in Marketing 4.0. This concept emphasizes content that provides value and meaning to the audience (Kotler et al., 2019). In this collaboration, the concept is not merely theoretical. It is evident in the way BLP Beauty crafts its messages. The content used does not highlight the product's technical advantages. Instead, the content highlights the meaning of beauty that stems from self-acceptance and personal experiences. Based on the researcher's observations, this approach makes the audience focus more on the message being conveyed, before eventually becoming interested in the product as part of that story. This explains why the collaboration is perceived as a representation of beauty that is authentic and relevant to the audience's lives.

The study visually focuses on the balance of BLP Beauty's clean and elegant identity with Nadin Amizah's gentle and emotional character. BLP uses a soft-warm color palette. A soft light further increases the effect. The star symbol and everything sparkly conveys the "Be Your Own Star" without changing the actual foundation of what that brand stands for. Based on this, the researchers noted that consistent visuals like these shape the audience's perception. The audience perceives the collaboration as an integral part of BLP Beauty's identity. They also sense the distinctive emotional touch characteristic of Nadin Amizah.

The choice of post formats reflects a structured content marketing strategy. The feed is used to build a visual identity and core narrative, Reels are used to reach a wider audience through more dynamic storytelling, while Instagram Stories focus on providing a clearer introduction to products. This approach demonstrates how BLP Beauty organizes interconnected content and guides the audience from an understanding of the brand's values to an interest in the brand.

From a Marketing 4.0 perspective, the strategy for managing digital content is based on connectivity. This strategy helps foster closer relationships with the audience (Kotler et al., 2019). Researchers noted that this promotion felt meaningful and natural when the product content was posted on Instagram. The content appeared to be a natural extension of the previous narrative.

As a researcher, the researcher analyzed the audience response towards BLP Beauty x Nadin Amizah collaboration content. The audience positively received the collaboration topics according to the researcher. The people watching enjoyed the visuals, grasped the message, connected with the intent and responded positively. This aligns with the concept of customer engagement as described Strauss & Frost (2016). According to Strauss & Frost, engagement refers to cognitive and emotional involvement, as well as how the audience behaves toward the brand.

When the audience easily and consistently understands the “Be Your Own Star” message across all content, that message aligns with Nadin Amizah’s personality and BLP Beauty’s values, making it easy for the audience to grasp the meaning of the collaboration. It is clear that, in order to achieve sustained audience engagement, message clarity is a key element in ensuring understanding.

The main response was emotional engagement. Through storytelling and gentle visuals, combined with Nadin Amizah’s presence, the audience felt lifted up in awe of enthusiasm and inspiration. Researchers consider the emotional aspect of this collaboration its true strength as it creates a more intimate link between audience and brand. Strauss & Frost (2016) Highlighting the importance of emotions themselves will engage the audience.

The behavioral engagement is the result of an emotional engagement being developed. People not only interact with posts (like comment), but also share, join in running activities (such as giveaway) and purchase. This behavior does not occur as soon the user views a single post but rather becomes apparent after viewed repeated collaborative content.

Researchers observed, in terms of both engagement and brand perception formation, that audience engagement also contributes to the process of shaping perceptions of BLP Beauty. Furthermore, the audience has begun to view BLP Beauty as a local beauty brand that embodies values and resonates with their personal experiences. And this is not just through content, it’s about the active reply from BLP Beauty in building dialogues with their audience. This is allowing an audience feel seen and the relationship that develops is deeper than content consumption.

Furthermore, in Marketing 4.0, engagement is a bridge for brands to connect and establish trust with their audiences (Kotler et al., 2019). In the case of BLP Beauty x Nadin Amizah, researchers found that engagement was not just shown in the high interaction metrics. The audience also reacted to the messages sent and was continuously engaged. This aligns with Strauss & Frost (2016), who noted that strong customer engagement can strengthen relationships and enhance audience loyalty toward a brand. According to the researchers, this collaboration is considered successful because the process of building closeness and trust occurred gradually, so that engagement did not stop at momentary interactions but developed into long-term relationships, particularly for local brands in the digital space.

CONCLUSIONS AND RECOMMENDATIONS

The results indicate that BLP Beauty's collaboration with Nadin Amizah on Instagram proves to be an effective social media content marketing strategy centered around product promotion, while establishing emotional connections and positive brand perception. Utilizing the Feed as a medium for messaging around visual identity and brand narrative, Reels to tell engaging stories, and Stories to introduce products in an educative manner aligns with the authenticity of "Be Your Own Star" in terms of relevance to this audience. The audience's perception of BLP Beauty as a relevant, aesthetically pleasing, and valuable local brand is reinforced by sustained engagement—cognitive, emotional, and behavioral—which begins with understanding the message and feeling an emotional connection. This successful collaboration proves how, now more than ever, mutual values between the brand and public figure, consistency both verbal and visual as well effective management of engagement positively impacts the building of long-term audience relationships in this digital age.

ADVANCED RESEARCH

The study is limited in focusing on one collaboration between BLP Beauty and Nadin Amizah, as well as its scope revolved only around Instagram that does not reflect audience behavior across other platforms. Further studies may expand the scope by analyzing more than one case and platform, or using deeper methods like surveys or longitudinal approaches to study long-term impact on audience engagement and brand relationships.

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