

Examination of Marketing Communication Tactics to Enhance Brand Recognition for BSKIN Aesthetic Products

Stephany Hildegard Yuandesta ; Ratna Puspita Sari
Ilmu Komunikasi Stikosa-AWS
Nginden Intan Timur 1/18, Surabaya
Email: Stephanyhy17@gmail.com; ratnapuspita.s@stikosa-aws.ac.id

Abstract

According to data from the Central Statistics Agency (BPS), in 2021 there will be an increase of 9,61% in the growth of the chemical, pharmaceutical and traditional medicine industry, especially in the production and sale of cosmetics. BSKin is present in Indonesia as a facial care product originating from Korea and competes with other facial care products. This study aims to analyze the marketing communication strategies that have been used by BSKin in an effort to increase brand awareness of their aesthetic products. In this study used a qualitative descriptive method. The results obtained from the research are that BSKin has carried out integrated marketing communication strategies to increase brand awareness of its products among the public, including using social media and digital media as marketing media, publishing on online media and print media, using promotional tools such as vouchers, catalogs, booklets, discount promos, free product promotions, sweepstakes, cashback, Instagram challenges, royalty rewards. BSKin also holds meetings and participates in large-scale beauty events to introduce BSKin to the public. The conclusion that can be drawn is that the strategy that has been carried out by BSKin has succeeded in getting people to know BSKin and making BSKin top of mind.

Keywords: *Marketing communication strategy, brand awareness, skincare, BSKin*

Abstrak

Menurut data Badan Pusat Statistik (BPS), pada tahun 2021 terjadi peningkatan sebesar 9,61% dalam pertumbuhan sektor industri kimia, farmasi, dan obat tradisional, khususnya dalam produksi dan penjualan kosmetika. BSKin hadir di Indonesia sebagai salah satu produk perawatan wajah yang berasal dari Korea dan bersaing dengan produk perawatan wajah lainnya. Penelitian ini bertujuan untuk menganalisis strategi komunikasi pemasaran yang telah digunakan oleh BSKIN dalam usaha meningkatkan kesadaran merek terhadap produk estetika mereka. Dalam penelitian ini digunakan metode deskriptif kualitatif. Hasil yang didapat dari penelitian adalah BSKin telah melakukan strategi komunikasi pemasaran terpadu untuk meningkatkan brand awareness produknya di kalangan masyarakat, diantaranya yaitu menggunakan media sosial dan media digital sebagai media pemasaran, melakukan publikasi pada media online dan media cetak, menggunakan alat promosi seperti voucher, katalog, buklet, promo diskon, promo gratis produk, undian, cashback, challenge instagram, royalti reward. BSKin juga mengadakan pertemuan dan berpartisipasi dalam event kecantikan skala besar untuk memperkenalkan BSKin kepada masyarakat. Kesimpulan yang dapat diambil yaitu strategi yang telah dilakukan BSKin berhasil membuat masyarakat mengenal BSKin dan menjadikan BSKin sebagai top of mind.

Kata kunci : Strategi komunikasi pemasaran, brand awareness, skincare, BSKIN

INTRODUCTION

Success in launching a wide range of innovative and high-quality skincare products. However, even though BSkin has achieved considerable popularity, there is still potential to increase their brand awareness among the public. Analyzing marketing communication strategies used by BSkin in increasing brand awareness of aesthetic products is an interesting topic to research. Because of course in the midst of fierce competition between aesthetic product brands, BSkin must be able to strategize to look more prominent.

BSkin is one of the skincare brands among many companies that also produce facial skin care products. However, BSkin certainly has its own understanding and principles as a premium quality skincare brand produced in Korea and has passed a series of tests to certify that BSkin products are safe and do not cause allergic reactions. The test was conducted at Ellead Skin & Bio Research, Korea, by dr.Bora Kim, Ph.D.

In the midst of intense competition for various facial skin care products, BSkin holds the trust as a facial skin care product specially formulated for Asian skin with natural ingredients and free from harmful chemicals. Therefore, BSkin shaped its brand image as the smartest facial skincare brand in the world. With the slogan Smart Skin Science.

Marketing is an important element in the development and success of a business. In the digital era and increasingly fierce competition, it is important for companies to strengthen their brand awareness among consumers. Digital marketing and brand awareness are key in building brand recognition, expanding market reach, and creating consumer loyalty (Sagita & Wijaya, 2022).

BSkin is a brand that can be said to have been established for quite a long time, namely since 2016. At the beginning of BSkin marketing its products, BSkin only marketed them individually, namely through its distributors. BSkin has not used the website as a medium of information. So that information about BSkin is only obtained personally from its distributors through product catalogs. BSkin also does not have a Brand Ambassador, which actually can help the BSkin brand be better known to the public.

At first, BSkin only sold its products to the public, for personal use. BSkin has not yet made any business cooperation offers with beauty clinics. BSkin does not believe that this product has good potential and prospects to enter the upper middle class market segmentation.

Digital transformation plays an important role in marketing communication strategies. By utilizing digital marketing, companies have the opportunity to expand coverage, reduce expenses, conduct more accurate performances evaluations, interact directly with consumers, and build a virtual brand image (Firdaus, 2021). Currently, BSkin markets its products by utilizing digital technology, namely social media (Instagram) and also websites. That way BSkin can reach a wide market, because social media is unlimited, and by utilizing this digital marketing, it can certainly save marketing costs.

The results of research conducted at Ciputra University indicate that social media has an indirect impact on purchasing decisions through the encouragement of interest in buying. This finding illustrates that the use of social media has the potential to influence the buying interest of consumers (Putri, 2016). Additional research conducted at UIN Jambi shows that the implementation of digital marketing, involving social media platforms, has the potential to increase revenue in micro, small, and medium scale businesses. This finding shows that the integration of social media in marketing strategies has the potential to have a positive influence on increasing buying interest from consumers (Jasri, Arfan, Hasanuddin, & Hasan, 2022).

Based on the results of the research above, it can be concluded that social media has a

positive impact on increasing interest in purchasing cosmetic products. By adopting marketing strategies through social media, cosmetic companies are able to increase understanding of their brands, shape consumer perceptions, and hold product promotions more efficiently.

In building a business, a brand or name should be carefully thought out, because the brand can be an authentic identity, so that it becomes a differentiator between one product and another (Susanto & Wijarnako, 2004). In addition to setting sales targets, companies must build brand awareness in order to achieve and increase sales. Success depends on consumer awareness of the brand.

Building brand awareness attracts consumers to the company's products rather than competitors, because of the tendency of consumers to choose products from brands they already recognize (Gie, 2021).

One industry that continues to grow and attract attention in recent years is the aesthetic product industry (Hasibuan, 2022). Aesthetic products such as skin care have become a trend among people who are increasingly aware of the importance of maintaining healthy skin (TV, 2022). According to data from the Central Statistics Agency (BPS), in 2021 there was an increase of 9.61% in the growth of the chemical, pharmaceutical and traditional medicine industry sectors, especially in the production and sales of cosmetics (Yuana, 2022).

The battle in the cosmetics industry, especially in the facial cosmetics segment, shows a significant level of competition at the start of 2023. The projected growth of the cosmetics sector in Indonesia is estimated to reach around 4.59% every year from 2023 to 2028 (Nababan, 2023). Not only that, data from the Food and Drug Supervisory Agency (BPOM) shows an increase in the number of companies in the cosmetics industry, increasing from 819 businesses in 2021 to 913 businesses in 2022, representing an increase of around 20.6%.

The demand for beauty products is increasing in line with the rapid growth of the cosmetic industry. Factors that play a role in the high demand include high wants and needs. The cosmetics industry in Indonesia has experienced a significant increase, but this is driven more by imported products than local products. This is because Indonesian consumers tend to prefer beauty products from abroad, especially products from South Korea. In this context, this phenomenon illustrates the high preference of Indonesian consumers for beauty products originating from South Korea (Rahmawati & Ahsan, 2021).

There is a change in consumer mindset in the selection of skin care products in 2023 (Masniati, 2023). Product quality is now a major factor in determining the choice of skin care products by consumers. Brand identity also has important significance in consumer decision-making regarding skin care products (Derivanti, Wahidin, & Warouw, 2022). Individual consumers consider a variety of factors in determining the choice of skin care products tailored to their personal needs and interests (Anggraeni & Kojra, 2023).

A number of consumers today show deeper concern for the environmental impact caused by the products they use, so they are more likely to choose environmentally friendly skin care products (Wibowo, 2017). In addition, the increasing trend of online shopping also affects consumer behavior in choosing skin care products. Consumers are currently more inclined to purchase skin care products through digital platforms (Masniati, 2023). Overall, consumer awareness of the products they use and their effects on health, environment, and society is increasing. This encourages them to be more selective in choosing products that align with their personal values and needs.

The dominant beauty industry is in demand by the people of Indonesia oriented to South

Korea. This began with the "Korean Wave" which began in 2002 until now in 2023, namely with the emergence of Korean dramas and then followed by a vocal group called K-Pop (Mutmainah, 2021). That is what makes Indonesian people amazed by the appearance of Korean skin. Starting in 2012, the beauty industry in South Korea experienced a rapid surge and has gone global so that many people are more familiar with South Korean beauty products.

Kpop artists today have a huge influence on millennials' preferences in several aspects. For example, there has been a significant increase in the use of Korean-style facial care products, makeup, food, and fashion. Kpop artists inspire and become role models when it comes to looks and lifestyles, especially when it comes to facials. Many facial care products from Korea are increasingly popular and used by millennials because they are inspired by the healthy and glowing skin possessed by Kpop artists (Sarajwati, 2020).

Based on the survey results, in 2019, as many as 53% of people interviewed in Indonesia showed interest in using products and services originating from South Korea (Lidwina, 2021). More and more Korean skincare brands such as Innisfree, Laneige, COSRX, Mediheal, Nature Republic, Some By Mi, Nacific, The Saem, and Pyunkang Yul are increasingly famous in Indonesia.

Even today, many local Indonesian brands use K-Pop idols to become their Brand Ambassadors, this is certainly to attract the attention of their target market. Some Korean celebrities who have become Brand Ambassadors of local products in Indonesia are Lee Min Ho and Redvelvet (Azarine), Han So Hee (Somethinc), EXO's Sehun (Whitelab), Kim Soen Ho (Everwhite), and TWICE (Scarlett) (Hasibuan, Many Korean Artists Become Brand Ambassadors in RI, Emang Effective?, 2023). This study aims to analyze the marketing communication strategies that have been used by BSKIN in an effort to increase brand awareness of their aesthetic products.

METHOD

A. Data Collection Techniques

Creswell (1994) in (Haryono, 2020) provides an illustration that qualitative research can be considered as a research model that occurs in an environment naturally and the position of the researcher allows to develop the research phenomenon in detail through direct involvement and intense observation. In qualitative research, there are also several methods or techniques of data collection, and what will be used in this study is interviews and observations. The following is a brief explanation of the two data collection techniques:

1. Interview

An activity or an interactive communication process that occurs between interviewers and resource persons with the aim of obtaining information and answers needed for the continuity of research (Yusuf A. M., 2014). By conducting interviews, researchers can obtain more complex and detailed data, and can also directly clarify things that are not yet known clearly and definitively. To support the acquisition of credible data, interviews must be conducted with the right sources in order to provide accurate explanations and images related to the subject being studied.

2. Observation

There are other data collection methods that can also be applied in qualitative research, namely observation. Observation is carried out by collecting data directly from the field (Semiawan, 2010). With the observation method, researchers can make observations on non-verbal behavior. The observation method is something that is done to observe human daily activities with the help of the five human senses. With the use of observation methods as one of the data collection techniques, the observer or researcher himself is the key to the success and accuracy of the research results (Yusuf A.

M., 2014).

3. Documentation

In this study, documentation will also be carried out as a data collection technique. Documentation is a term that refers to written items or documents. The documentation method is a way to collect data by recording information that already exists. One form of documentation method is the collection of historical data to trace past information. Documents about individuals, groups, events, or social situations are valuable in qualitative research (Yusuf A. M., 2014). Documentation in this study will be in the form of photographs taken by researchers while conducting research in the field. In addition to photos, there are also other documents in the form of images obtained from BSKin.

B. Location and time

To collect data in this study, researchers determined to collect data from resource persons directly into the field, namely at the HDI Surabaya Brand Center office which is a company that houses BSKin and also through personal online meetings with resource persons. In addition, researchers will also observe social media from BSKin to obtain data. The implementation of this research will be carried out for 1 month, starting from June 1, 2023 to June 30, 2023

RESULTS AND DISCUSSION

This study examines the marketing communication strategy carried out by BSKin to increase brand awareness of their products, by referring to the theory of Integrated Marketing Communication (IMC). There are three stages in developing an integrated marketing communication strategy, namely planning, implementation, and evaluation.

Integrated Marketing Communication Planning:

1. SWOT analysis: BSKin has strength on unique product ingredients and MIMS certification. However, because it uses an MLM system, brand awareness is low. BSKin can take advantage of beauty events and booths to increase visibility.
2. Target Audience Identification: BSKin targets the upper middle segment with high economic conditions and strong purchasing power, in accordance with the product's position as premium skincare.
3. Marketing Communication Objectives: The goal is safe skincare education and introducing BSKin's unique ingredients. Distributors are trained to convey messages well.
4. Marketing Communication Budget: The budget is derived from the company's turnover, using a percentage of sales.
5. Development of Integrated Marketing Communication Program: Through social media, newsletters, content, and personal communication via WhatsApp.

Implementation of Integrated Marketing Communications:

1. Advertising: Advertising is done through print/online media and social media such as Instagram and TikTok. BSKin has a website with interesting information.
2. Sales Promotions: Various promotions such as vouchers, catalogs, discount promos, Instagram challenges, cashback, and rewards are applied to attract and retain consumers.
3. Public Relations and Publicity: BSKin establishes good relations with internal (stakeholders, distributors) and external (consumers). Brand Ambassadors and community events support consumer engagement.
4. Personal Selling and Direct Marketing: BSKin's MLM system allows a personalized

approach to consumers through distributors. Exclusive sales platforms and cashback programs attract consumers.

Integrated Marketing Communication Evaluation:

Consumers met gave a positive response to BSkin and were satisfied. BSkin's marketing communication strategy successfully builds brand awareness and consumer loyalty. Word of mouth becomes an important factor in product promotion. Overall, BSkin has successfully developed an integrated marketing communications strategy involving SWOT analysis, target audience identification, marketing communication objectives, budget, program development, advertising, sales promotion, public relations, publicity, personal selling, and evaluation. All these stages help BSkin increase brand awareness and gain consumer loyalty.

CONCLUSION

This research illustrates a series of strategies that have been carried out by BSkin in an effort to increase brand awareness of products and companies in the community and among consumers. Some of the key strategies that have been implemented by BSkin include:

Establishment of Internal Fundamentals: BSkin is able to form a positive community among stakeholders and distributors, creating an environment that supports the company's growth. Support and cooperation from distributors are important aspects in introducing BSkin to the community.

Use of MLM Concept: By utilizing a multi-level marketing model, BSkin allocates funds that should be used for conventional advertising to commissions and benefits for distributors. Despite this, BSkin still involves print and online media for major events and gets media attention.

Marketing Through Social Media: BSkin utilizes social media such as Instagram and TikTok for product marketing. They create attractive and informative page designs, and provide a website that contains complete information about products and facial skin consultations with doctors.

Distributor Engagement: BSkin distributors can leverage content that has been designed by BSkin centers for promotion through platforms such as WhatsApp, TikTok, and Instagram. This support gives distributors the flexibility to create promotions that fit their network.

Meeting and Socialization Events: BSkin regularly holds meetings to introduce products to consumers and potential customers. In addition, distributors also conduct socialization in institutions or organizations outside the company to achieve a wider target audience.

Office and Booth Facilities: BSkin provides office facilities that can be used by distributors to meet with potential customers and provide direct product experience. BSkin also uses beauty bazaar events as an opportunity to introduce products through booths.

Creative Sales Promotion: BSkin uses various promotional tools such as vouchers, catalogs, discounts, free promos, sweepstakes, Instagram challenges, cashback, and royalty rewards. These tools successfully attract the attention of consumers and encourage purchases.

Positive Impact of Strategy: The strategies that have been implemented by BSkin have succeeded in attracting the attention and interest of consumers. Through various promotional tactics and tools, BSkin has succeeded in creating a unique experience for each consumer in the process of introducing BSkin products, as well as building strong loyalty to the brand

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