

# Visual Communication Strategy : a Case Study of Promotional Social Media Content Based on Collaboration by Upmost Beaute and Tolak Angin

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## Abstract

Collaboration trend is seen as a new communication approach that might boost shared earnings, particularly for emerging firms. Upmost Beaute, one of Indonesia's native local makeup firms, employs trend collaboration as a communication technique to capture market attention, cooperating with the Tolak Angin brand. Because of its originality, the cosmetic product created by Upmost Beaute in partnership with the Wind Push sold out quickly upon launch. The study focuses on the visual uniformity of the collaborative product promotion "Upmost X Tolak Angin Honey Glazed Eyeshadow Palette" on the Upmost Beaut Instagram account. The approach employed is a paper review of journals and papers, as well as digital observations on the official Instagram accounts of Upmost Beaute and Tolak Angin. According to this research, visual consistency significantly increases consumer brand awareness, particularly for new brands.

**Keywords:** *Communication Strategy, Content Management, Social Media, Visual Communication Design*

## PENDAHULUAN

The Indonesian beauty world is currently experiencing significant expansion, as evidenced by a 21.9% increase in the growth of Indonesia's cosmetics business. The Ministry of Coordinator of Economic Affairs (Kemenko Perekonomian) Indonesia reported 1,010 local cosmetics enterprises as of mid-2023. (marketeers.com, 2024). From an article published by Suara.com (2022) it is also known that the Drug and Food Regulatory Authority (BPOM) has reported a rise in the number of cosmetic companies by 20.6%. The cosmetic sector in Indonesia is also fast expanding due to rising customer demand, making cosmetics a primary requirement, particularly among women.

The growth of local cosmetic brands is an outcome of rising consumer interest, which has made cosmetics a primary requirement, particularly among women. According to a Suara.com article (2022), Nielson and Euromonitor presented data showing that increased interest in beauty products surged to 11.99%, totaling Rs 19 trillion, and is expected to continue to rise. According to Kasali in Sari, Makhrian, and Buldani (2018: 26), women's desire for beauty is growing, and as a result, they are willing to spend money on a variety of cosmetic and skin care items. According to a Kompas.com article (2021), Na Sung Min, Strategic Marketing Leader at PT Cosmax Indonesia, the beauty trend in Indonesia will enter the era of CHANGE in 2022, which involves Collaboration, Hybrid, Advanced, Natural, Glass Skin, and Eco-Friendly. The presence of the Collaboration trend is appreciated by the community, as it provides new colors to the sector, particularly the beauty industry, allowing it to develop in creating distinctive and exciting new goods. Collaboration, according to O'Leary, Van Slyke, and Kim (2010:107), is derived from the words 'co' and 'labor', which signify bringing together energies or strengthening each other's abilities to achieve a common goal. The term collaboration is frequently used in the context of a task that spans borders, sectors, and relationships.

Trend Collaboration has been perceived as a new communication approach that can boost shared profit, particularly for new firms who are just launching their products and require public recognition. Upmost Beaute is a native Indonesian beauty business that uses collaboration trends as a communication technique to get market attention. Upmost Beaute is a new cosmetic brand that launched in October 2019 in collaboration with a large brand of the Sidomuncul class. Upmost Beaute aims to boost Indonesian women's confidence by focusing on high-quality products that provide a variety of skin advantages. Upmost Beaute's cosmetic

cooperation with one of the most well-known sidomuncul businesses, Tolak Angin, introduced the Honey Glazed Eyeshadow Palette on January 18, 2021. According to [beautynesia.id](#) (2022), due to its novelty, the product sold out instantly upon launch.

Collaboration involves consistency and participation from both parties to raise public awareness. This is evident in Upmost Beaute and Tolak Angin's social media promotions, particularly on Instagram. The job of visual communication design has been critical in increasing brand awareness for Upmost Beaute when releasing a new product, as well as Tolak Angin so that it remains familiar to its customers. The established consistency was subsequently consolidated into Integrated Marketing Communications (IMC), which Kotler, Keller, and Chernev (2022:310) defined as an effective communication strategy for maintaining a brand's message consistency in promotion. The audience can most easily recognize message consistency through visual message coherence, which includes a brand's visual identity.

According to Luzar and Monica (2013: 530-532), there are six aspects to developing brand identity consistency: brand, logo, color, typography, visual elements, and layout, all of which stress unity. (unity). Such uniformity can be seen in promotional material, as well as on social media, including the official Instagram profiles of Upmost Beaute and Tolak Angin. According to Haryono and Buntaran (2019:13), social media, particularly Instagram, plays an essential role in the promotion and marketing of a brand's product through the use of consistent visual components. The study will focus on the visual consistency of the collaborative product promotion "Upmost X Tolak Angin Honey Glazed Eyeshadow Palette" on Instagram.

## METODE

The approach employed is a paper review of journals and papers, as well as digital observations on the official Instagram accounts of Upmost Beaute and Tolak Angin. Observations were made on the promotional content of Upmost Beaute's collaboration product with Tolak Angin, the "Upmost X Wind Punch Honey Glazed Eyeshadow Palette".

## HASIL DAN PEMBAHASAN

### Identification

#### 1. Brand

Upmost Beaute and Tolak Angin have collaborated on a beauty product. The partnership resulted in a new name: "Upmost X Tolak Angin Honey Glazed Eyeshadow Palette".



**Picture 1.** Collaboration product name Upmost x Tolak Angin  
(Source: Upmost Beaute official website)

According to Sudirman (2020:16), a brand is more than simply a name; it is an identity and one of the most essential aspects of a product, and it plays an important role in raising brand awareness among the target audience. The collaborative product between the brands Upmost and Tolak Angin did not result in a new name. The term "Honey Glazed Eyeshadow Palette" refers to a product variation rather than a new product. Upmost Beaute and Tolak Angin's close relationship preserves their own brand names. The purpose of this initiative is to strengthen the concept of collaboration while maintaining the identity of the brands Upmost and Tolak Angin.

#### 2. Logo



**Picture 2.** Upmost Beaute Logo  
(Source: Upmost Beaute official website)

The Upmost Beaute and Tolak Angin logos are both dominated by a logo type with different characters.



**Picture 3.** Tolak Angin  
(Source: Tolak Angin official website)

The Upmost Beaute logotype features sans serif typography and capital letters (uppercase) in a mauve color scheme. The logogram features a flower shape with a visual outlining style. The Tolak Angin logo is composed of red ornamental type typography with capital characters (uppercase).



**Picture 4.** Upmost x Tolak Angin Collaboration Product  
(Source: SOCO by Sociolla official website)

The cooperation product between Upmost Beaute and Tolak Angin features both company logos, with the Upmost logo at the top and the Tolak Angin logo at the bottom. The subtitle at the bottom reads "Honey Glazed Eyeshadow Palette" in uppercase letters with sans serif typewriting.

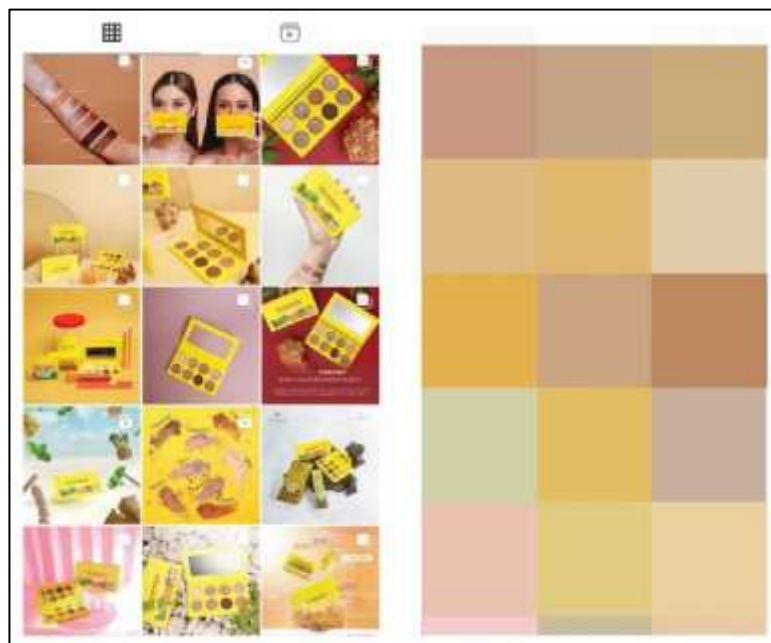
According to the article on [marketeers.com](https://www.marketeers.com) (2023), a logo is a visual identity that helps to shape a consumer's prescription for a product. The same is true for brands; there are no particular logos created in a joint product program. The two collaborating brands' logos are not given any particular consideration in their implementation. Both the Upmost Beauty Logo and Tolak Angin are simply put from top to bottom. It's done to maintain consistency, especially because Upmost Beaute is spanking new. In addition, this presentation emphasizes Upmost Beaute's involvement as a "homeowner" who works with Tolak Angin, an old player.

3. Color



**Picture 5.** Logo and Upmost x Tolak Angin Collaboration Product  
 (Source: Official website Upmost Beaute and Tolak Angin)

The color palette associated with Tolak Angin brand is red and yellow. The Upmost Beaute logo only comes in mauve and white. The colors used in the partnership product come from the brand's second color palette.



**Picture 6.** Upmost Beaute's official Instagram promotional content  
 (Source: Upmost Beaute official Instagram post)

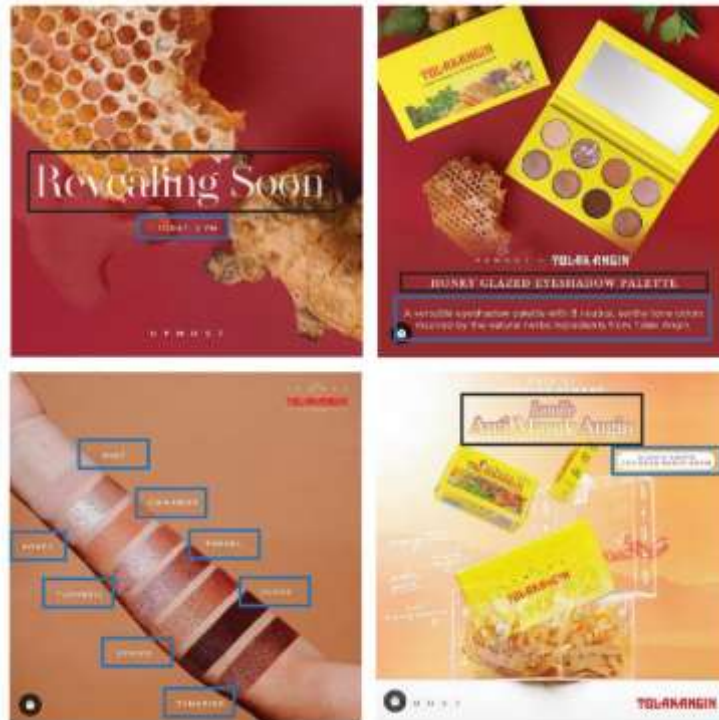
Several posts on Upmost Beaute's Instagram Official advertised the Upmost x Tolak Angin collaboration goods. This post identifies the primary color pallet. After being processed using the pixelated approach, it is recognized that many colors dominate the product promotion, particularly brown, green, and pink, which are dominated by soft tone colors.

According to Wheeler (2009: 128), color is one of the visual aspects in branding that can evoke memories, feelings of familiarity, emotional attachments, and identity when used consistently across a variety of promotional mediums. Yellow is the dominant colour in Upmost Beaute and Drop the Wind's packaging product partnership. In comparison to the Upmost Beaute, the color is more reminiscent to the Drop the Wind brand's color palette. This could be because the brand Tolak Angin is more well-known in the community than Upmost Beaute, a newbie in the Indonesian cosmetics industry, thus the product will be easier to detect when the yellow hue of Tolak Wind appears on the container. While for the application to dissociative media

material, the postings are dominated by the color created by the collaboration of both brands. The color palette underscores the two brands' cooperation strategy.

#### 4. Typography

The study investigated the implementation of a collaboration between both businesses on the Instagram feed Upmost Beauty



**Picture 7.** Upmost Beaute's official Instagram promotional content  
(Source: Upmost Beaute official Instagram post)

The black box represents the use of serif fonts. The serif font is used for the title in the text, whereas the blue box denotes the use of a sans serif font. These fonts are used for body text and descriptions. In addition to color, Wheeler (2009:129) stated that typography was a critical component in the branding process. Typographic consistency may be recognized by using typographic hierarchy, which means that in addition to visually constructing consistency, typography can also reinforce the message and increase awareness of the brand among consumers.

The use of typography in product marketing articles does not receive special consideration. The typeface application remains consistent with the guidelines that are specific to the needs and content of the promotion. Nevertheless the font selection is more standard than the Upmost brand. This is possible since most of the promotions for the cooperation items are posted to the official Upmost Beaute Instagram accounts rather than Instagram Tolak Angin.

#### 5. Visual Elements

Realistic images are the most popular visual element for promoting this collaborative work. The black circle depicts visual elements related to colors and natural components like honey and ginger. The green circle represents the teamwork between Upmost Beaute and Tolak Angin. The visuals in the posts include product photographs and packaging. The blue circle displays the brand partnership logo.



**Picture 8.** Upmost Beaute's official Instagram promotional content (Source: Upmost Beaute official Instagram post)

According to Rukiah, Pratama, and Anto (2021:162), the visual elements utilized in promotional media must be compatible with one another in order to generate consistency. Each design element that appears in promotional media plays a significant part in creating the visual depiction of the brand that is being introduced. The majority of content include realistic graphics or photographs that have been altered. Pictures such as honey, ginger, and leaves were employed. The goal is to build on the natural impression created by Upmost Beaute and Tolak Angin's product partnership.

6. Layout



**Picture 9.** Upmost Beaute's official Instagram promotional content (Source: Upmost Beaute official Instagram post)

The most prevalent layout type utilized to promote partnership items through Instagram feeds is the image Window layout. The visual circuit made extensive use of diagonal and zigzag patterns. The visual element's layout is based on dynamic shapes, and there is no set layout for logo placement

According to the article Liputan6.com (2021), a layout is an arrangement of various design components that are regularly applied to communication media in order to promote concepts and successfully communicate messages to the audience. Layouts use a message hierarchy to prioritize flow and visual compositions that support one another. The most prevalent layout type utilized to promote partnership items through Instagram feeds is the image Window layout. The visual circuit made extensive use of diagonal and zigzag patterns. The visual element's layout is based on dynamic shapes, and there is no set layout for logo placement.

The usage of a layout dominated by diagonal and zigzag shapes enhances the product's dynamic appearance. It is used to support natural impressions that are dynamic rather than static. The use of image window layout is intended to highlight collaborative products. As a result, buyers may more easily distinguish their products at a glance.

## SIMPULAN

Based on the preceding discussion, it is possible to conclude that in order to maintain the visual consistency of the collaborative product promotion "Upmost X Tolak Angin Honey Glazed Eyeshadow Palette" on the official Instagrams of Upmost Beaute and Tolak Angin, visual coherence in the product promotion posts on each official Instagram is required. Visual consistency encompasses brands, logos, typography, color palettes, visual elements, and layouts. This uniformity can result in visual representations of each participating brand's attributes, as well as support for the development of integrated marketing communications.

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