

ABSTRACT

In the digital era, word of mouth activities has shifted through the internet known as electronic word of mouth. Companies can use electronic word of mouth as part of their communication strategy. One way is to create and upload content on social media. Mad for Makeup is one of the companies that raises the issue of beauty standards through the content of 'F Beauty Standard' in building electronic word of mouth. Mad for Makeup uses a content management strategy in the 'F Beauty Standard' content on Instagram to be accepted by a wide audience. This study aims to determine the content management strategy of 'F Beauty Standard' in building electronic word of mouth carried out by Mad for Makeup on Instagram. The researcher used a qualitative descriptive method with a constructivism paradigm. Data was collected by conducting in-depth semi-structured interviews with informants as well as observing and documenting. The results of this study indicate that at the strategic planning stage, Mad for Makeup designed the content of 'F Beauty Standard' according to the target audience. At the implementation stage, Mad for Makeup manages the content of 'F Beauty Standard' to build electronic word of mouth. And at the evaluation stage, Mad for Makeup analyzes the distribution of content based on the data obtained to improve future management activities.

Keywords: *Electronic word of mouth, Content, Instagram, Mad for Makeup, F Beauty Standard*