

COMPARISON STUDY ON BARENBLISS INDONESIA AND BARENBLISS PHILIPPINE INSTAGRAM CAPTIONS TO EXPLORE THEIR DIFFERENCES IN MARKETING COMMUNICATION STRATEGY

Zalina¹, Arita Destianingsih²

*¹English for Business and Professional Communication, Politeknik Negeri Bengkalis,
Indonesia)*

zalinaborusinaga@gmail.com¹

Abstract

This study explores the differences and similarities in marketing communication strategies and language aspects used in the Instagram captions of Barenbliss Indonesia and Barenbliss Philippines. Using a qualitative descriptive method with a content analysis approach, this study analyses 32 captions (16 from each account) posted between September and December 2024. The analysis focuses on three components of marketing communication strategies: advertising, promotion, and public relations as well as six language aspects: clarity, consistency, emotional appeal, relevance, persuasiveness, and creativity. The findings reveal that both accounts share similarities in emphasizing product benefits, limited-edition promotions, and brand image building, but differ in tone, focus, and cultural adaptation. Barenbliss Indonesia often uses more emotive and casual language tailored to local preferences, while Barenbliss Philippines tends to adopt a more informative and persuasive tone with direct calls to action. In terms of language aspects, both accounts maintain clarity and consistency, but variations exist in emotional appeal and cultural relevance, reflecting differences in market orientation and audience engagement strategies. These results highlight how localized communication styles influence brand positioning in different markets.

Keywords : Instagram, Marketing Communication Strategy, Language Aspects, Barenbliss

1. INTRODUCTION

In the current digital environment, social media has radically changed how businesses interact with their target audiences. Social media has evolved from personal sharing to a significant marketing communication platform where businesses advertise products, interact with customers, and enhance brand identity. Instagram is a visually focused platform that enables brands to quickly engage with a broad and varied audience. Instagram, boasting more than one billion monthly active users two-thirds of whom use the app each day provides businesses with chances to connect with users via photos, videos, stories, and crucially, through captions.

Captions function as more than simply descriptive text below an image. They are key in crafting the story, establishing emotional bonds, and strengthening the brand's voice. Powerful captions can educate, amuse, influence, and engage the audience while strengthening the visual communication. In marketing communication, captions serve as strategic instruments that shape consumer perception, enhance product promotion, cultivate brand loyalty, and boost audience engagement. In visually competitive sectors like beauty and cosmetics, captions

convey product advantages, emphasize user experiences, and showcase brand values in an engaging and significant manner.

A beauty brand that showcases this strategic approach to Instagram captions is Barenbliss (BNB), a South Korean brand that has become popular in Southeast Asia, especially in Indonesia and the Philippines. Barenbliss manages regional Instagram accounts @barenbliss_id for Indonesia and @barenblissph for the Philippines while upholding a consistent global brand identity and adapting each to local market tastes. Even though both profiles showcase the same brand, their captions exhibit significant variations in tone, language, structure, and engagement approach. These differences indicate a modification of marketing communication approaches to fit cultural and linguistic environments.

This study aims to find out the marketing communication strategy of Instagram captions used by the Instagram accounts of Barenbliss Indonesia and Barebliss Philippine to explore the differences and similarities and language aspect through Instagram caption. Through this approach, the research aims to gain insights into how brands modify their messaging to connect with varied audiences in a culturally appropriate and convincing way.

2. REVIEW OF LITERATURE

A literature review was conducted prior to this research to gain a deeper understanding of the marketing communication used in @barenbliss_id and @barenblissph Instagram posts as a marketing communication strategy. This review is based on three previous studies related to the topic of this research.

2.1 RELATED STUDIES

After conducting a thorough literature review, several studies related to the research topic were identified.

First, a study conducted by (Azzahra & Sari, 2021) with their title ***“Engagement on Twitter: A Study on Wendy’s Us (@Wendys) and Wendy’s Indonesia (@Wendysindo) Twitter Postings to Explore their Differences in Marketing Communication Strategy”***. This study aims to compare the marketing communication strategies used by two official Wendy’s Twitter accounts, namely @Wendys from the United States and @Wendysindo from Indonesia. The main focus of the research is to identify how the language style, engagement formation model, as well as the level of audience involvement engagement differ between the two accounts.

Secondly, (Harinawati, Candrasari, 2022) with their title ***“Marketing Communication Branded of Gayo Arabica Coffee (Comparative Study Bregendal and Seladang Coffee Shop)”***. This study uses a descriptive qualitative method, observing and analysing various aspects of brand communication-such as visual branding, use of social media, messaging, and interaction with consumers-to find out how each shop positions itself and communicates with local and wider audiences. The study shows that the two shops have different approaches to branding Gayo Arabica. Bregendal focuses more on traditional visualization and local

authenticity—for example, the use of Acehnese cultural elements in packaging and promotional materials to reinforce the premium quality identity of Gayo coffee—while Seladang chooses a more modern and interactive communication style, using digital platforms such as Instagram to introduce product variants, offer promotions through visual content, and build closer relationships through storytelling and customer testimonials.

Thirdly, the research is conducted by Kauppila (2019), entitled *“Audience Engagement on Social Media – A Study on How Wendy’s Use Different Forms of Audience Engagement in Their Social Media Posts”*. This research employs a descriptive qualitative method and examines different social media content from Wendy’s on both Twitter and Instagram. This study primarily aims to examine different types of audience involvement created through captions, linguistic style, humour, interactive inquiries, and replies to users. The study’s findings suggest that Wendy’s accounts in the U.S. generally adopt a more laid-back, sarcastic, and engaging style regarding trends to boost interaction, whereas Wendy’s accounts in different countries are more formal and centered on product details. These variations indicate the adjustment of communication methods according to cultural influences and audience tastes.

2.2 LITERATURE REVIEW

2.2.1 Marketing Communication Strategy

Marketing communication strategy is a cohesive, all-encompassing, integrated approach that connects the organization’s strategic advantages with external challenges and is aimed at guaranteeing the effective transmission of information regarding the company and its intended offerings to the target audience. Marketing communication strategy comprises a set of rules and principles that are utilized efficiently to align product marketing initiatives, pricing, promotional efforts, and distribution with suitable targets.

Marketing communication strategies are continuous creative steps pursued by a company to achieve the best marketing targets in order to realize maximum consumer satisfaction. Marketing communication strategy is a way taken by the company to realize its mission, goals and objectives by maintaining and striving for harmony between the various objectives to be achieved, the capabilities possessed and the opportunities and threats faced in the market (Adisaputro, 2010: 18).

According to Kotler & Armstrong (2017) outlines several key types of marketing communication strategies that are essential for effective brand communication. These strategies include various methods that companies use to convey their messages to target audiences, each with different characteristics and objectives, including advertising, sales promotions, public relation, direct and digital marketing, personal selling, event marketing and sponsorship, content marketing, social media marketing, integrated marketing communication (IMC).

2.2.2 Instagram Caption

According to (Hasanah 2019:1) caption is a collection of sentences that support or explain the image, photos or videos uploaded to social media, especially on social media, especially on social media Instagram, contains sentences that are in accordance with the uploader's wishes, functions to describe feelings or desire and even the intention of the image, photo or video uploaded. There are several tips that need to be considered in making good captions, especially for Instagram captions. This is also commonly referred to as the careful planning stage included: think of target audience, choosing a tone of voice and consider the text length.

2.2.3 Social Media Marketing

Social media marketing refers to a marketing process conducted via social media platforms. Typically, the social platforms utilized are Facebook, Instagram, or Twitter. Nevertheless, its significance can be more extensive. According to Kotler and Keller (2012), social media marketing is a place for consumers to share text, images, audio, and video information between each other or with companies and also vice versa. It can be concluded that social media marketing or social media marketing is a way for marketers to use social media. Social media marketing is marketing done using all social media platforms to expand the sales market and promote products.

2.2.4 Language Aspects

Language plays a crucial role in marketing communication, serving as the primary medium through which brands convey their messages to consumers. In the context of social media, particularly Instagram, the use of language in captions is vital for engaging audiences, shaping brand identity, and influencing consumer behavior. According to Labrecque, Markos, and Milne (2011) discuss how language plays a critical role in online personal branding, including brand engagement on social media platforms like Instagram. They argue that language style (formal vs. informal), tone (serious vs. humorous), and the use of cultural references can significantly impact how consumers perceive and engage with a brand. Personalized and conversational language tends to increase consumer engagement by making the brand appear more relatable and approachable. According to Kotler and Keller (2016) in their book "Marketing Management," language plays an important role in marketing communication strategies. They identify several aspects of language that are crucial in crafting effective marketing messages. Here are the types of language aspects they describe included:

clarity and simplicity, consistency, emotional appeal, relevance, persuasiveness, cultural sensitivity, creativity and interactive and engaging.

2.3 THEORETICAL FRAMEWORK

This study integrates two major theoretical dimensions to analyze the Instagram captions of Barenbliss Indonesia and Barenbliss Philippines: marketing communication strategies and language aspects. These dimensions are constructed by adapting and combining the frameworks of Kotler & Armstrong (2017), Kotler & Keller (2016), and Azzahra & Sari (2021).

- The first dimension is based on the concept of marketing communication strategy as proposed by Kotler & Armstrong (2017), which includes three core elements: advertising, promotional marketing, and public relations.
- The second dimension focuses on the language aspect, derived from Kotler & Keller (2016), who emphasize the importance of linguistic choices in shaping consumer perception, brand identity, and emotional resonance. This dimension is divided into six indicators: clarity and simplicity, consistency, emotional appeal, relevance, persuasiveness, and creativity. These indicators allow researchers to examine how language is strategically used in captions to connect with diverse audiences.
- This theoretical framework adopts the approach from Azzahra and Sari (2021), who analyzed Instagram captions to assess marketing and linguistic strategies. However, this study extends their model by comparing two regional accounts of the same brand Barenbliss Indonesia and Barenbliss Philippines in a cross-cultural context.

3. METHOD

Research Design

The research method in this study was descriptive qualitative. This approach is considered appropriate because the data analysed consists of social media captions in written language that reflect brand communication strategies and language style choices in two different cultural markets.

Location and Object of the Study

The research location was carried out in instagram account of Barenbliss Indonesia (@barenbliss_id) and Barenbliss Philippine (@barenblissph).

The object of research elucidated what and/or who the study is focused on, as well as the study's location and methodology. The object of this study is the caption texts posted by the official Instagram account of Barenbliss Indonesia and Barenbliss Philippine during the period of September to December 2024. A total of 32 captions were purposively selected 16 from Barenbliss Indonesia and 16 from Barenbliss Philippines. Each month, 4 captions were selected from each account and paired for comparison, resulting in 8 caption pairs per month. These samples were then analyzed using the content analysis method guided by the observation table developed in line with the theoretical framework of the study.

Research Instrument

The research instrument in this study is an observation guide adapted from Kotler & Armstrong's (2017) theory on marketing communication strategies, which consists of three components: advertising, sales promotion, and public relations.

Additionally, Kotler & Keller's (2016) theory on language aspects was applied, including clarity and simplicity, consistency, emotional appeal, relevance, persuasiveness, and creativity. This theory is combined and modified based on Azzahra & Sari (2021) to facilitate a comparative analysis of Instagram captions from Barenbliss Indonesia and Barenbliss Philippines in a cross-cultural context.

Data Collection Technique

This study used data collection methods, data was gathered by directly visiting each nation's Instagram account and extracting caption highlights from every post that fulfilled specific criteria.

Data Analysis Technique

Data analysis is the process of processing data into new information to understand and solve problems, particularly in research. This study used two types of data analysis techniques: descriptive qualitative and content analysis. Descriptive qualitative analysis allowed data to be collected, processed, analysed, printed, and interpreted descriptively, while content analysis focused to recognize, classify, and analyze the communication themes, language styles, and marketing tactics present in the captions.

4. RESULT & DISCUSSION

Based on observations from analysing the similarities and differences in marketing communication strategies and language aspects used in Instagram captions between the two official Barenbliss accounts, namely Barenbliss Indonesia and Barenbliss Philippines. This analysis was conducted on 32 captions of 16 each from each account published during the period September to December 2024. The data was collected using a purposive sampling technique, taking into account variations in content themes, promotional strategies, and audience engagement. The research method was descriptive qualitative with a content analysis approach, where data is classified and studied based on marketing communication categories, namely advertising, promotional marketing, and public relations, as well as language aspects such as message clarity, brand identity consistency, emotional appeal, relevance, persuasiveness, and language creativity.

Analysis Marketing Communication Strategy

The analysis results show that the marketing communication strategies on the Barenbliss Indonesia and Barenbliss Philippines accounts are similar in utilizing the three main elements of advertising, promotional marketing, and public relations, but differ in their application.

1. **Advertising**, both accounts promote their products by highlighting their strengths and benefits, but Barenbliss Indonesia tends to use emotional language and local narratives, while Barenbliss Philippines is more direct and informative.
2. **Promotional Marketing**, Indonesian accounts often combine promotions with calls to action, such as giveaways or discounts with interactive elements, while Filipino accounts focus on more formal price offers and promotional information.
3. **Public Relations**, both build good relationships with their audience thru customer appreciation and special moments, but the Indonesian style is more personal and relaxed, while the Filipino style is more formal and image-conscious.

Analysis Language Aspect

Analysis of six language aspect clarity & simplicity, consistency, emotional appeal, relevance, persuasiveness, and creativity reveal different approaches.

1. **Clarity and Simplicity**, both accounts convey their message in easy-to-understand language, but Barenbliss Indonesia more frequently uses detailed product descriptions, while Barenbliss Philippines uses short and direct sentences.
2. **Consistency**, both are consistent in their language style according to their brand identity; Indonesia maintains an educational-informative tone, while the Philippines is consistent with a relaxed and interactive style.
3. **Emotional Appeal**, Indonesia utilizes a narrative that emphasizes the product's benefits for self-confidence, while the Philippines highlights a sense of celebration and togetherness.
4. **Relevance**, Both tailor content to local trends and moments. Indonesia highlights product relevance for local skin tones, while the Philippines adapts to national seasons and events.
5. **Persuasiveness**, Indonesia convinces audiences with technical information and benefits, while the Philippines relies on direct appeals such as giveaways or event participation.
6. **Creativity**, both accounts utilize wordplay, hashtags, and emojis. Indonesia tends to be creative in explaining product features, while the Philippines is creative in creating thematic campaigns.

3. CONCLUSION

The findings indicate that Barenbliss Indonesia and the Philippines employed three primary marketing communication strategies advertising, promotional marketing, and public relations aimed at enhancing brand awareness and customer interaction. Regarding similarities, both accounts showcased beauty products through informative and engaging content, incorporated visual elements, and featured collaborations with influencers or partner brands. The language elements used in the Instagram captions show both similarity in purpose and variation in implementation. Both accounts utilized language that is lucid, consistent, emotionally engaging, pertinent, convincing, and inventive in marketing their offerings. Barenbliss Indonesia commonly employed descriptive, narrative-style captions that teach and inform consumers about the advantages and application of products, frequently incorporating localized references (colour compatibility for Indonesian skin tones). In contrast, Barenbliss Philippines used a more conversational and event-focused tone, emphasizing community interaction and celebratory spirit, particularly through hashtags, calls-to-action, and direct audience participation.

4. REFERENCES

- Azzahra, S., Sari, Y. I. H., & Universitas Gadjah Mada. (2021). *Engagement on Twitter: A Study on Wendy's Us (@Wendys) and Wendy's Indonesia (@Wendysindo) Twitter Postings to Explore their Differences in Marketing Communication Strategy*.
- Kotler, P., & Keller, K. L. (2012). *Marketing management* (14th ed.). Pearson Education.
- Kaupilla, E. (2019). *Audience Engagement on Social Media – A Study on how Wendy's Use Different Forms of Audience Engagement in their Social Media Posts* (By B. Wårvik & Åbo Akademi – Fakulteten För Humaniora, Psykologi Och Teologi

- Harinawati, & Candrasari, R. (2022). *Komunikasi pemasaran branded kopi Gayo: Studi banding kopi Bergendaal dan Seladang*. Prosiding Konferensi Internasional Ilmu Komunikasi ke-2 (ICCS 2022), Universitas Malikussaleh.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
- Kotler, P., & Armstrong, G. (2017). *Principles of marketing* (17th ed.). Pearson Education.
- Labrecque, L. I., Markos, E., & Milne, G. R. (2011). Online personal branding: Processes, challenges, and implications. *Journal of Interactive Marketing*, 25(1), 37–50.
<https://doi.org/10.1016/j.intmar.2010.09.002>
- Hasanah, U. (2019). *Analisis caption pada media sosial Instagram dalam pengembangan kemampuan menulis*. Yogyakarta: Deepublish.
- Adisaputro, G. (2010). *Manajemen pemasaran: Strategi dan implementasi*. Yogyakarta: Penerbit Andi.