

## ABSTRACT

*This study aims to analyze the development strategy of Arifa Zahra Makeup's services business through the use of Instagram and TikTok. The research focuses on the influence of digital marketing strategies on social media account engagement, effectiveness in attracting new customers, and their impact on increasing sales and revenue. This research employs a descriptive qualitative method with a case study approach, in which data area obtained through direct observation, documentation, and client interviews.*

*The results show that the use of social media, particularly Instagram and TikTok, has increased audience interaction, expanded market reach, and supported a rise in bookings. Content strategies such as portfolios, client testimonials, and the use of interactive features have proven effective in building brand awareness. Furthermore, although Arifa Zahra Makeup has not yet utilized paid advertising extensively, the use of organic content aligned with current trends has positively impacted engagement.*

*A financial feasibility analysis also shows that the revenue generated from makeup services during the business period is sufficient to cover operational costs and initial investment, thereby categorizing the business as feasible and offering promising growth prospects. Therefore, utilizing social media as a digital marketing strategy not only increases brand visibility but also strengthens the competitiveness of makeup service businesses in a competitive market.*

***Keywords : Social Media, Marketing, Instagram, TikTok, Makeup Artist.***