

The Phenomenon Of Interactive Marketing Of "Skintific" Products Through Social Media And Influencers On Gen Z And Gen Y

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Abstrack This journal aims to explain how interactive marketing through social media and influencers can increase brand awareness, consumer loyalty, and purchase decisions on Skintific generation Z and Y products. Qualitative research methods with a literature approach are used to explain the phenomenon of interactive marketing of Skintific products through social media and influencers in gen z and y with the deepest way of data collection, which shows the importance of depth and detail of these variables. The results showed that interactive marketing through social media and influencers had a positive impact on the purchasing decisions of Generation Z and Y towards Skintific products. This strategy not only increases brand awareness, but also strengthens consumer loyalty, making Skintific products in demand among the younger generation.

Keyword : Interactive Marketing Of Products, Skintific, Social Media And Influence On Gen Z And Gen Y

Abstrak Jurnal ini bertujuan untuk menjelaskan bagaimana pemasaran interaktif melalui media sosial dan influencer dapat meningkatkan kesadaran merek, loyalitas konsumen, dan keputusan pembelian pada produk kreatif generasi Z dan Y. Metode penelitian kualitatif dengan pendekatan literatur digunakan untuk menjelaskan fenomena pemasaran interaktif produk kreatif melalui media sosial dan influencer pada generasi z dan y dengan cara pengumpulan data yang paling mendalam, yang menunjukkan pentingnya kedalaman dan detail variabel-variabel tersebut. Hasil penelitian menunjukkan bahwa pemasaran interaktif melalui media sosial dan influencer memberikan dampak positif terhadap keputusan pembelian Generasi Z dan Y terhadap produk Scientific. Strategi ini tidak hanya meningkatkan brand awareness, namun juga memperkuat loyalitas konsumen sehingga membuat produk kreatif diminati generasi muda.

Kata Kunci : Pemasaran Interaktif Produk, Kreatif, Media Sosial Dan Pengaruhnya Terhadap Gen Z Dan Gen Y

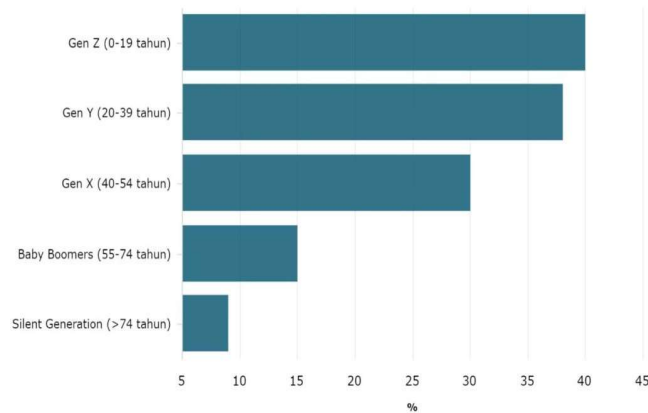
INTRODUCTION

In today's digital era, social media has become a very inherent thing in society or consumers wheresocial media platforms are in great demand by the communitybecause they allow individuals to connect in cyberspace through personal relationships, politics, or business activities.(Augustinah1 ; Widayati2, 2019) This happens because of the many changes that occur among the community due to increasingly advanced technological developments. These technological advances make business people use social media as a means of marketing. Marketing through social media is considered efficient because it can reach a wider range of consumers, both at home and abroad, and at a more affordable cost compared to conventional promotion.Social media (Danuwijaya & Tantra, 2023) is an internet-based application platform that developed during the web 2.0 era. Social media gives users the ability to create and produce their own content and interact and communicate widely. Some examples of internet web 2.0-based social media applications include Facebook, Twitter, Youtube, and Instagram.(Agustina, 2020)

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Social resources for users can be a means of information used to disseminate video, images, and audio. Now content in the form of videos is widely spread on various social media, especially generation Z and Y users who use social media a lot.



Gambar 1 Sumber : Nielsen Indonesia, PT (The Nielsen Company), 2017

It can be seen in the picture above states that research conducted from Nielsen, about 38% of Gen Y and 40% of Gen Z revealed that both generations prefer to use online-based services. This phenomenon is in contrast to older generations, where people over the age of 40 tend to stay true to conventional service, perhaps because they are still comfortable in that way. The rapid development of technology has made the internet an important means to meet various needs, especially among the younger generation, who tend to prefer online methods over conventional approaches.(benuanta.co.id, 2023) With this, interactive marketing through social media and influencers has become a popular marketing strategy among companies to reach generation Z and Y. Influencers are people who have followers on social media who act as influencers on other social media users because their views, advice or opinions can influence purchasing decisions, therefore in marketing this product will be very helpful, because it can have a very strong influence on their followers who are in Social media posted his brand endorsement. With the existence of influencers that can be achieved every second through social media, brand attachment and consumer trust in products can be maintained.

Skintific is a brand originating from Canada, founded by Kristen Tveit and Ann-Kristin Stokke. Despite its Canadian origin, this product is manufactured in China under license from PT. May Sun Yvan and distributed to Indonesia. Since its emergence in August 2021, Skintific has experienced significant growth among skincare enthusiasts in Indonesia, successfully beating a number of local brands, despite having been around since 1957. (Tribun Yogi, 2023) Skintific products became a skincare brand that stole the spotlight on the social media platform TikTok at the beginning of 2022. Skintific has gained popularity as a skincare brand that

actively utilizes social media presence. Based on information from TikTok Creative Center in 2023, there are 136,000 posts using the hashtag skintific, reaching 2 billion views starting from May 2022 to date. (Kintradinata & Hidayah, 2023)

This journal discusses how interactive marketing through social media and influencers can increase brand awareness, consumer loyalty to purchasing decisions on skintific products generation Z and Y.

THEORY REVIEW

Interactive marketing can be explained as a series of online marketing activities that aim to smooth the flow of production of goods and services from producers to meet consumer needs and desires. (Published by Somerville, 2020) This is also explained by Firmansyah (2020) Interactive marketing is a tool used in promotional efforts. The use of the internet as a global computer network has proven to provide convenience in communicating and accessing various necessary information quickly and accurately (Pamungkas & Sastika, 2021). Also conveyed by Widyastuti (2018) Interactive marketing aims to attract the attention of consumers, while maintaining relationships with those who have potential as business partners in the process of creating, purchasing, and developing products and services or services (Zulfah, 2022).

In the millennial era at this time interactive marketing carried out with social media marketing has become the latest trend carried out by marketers or companies. This is supported by an explanation that the use of social media marketing is the latest trend and a rapidly growing method in reaching consumers easily and efficiently according to the target Social Media Marketing can simply be defined as the use of social media channels to encourage business and products. (Mahmoud Al Azzam et al., 2021) Yong & Hassan (2019) provide an understanding of social media marketing as a process that allows a person to promote his product or service through online social platforms and utilize a wider community network. (Ardiansyah & Sarwoko, 2020) According to Santoso, Baihaqi, & Persada (2017) social media marketing is a marketing strategy used to create awareness, recognition, memory and even action on a brand, product, business, individual, or group either directly or indirectly by using tools from the social web such as blogging, microblogging, and social networking (Arif, 2021).

The phenomenon of interactive marketing is a marketing strategy that involves direct interaction between companies and consumers through social media and influencers. This interactive marketing aims to increase brand awareness, buying interest, and consumer loyalty to a particular product. Interactive marketing allows customers to participate in the marketing process and provide immediate feedback to the company. Interactive marketing can be done

through various media, including social media and influencers. Interactive marketing can increase brand awareness, buying interest, and consumer loyalty to a particular product. In interactive marketing, companies can take advantage of interactive features on social media and work with influencers to promote their products. Generations Z and Y tend to be more interested in interactive and personalized marketing, and trust recommendations from influencers more.

In interactive marketing using social media marketing is related to purchasing decisions by consumers. According to Fandy Tjiptono (2012) states that the purchasing decision-making process is when consumers understand the issue at hand, look for information or specific brands of products, and then evaluate the extent to which each alternative can solve the problem, before finally making a decision to make a purchase.(Cesariana et al., 2021) The purchasing decision-making process involves identifying and evaluating the need for goods and services that need to be purchased. Next, involves the selection among different brands as alternatives to consider(Nurfadillah et al., 2021) . Purchasedecision is one form of consumer behavior in utilizing or using a product. In buying or using a specific product, consumers will go through a series of processes in which the process reflects the way consumers evaluate various inputs to make purchasing decisions.(Abdul et al., 2021)

Based on several studies conducted, interactive marketing of skintific products through social media and influencers has a significant influence on generations Z and Y. Research shows that interactive marketing through social media and influencers can increase brand awareness, buying interest, and consumer loyalty to skintific products. Generations Z and Y tend to be more interested in interactive and personalized marketing, and trust recommendations from influencers more than traditional advertising. One of the social media that can be used to market products is TikTok, Instagram utilizes features to display their products on in-feed videos, LIVEs, and product showcase tabs. In addition, companies can also use the Affiliate Program and Shop Ads features provided by the application to promote their products through advertisements on social media and work with creators to promote their products. By utilizing these features, companies can expand the reach of their products and reach a wider audience through popular social media.

METODE RESEARCH

This research uses qualitative research methods with a library research approach, or called a library approach, by collecting references from various sources related to interactive

marketing of skintific products through social media and influencers in generation z and y. According to Djamal (2017: 11) in (Pamungkas & Sastika, 2021) stating that qualitative research is a research that emphasizes a process in obtaining data through intensive contact and takes a long time in interacting in the field. Qualitative research methods are often referred to as naturalistic methods because they are carried out in natural conditions. This method is also known as the ethnographic phi method, mainly used in cultural anthropology research at first. In general, it is referred to as a qualitative method because it focuses on data collection and analysis of a qualitative nature (Ramadayanti, 2019).

RESULTS AND DISCUSSION

Interactive marketing is a series of online activities that aim to facilitate the production of goods and services to meet consumer needs. It is known that interactive marketing serves as a promotional tool that uses the internet as a global network to facilitate communication and access to information. In addition, interactive marketing also has the aim of attracting the attention of consumers and maintaining relationships with them as potential business partners in the entire process of products and services. Interactive marketing through social media can increase brand awareness of purchasing decisions as previously stated by previous researchers that awareness is one of the factors that influence purchasing decisions. (Porajow et al., 2020) In addition, other studies have shown that brand awareness and brand image have a positive and significant effect on purchasing decisions (Rachmawati & Andjarwati, 2020). The results of other studies show that the three independent variables namely brand image, brand awareness, and product quality have a positive and significant effect on product purchase decisions (Dharma & Sukaatmadja, 2015). The better the sales promotion service and the better the product innovation carried out by the company, the stronger the consumer decision to buy and the higher the consumer loyalty. (Santoso & Samboro, n.d.) based on the results of previous research can have a positive influence of Consumer Loyalty on Purchasing Decisions (Nugroho et al., 2017).

Previous research conducted by Agustin and Amron et.al (2022), concluded that marketing using influencers has a significant impact on purchasing decisions for skintific products through social media. The results of the study can be concluded that the more influencers who advertise products, it will encourage the formation of decisions to make purchases. The level of interactive marketing has a considerable impact on the purchasing decisions of Generation Z who follow @skintific_id account. Therefore, Skintific marketing strategies can be designed with these variables in mind to increase Generation Z's trust and

interest in buying Skintific products(Lestiyani & Purwanto, 2023)(Anindasari & Tranggono, 2023).

Research shows that interactive marketing through social media and influencers can increase brand awareness, consumer loyalty to purchasing decisions on skintific products generation z and y. This shows that most beauty products from skintific brands have interest for generation z and y.

CONCLUSION

Skintific has experienced significant growth among skincare enthusiasts in Indonesia, beating out a number of local brands. Skintific products became a skincare brand that stole the spotlight on the social media platform TikTok at the beginning of 2022, and gained popularity as a skincare brand that actively leveraged the social media presence. Interactive marketing with online marketing activities that aim to smooth the flow of production of goods and services from producers to meet consumer needs and desires. This method is the latest trend carried out by marketers or companies, because it allows them to reach consumers easily and efficiently according to the target.

This study uses qualitative research methods with a library research approach, collecting references from various sources related to interactive marketing of skintific products through social media and influencers in generations Z and Y. Interactive marketing through social media can increase brand awareness of purchasing decisions, because it serves as a promotional tool that uses the internet as a global network to facilitate communication and access to information. Interactive marketing through social media and influencers aims to increase brand awareness, buying interest, and consumer loyalty to a particular product, especially among generations Z and Y. Interactive marketing of skintific products through social media and influencers has a significant influence on generations Z and Y, because it can increase brand awareness, buying interest, and consumer loyalty to skintific products.

In conclusion, the integration of interactive marketing through social media and influencers is the key to the success of marketing beauty products such as Skintific. This strategy is not only relevant to win the competition in the market, but also builds a strong bond between brands and consumers of generation Z and Y.

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