ABSTRACT

Marthabeauty bar is a famous manicure, pedicure and eyelash extension beauty salon specialist in Bandung. It was founded in 2020 and is currently top of mind, and has 8 branches spread across Bandung. The purpose of this study is to determine how the content management process on the Marthabeauty bar social media platform is analyzed through Instagram social media @Marthabeauty.bar. This research uses a qualitative approach with descriptive methods through data collection techniques in the form of interviews, documentation, and observation. This research was conducted using the four phase loyalty model (Oliver, 1999), with four sub-analyses namely cognitive loyalty, affective loyalty, conative loyalty, action loyalty. The result of this research is to find out effective content management by using service result content, cooperation content with influencers, promo or discount content, and customer story content. This research contributes to the understanding of how content management strategies on the Instagram social media platform can be utilized to build, maintain and even increase customer loyalty.

Keywords: Beauty business, Customer loyalty, Content, Instagram, Marthabeautybar.