International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Effectiveness Of Wardah's Beauty Moves You Campaign Through Social Media: An Integrated Marketing Communication Approach In Systematic Literature

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Abstract

The "Beauty Moves You" campaign launched by Wardah marks a paradigm shift in the reconstruction of the meaning of beauty, from merely functional-visual aesthetics to a symbol of progressive social empowerment. Although previous studies have quantitatively examined the influence of social media on purchase intention or partially dissected the linguistic aspects of advertisements, no study has integrated them within a social media-based Integrated Marketing Communication (IMC-SM) framework. This study aims to comprehensively analyze how Wardah integrates various communication channels and maintains message consistency by positioning social media as the central integration hub. The research method used is descriptive qualitative with a multimethod (mixed-perspective) approach through content analysis techniques and integrated case studies. The results show that Wardah successfully built trilateral communication (company-to-consumer, consumer-to-consumer, consumer-to-company) by synchronizing the promotional mix (advertising, public relations, and direct digital marketing) on Instagram, TikTok, X, and YouTube platforms. The consistency of the metaphorical message "beauty that moves" is proven to be able to bridge differences in audience experience and convert digital attention into brand advocacy. This study provides a theoretical contribution in enriching the IMC-SM model in the halal cosmetics industry in developing markets.

Keywords:Integrated Marketing Communication (IMC), Social Media, Wardah, Beauty Moves You, Trilateral Communication

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INTRODUCTION

The Indonesian cosmetics industry is experiencing a massive escalation of competition in the digital era. Wardah, as one of the pioneers of halal cosmetics in the country, is faced with the challenge of not only maintaining the functional quality of its products but also building a communication ecosystem that can engage consumers emotionally and spiritually. This strategic step was taken through the launch of the global campaign "Beauty Moves You," a movement that seeks to shift society's perspective on female beauty, shifting it from being solely focused on physical standards to becoming an active force that brings positive change to others and the future (Zelfia, 2020).

However, in the modern media landscape, the biggest challenge marketers face is the fragmentation of communication channels. Global campaign messages steeped in philosophical meaning risk distortion or decoding errors when transmitted across diverse digital platforms, from conventional media to community-based activities. To minimize this risk, the implementation of an Integrated Marketing Communication (IMC) management philosophy requires that social media not merely be seen as an auxiliary activity but as a central integration hub. This integration is crucial for creating synergy across promotional mixes and ensuring message consistency across every customer touchpoint.

This integration strategy is no longer limited to passive mainstream social media, but has expanded into real-time interactive features on e-commerce platforms, such as Shopee Live Streaming. This live streaming activity is a concrete manifestation of the human-centered and technology-based digitalization of the 5.0 era, where the boundaries between delivering global campaign messages and direct marketing conversions are increasingly blurred. (Anggrayni & Syahidah, 2025)

THEORETICAL BASIS

Research on the marketing strategies, advertising, and digital engagement of Wardah cosmetic products has been extensively conducted by academics from various disciplines. To map the academic standing of this research, an in-depth review of nine relevant literatures was conducted, grouped into three main clusters:

Cluster I: Testing Consumer Behavior Variables (Quantitative Approach)

Research in this cluster consistently proves that digital marketing is a key variable that significantly influences Wardah consumers' purchasing decisions and intentions. Alfiani and Fadillah (2025) using an SPSS-based quantitative method on 200 consumer respondents at Kota Kasablanka Mall, South Jakarta, found that Social Media Marketing

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and Price Perception variables have a positive and significant influence on Repurchase Intention (with a coefficient of influence of social media marketing of 0.289 and price perception of 0.701). Conversely, Service Quality and Brand Image did not show a significant influence on consumer repurchase intentions at that location due to consumer characteristics that prioritize product functional performance over service aspects. This research model has a determination coefficient value of 44%, while the remaining 57.2% of the variance is influenced by factors outside the model.

Shihab, Purwatiningish, and Rini (2024): Conducted partial and simultaneous tests using IBM SPSS 25 on 100 respondents in North Jakarta with a purposive sampling technique. The results of the partial test showed that social media marketing had a significant effect on purchasing interest with a calculated T value of 4.092 > 1.661 and a significance of 0.000 < 0.05. Meanwhile, the celebrity endorsement variable did not have a significant effect partially (calculated T 1.469 < 1.661 and a significance of 0.145 > 0.05). Simultaneously, both variables had a positive effect (calculated F 12.771 > 3.090 and a significance of 0.000 < 0.05) with a coefficient of determination of 19.2%, indicating that 80.8% of the other factors forming purchasing interest had not been studied.

Rosyidah and Purwanto (2024) in their research used the Structural Equation Modeling (SEM) method via SmartPLS 4.1 on 100 student respondents of UPN "Veteran" East Java. The results showed that social media marketing had a positive and significant effect on buying interest (T-Statistic = 2.798; P-Value = 0.005, with the strongest indicator in the interaction dimension). Perceived quality also had a significant effect (T-Statistic = 3.117; P-Value = 0.002, with the main indicator being product quality). The brand advocacy variable had the strongest influence on buying interest (T-Statistic = 4.760; P-Value = 0.000, with the main indicator being the habit of always using the product). These three variables were able to explain 59.1% of the variance in buying interest.

Cluster II: Exploration of Content and Platform Strategy (Qualitative Approach)

This cluster provides empirical evidence regarding the implementation of Wardah's digital content strategy across various platforms. Salsabila and Rizqi (2022): This study demonstrates that Wardah's promotional strategy through Instagram Reels, supported by campus ambassadors, can increase audience engagement and strengthen brand awareness to the top of mind level among students.

Anggrayni, Syahidah, and Rahmawati (2025): Using a descriptive qualitative approach supported by NVivo 12 software, this study analyzes the optimization of digital marketing communications 5.0 on Wardah's official Shopee live streaming feature. The

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analysis of promotional messages, host-consumer interactions, and market responses indicates that the integration of the promotional mix (product information, discounts, and flash sales) delivered live has proven effective in expanding market access, building real-time loyalty, and increasing sales volume of specific products such as Wardah Sunscreen.

Sani, Kayla, Khairatunisa, and Panorama (2025) This study confirms that the use of social media, e-commerce, websites, and mobile applications helps Wardah reach the market interactively, convey sharia values, and strengthen the satisfaction and loyalty of young customers through product quality, competitive prices, and halal certification.

Cluster III: Structural Analysis and Management of the "Beauty Moves You" Campaign

This cluster discusses the Beauty Moves You campaign from a textual, symbolic, and macro public relations function perspective. Laila and Sahilah (2026): Using a cognitive semantic approach based on Lakoff and Johnson's conceptual metaphor theory on the Beauty Moves You advertising video on YouTube. This study found structural, ontological, and orientational metaphors that shape the meaning of beauty as an active force to drive social change, help others, and shape the future.

Zelfia (2022): Through virtual ethnography and Roland Barthes's semiotics, the Beauty Moves You YouTube advertisement is understood as a representation of modern Muslim beauty. Symbols such as the diversity of female figures, the hijab, Dewi Sandra's role, and the colors blue, pink, and white emphasize inner beauty, professionalism, purity, and the courage to be a force for good.

Purnomo (2024): Analyzed Beauty Moves You as a Public Relations program to maintain the company's reputation through internal interviews, consumer interviews, and expert triangulation. The campaign was deemed successful in encouraging the audience to become agents of good, strengthening the Youth Ambassador community, and increasing PR value through social media, conventional media, and community activities, although it still faced obstacles in interpreting the message and limited human resources.

State of the Art and the Research Gap

Although previous literature has explored Wardah's strategy from various perspectives, the current state of the art map shows a fragmented state. Quantitative studies tend to examine causal relationships between behavioral variables without addressing specific campaign contexts. Qualitative content studies remain narrowly focused on a single product category. Linguistic and semiotic studies are trapped in static

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textual and visual aesthetic analysis, while public relations studies limit themselves to linear macro PR functions. (Fatimah, 2025)

On the other hand, a comprehensive theoretical foundation formulated by Rehman, Gulzar, and Aslam (2022) through a Systematic Literature Review (SLR) of 300 articles from 130 journals confirms that a modern Integrated Marketing Communication (IMC) mix would be incomplete without social media integration (Social Media Integrated Marketing Communication / IMC-SM). Social media transforms one-way communication into interactive trilateral communication, builds emotional connections that enhance brand equity, and requires message consistency across all business lines so that social media is not merely an auxiliary activity. However, Rehman et al.'s (2022) study is entirely conceptual and theoretical without empirical field testing. (Zelfia, 2020)

This is where a significant research gap lies. No study has empirically tested and applied Rehman et al.'s (2022) IMC-SM conceptual framework to evaluate a comprehensive, real-world campaign like "Beauty Moves You," specifically examining how social media acts as a central integration hub to synchronize the mix of advertising, public relations, community activities (Youth Ambassadors), and interactive live commerce activities on marketplace platforms under one integrated communications management umbrella. (Purnomo, 2024)

Novelty and Originality of Research

The novelty and originality of the research entitled "Wardah's Beauty Moves You Campaign Through Social Media: Integrated Marketing Communication (IMC) Approach - Analysis of Wardah's Global Advertisement 'Beauty Moves You'" lies in four main aspects:

1. Empirical Application of the IMC-SM Model: Being the first study to operationalize the conceptual framework of Rehman et al. (2022) into a real case of the halal cosmetics industry in an emerging market. (Rehman, 2022)
2. Social Media Integration Axis: Shifting the old paradigm that considers social media as just one of the usual mix channels, into an "integrating hub" that coordinates all marketing communication tactics, including synchronizing offline activities and communities into the digital space. (Salsabila & Rizqi, 2022)
3. Comprehensive Cross-Disciplinary Analysis: Combining and linking theoretical findings from previous quantitative research (the importance of digital interaction and brand advocacy formation) with an analysis of metaphorical message structures (Laila & Sahilah, 2026) and the transmission of visual semiotic symbols

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(Anonymous, 2022) in an interactive-multimodal manner. (Kliatchko & Uttamchandani, 2024)

4. Qualitative Multimethod Approach: Combining qualitative content analysis techniques on multi-platform social media (Instagram, TikTok, X, YouTube) with documentary case studies of campaign management to capture the communication system as a whole. (Alfiani & Rahma Fadillah, 2025)

Table 1 Summary Matrix of Previous Research

No	Study	Brief Interpretation	Contribution to Research
1	Alfiani & Fadillah (2025)	Social media increases repeat purchase interest, while price is the most dominant factor.	Assess IMC as a whole, not just repurchase intention.
2	Shihab, Purwatiningish, & Rini (2024)	Social media marketing is effective, while celebrity endorsements are not always effective.	Analyze the integration of various promotional elements in IMC.
3	Salsabila & Rizqi (2022)	Instagram Reels and campus ambassadors have successfully increased brand awareness.	Reviewing cross-media and cross-product category campaigns.
4	Sani, Kayla, Khairatunisa, & Panorama (2025)	Integration of multiple digital platforms strengthens the delivery of brand value.	Using IMC analysis to evaluate communication integration.
5	Rosyidah & Purwanto (2024)	Social media, product quality, and brand advocacy increase purchasing interest.	Focus on the design and consistency of IMC message strategy.
6	Rehman, Gulzar, & Aslam (2022)	Social media transforms IMC into more interactive communication.	Testing the application of modern IMC concepts to Wardah campaigns.
7	Laila & Sahilah (2026)	Advertising metaphors construct an image of beauty as female empowerment.	Analyze message consistency across communication channels.

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8	Anonymous (±2022)	Visual symbols form the meaning of inner beauty as a brand identity.	Examining the spread of visual meaning through various IMC media.
9	Purnomo (2024)	The campaign improved reputation, but there were still differences in the interpretation of the message.	Evaluating the effectiveness of IMC integration in maintaining message consistency.

METHOD

The data analysis in this study applies the interactive model of Miles, Huberman, and Saldaña, modified specifically to adapt to the characteristics of the digital ecosystem through four integrated stages. The process begins with Data Qualification (Collection), which focuses on downloading, recording, and comprehensively documenting cross-platform campaign materials collected through a collection of scientific articles. Next, data categorization (reduction) is carried out to reduce and group the digital marketing communication activities into the dimensions of the Integrated Marketing Communication (IMC) promotional mix, which includes advertising, public relations, direct marketing, and community management. The filtered data is then presented through a Synchronization Matrix (display) in the form of a channel integration mapping table to map and identify message alignment patterns, both theoretically and visually. In the final stage, Conclusion Drawing is carried out in the form of critical inferences on all findings to test the relevance and validity of the Integrated Marketing Communication-Social Media (IMC-SM) framework in the field, while also formulating the theoretical contributions of this study (Fatimah, 2025).

RESULTS AND DISCUSSION

Social Media Mechanism as an Integration Hub

Based on the results of the content analysis, Wardah does not position social media merely as a complementary channel for disseminating information (auxiliary activity), but rather as a control center and alignment of the entire promotional mix (central integration hub) (Ismaeel et al., 2025). The tactical synchronization of the IMC promotional mix controlled through social media can be mapped as follows:

1. **Advertising:**The main content, a long-form global "Beauty Moves You" video advertisement launched on YouTube, was broken down into short, creative content pieces (15-30 seconds) on Instagram Reels and TikTok. This tactic proved effective in

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quickly capturing the attention of digital audiences (in line with findings on the reach effectiveness of Reels by Salsabila & Rizqi, 2022) while maintaining inclusive beauty symbols such as the use of the hijab and the color psychology of blue, pink, and white (Wu, 2022).

2. **Public Relations:**All offline PR activation programs documented by Purnomo (2024), such as bootcamps, mentoring sessions, workshops, and the Beauty Circle community social movement, required digital documentation to be published extensively through the brand's official social media channels. This approach successfully triggered organic exposure, strengthened reputation, and multiplied PR value above the average for conventional product publications (Purnomo, 2024).
3. **Direct & Digital Marketing:**The presence of the Youth Ambassador community and the Campus Ambassador network is utilized to produce user-generated content (UGC). This tactic is synergized horizontally with the use of interactive commercial features such as Shopee Live Streaming during thematic events (e.g., Special Sale 1.1 and Wardah Big Sale New Year). Through real-time two-way communication between the host and the audience, Wardah is able to provide personalized product information while simultaneously distributing promotional stimuli in the form of vouchers and flash sales directly within the digital storefront. This effectively shortens the marketing funnel from brand awareness directly to repurchase intention (Kliatchko & Uttamchandani, 2024).

Metaphorical Message Consistency and Trilateral Communication

The main obstacle in implementing Wardah's macro campaign was the emergence of gaps in message decoding due to differences in the background experiences of each audience (Purnomo, 2024). To overcome this, Wardah consistently used the power of semantic conceptual metaphors (Laila & Sahilah, 2026) as a common thread across all communication channels. The main hashtag #BeautyMovesYou and the key phrase "Your beauty drives change" were strategically placed in every social media caption, billboard, flyer, and even the uniform t-shirts of community activity committees. This narrative consistency helped the audience absorb the campaign's philosophical message uniformly. (Zelfia, 2020)

This comprehensive integration successfully triggered the creation of a Trilateral Communication pattern, an ideal condition in the modern IMC-SM theory conceptualized by Rahman.

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1. **Company-to-Consumer Communication:**Wardah management delivers substantive messages about cosmetic quality, halal certification education, and the spiritual values of women's empowerment to consumers' timelines in a structured manner (Gunawan et al., 2025).
2. **Consumer-to-Consumer Communication:**The digital space of social media triggers audiences to discuss, provide voluntary reviews, share beauty transformation videos, and spread the campaign's message of kindness to fellow users. (Alemu, 2025) This organic activity explains why the brand advocacy variable emerged as a predictor with the strongest influence (0.391) on Wardah consumer purchasing interest in the SEM-PLS research of Rosyidah and Purwanto (2024). (Purnomo, 2024)
3. **Consumer-to-Company Communication:**Wardah utilized the comment section, polling feature, direct messages, and interactive comment sections during live streaming sessions to capture instant feedback. Qualitative analysis based on word cloud frequency showed that consumers actively inquired about product availability, suitability, and specifications (such as dry or oily skin type), which were immediately responded to by brand representatives (hosts/customer service). All consumer criticism and market trend preferences were quickly absorbed as material for real-time evaluation and improvement of campaign strategies. (Manmeet, 2025)

CONCLUSION

Conclusion

Wardah's "Beauty Moves You" campaign is a concrete demonstration of the successful implementation of its social media-based Integrated Marketing Communication (IMC-SM) management philosophy. This study concluded that Wardah successfully broke away from the traditional linear marketing communications model by utilizing social media as a central integration hub (Kliatchko & Uttamchandani, 2024).

Through a coordinated digital ecosystem, Wardah is able to synchronize the advertising mix, public relations, direct marketing, and live commerce interactions simultaneously. (Zhang, 2014) The consistent use of the metaphorical message "beauty that moves" across platforms, including the optimization of interactive customer service on the marketplace, has proven effective in minimizing audience interpretation bias and building an interactive trilateral communication pattern that transforms passive consumers into brand advocates as well as loyal active buyers in the digital space (Purnomo, 2024).

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Suggestion

1. **Practical Advice (For Brand Management):**Wardah management is advised to maintain the consistency of this emotional message, but needs to adapt local messaging more flexibly when this global-scale campaign is expanded to international markets to minimize cultural biases outside Indonesia. The use of User-Generated Content (UGC) must also be managed more tactically to ensure that consumer voices remain aligned with the brand's identity (Ismaeel, 2025).
2. **Academic Suggestions (For Further Research):**Considering that this research uses a descriptive qualitative approach - a case study that has limitations in terms of generalization, further researchers are advised to develop quantitative research instruments to empirically measure consumer perceptions regarding the level of integration and the level of consistency of cross-platform campaign messages to enrich the digital communication management literature (Wu, 2022).

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