

Sosial Media Influencers Marketing Strategy In Increasing The Marketing Impact of Sunscreen Facetology Cosmetic Products

Salsabila Natasya Wibowo¹, Lailatussifa², Ayu Setianingsih³
^{1,2,3}UIN K.H. Abdurrahman Wahid Pekalongan

Email: salsabilanatasyawibowo@mhs.uingusdur.ac.id¹,
lailatussifa@mhs.uingusdur.ac.id², ayusetianingsih@mhs.uingusdur.ac.id³

ABSTRACT: This study explores the role of influencers in marketing cosmetic products, especially Facetology Triple Care Sunscreen SPF40 PA+++. Using a case study approach and secondary data analysis from the internet, the study found that prominent beauty influencers such as Jessica on TikTok and Tasya Farasya managed to increase consumer awareness and interest in Facetology products through honest and detailed reviews. An effective marketing strategy includes providing freedom in reviewing, selecting the right influencers, and utilizing viral phenomena. As a result, Facetology managed to become the number one local skincare brand with sunscreen sales in Indonesia, increase brand awareness, and build a positive image as an innovative and quality brand.

Keywords: Influencer, Cosmetic Product Marketing, Influencer Marketing Strategy

ABSTRAK: Penelitian ini mengeksplorasi peran influencer dalam memasarkan produk kosmetik, khususnya Facetology Triple Care Sunscreen SPF40 PA+++. Menggunakan pendekatan studi kasus dan analisis data sekunder dari internet, studi ini menemukan bahwa influencer kecantikan terkemuka seperti Jessica di TikTok dan Tasya Farasya berhasil meningkatkan kesadaran dan minat konsumen terhadap produk Facetology melalui ulasan yang jujur dan terperinci. Strategi pemasaran yang efektif antara lain memberikan kebebasan dalam meninjau, memilih influencer yang tepat, dan memanfaatkan fenomena viral. Hasilnya, Facetology berhasil menjadi merek perawatan kulit lokal nomor satu dengan penjualan tabir surya di Indonesia, meningkatkan kesadaran merek, dan membangun citra positif sebagai merek yang inovatif dan berkualitas.

Kata kunci: Influencer, Pemasaran Produk Kosmetik, Strategi Pemasaran Influencer

1. INTRODUCTION

In the increasingly rapidly evolving digital era, product marketing strategies have significantly transformed. The rise of social media and influencers has drastically changed the marketing landscape (Kusuma & Sugiharto, 2014). Influencers, or individuals with large and loyal audiences on social media platforms, have become important in influencing consumer purchasing decisions (Putri & Suwanda, 2021). Marketing strategies that utilize influencers have been proven effective in increasing brand awareness and driving product sales (Suryani & Aprilia, 2020).

One industry that has leveraged the power of influencers effectively is the cosmetics industry. Consumers often look for recommendations and reviews of beauty products from influencers they trust before making a purchase (Anugrah & Setiawan, 2021). This provides an opportunity for cosmetic companies to collaborate with influencers in promoting their products. Marketing strategies through influencers are considered more effective and reliable compared to conventional advertising (Widyastuti & Wahyuni, 2021).

The cosmetics industry, especially skincare products, has experienced significant growth in recent years. One of the trending products is sunscreen, which is used to protect the skin from harmful sun exposure (E. P. Sari et al., 2020). With the increasing public awareness of the importance of protecting the skin from UV rays, the demand for quality and comfortable sunscreen products continues to increase (Suhartini & Astuti, 2022).

Facetology, a local cosmetics brand in Indonesia, has successfully leveraged the role of influencers to market their flagship product, Triple Care Sunscreen SPF40 PA+++ . Through collaborations with leading beauty influencers, such as Jessica on TikTok and Tasya Farasya, Facetology has succeeded in creating consumer awareness and interest in their sunscreen products (Shinta & Prabowo, 2023).

The role of influencers in marketing cosmetic products, especially sunscreen, is considered very important because they are able to provide more credible and reliable information compared to conventional advertising (Malau & Widiastuti, 2022). Influencers who have expertise and reputation in the beauty field, as well as loyal audiences, can provide recommendations and reviews that are more trusted by consumers (Pratama & Riyanto, 2021). In addition, influencers can also reach a wider and more specific audience, so that marketing becomes more targeted and effective (P. K. Sari & Wibowo, 2020).

An effective marketing strategy through influencers involves several important aspects, such as selecting the right influencer according to the target audience, providing freedom in reviewing products honestly, and utilizing viral phenomena and consumer engagement (Handayani & Pramesti, 2021). In addition, collaboration with influencers can also increase the credibility and positive image of the company in the eyes of consumers (Suwandi & Sulistyowati, 2022).

Facetology has implemented marketing strategies through influencers well, such as giving products for free or in the form of endorsements to influencers to be reviewed honestly. This gives influencers the freedom to give their true opinions, both positive and negative, so that their reviews are considered more credible and credible (Shinta & Prabowo, 2023). In addition, Facetology also selects influencers with the right target audience, namely those who are interested in skincare and beauty, such as Tasya Farasya who has millions of followers on social media (Kusuma & Sugiharto, 2014).

This research aims to explore the role of influencers in marketing cosmetic products, especially sunscreen Facetology, as well as effective marketing strategies using influencers. In addition, this study will also analyze the impact of influencer marketing on sales and brand awareness of the company. By using a case study approach and secondary data analysis from the internet, this research is expected to provide a deep understanding of the role of influencers in marketing cosmetic products and how it impacts the company's sales success and brand awareness.

2. RESEARCH METHODS

This study uses a case study approach by analyzing secondary data obtained from online/internet sources. Data was collected from various articles, reports, and online content that discussed the role of influencers in the marketing of Facetology cosmetic products, especially Triple Care Sunscreen SPF40 PA+++ (Creswell, 2014; Neuman, 2014).

The main source of data in this study comes from the results of interviews with beauty influencers such as Jessica on TikTok and Tasya Farasya as well as their reviews of Facetology products published in various online media (Sekaran & Bougie, 2016). The data was then analyzed to explore the marketing strategies carried out, their impact on

sales and brand awareness, and other factors that contributed to the success of the product (Creswell & Poth, 2018).

The data collection technique is carried out by searching and collecting relevant content on the internet using keywords such as 'Facetology', 'Triple Care Sunscreen', 'influencer reviews', and others. Sources that are considered credible and reliable are then selected for further analysis using content analysis methods (Elo & Kynga's, 2007; Krippendorff, 2018).

Using a case study approach and secondary data analysis from the internet, this study aims to gain an in-depth understanding of the role of influencers in marketing cosmetic products and how it impacts the company's sales success and brand awareness.

3. RESULT AND DISCUSSION

3.1 The Role of Influencers in Creating Consumer Awareness and Interest

Beauty influencers like Jessica on TikTok, Tasya Farasya, and others have a large and loyal audience who trust their recommendations. By reviewing Facetology products, especially Triple Care Sunscreen SPF40 PA+++, honestly and in detail, they managed to significantly increase consumer awareness and interest in the product.

Influencers are considered a reliable source of information, no different from recommendations from close friends. Their audience tends to trust what influencers say because of the closeness and relationships that are established through the uploaded content. This makes positive reviews from influencers about Facetology products very influential.

In reviewing the product, the influencer highlighted the main advantages such as a lightweight texture that does not clog pores, the ability to absorb quickly like water, and does not leave a white cast which is often a problem in other sunscreen products. They also emphasize the content of ingredients that soothe and brighten the skin. This information makes consumers feel interested and curious to try Facetology products.

In addition, the influencer also highlighted other advantages such as the ability to protect the skin from harmful sunlight, maintain an even skin tone, and prevent the risk of skin cancer. This information is very important for consumers who want to get sunscreen with maximum protection but still comfortable for daily use.

With positive reviews from many well-known influencers, Facetology products have gone viral on social media such as TikTok and Instagram. Consumers who did not know the brand before became interested in seeking more information and considering buying its products.

3.2 Effective Influencer Marketing Strategies

Facetology leverages influencers effectively by giving away products for free or in the form of endorsements to be reviewed honestly. This gives influencers the freedom to give their true positive and negative opinions, so that their reviews are considered more trustworthy and credible.

In reviewing products, influencers not only highlight the advantages but also the disadvantages such as SPF information on the packaging that is not clear or products that easily fade if sweaty. Despite this, they still give a high rating for this product, such as Jessica who gives it a score of 8.5/10, because of its other advantages.

Another strategy carried out by Facetology is to choose influencers with the right target audience, namely those who are interested in skincare and beauty. Influencers like Tasya Farasya, who has millions of followers on social media, are the top choice.

Tasya even called this product a "game changer" for local sunscreen, which of course made the product even more viral and widely known.

Facetology also takes advantage of the sell-out phenomenon that occurs due to a surge in demand after influencer reviews. This makes consumers even more curious and considers the product as a "rare item" that must be owned immediately before it runs out of stock again. This strategy creates a sense of FOMO (fear of missing out) which is effective in driving sales.

3.3 The Impact of Influencer Marketing on Sales and Brand Awareness

Thanks to effective marketing through influencers, Facetology has managed to become the number one local skincare brand with sunscreen sales in Indonesia. Its flagship product, Triple Care Sunscreen, is a best seller on TikTok, Instagram, and various other e-commerce.

The increase in brand awareness is also very noticeable, with @facetologyofficial Instagram account gaining more than 300 thousand new followers in a short period of time. This number continues to increase as more and more people get to know their products through influencer reviews.

Audience engagement with the Facetology brand on social media has also increased rapidly. Uploads about their products get a lot of likes, comments, and questions from potential consumers who want to get more information. This shows that they have succeeded in creating high awareness among the target audience.

In addition, the availability of products in various e-commerce also makes it easier for consumers to buy after being interested through influencer reviews. Facetology has even become one of the best-selling local products in several well-known e-commerce such as Shopee and Tokopedia.

Another real impact is the improvement of Facetology's reputation and positive image as an innovative and quality local skincare brand. Consumers feel more trusted and loyal to this brand after seeing positive reviews from trusted influencers they follow.

The success of marketing through influencers proves that the strategy is very effective in increasing sales and brand awareness, especially in today's digital era. Facetology manages to make the most of the power of influencers and generate a tremendous impact on their business.

The entire marketing strategy through influencers carried out by Facetology, starting from choosing the right influencer, giving freedom in reviewing products, to the use of viral phenomena, has proven to be very effective in boosting sales and popularity of their brand among consumers.

4. CONCLUSION

The role of influencers on social media with a large and loyal audience that provides honest and detailed reviews, as well as effective marketing strategies from Facetology such as giving freedom in reviewing, selecting the right influencers, and utilizing viral phenomena have proven to be effective in boosting sales and popularity of their brands, especially for Triple Care Sunscreen SPF40 PA++++ sunscreen products.

5. REFERENCES

- Anugrah, I. D., & Setiawan, A. B. (2021). Pengaruh influencer marketing terhadap keputusan pembelian produk kosmetik di Indonesia. *Jurnal Manajemen Bisnis*, 18(3), 282–295.
- Creswell, J. W. (2014). *Research design: Qualitative, quantitative and mixed methods approaches* (4th ed). Sage Publications.
- Creswell, J. W., & Poth, C. N. (2018). *Qualitative inquiry and research design: Choosing among five approaches* (4th ed.). Sage Publications.
- Elo, S., & Kyngäs, H. (2007). The qualitative content analysis process. *Journal of Advanced Nursing*. *JAN Research Methodology*.
- Handayani, S., & Pramesti, D. (2021). Efektivitas influencer marketing dalam meningkatkan kesadaran merek produk kecantikan. *Jurnal Profita: Komunikasi Ilmiah Akuntansi Dan Perpajakan*, 14(2), 195–208.
- Krippendorff, K. (2018). *Content analysis: An introduction to its methodology* (4th ed). Sage Publications.
- Kusuma, P. D., & Sugiharto, S. (2014). Pengaruh celebrity endorser terhadap minat beli melalui brand awareness pada produk kosmetik Wardah di Surabaya. *Jurnal Strategi Pemasaran*, 2(1), 1–7.
- Malau, R. M., & Widiastuti, T. (2022). Pengaruh influencer marketing dan brand image terhadap keputusan pembelian produk kosmetik Emina. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 6(2), 119–128.
- Neuman, W. L. (2014). *Social research methods: Qualitative and quantitative approaches* (7th ed). Pearson Education Limited.
- Pratama, E. P., & Riyanto, S. (2021). Pengaruh influencer marketing dan brand awareness terhadap keputusan pembelian produk kecantikan. *Jurnal Ilmiah Manajemen Dan Bisnis*, 22(2), 131–144.
- Putri, S. A., & Suwanda, A. H. (2021). Pengaruh influencer marketing dan kualitas produk terhadap keputusan pembelian kosmetik Wardah melalui brand awareness. *Jurnal Ekonomi Manajemen Dan Bisnis*, 12(1), 1–14.
- Sari, E. P., Laras, A. T., & Nuriyah, N. (2020). Pengaruh influencer marketing terhadap keputusan pembelian produk kosmetik. *Jurnal Ecodemica*, 4(1), 76–86.
- Sari, P. K., & Wibowo, A. T. (2020). Pengaruh influencer marketing sebagai strategi pemasaran digital era moderen (Sebuah studi pemasaran pada produk kosmetik di Yogyakarta). *INOBIS: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 3(2), 181–197.
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill-building approach* (7th ed). John Wiley & Sons.
- Shinta, A., & Prabowo, A. (2023). Strategi pemasaran melalui influencer dalam meningkatkan penjualan produk kosmetik lokal. *Jurnal Ilmiah Manajemen Bisnis Dan Inovasi*, 10(1), 1–12.
- Suhartini, D., & Astuti, E. S. (2022). Pengaruh influencer marketing dan brand awareness terhadap minat beli produk kosmetik. *Jurnal Manajemen*, 11(2), 112–126.

The 1st International Conference on Islamic Economics (ICIE) 2024

- Suryani, D., & Aprilia, D. (2020). Pengaruh influencer marketing terhadap keputusan pembelian dan kepuasan konsumen pada produk kosmetik. *Jurnal Manajemen Bisnis*, 17(2), 179–194.
- Suwandi, E., & Sulistyowati, R. (2022). Pengaruh influencer marketing dan e-WOM terhadap keputusan pembelian produk kosmetik Emina. *Jurnal Ilmiah Manajemen Dan Bisnis*, 23(1), 1–12.
- Widyastuti, S., & Wahyuni, S. (2021). Analisis pengaruh influencer marketing terhadap keputusan pembelian produk kosmetik di Indonesia. *Jurnal Ekonomi Manajemen*, 7(1), 134–146.