
The Instagram and TikTok Social Media Management Strategies of NVMEE in Building Brand Image

Reyna A. Sukmarani, Ido P. Hadi, and Jandy E. Luik

Communication Science Department, Petra Christian University

ABSTRACT

Many local brands used social media to build their brand image, including NVMEE, which carried the image of being a “Catokan Newbie Friendly”. This study explored the strategy behind NVMEE’s Instagram and TikTok management in building its brand image. The research used a case study method with data collected through interviews and observations. Informants included the brand leader, content division head, and (representative) Instagram and TikTok team.

The social media management of NVMEE has implemented the four aspects in The Circular Model of SoMe for Social Communication: Share, Optimize, Manage, and Engage. But not all elements in the four aspects were implemented. NVMEE builds its brand image by managing Instagram as a platform for relationship building and TikTok as a space for product selling, while remaining consistent with its “friend” character and soft, girly, and cute identity. The strategy was executed by two teams, but stayed aligned in maintaining the brand’s character and identity across platforms. Future research is expected to explore the audience’s perspective on the brand image built through social media.

Keywords: *brand image, instagram, management, strategy, tiktok*

INTRODUCTION

An online platform used globally to create connections and share information through texts, videos, photos, and sounds is social media (Sandeep et al., 2020). To access that information, we can use many platforms. Among them are Twitter, YouTube, TikTok, Facebook, Snapchat, Reddit, Instagram, WhatsApp, and blogs (Kanchan & Gaidhane, 2023). According to We Are Social (2024b), world’s social media users increased by about 5,6%. Indonesia is one of the countries with the most social media users in the world (TEMPO.CO, 2024).

Instagram is an online platform to share photography media. This social media managed to get 25.000 users in its first day (Hidayat, 2024). Another social media is TikTok, which it offers short videos (Hutamy et al., 2021). In Indonesia, Instagram and TikTok became one of the top five most-used social media (We Are Social, 2024a). According to (ZAP Clinic, 2024), Indonesian women receive beauty information from Instagram and TikTok.

The use of social media can increase the brand image for local beauty brands in Indonesia (Riyadi & Adiwijaya, 2023). Yang et al. (2022) said social media activities can affect the brand image. Brand image is a component reflecting the consumer's beliefs and perception about a brand (Wardhana, 2024).

Looking at what social media can do to brand image, brands need to have strategy. The strategy itself depends on the platform the brand uses (Her & Chun, 2021). Social media strategy is a whole, systematic, and solutive plan for what the brand wants to achieve (Freberg, 2021). To do that, a good communication strategy is needed. Communication strategy, a communication plan combining communication management with an adaptive to any situation (Effendy, 2009).

Public relations are related to communication activities to make and manage the image and public relations (Lovis, 2021). Because of that, the activities of marketing public relations (MPR) can be done. MPR is a process of planning, executing, and evaluating programs to affect consumers through communication (Ruslan, 2005).

NVMEE is one of the local brands in Indonesia that actively use Instagram and TikTok. This brand sells many hair tools. It has a lot of rewards such as "Brand Catokan Lokal Pertama dengan Penjualan Terbanyak di Marketplace" which sets a new record in Museum Rekor Indonesia (MURI) (Mariana, 2024). Others are "Brand Choice Awards for Health & Beauty 2024", "Brand Choice Awards Top Awareness, Sales & Rating 2024", and "Top Voted at Shopee Beauty Awards 2024" (NVMEE, 2024).

Instagram features such as story, feeds, reels, and highlights are commonly used by NVMEE. The contents are diverse, not only about products. It also has a specific colour, which is pastel. "Catokan Newbie Friendly" is the username in this account. Looking at the total followers, total organic posts, total organic engagement, and engagement (7 January- 5 February 2025), NVMEE has a higher value than other local brands that also sell hair tools and actively use social media (Social Insider, n.d.).

In TikTok, NVMEE follows trends that are happening in the platform. The username is also the same as Instagram. Compared with other local brands that also sell hair tools and actively uses social media (7 January - February 2025), NVMEE has a higher number of followers and total posts. But their average engagement is lower than one brand (Social Insider, n.d.).

In terms of social media management, NVMEE has a different strategy compared with other local brands. According to the pre-observation, NVMEE does not mirror its social media platforms. Mirroring is a system connecting a few social media through content (Yuniar & Ningrum, 2022). Other than that, videos are more likely to be seen on TikTok, and followers interact more on Instagram. Based on this background, this research aimed to find out about the social media management strategy of NVMEE in building brand image, especially on Instagram and TikTok.

Wiseley (2022), in his research through the lens of marketing communication, found that brand image can expand through social media. Larasati, et. al. (2025) did their research

based only on public relations and brand image theory, found that brand image can be delivered through influencer collaboration. Aprilliyani et. al. (2023) found that contents must be uploaded according to audience preferences (with the circular model of SoMe concept theory). These researchers used qualitative research with case study as their method.

Based on those researches, this research used a qualitative approach, descriptive type, and case study method (through interviews and observations). The theories in this research are: marketing public relations, brand image, social media strategy, and the circular model of SoMe for social communication. Until this moment, there is yet a research about the social media management of NVMEE in building their brand image.

LITERATURE REVIEW

Communication Strategy

A communication plan with communication management to reach a purpose is a communication strategy. Every communicator must know who's its communicant. There are three factors to support and inhibit communication: identifying the communication target, choosing the communication media, and studying communication objectives (Effendy, 2009).

The Circular Model of SoMe for Social Communication

As a public relations, Luttrell (2015) introduced a model for social media management. There are four aspects:

a. Share

Social media is a bridge for their users who shares the same interests. Brands need a networking strategy to interact with their targeted audience on social media. Therefore, the consumers can be the brand's influencers. There are three elements: participate, connect, and build trust.

b. Optimize

Brands need to know what information is spreading thesedays in the social media. From that, they can join the conversation. Two main elements in this aspect are: listen & learn and take part in authentic conversation.

c. Manage

Conversations on social media are going fast. Consumers hope the brand can respond to them fast enough. To do that, the brand needs to use tools wether is to send a message and keep an eye for trends. The elements in this aspect are: media monitoring, quick resposnse, and real-time interactions.

d. Engage

It's important for brands to join the conversations with their consumers. Therefore, they need to see which social media their consumers are. Three elements for brands to engage are: influence relations, where is the audience?, and how do I reach them?

Social Media Strategy

A guideline and guide for social media to face many situations is a strategy. There are 15 components for a social media strategy, according to Freberg (2021). They are: background information, brand voice and pillars, vision and mission statements, DEI (diversity, equity, and inclusion), environmental scan analysis, client or company in focus, and social media communication audit. Next are: situational analysis and insights, SWOT analysis, goals, objectives, key audience members, strategies and tactics, evaluation, budget, and calendar.

Marketing Public Relations

Marketing public relations (MPR) is a process of planning, implementing, and evaluating programs aimed at influencing consumers to purchase and feel satisfied through trustworthy information (Ruslan, 2005). The main focus is ensuring customer satisfaction through service of excellence, publicity by the PR team, and after-sales service. There are three strategies in MPR: pull strategy (attracting consumer interest using products), push strategy (driving sales growth), and pass strategy (influencing public opinion through participation) (Harris in Ruslan, 2005). Additionally, MPR has six functions (Wasesa, 2021 in Kalla, 2024): educating consumers, launching new products &/ brand, event building, improving public services, assisting media in product testing, and facilitating public and media visits to the production process.

Brand Image

Brand image is a consumer's perception of a brand that builds trust toward it (Sitorus et al., 2022). It is an essential component because it reflects consumers' beliefs and perceptions toward a brand (Wardhana, 2024). Similarly, Firmansyah (2019) explains the perception that arises when a consumer recalls a brand is referred to as brand image. Based on these definitions, brand image is an impression that emerges in consumers' minds when they think of a particular brand.

According to (Caputo, 2021; Ezeuduji dan Mhlongo, 2019; Blodyk, 2020; Joseph Plummer, 2007 in Sitorus et al., 2022), brand image consists of three main components: corporate image, user image, and product image. Corporate image relates to how the company is perceived (credibility, popularity, and network). User image reflects the perception of the product's users (social status and lifestyle). Product image reflects to how the product itself is perceived (price, quality, benefits, and prestige). There are several factors contributing to shaping a brand image. Chernev (2020), Sahney (2016), Riley, Charlton, Wason (2016) in Sitorus et al. (2022) identify these as economic fit, symbolic fit, sensory fit, futuristic fit, and utilitarian fit. Furthermore, brand image is also reflected in four dimensions: brand identity, brand personality, brand association, and brand attitude and behaviour (Aakes, 2020; Chernev, 2020; Aaker, 2011; Kotler, Keller, Brady, Goodman, Hansen, 2019; in Wardhana, 2024).

METHODOLOGY

This study used a qualitative descriptive approach to understand the social media management of NVMEE in building brand image, especially in Instagram and TikTok. Creswell (2013) explains, the case study method is to gain a deep understanding through real-life observations and interviews. The single-case study with embedded view was used in this study, where there is one case but with a few analysis units (Yin, 2014). Data were collected from March to May 2025 through direct observation of NVMEE’s Instagram and TikTok and in-depth interviews. Four informants were interviewed, representing top, middle, and operational management within NVMEE’s social media team. Interviews were conducted both online and offline at different times and days for each informant. With the help of NVivo 15 software, data were analysed using Miles et al.’s (2014) model: data condensation, display, and verification. The data was also supported by source triangulation to ensure data credibility. Primary data in this study were obtained directly through observation and interviews, while secondary data were gathered from credible sources such as journals, books, news articles, Instagram and TikTok insights archives of NVMEE, and tools used in social media management strategies.

RESULTS AND DISCUSSION

The Instagram and TikTok Management of NVMEE from The Circular Model of SoMe Perspective

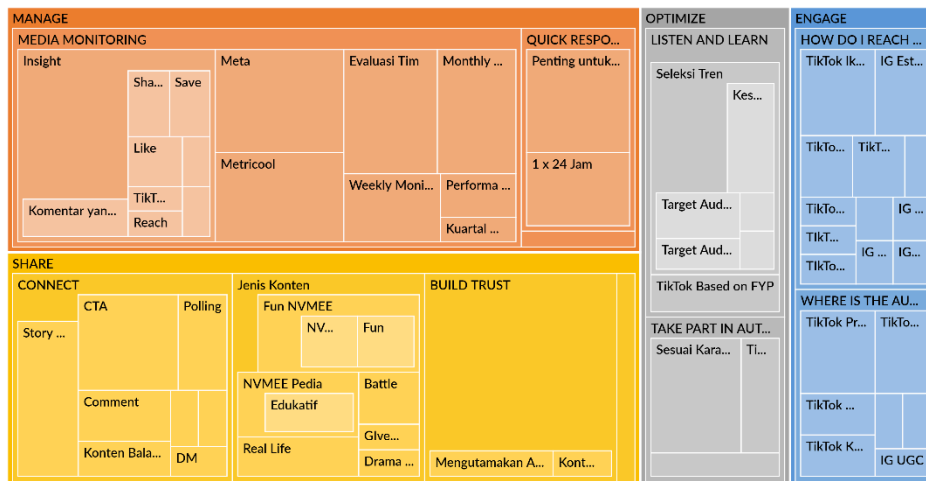


Figure 4.1 The Findings of NVMEE’s Instagram and TikTok Management from The Circular Model of SoMe Perspective

Source: Researcher, 2025

The management of NVMEE’s Instagram and TikTok was analysed from the perspective the Circular Model of SoMe for Social Communication, with data processed through NVivo 15 software. The findings showed that the *Manage* aspect was the most dominant, including media monitoring through insights and tools like Meta Business Suite

and Metricool, as well as regular team evaluations, quick responses, and some real-time interactions. The *Share* aspect focused on building audience trust and connection through interactive features, segmented content, and real-life storytelling. In the *Optimize* aspect, NVMEE selectively followed trends based on brand fit, audience preferences, and potential controversy, especially by using TikTok’s For You Page. Lastly, the *Engage* aspect revealed platform-specific strategies, with aesthetic and soft-selling content on Instagram, and trend-driven, hard-selling approaches on TikTok, adjusted to audience behaviour and interests.

The Brand Image of NVMEE

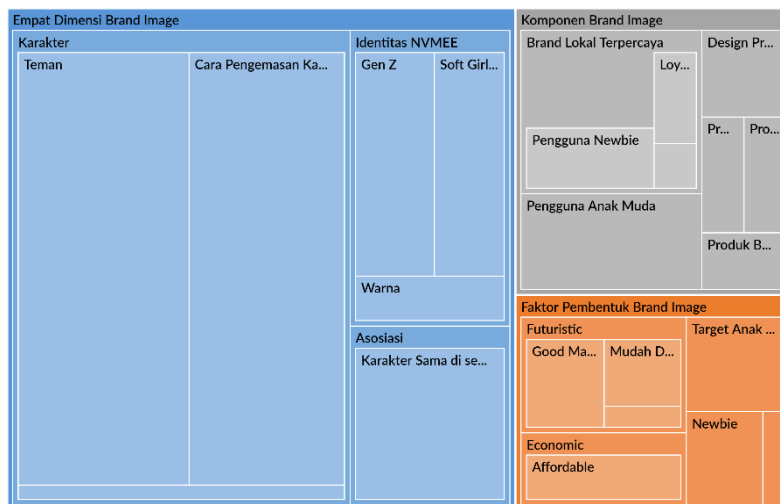


Figure 4.2 The Findings of NVMEE’s Brand Image
 Source: Researcher, 2025

In addition to analyzing how NVMEE manages its social media, this study also identified aspects related to its brand image, which centres around the identity “Newbie-Friendly Hair Straightener.” Using NVivo software to process interview data, the findings revealed three dominant dimensions: character, identity, and association. The brand character is portrayed as a “friend,” reflected through approachable language, captions, emojis, hashtags, and visual editing. NVMEE’s identity strongly aligns with Gen Z and embraces a soft, girly, and cute aesthetic, while consistent character portrayal across Instagram and TikTok reflects strong brand association. The brand image is further supported by components such as being seen as a “Trusted Local Brand,” user loyalty, word of mouth, and product-related factors like design, ease of use, pricing, and quality—shaped mainly by futuristic and economic values.

NVMEE Controls Their Social Media from the Insights and Management Team

Based on the findings, NVMEE focuses its social media management on control and connection building. They actively monitor insights from Instagram and TikTok to

understand audience interests through likes, shares, reach, and comments that respond to call-to-actions. One of the most engaging content types is the educative segment “NVMEE Pedia.”

“We monitor it through insights, like impressions and reach, likes, saves, and shares.” (B. Callista, personal communication, April 29, 2025).

“So most of the content that has a lot of interactions is NVMEE Pedia. It’s educational content. It’s the same as Fun NVMEE and Battle.” (B. Callista, personal communication, April 29, 2025).

The evaluation that NVMEE does to their contents also considers the purpose of the content. If the purpose is educational, the comments section must answer the call to action about education. From there, NVMEE can see the successfulness of its content. NVMEE also uses additional tools such as Meta Business Suite and Metricool. Each of these tools is used to deeply review the social media each month and every three months



Figure 4.3 Comments that Answered the Call To Action of the Content
 Source : [instagram.com/nvmee.id/](https://www.instagram.com/nvmee.id/)

The circular model of SoMe for social communication by Luttrell (2015) is supporting NVMEE activity to monitor their social media. Media monitoring became one of the elements in the Manage aspect. By using the dashboard/insight, the social media team can overview the growth of its social media. The use of insights in media monitoring as a part of Manage aligns with research from Dermawan & Ruchiat Nugraha (2024). Other than that, the pass strategy of MPR by Harris in Ruslan (2005) also support this activity. By monitoring the insights, NVMEE try to understand their audience and shape a better communication in the future.

NVMEE Prioritizes Fast Response in Social Media

NVMEE prioritizes fast responses to messages and comments within 24 hours. This helps build trust and reflects their “friend”-like, soft, girly, and cute brand identity. Quick replies show NVMEE’s effort to be as close as best friends with their audience.

“Maybe because we prioritize them, so they feel that they are important for the brand, so they put more trust in us”. (M. P. D. Raghdah, personal communication, May 5, 2025).

This activity implemented the Manage aspect of the circular model of SoMe by Luttrell (2015). Especially in the element of quick response. Ardiansyah et al. (2024) stated that responsiveness is in line with the Manage aspect. Other than that, this activity also showed the service of excellence of MPR as explained by (Ruslan). Also, it’s in line with one of the functions of MPR (Wasesa, 2021 in Kalla, 2024), which is improving public services. Through their fast response, a positive perception can be made.

Relations between NVMEE’s Audience Built through Language in Direct Messages, Comments, and Social Media Features

NVMEE builds relationships by using personal and casual language across direct messages, comments, captions, and hashtags. The brand often uses Gen Z slang like “babes” to create a sense of closeness with its audience. This connection is strengthened through interactive features, such as polls on Instagram stories and reels. On TikTok, engagement is driven more by product-focused content that resonates with the audience’s interests.

“Maybe it’s from the way we reply to the DMs, comments, or our content that uses casual language. Sometimes we use popular slang that is trending. Definitely not format at all. And if there’s a complaint, we usually respond in a playful, friendly way like “OMG, Minci is really sorry Babes”, and then we add a sad emoji” (C. Thomas, personal communication, April 21, 2025).

Social media features can create relation (Aprilliyani et al., 2023). These efforts reflect the implementation of the Share aspect in the circular model of SoMe (Luttrell, 2015), where social media serves as a bridge for participation and connection. The use of relatable language, interactive features, and content fosters audience engagement and responses. This action also aligns with the pass strategy in MPR (Harris in Ruslan, 2005) which focuses on shaping positive public opinion. By using accessible language and interactive features, NVMEE strengthens its relationship with the audience.

Contents Segments are Based on Audience to Build Relation

NVMEE creates segmented content to engage its audience and strengthen relationships. Educational and fun content, as noted by the senior content division, is designed to entertain while encouraging interaction. On Instagram, relatable segments like “Drama Cantik” and zodiac posts draw from daily life and invite user engagement.

Meanwhile, on TikTok, engagement is more product-focused, with segments like “Zona Viral” and real-life themes supporting visibility and interest.

“So Fun NVMEE is one segment where we show fun and entertaining things. Usually, those entertaining things engage the audience even more. Especially if the content is about related Zodiac, or maybe Drama Cantik. We took the story of Drama Cantik from daily life experiences. That way, the audience can relate and build interaction with us”

(L. Larissya, personal communication, April 30, 2025).

“We made a new segment this time, it’s zona viral and real-life contents”

(M. P. D. Raghda, personal communication, May 5, 2025).

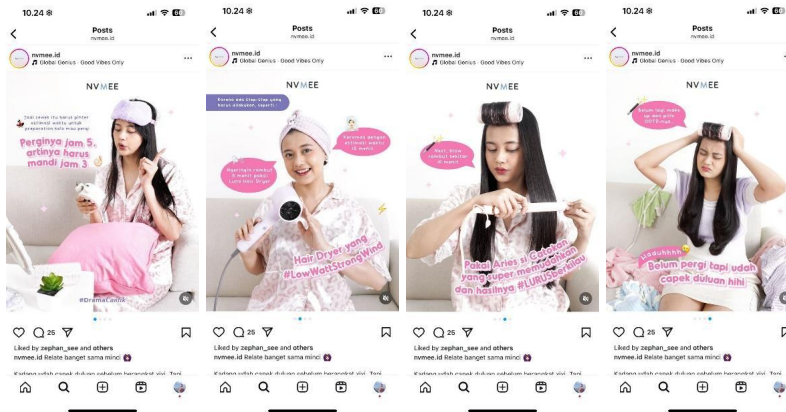


Figure 4.4 Drama Cantik Content

Source : [instagram.com/nvmee.id/](https://www.instagram.com/nvmee.id/)

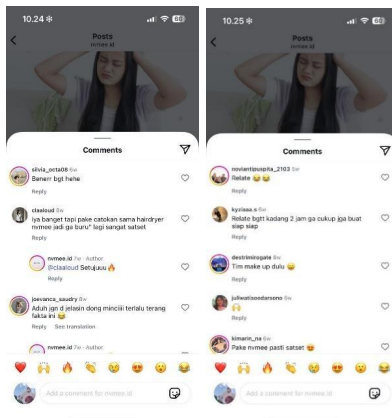


Figure 4.5 Comments that Answered the Call To Action of the Content

Source : [instagram.com/nvmee.id/](https://www.instagram.com/nvmee.id/)

Contents must be made by audience preferences (Anesti & Diniati, 2024). NVMEE’s effort to adjust its content segments according to audience preferences aligns with the Share aspect in Luttrell’s (2015) circular model of SoMe, which emphasizes that brands must act as a bridge to encourage user-to-user interaction. By offering relevant and platform-specific

content, NVMEE creates a space where the audience can engage with the content. This approach also reflects the pass strategy in MPR (Harris in Ruslan, 2005), where public opinion is positively shaped through PR activities.

Interactions in NVMEE's Instagram and TikTok Build the Audience's Trust toward the Brand

The effort of NVMEE to build connections through social media interaction has contributed to earning the audience's trust. According to the brand's leader, this trust was developed through interactions. NVELLA (NVMEE Fella), a brand community, is also the proof. They actively promote and even defend the brand online.

"We also have a community named NVELLA. We often see that comment on our TikTok. A lot of other audiences that we don't recognize, or we direct, can recommend our products. Our brand to be exact. Even defending our brand"
(C. Thomas, personal communication, April 21, 2025).

This sense of trust is also observed by members of the content team. The senior content manager noted that users often repost NVMEE's content and even create their reviews, especially on TikTok. These forms of user-generated content (UGC) help spread the brand. On Instagram, similar patterns were identified. The content planner mentioned that some usernames became familiar due to their frequent interaction.

A personal relation can be built through interactions (Ramadhani et al., 2024). These interactions are not only part of NVMEE's brand strategy but also reflect key concepts in digital communication. According to Ramadhani et al. (2024), social media interactions enable personal relations between the brand and audience. From Luttrell's (2015) Share aspect, audience participation, and UGC can build the trust between audiences (build trust element). This also aligns with the definition of MPR, where the positive image about the product or brand's identity is built (Ruslan, 2005). Besides that, the pass strategy is also intact because of the interactions in NVMEE's social media are efforts to make a positive public opinion (Harris in Ruslan, 2005)

Different Teams for Different Social Media

NVMEE manages Instagram and TikTok separately by assigning distinct teams for each platform, recognizing the different audience behaviors. The Instagram team focuses on aesthetics and soft-selling, while the TikTok team produces trend-driven, real-life content for FOMO-driven users. Each team uses tools like spreadsheets and Google Slides to plan and organize their content schedules effectively.

"First, we want to differentiate the team according to the audience on each platform. So the team won't be confused when handling the social media. Because the audience types on Instagram and TikTok are different" (B. Callista, personal communication, April 29, 2025).

In Kusasih's (2023) research, Vasa Hotel Surabaya team manages all of their social media in one team. But this research shows that NVMEE differentiates it because there are differences in the audience. This operation reflects several theoretical frameworks. It aligns with the key audience members and strategies, and tactics components in Freberg's (2021) social media strategy. This shows NVMEE customizes its plans and teams based on audience insight. By recognizing audience differences and segmenting teams accordingly, it also mirrors the Engagement element in Luttrell's (2015) concept theory. NVMEE applies Effendy's (2009) communication strategy principle, which is identifying communication targets.

Instagram Team of NVMEE Focuses on Planning, Responding, and Analysing

NVMEE's Instagram team focuses on planning, quick responses, and performance analysis. Monthly content is planned using spreadsheets and Google Slides, with trends adjusted to match the brand image. They also monitor insights weekly, monthly, and quarterly, while responding promptly to messages and comments.

NVMEE's Instagram activities are supported by Pratiwi & Abdurrahman (2021), which explained that planning, responding, and evaluating are included in the Instagram management. This action aligns with Luttrell's (2015) SoMe model. First, Share through interactive content. Second, Optimize by researching trends. Next, Manage via quick responses. Last, Engage by understanding its audience. It also reflects Freberg (2021) social media strategy components, including calendar, evaluation, strategies and tactics, situational analysis, and brand voice. NVMEE's Instagram management is based on building their brand image.

End-to-End Management for the TikTok Team of NVMEE

NVMEE's TikTok team handles the entire content process, from idea research to performance analysis. The content creator ensures editing, colour, and wardrobe consistently reflect the brand's soft, girly, and cute identity. Monthly planning is guided by trend analysis, SEO, and competitor insights, with each trend tailored to fit NVMEE's branding.

Good planning and management are needed to create good content (Sukmana et al., 2023). The way NVMEE manages its TikTok aligns with several components from Freberg's (2021) social media strategy, such as content calendars, regular evaluation, and clear audience targeting. Their approach also reflects aspects of Luttrell's (2015) SoMe framework. From the Share aspect, they encourage interaction. Next, they learn audience behaviour (Optimize). They are responsive (Manage) and adapt their communication across platforms (Engage).

The "Friend"-like Character and Girly Identity Build the Brand Image

NVMEE builds its brand image as a "Catokan Newbie Friendly" through a friendly, soft, girly, and cute identity. This is shown in casual language, trending slang, emojis, and

content that feels personal and relatable. Nicknames like “Babes” for followers and “Minci” for the admin help create a close, friend-like connection.

“We want to be like friends with the audience. That’s why we call them “babes”. So they are comfortable talking to us as a brand”

(C. Thomas, personal communication, April 21, 2025).

The involvement of character and identity in building brand image is supported by Adlina & Loisa (2021). A brand must be able to deliver its character and identity through communication. This character is consistently applied across all platforms, ensuring the brand feels the same whether on Instagram or TikTok. These efforts align with the brand image dimensions such as brand personality, brand identity, and brand association (Aakes, 2020; Chernev, 2020; Aaker, 2011; Kotler, Keller, Brady, Goodman, Hansen, 2019; in Wardhana, 2024).

A Local Brand that is Trusted by Newbies

As a local brand, NVMEE aims to gain the trust of Gen Z users who are new to hair styling. Inspired by the founder’s past struggle with expensive and complicated tools, NVMEE focuses on offering beginner-friendly products. The brand combines quality, affordability, and ease of use to make hairstyling more accessible for young women.

“We want to be known as a trustworthy local brand. Because we want our products to be known as good quality with affordable prices. Especially easy to use for Gen Z, who are beginners in hair styling” (C. Thomas, personal communication, April 21, 2025).

This reflects the three key components of brand image (Caputo, 2021; Ezeuduji dan Mhlongo, 2019; Blodyk, 2020; Joseph Plummer, 2007 in Sitorus et al., 2022). First, corporate image, NVMEE wants to be recognized as a reliable local brand. Second, user image, the brand presented itself as a tool that helps simplify users’ lives. Lastly, product image, NVMEE emphasizes affordability without compromising on quality.

Products Help Shape the Brand Image

The product itself plays a role in shaping NVMEE’s “Catokan Newbie Friendly” brand image. According to the brand’s leader, features like the automatic function and timer are designed to make hairstyling easier for beginners. NVMEE also prioritizes quality through good materials and steps of quality control, even though the products are offered in affordable prices.

“Not all young folks suddenly can style their hair. That’s why we choose features to make it easier for them. Maybe there’s an automatic and timer feature”

(C. Thomas, personal communication, April 21, 2025).

Products that the brand has can affect the brand image they are building (Melati et al., 2021). From a theoretical perspective, NVMEE’s strategy reflects several brand image

factors. Based on Chernev (2020), Sahney (2016), Riley, Charlton, Wason (2016) in Sitorus et al. (2022), economic fit is evident in their pricing, which aligns with their target audience. Futuristic fit is also present in their innovative features. On social media, NVMEE integrates its products into content and responses, a practice that aligns with publisiting in MPR (Ruslan). Informing the public about products helps build trust.

NVMEE Manages Instagram to Build Relationship

After analyzing, it was found that NVMEE builds its brand image by shaping a friendly and familiar character. The brand adopts a “friend-like” persona to reduce distance with the audience, allowing for more personal and comfortable interactions. This approach encourages users to engage not just as customers but as part of a relatable community. NVMEE also strengthens its identity through consistent visual and language elements. Soft pastel colors, girly and Gen Z tones, along with emojis, help reinforce the brand personality. These features are applied across content to ensure a consistent image on both Instagram and TikTok.

Instagram helps NVMEE build closer relationships with its audience. Users don’t just view products but also interact with lifestyle content, such as the Zodiac segment. The neatly arranged pastel feed and features like polls and interactive stories increase engagement, showing that NVMEE focuses more on connection and trust than on direct selling.

NVMEE Manages TikTok to Increase Product Appeal

NVMEE maintains a consistent brand character and identity on TikTok, continuing to present a girly, soft, cute, and approachable style. The “friend” persona is still reflected in both language and content, mirroring the tone used on Instagram. However, TikTok’s audience behaves differently, with most users engaging through the For You Page (FYP), leading to less consistent interaction with the brand’s profile. In response, NVMEE adapts its strategy by following current TikTok trends to increase visibility on the FYP, ensuring that trend-based content still aligns with its brand image.

Many of NVMEE’s TikTok videos incorporate real-life scenarios delivered in a casual, relatable tone, which helps increase engagement. This is supported by high views and likes on such content. Despite this relatable approach, NVMEE’s TikTok content leans more toward promotion and sales, often featuring yellow cart icons and direct call-to-action messages. While the platform serves more transactional goals, NVMEE consistently upholds its friendly brand personality throughout its content.

NVMEE Management Strategy on Instagram and TikTok Based on Its Character and Identity

NVMEE supports its “Catokan Newbie Friendly” brand image with consistency. The brand acts like a “friend” to its audience. Its soft, girly, and cute identity guides the entire social media team.

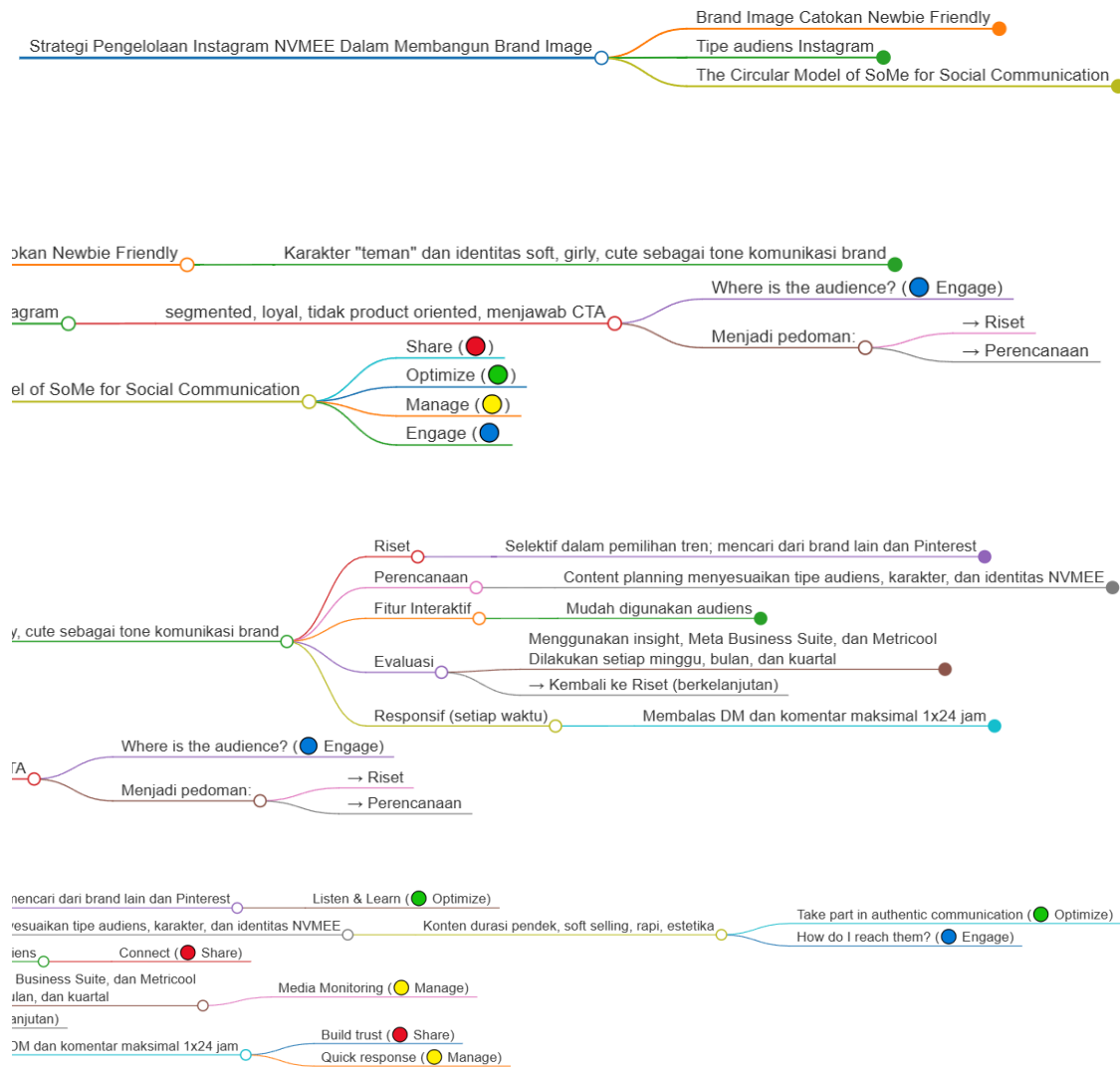


Figure 4.6 NVMEE’s Instagram Management Strategy Workflow in Building Brand Image

Source : Researcher, 2025

The Instagram management begins with trend research. The team explores what is currently popular on the platform, but only selected trends that align with NVMEE’s brand values. This filtering process is based on an understanding of Instagram’s audience, which is considered to be more loyal, segmented, and emotionally engaged with brands.

Once relevant trends are identified, NVMEE proceeds to the planning stage, where monthly content planning includes short, visually appealing, and soft-selling posts that maintain aesthetic coherence with the brand’s identity. The team also integrates various

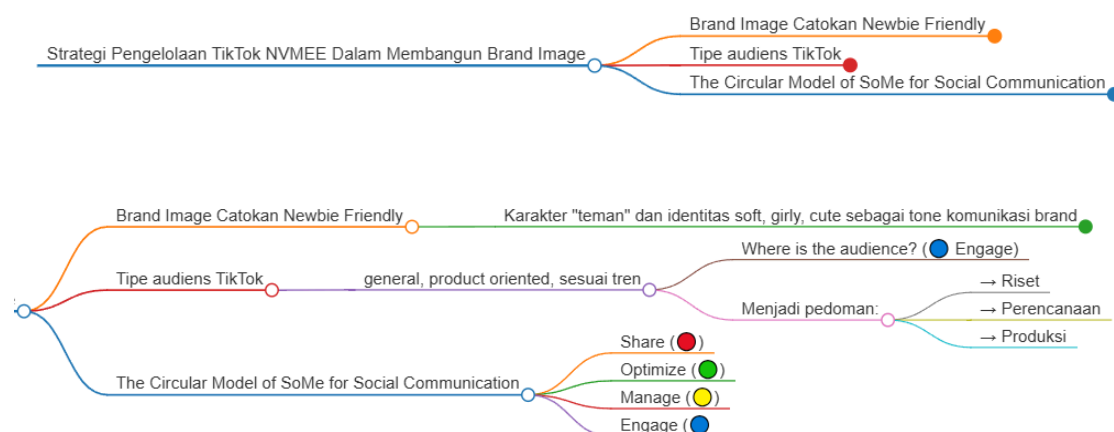
content segments and themes, including those related to daily life, entertainment, and lifestyle.

Evaluation is conducted routinely using Instagram insights and analytic tools such as Meta Business Suite and Metricool. Performance is reviewed weekly, monthly, and every three months, and insights from this analysis are used to design upcoming strategies. Additionally, responsiveness is prioritized. The team commits to responding DM and comments within 24 hours. This reinforces the brand’s friendly character and builds trust with its audience.

Overall, NVMEE’s Instagram management strategy is continuous and adaptive. Each stage is anchored in the brand’s identity and character. This consistent application allows NVMEE to strengthen its friendly, accessible, and supportive brand for Gen Z beginners. Through this approach, Instagram becomes more than just a content platform, but a relationship with the audience.

NVMEE applies a different strategy on TikTok compared to Instagram. In this platform, the team manages in a fully end-to-end process. This includes trend research, content planning, production, evaluation, and responding. This process begins with identifying trends, often by observing the FYP. At this stage, the team filters content based on the TikTok audience behaviour to ensure relevance and impact. The understanding of the platform’s fast-moving and trend-driven driven becomes the foundation for this step.

Once relevant trends are selected, the team proceeds to the planning phase. Unlike Instagram users, TikTok audiences tend to be more FOMO, product-oriented, and general. The team plans its content plan by combining current trends with NVMEE’s brand character and identity.



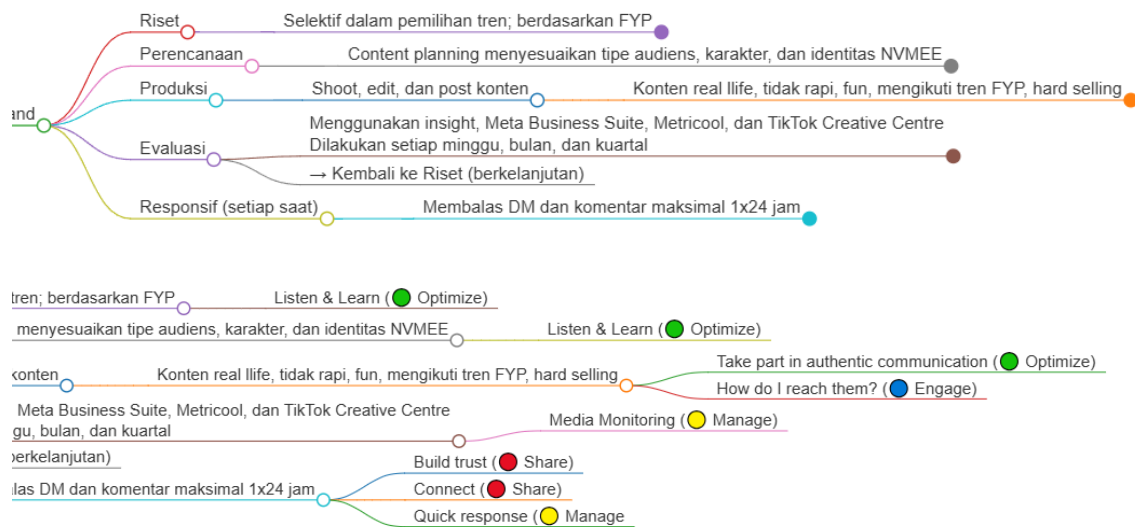


Figure 4.7 NVMEE’s TikTok Management Strategy Workflow in Building Brand Image
Source : Researcher, 2025

Production follows immediately after planning. This involves shooting, editing, and publishing content. The style of content is typically real-life, informal, and aligned with the trends on FYP. Unlike Instagram’s curated posts, TikTok videos are more hard-selling.

Evaluation is conducted every week, month, and three months using TikTok’s analytics as well as external tools like Meta Business Suite, Metricool, and TikTok Creative Centre. This allows the team to track performance and adjust their strategy. Responsiveness is also a key component, where comments and messages are answered within 24 hours. Every step in this process is rooted in NVMEE’s brand image. The team does this while consistently applying the brand’s identity and “friend” character.

NVMEE Connects Two Social Media Platforms to Build Its Brand Image

After analysis and interpretation, a clear strategy is seen in how NVMEE connects Instagram and TikTok under a unified approach. Instead of managing the platforms separately, NVMEE aligns the content and purpose of each to support its brand goals. This connection is reflected in the flow of content and the distinct roles each platform plays.

On TikTok, NVMEE focuses on boosting product appeal, targeting a broad audience through the For You Page (FYP). Engagement is often less direct, with users responding more to products than to content messages. TikTok acts as a “big ocean,” allowing NVMEE to reach new and diverse potential customers.

Meanwhile, Instagram targets a more segmented audience that prefers cute and girly content. Followers receive regular updates and are treated like “close friends,” leading to stronger interaction and brand loyalty. TikTok is used to attract interest and sales with

features like the yellow cart, while Instagram serves to deepen engagement and share richer content through cross-platform navigation.

CONCLUSION

NVMEE is a local brand that specializes in hair styling tools. This study aimed to explore NVMEE's social media management strategy for building its brand image. The brand primarily focuses on two platforms: Instagram and TikTok. NVMEE builds the brand image of "Catokan Newbie Friendly" by adopting a friendly character and a soft, girly, and cute identity. They shape it remembering Gen Z as its main target audience.

To manage its social media, NVMEE divides its operations into two teams. The Instagram team focuses on planning, responding to messages, and evaluating. In contrast, TikTok handles the entire process (end-to-end) from trend research, planning, content production, analysis, and responding to messages.

NVMEE's strategy aligns with the four aspects of the SoMe model. Under the Share aspect, NVMEE interacts through features (polls, story replies, etc.), while content segments enhance connection and trust. The Optimize aspect is reflected in how the team listens to trends, learns audience behaviour, and adapts content accordingly to its character and identity. Through Manage, NVMEE monitors insights and maintains its quick response. Finally, Engage is visible in how NVMEE reaches different audience types on each platform.

On Instagram, NVMEE serves as a relationship-building space. This can be done by using polished visuals, various content segments, and interactive stories. Meanwhile, TikTok is more product-driven. They follow FYP trends, use real-life formats, and apply hard-selling approach. Despite the difference, both platforms reflect the same brand image and adapt to each platform's audiences.

Academically, future research may benefit from including other platforms such as YouTube, which at the time of the study was still under development. Additionally, researchers could further explore how audiences perceive a brand's image and whether they can recognize it through social media communication. Practically, NVMEE is advised to complement platform insights with direct feedback from users. By doing this, the team can develop its management and apply it to other platforms.

REFERENCES

- Adlina, B. T., & Loisa, R. (2021). Strategi Komunikasi Pemasaran dalam Membangun Brand Image Lembaga Sertifikasi Profesi Manajemen Risiko. *Prologia*, 7(1).
- Anesti, S., & Diniati, A. (2024). Perencanaan Konten Media Sosial Instagram @Kampunginggrisbdg dalam Membangun Customer Engagement SELFINA ANESTI & ANISA DINIATI. *Journal of Strategic Communication*, 15.
- Aprilliyani, E., Hafiar, H., & Budiana, H. (2023). PENGELOLAAN MEDIA SOSIAL INSTAGRAM@ CHOCODOT_CATALOGUE OLEH PT TAMA COKELAT

- INDONESIA. *Jurnal Ilmu Komunikasi UHO: Jurnal Penelitian Kajian Ilmu Komunikasi Dan Informasi*, 8(1), 66–79.
- Ardiansyah, A. S. P., Kuswarno, E., & Mirawati, I. (2024). Strategi Media Sosial BEM Universitas Padjadjaran Dalam Memberikan Informasi Dan Advokasi Kepada Mahasiswa. *Jurnal Ilmiah Teknik Informatika Dan Komunikasi*, 4(1), 166–180. <https://doi.org/10.55606/juitik.v4i1.766>
- Creswell, J. W. (2013). *QUALITATIVE INQUIRY & RESEARCH DESIGN: Choosing Among Five Approaches* (3rd ed.). SAGE Publications, Inc.
- Dermawan, S. F., & Ruchiat Nugraha, A. (2024). Pengelolaan Media Sosial Instagram @jabarsaberhoaks oleh Tim Jabar Saber Hoaks dalam Menanggulangi Berita Hoaks terhadap Masyarakat Jawa Barat. *Socius: Jurnal Penelitian Ilmu-Ilmu Sosial*, 1. <https://doi.org/10.5281/zenodo.12788096>
- Effendy, O. U. (2009). *Ilmu komunikasi: Teori dan Praktek* (22nd ed.). PTREMAJA ROSDAKARYA.
- Firmansyah, M. A. (2019). *PEMASARAN PRODUK DAN MEREK (PLANNING & STRATEGY)*. CV. PENERBIT QIARA MEDIA.
- Freberg, K. (2021). *Social Media for Strategic Communication Creative Strategies and Research-Based Applicatoinis*. SAGE Publications.
- Her, Y., & Chun, J. (2021). An Analysis of Beauty-Related Contents in Social Media in China, Thailand, and Indonesia. *Fashion & Textile Research Journal*, 23(3), 307–322. <https://doi.org/10.5805/SFTI.2021.23.3.307>
- Hidayat, N. R. (2024). PEMANFAATAN MEDIA PEMBELAJARAN GEOGRAFI BERBASIS MEDIA SOSIAL INSTAGRAM TERHADAP AKTIVITAS SISWA. *Jurnal Sosiologi Pendidikan Dan Pendidikan IPS (SOSPENDIS)*, 2(2), 55–63.
- Hutamy, E. T., Swartika, F., Alisyahbana, A. N. Q. A., Arisah, N., & Hasan, M. (2021). PERSEPSI PESERTA DIDIK TERHADAP PEMANFAATAN TIK TOK SEBAGAI MEDIA PEMBELAJARAN. “*Penelitian Dan Pengabdian Inovatif Pada Masa Pandemi Covid-19*”, 978–623.
- Kalla, R. A. S. (2024). *Efektivitas Tzuyu sebagai brand ambassador dalam peluncuran produk Bright Miracle Pond’s pada followers @pondsindonesia*. Universitas Kristen Petra.
- Kanchan, S., & Gaidhane, A. (2023). Social Media Role and Its Impact on Public Health: A Narrative Review. *Cureus*. <https://doi.org/10.7759/cureus.33737>
- Lovis, K. Z. (2021). The Impact of Perception of Public Relations on the Fintech Lending Customer Loyalty. *Jurnal Komunikasi Indonesia*, 10(1). <https://doi.org/10.7454/jkmi.v10i1.1016>
- Luttrell, R. (2015). *Social Media: How to Engage, Share, and Connect*. Rowman & Littlefield Publishers.
- Mariana, H. (2024, February 19). *Ribuan Catokan NVMEE Terjual dalam Sehari, Bukti Brand Lokal Sanggup Bersaing*. KOMPAS.Com.

- Melati, T. A., Rachbini, D. J., & Rekarti, E. (2021). THE ROLE OF BRAND IMAGE IN MEDIATING THE EFFECT OF PRODUCT QUALITY, SERVICE AND PRICE ON PURCHASE INTEREST. *Dinasti International Journal of Digital Business Management*, 2(3), 499–512. <https://doi.org/10.31933/dijdbm.v2i3.835>
- Miles, M. B., Huberman, A. M., & Saldana, J. (2014). *Qualitative Data Analysis A Methods Sourcebook*. SAGE Publications, Inc.
- NVMEE. (2024, December 7). *NVMEE 2024 Wrapped*. https://www.instagram.com/p/DEC002UBtAW/?img_index=2
- Pratiwi, A. P., & Abdurrahman, M. S. (2021). Strategi Pengelolaan Media Sosial Instagram Humas Pemkot Bandung Di Masa Pandemi Covid-19. *EProceedings of Management*.
- Ramadhani, A. N., Fauziah, A., & Pratiwi, A. (2024). STRATEGI KOMUNIKASI UNTUK MENINGKATKAN BRAND AWARENESS UMKM. *Jurnal Multidisiplin Inovatif*, 8(12), 2246–6110. <https://doi.org/10.56681/wikuacity.v3i2.249>
- Riyadi, A. I., & Adiwijaya, K. (2023). The Effect of Social Media Activities on Purchase Intention Study on Somethinc, A Local Skincare Brand in Indonesia. *JPBM (Jurnal Pendidikan Bisnis Dan Manajemen)*, 9(3), 261. <https://doi.org/10.17977/um003v9i32023p251>
- Ruslan, R. (2005). *Manajemen Public Relations dan Media Komunikasi: Konsep dan Aplikasi* (6th ed.). PT RajaGrafindo Persada.
- Sandeep, G. P., Prashanth, P., Sreenivasulu, M., & Madhavalata, A. (2020). Social Media in Agriculture – A Profile Analysis. *International Journal of Current Microbiology and Applied Sciences*, 9(7), 2727–2736. <https://doi.org/10.20546/ijcmas.2020.907.322>
- Sitorus, S. A., Romli, N. A., Tingga, C. P., Sukanteri, N. P., Putri, S. E., Ghetta, A. P. K., Wardhana, Dr. (Cand) A., Nugraha, K. S. W., Susanto, P. C., Primasanti, Y., & Ulfah, M. (2022). *BRAND MARKETING: THE ART OF BRANDING*. PENERBIT MEDIA SAINS INDONESIA.
- Social Insider. (n.d.). *Analytics & Benchmarks*.
- Sukmana, K. A., Razandi, M. A., Maulana, M. A. A., & Sudiwijaya, E. (2023). Manajemen Produksi Konten TikTok @Ipantat12 dalam Endorse Produk. *Jurnal Audiens*, 4(2), 264–277. <https://doi.org/10.18196/jas.v4i2.26>
- TEMPO.CO. (2024). *5 Negara Pengguna Media Sosial Terbanyak, Indonesia Termasuk*. <https://www.tempo.co/digital/5-negara-pengguna-media-sosial-terbanyak-indonesia-termasuk-36700>
- Wardhana, A. (2024). *Brand Management in The Digital Era - Edisi Indonesia* (1st ed.). EUREKA MEDIA AKSARA.
- We Are Social. (2024a). *Digital 2024: 5 billion social media users*. <https://wearesocial.com/id/blog/2024/01/digital-2024-5-billion-social-media-users/>
- We Are Social. (2024b). *Digital 2024 Indonesia*. <https://wearesocial.com/id/blog/2024/01/digital-2024/>

-
- Yang, Q., Hayat, N., Mamun, A. Al, Makhbul, Z. K. M., & Zainol, N. R. (2022). Sustainable customer retention through social media marketing activities using hybrid SEM-neural network approach. *PLOS ONE*, 17(3). <https://doi.org/10.1371/journal.pone.0264899>
- Yin, R. K. (2014). *Case study research: design and methods* (5th ed.). SAGE
- Yuniar, R., & Ningrum, D. F. (2022). Dynamics of the Use of Digital Media as a Source of Information During Media Transition. *Jurnal Komunikasi Ikatan Sarjana Komunikasi Indonesia*, 7(1), 30–42. <https://doi.org/10.25008/jkiski.v7i1.648>
- ZAP Clinic. (2024). *ZAP Beauty Index 2024*. https://zapclinic.com/files/ZAP_Beauty_Index_2024.pdf