

Visual Content Strategy Analysis: Enhancing Consumer Engagement in Wardah's Marketing Approach

1015

Risyaf Kudus Pranasa

Department of Visual Communication Design, Faculty of Arts and Design, Universitas
Bumigora; Mataram, Indonesia
E-Mail: risiyaf.kudus@universitasbumigora.ac.id

Ashar Banyu Lazuardi

Department of Visual Communication Design, Faculty of Arts and Design, Universitas
Bumigora; Mataram, Indonesia
E-Mail: ashar_banyu@universitasbumigora.ac.id

Submitted:
8 JUNE 2023

Accepted:
5 NOVEMBER 2023

Mohamad Yudisa Putrajip

Department of Visual Communication Design, Faculty of Arts and Design, Universitas
Bumigora; Mataram, Indonesia
E-Mail: mohamad.yudisa@universitasbumigora.ac.id

ABSTRACT

This research aims to find out the visual content strategy used by Wardah in building prospective consumers' purchase requests. This research method uses a qualitative method. This research is descriptive analysis, which is a type of research that provides an overview and describes as clearly as possible the situation without treating the object being studied. Secondary data previously obtained information collected from indirect or second-hand sources, such as government written sources, libraries, official documents, books, research results. The research results obtained include; The packaging used by Wardah is always easy to carry anywhere. Apart from that, Wardah's distinctive packaging can help differentiate its products from its competitors in the market. Additionally, custom pricing strategies can also be used to respond to market trends or celebrate special events such as holidays, company birthdays, or other celebrations. Wardah always provides education and information regarding facial health and facial skin problems. The visual content on Wardah's Instagram account has its own meaning and purpose in increasing consumer purchasing power.

Keywords: Visual content, Social media, Purchase interest, Wardah

ABSTRAK

Penelitian ini bertujuan untuk mengetahui strategi konten visual yang digunakan Wardah dalam membangun minat beli calon konsumen. Metode penelitian ini menggunakan metode kualitatif. Penelitian ini adalah analisis deskriptif, yang merupakan jenis penelitian yang memberikan gambaran dan menggambarkan se jelas mungkin situasi tanpa memperlakukan objek yang diteliti. Data sekunder sebelumnya diperoleh informasi yang dikumpulkan dari sumber tidak langsung atau bekas, seperti sumber tertulis milik pemerintah, perpustakaan, dokumen resmi, buku, hasil penelitian. Didapatkan hasil penelitian di antaranya; Kemasan yang digunakan Wardah selalu mudah untuk dibawa ke mana saja. Selain itu, kemasan yang Wardah memiliki ciri khas dapat membantu membedakan produknya dari pesaingnya di pasar. Selain itu, strategi harga khusus juga dapat digunakan untuk merespons tren pasar atau merayakan peristiwa khusus seperti hari libur, ulang tahun perusahaan, atau perayaan lainnya. Wardah selalu memberikan edukasi dan informasi terkait masalah Kesehatan wajah dan kulit wajah. Konten visual dalam akun Instagram Wardah memiliki makna dan tujuannya sendiri dalam meningkatkan daya beli konsumen.

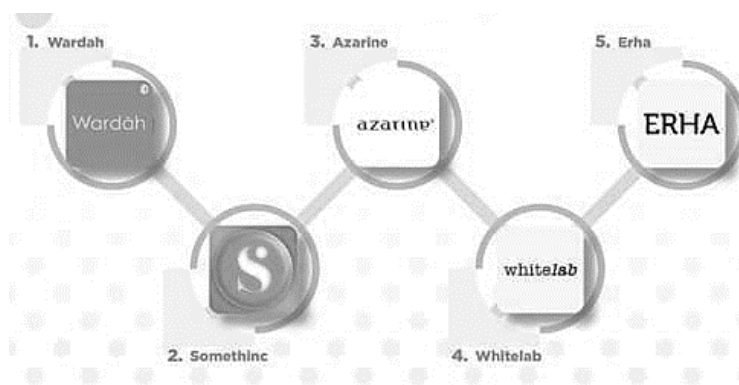
JIMKES

Jurnal Ilmiah Manajemen
Kesatuan
Vol. 11 No. 3, 2023
pp. 1015-1024
STIE Kesatuan
ISSN 2337 - 7860

Kata kunci: Konten visual, Media sosial, Minat beli, Wardah

INTRODUCTION

In the modern era like now, all activities cannot be separated from the internet, economic growth can be said to be increasing even though in fact there is a lot of economic competition (Flammang, 1979). This can be proven by the increasing number of new entrepreneurs emerging, especially entrepreneurs engaged in online marketing. Intense competition between entrepreneurs has spurred every entrepreneur to compete to meet the standards of buyers' demands and provide the best possible promotions through Social Media. (Effendy, 2003) Social media has become one of the main platforms for cosmetic companies like Wardah to interact with consumers and promote their products. Wardah's promotions are often carried out on his social media such as Instagram. The visual images displayed are quite interesting and are expected to make potential buyers or users choose the Wardah brand. Along with technological developments, visual content strategy has become very important in supporting a company's marketing efforts (Ashley & Tuten, 2015; Alvin, S., & Yasmin, 2023). One indicator of the success of a visual content strategy is the extent to which the content can influence consumer purchasing interest. Starting from just looking at the picture, starting from deciding to try the product, until finally choosing to continue using the product.



Source: Sutiani (2022)

Figure 1. Most Popular Local Skincare Brand

Wardah, as one of the most popular beauty brands in Indonesia (Figure 1), understands that effective content visualization can be the key to increasing product appeal and motivating consumers to make purchases. In this context, this research aims to explore more deeply the impact of Wardah's visual content strategy on social media on consumer purchasing interest (Afifah et al., 2022). Can using consistent visual images change consumer patterns in choosing a brand, or will the visual images that have been uploaded by the Wardah marketing team on their Instagram account have no effect on the level of sales? The existence of technology such as Instagram makes it easier for humans to communicate and search for information. The rapid development of technology gave birth to an era of interactive communication marked by the emergence of the internet. With the internet, people can receive information quickly without being hindered by distance and time, and reach all levels of society (Tamburaka, 2013).

By understanding consumer behavior patterns related to visual interactions on social media, companies can design marketing campaigns that are more targeted and maximize their positive impact on consumer purchasing decisions (Woo et al., 2015). In fact, promotions on social media, especially Instagram, are not only carried out by Wardah, but many other cosmetic brands also carry out campaigns or promotions on Instagram social media, not just cosmetic brands, almost all goods that can be sold now are intensively promoted via social media, namely Instagram. This research is also directed

at providing Wardah with insight into the most effective visual trends, factors that influence consumer buying interest, and how to optimize visual content strategies to improve their marketing performance (Putri, 2021). Previous research by Handayani (2023) highlighted the clear potential of netizens to search for, purchase, and review products, influencing companies to leverage influencers for product promotion. Key Instagram statistics and trends for 2022 reveal that advertisers could reach 1.44 billion users by July 2022, making it the world's 4th most 'active' social media platform. With 45.8 percent of eligible users in Indonesia, influencers have emerged as a popular marketing strategy, showcasing posts that promote brand identity and characteristics with a significant impact on consumers.

Social media is an internet-based communication technology medium that allows users to represent themselves and interact, collaborate, share, communicate with other users to form virtual social bonds. It cannot be denied that nowadays, social media has been used by society as the newest way of communicating. The existence of social media has had an impact on humans through how they communicate, so that a people's lifestyle is formed which creates many opportunities by utilizing social media. Thus, this research is not only beneficial for Wardah as a company, but also contributes to a deeper understanding for the public to find out how the visual content strategy used by Wardah increases consumer purchasing levels.

LITERATURE REVIEW

Digital marketing is the use of information technology to expand and improve traditional marketing functions such as developing ideas or concepts, pricing, promotion and distribution. Digital marketing is the dominant variable that influences income growth because it makes it easier for people to obtain information about the products being sold, thereby enabling more sales. buy (Prasad et al., 2001; Li et al., 2005). Digital marketing is the use of the internet and other interactive technology to create and connect information which is then used to carry out digital transactions (Stone & Woodcock, 2014). Digital marketing allows advertisers to interact directly with buyers regardless of location or time constraints and reduces the clutter of direct communication with consumers. Digital marketing can be divided into two types. The first is relatively cheap because digital marketing is much cheaper and easier to reach potential consumers than traditional advertising. Due to the nature of digital marketing, consumers can more easily examine and compare products, secondly a large amount of information content is provided using digital marketing compared to traditional media such as print, radio, and television. Digital marketing can also store accurate data that companies need (Cavlak, & Cop, 2021).

Consumer purchasing interest is the stage where consumers form their preferences among several brands that are integrated into their choice set, then ultimately make purchases on the alternatives they prefer, or the process through which consumers buy goods or services based on various considerations. Purchase interest is customer behavior that appears as a response to an object that shows the customer's desire to make a purchase. According to one of the psychological aspects that has a significant influence on behavioral attitudes is interest. Purchasing interest is defined as a positive attitude towards an object that motivates someone to work on it by paying or making other sacrifices (Kotler et al., 2016).

Furthermore, purchasing interest is defined as the desire to buy a product within a certain time period. Buying interest results from a learning and thinking process that produces perception. This interest in buying creates motivation which continues to be recorded in his mind and develops into a very strong desire which in the end when a consumer has to fulfill his needs, he will realize what is on his mind. When consumers buy there is a need, the purchasing process begins. Consumer buyers recognize the difference between actual conditions and desired conditions. Consumers are interested in the product and want to buy it. Consumers make purchasing decisions based on their buying interest. (Schiffman et al., 2000).

RESEARCH METHODS

This research method uses a qualitative research method which, qualitative research, does not use statistics but rather collects, analyzes and interprets data. This qualitative research is research that focuses on understanding social problems through a holistic, complex and detailed natural order or structure. So, to obtain data related to the research title, the author used a data collection method with field research, namely field research on the subject being researched. This research is descriptive analysis, which is a type of research that provides an overview and describes the situation as clearly as possible without treating the object. This research relies on 2 (two) data sources, namely primary data and secondary data. Primary data sources are data obtained from the field, especially through structured and unstructured interviews. Purposive sampling is used to determine the research subjects who will be the samples for this research, where this technique is used if the sample members are selected specifically or there are certain considerations so that they are able to provide maximum data. Secondary data previously obtained information collected from indirect or second-hand sources, such as government written sources, libraries, official documents, books, research results in the form of reports, and so on. Secondary data for this research was obtained from books and journals.

RESULTS AND DISCUSSION

Attractive and distinctive packaging

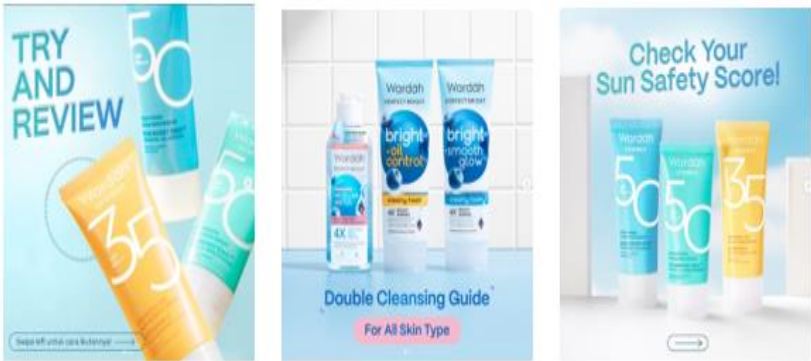
Attractive and distinctive packaging is a crucial element in the world of modern marketing. Packaging is not just a container for a product, but is also a visual representation that can attract the attention of potential consumers. The beauty and visual appeal of packaging can be a determining factor in purchasing decisions, as consumers are often attracted by prominent aesthetics. As in the picture above, you can see that Wardah always uses the dominant blue color in her uploads on Instagram. Apart from the blue element, the position of the product which is always in an upright position makes the product look elegant and luxurious, this has its own appeal for potential buyers. Choosing a color or using a particular color is Wardah's strategy in creating visual content (Figure 2). In human activities, color can arouse human feelings of awakening or passiveness. Masculine or feminine traits can also be expressed through color. However, basically there are no strict and strong regulations regarding what colors are categorized as masculine or feminine colors.

Wardah packaging always uses bottles or packaging made of plastic; this is a convenience for Wardah packaging which is easy to carry anywhere. Apart from that, Wardah's packaging has distinctive characteristics that can help differentiate its products from its competitors in the market (Iwan & Arisman, 2023). When consumers see packaging with a unique design or distinctive elements that can be identified, this can strengthen the brand image and increase consumer retention of Wardah products. In other words, Wardah's attractive and distinctive packaging not only acts as a functional container, but also as a strong marketing tool to build brand awareness, create their strong identity, and produce a positive impression in the minds of consumers.

As mentioned by Lupiyoadi (2016), product quality has measurement dimensions consisting of: (1) Performance, (2) Reliability, (3) Conformation, (4) Durability and (5) Aesthetics. A good brand image will be attached to consumers who will create a good perception of the products they buy. Continuous interest will result in conversations between individuals or groups about products that they like. A brand is not just a name but a value, concept, characteristics and image of a product. A good brand will create a superior brand image in the minds of consumers and this requires a solid foundation too.

Therefore, Wardah tends to invest in attractive and unique packaging designs to ensure that their products not only steal attention on store shelves, but also provide a satisfying experience to consumers. Wardah seems to really understand the needs of the cosmetics market, especially those marketed online. Wardah wants to build strong relationships with consumers involving personal and comprehensive communication. By

understanding the profile, preferences and needs of potential buyers, Wardah can present offers that are more appropriate and relevant. Implementing marketing strategies tailored to customer segmentation, in this case especially teenagers, can help improve customer experience significantly.



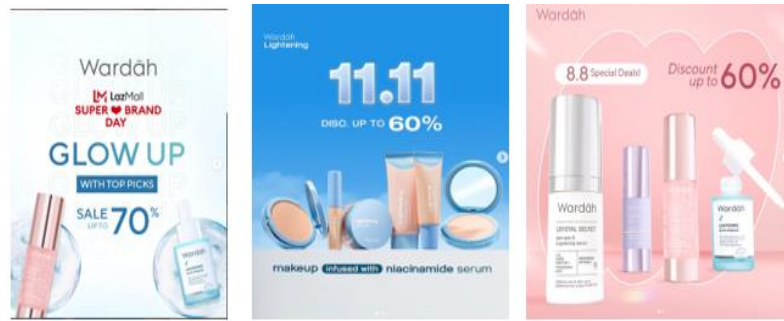
Source: <https://www.wardahbeauty.com/id>
Figure 2. Wardah product packaging

In this way, Wardah establishes good communication not only about providing information related to cosmetics and skin care, but also about building emotional connections that lead to long-term customer satisfaction and loyalty. Wardah is very responsive to customer feedback, this is an important step in maintaining good communication. Responding to customer questions, suggestions or complaints quickly and professionally creates trust and provides a positive picture of the packaging. Wardah believes that social media platforms have become the main channel for interaction between brands and customers. Therefore, actively monitoring these platforms and providing quick and positive responses can strengthen the bond between companies and consumers.

Providing Special Prices

In his posts, Wardah often provides discounts for his customers, this is of course also Wardah's strategy in attracting consumers' buying interest. Wardah often provides posters or visual images containing images that show product discounts. Apart from the discounts given, there are also special prices such as special prices on interesting dates such as 11.11 or 8.8 (Figure 3). A strategy like this is an attraction for potential buyers to finally decide to choose and buy Wardah products. Providing special prices is a marketing strategy commonly used by various types of businesses. This special price can be in the form of a discount, rebate, or other special offer given to customers for a specific purpose. This strategy has a significant impact in attracting consumer attention and increasing the attractiveness of the product or service. By providing special prices, companies can create additional incentives for consumers to make purchases, especially those who are sensitive to the value of money and are looking for savings opportunities.

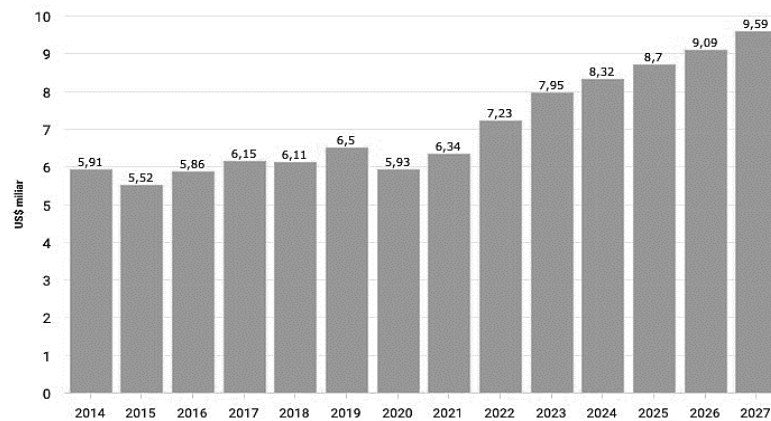
Because no matter how the price and quality of a product greatly influence a consumer's decision to buy a product, the role of price allocation, namely the function of price, is in helping buyers decide how to obtain the highest expected benefits based on their purchasing power. Prices can help buyers decide how to allocate their purchasing power to various types of goods or services. Buyers compare the prices of various available alternatives, then decide on the desired allocation of funds. The informational role of prices, namely the function of prices in "educating" consumers regarding product factors, such as quality. Buyers have difficulty assessing what production factors can make consumers interested in the price offered so that they will be loyal in purchasing the product or its benefits objectively.



Source: <https://www.wardahbeauty.com/id>

Figure 3. Pricing Strategy of Wardah

Additionally, custom pricing strategies can also be used to respond to market trends or celebrate special events such as holidays, company birthdays, or other celebrations. The use of special prices can also be an effective instrument for managing stock, moving underselling products, or increasing sales in a certain period. While providing special pricing can help accelerate capital rounds and increase liquidity, Wardah must also ensure that this strategy is in line with their long-term goals and does not reduce the brand value or company image. Overall, offering special prices is not just about attracting customers with temporary offers, but is also a strategic move that can increase market share, build customer loyalty, and stimulate overall business growth (Figure 4).



Source: Mutia (2022)

Figure 4. Treatment Product Revenue Estimates

These pricing objectives have important implications for the company’s competitive strategy. The objectives set must be consistent with the means taken by the company to improve its relative position in the competition (McCarthy & Norris, 1999). Indicators regarding price include product price affordability, price match with benefits, price match with product, price discounts and price competitiveness. Apart from setting prices and discounts provided by Wardah, the role of the information side of prices, namely the function of prices in “educating” consumers regarding product factors, such as quality. Buyers have difficulty assessing what production factors can make consumers interested in the price offered so that they will be loyal in purchasing the product or its benefits objectively.

Selling and Providing Health Education

Selling and providing education are two aspects that complement each other in the context of modern business. Wardah realizes this as a very important thing in selling its products by providing education related to facial skin care. First of all, in the sales process, Wardah not only sells products or services, but also provides experience and added value

to its consumers. This approach not only aims to make profits, but also to build long-term relationships with customers. Through education related to skin and facial problems, Wardah also provides relevant information about the products or services offered, explains their benefits, and helps customers understand how to optimally use them (Figure 5). By providing good education, customers will feel more confident and involved, which in turn can increase customer loyalty and make continued purchases (Arslan, 2020; Chen et al., 2020). states that the concept of service quality is a perception of a comprehensive quality revolution that is thought of and becomes an idea that must be formulated so that its application can be tested again to become a dynamic, continuous process in meeting customer satisfaction. Service is an important element to create customer satisfaction. Quality service will have an impact on fulfilling customer expectations.



Source: <https://www.wardahbeauty.com/id>

Figure 5. Health Educational Topics in Wardah Marketing

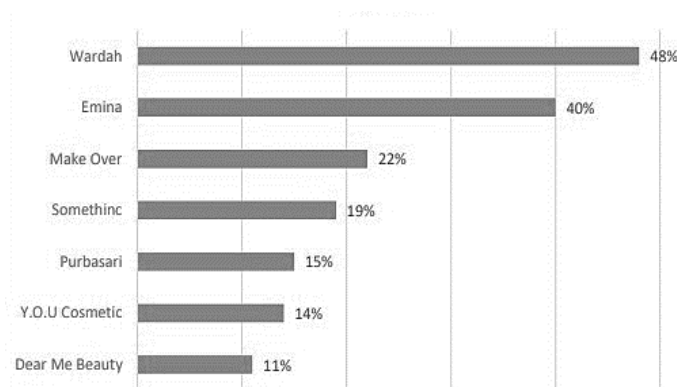
The educational aspect also has a positive impact on Wardah's image. In this information era, consumers are increasingly intelligent and highly knowledgeable. Therefore, Wardah is able to provide education effectively and can be considered an authority in their industry. This can strengthen Wardah's position as a brand or beauty product that cares about customer needs and interests. In addition, an educational approach can also create higher customer loyalty, because consumers tend to choose companies that not only sell products, but also understand and support their needs by providing relevant information.

Kotler and Keller (2018) state that loyalty is a deeply held commitment to purchase or support a preferred product or service again in the future even though the influence of the situation and marketing efforts have the potential to cause customers to switch. Consumer loyalty is a consumer's effort to remain loyal with awareness, impression of quality, satisfaction and strong pride in a product which is followed by repeat purchases. Setiawan et al., (2011) loyalty is a customer's willingness to continue to subscribe to a company in the long term, by purchasing and using its goods and services repeatedly, and voluntarily recommending the company's products to others. Thus, Wardah selling and providing education are not just separate marketing strategies, but are interrelated and can provide optimal results when integrated well. Wardah is able to combine these two aspects well and will have a competitive advantage in an increasingly competitive and dynamic online market. Through a combination of persuasive sales and informative education, Wardah can build strong relationships with customers, create added value, and remain relevant in the eyes of consumers. This is related to consumer behavior who always wants to get more value from what they buy, whether in the form of goods or services.

The theory of consumer planning behavior operates on the premise that humans generally behave rationally, incorporating information. The TPB model application revealed a positive correlation between behavioral intentions and environmental values. Additionally, advertising is seen to enhance sales and expected consumer income (Burke, 2002). Beyond social media, brand information is acquired through consumer word-of-mouth, impacting service perception. An effective brand image influences product

characteristics and value propositions, differentiates from competitors, and conveys emotional power beyond a mere mental image (Setianingsih, 2021).

This is aimed at establishing indirect communication between sellers and buyers. Developing effective communication with consumers is a crucial aspect of building sustainable relationships between businesses and customers. For Wardah, it's not just about creating customer satisfaction; it's a key factor for its long-term success (Figure 6). Primarily, Wardah must attentively listen to the needs and expectations of its consumers. This can be achieved through various channels, including social media, customer surveys, or even face-to-face interactions in physical stores. By comprehending consumers' desires and expectations, Wardah's Instagram account can design more relevant communication strategies and offer better solutions. Wardah's marketing strategy in the beauty industry has elevated sales levels, partly aided by brand awareness achieved through strategies like endorsing influencers or figures with significant influence, particularly in the health and beauty sector. Social media also serves as a new avenue to establish public trust in a brand.



Source: Angelia (2022)

Figure 6. Most Used Cosmetic Brands

CONCLUSION

The results of the research lead to the conclusion that attractive and distinctive packaging plays a crucial role in modern marketing strategies. In this context, Wardah has successfully established a strong visual identity through the consistent use of blue and elegant packaging design. The selection of color as a marketing strategy reflects Wardah's awareness of the psychological impact of color on influencing consumer emotions. Moreover, the practicality of plastic packaging offers advantages in product mobility. This distinctive packaging serves not only as a product container but also as an effective marketing tool, distinguishing Wardah from competitors, fostering brand awareness, and cultivating a positive brand image. Additionally, active communication on social media and prompt responses to customer feedback underscore Wardah's commitment to maintaining personal relationships and building customer trust for long-term satisfaction and loyalty.

Overall, Wardah has succeeded in implementing a special pricing strategy as an effort to attract interest and increase consumer purchases. Through regular discounts and special price offers on certain dates, such as 11.11 or 8.8, Wardah creates a special attraction for potential buyers. This strategy not only has a positive impact in attracting the attention of consumers who are sensitive to value for money, but also provides an additional incentive to make a purchase. In addition, Wardah's awareness of the role of price allocation, which helps consumers decide how to obtain the highest benefits based on their purchasing power, shows a mature approach in marketing strategy. Special prices are also an effective instrument for responding to market trends, managing stock and celebrating special events. However, it is important for Wardah to ensure that this pricing strategy is aligned with their long-term goals and does not compromise its brand value or brand image.

In the sales process, Wardah provides experience and added value to consumers, and through education, they provide relevant information about the product, explain its benefits, and help customers understand how to optimally use it. By providing good education, Wardah can increase customer trust and engagement, which in turn can increase customer loyalty and encourage repeat purchases. The educational aspect also has a positive impact on Wardah's image. By providing education effectively, Wardah is considered an authority in the beauty industry, strengthening its position as a brand that cares about customer needs. An educational approach can also create higher customer loyalty, as consumers tend to choose companies that not only sell products, but also understand and support their needs through providing relevant information.

REFERENCES

- [1] Afifah, L. I., Worang, F. G., & Arie, F. V. (2022). The influences of E-WOM of reference group and instagram influencer toward wardah and maybelline brand image. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 10(1), 143-151.
- [2] Alvin, S., & Yasmin, A. (2023). Digital Marketing Activities at IDEMU by Vivere. *Jurnal Ekonomi Dan Bisnis Digital*, 2(2), 507-522.
- [3] Angelia, D. (September 18, 2022). 7 Merek Kosmetik Lokal Paling Banyak Digunakan di Indonesia 2022. GoodStats. <https://goodstats.id/article/7-merek-kosmetik-lokal-paling-banyak-digunakan-di-indonesia-2022-36qU3>.
- [4] Apriadi, (2013). *Literasi Media: Cerdas Bermedia Khalayak Media Massa*. Jakarta: Raja Grafindo Persada.
- [5] Arslan, I. K. (2020). The importance of creating customer loyalty in achieving sustainable competitive advantage. *Eurasian Journal of Business and Management*, 8(1), 11-20.
- [6] Ashley, C., & Tuten, T. (2015). Creative strategies in social media marketing: An exploratory study of branded social content and consumer engagement. *Psychology & marketing*, 32(1), 15-27.
- [7] Burke, R. R. (2002). Technology and the customer interface: what consumers want in the physical and virtual store. *Journal of the academy of Marketing Science*, 30(4), 411-432.
- [8] Cavlak, N., & Cop, R. (2021). The role of big data in digital marketing. *Advanced Digital Marketing Strategies in a Data-Driven Era*, 16-33.
- [9] Chen, Y. S., Huang, A. F., Wang, T. Y., & Chen, Y. R. (2020). Greenwash and green purchase behaviour: the mediation of green brand image and green brand loyalty. *Total Quality Management & Business Excellence*, 31(1-2), 194-209.
- [10] Effendy, O. U. (2003). *Ilmu Teori dan Filsafat Komunikasi*, Bandung: PT. Citra Aditya Bakti.
- [11] Flammang, R. A. (1979). Economic growth and economic development: counterparts or competitors?. *Economic Development and Cultural Change*, 28(1), 47-61.
- [12] Handayani, H. (2023). Implementasi Sosial Media Influencer terhadap Minat Beli Konsumen: Pendekatan Digital Marketing. *Jesya (Jurnal Ekonomi dan Ekonomi Syariah)*, 6(1), 918-930.
- [13] Iwan, I., & Arisman, A. (2023). Analysis of the Contribution and Effectiveness of Receiving Market Service Retributions to Regional Genuine Income in Yogyakarta City. *Economic and Business Horizon*, 2(1), 1-11.
- [14] Kotler, P., & Keller, K. L. (2009). *Menejemen Pemasaran*. Jakarta: Erlangga.
- [15] Li, S., Sun, B., & Wilcox, R. T. (2005). Cross-selling sequentially ordered products: An application to consumer banking services. *Journal of Marketing Research*, 42(2), 233-239.
- [16] Lupiyoadi, R. (2016). *Manajemen Pemasaran Jasa*. Jakarta: Salemba Empat.
- [17] McCarthy, M. S., & Norris, D. G. (1999). Improving competitive position using branded ingredients. *Journal of Product & Brand Management*, 8(4), 267-285.
- [18] Mutia, A. (December 5, 2022). Makin Meroket, Pendapatan Produk Kecantikan dan Perawatan Diri di RI Capai Rp111,83 Triliun pada 2022. *databoks*. <https://databoks.katadata.co.id/daatapublish/2022/12/05/makin-meroket-pendapatan-produk-kecantikan-dan-perawatan-diri-di-ri-capai-rp11183-triliun-pada-2022>.
- [19] Prasad, V. K., Ramamurthy, K., & Naidu, G. M. (2001). The influence of internet-marketing integration on marketing competencies and export performance. *Journal of international marketing*, 9(4), 82-110.
- [20] Putri, D. R. (2021). Digital marketing strategy to increase brand awareness and customer purchase intention (case study: Ailesh green consulting). *European Journal of Business and Management Research*, 6(5), 87-93.
- [21] Schiffman, Leon G., & Kanuk, L. L. (2000). *Perilaku Konsumen*. Pearson prentice.
- [22] Setianingsih, A. (2021). Pengaruh Electronic Word Of Mouth Dan Pemasaran Media Sosial Terhadap Brand Image Dan Minat Beli Produk Kosmetik E-Commerce.
- [23] Setiawan, R. A., & Setyohadi, D. B. (2018, February). Understanding customers' intention to use social network sites as complaint channel: an analysis of young customers' perspectives. *In E3S Web of Conferences* 31, 11014).

- [24] Stone, M. D., & Woodcock, N. D. (2014). Interactive, direct and digital marketing: A future that depends on better use of business intelligence. *Journal of research in interactive marketing*, 8(1), 4-17.
- [25] Sutiani, L. (November 2, 2022). Inilah 5 Brand Skincare Lokal Paling Digemari di E-Commerce. *Compas.co.id*. <https://compas.co.id/article/brand-skincare-lokal/>.
- [26] Woo, J., Ahn, J., Lee, J., & Koo, Y. (2015). Media channels and consumer purchasing decisions. *Industrial Management & Data Systems*, 115(8), 1510-1528.