PROPOSED SOCIAL MEDIA MARKETING STRATEGY FOR PRATISTA TO IMPROVE BRAND AWARENESS AND PURCHASE INTENTION

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Abstract

The global skincare industry is booming, driven by rising consumer interest in health, wellness, and sustainability, in Indonesia, increased disposable incomes and the rapid shift to digital platforms have accelerated market growth, local brands like Pratista face stiff competition from both domestic and international players, despite being recognized for its safe, affordable, and effective products, Pratista has experienced a decline in revenue due to limited brand awareness and challenges in retaining customers in a dynamic digital marketplace. Social media, brand awareness, and purchase intention are crucial to our research as they directly impact Pratista's business challenges, with social media enabling direct consumer engagement, product promotion, and brand identity building in a competitive skincare market, while brand awareness reflects consumers ability to recognize and recall the brand, influencing their choices and loyalty, and purchase intention indicates the likelihood of converting engagement into sales which is essential for revenue growth.

To address these challenges, our research adopted a mixed-methods approach by combining quantitative data from online surveys with qualitative insights from in-depth interviews and focus group discussions, also further contextualized our findings using secondary data from industry reports and academic journals, analytical frameworks such as PESTEL, Porter's Five Forces, VRIO, SWOT, and the Marketing Mix (7Ps) were employed to systematically assess both external market dynamics and internal operational capabilities.

Our findings indicate that while strict regulatory compliance, rising disposable incomes, dynamic consumer trends among Millennials and Gen Z, and technological advancements like AI diagnostics create significant opportunities, Pratista must overcome issues related to product diversity, premium packaging, and inconsistent social media engagement, backed by stable financial resources, modern clinics, advanced CRM systems, and a customer-centric approach, we recommend an integrated marketing strategy focused on digital advertising, influencer partnerships, content marketing, and community engagement to enhance brand awareness and foster long-term customer loyalty.

Keywords: *Internal Analysis, External Analysis, SWOT Analysis, Value Proposition Canvas, Proposed Strategy Marketing*

1. INTRODUCTION

The global skincare industry has witnessed significant growth, driven by increasing consumer awareness of health, wellness, and sustainability, according to a 2024 Statista report, the global skincare market is expected to reach $41.08 billion, with a CAGR of 9.04% from 2024 to 2029, e-commerce has played a crucial role in this expansion with more consumers preferring online shopping for personalized skincare solutions, in Indonesia the beauty and personal care market is projected to generate $9.2 billion in revenue by 2024, with skincare contributing $3.2 billion, the shift toward digital platforms has reshaped purchasing behaviors, with 68% of Indonesian consumers opting for online shopping, particularly through Shopee and TikTok Shop, this shift has intensified competition, especially among local brands, as 60% of consumers prefer Indonesian skincare products.

Pratista a local skincare brand founded in 2014 by Novita Eka Sari, has built a reputation for offering safe and affordable products. Initially focusing on consumer education about harmful skincare ingredients, the brand later expanded its offerings to address various skin concerns, and in 2018, Pratista extended its reach by establishing an aesthetic clinic, though its core business remains online skincare sales, and the brand has adapted to market trends by transitioning from WhatsApp-based sales to major e-commerce platforms, allowing it to cater to a younger demographic, recognizing evolving consumer behavior, Pratista updated its vision in 2021 to emphasize digital engagement, transparency, and personalized skincare solutions, despite these efforts, increasing competition

poses challenges, making brand differentiation and consumer trust essential for sustained growth in Indonesia's dynamic skincare industry.

Pratista has been experiencing a steady decline in revenue despite offering a range of affordable and effective skincare products, the company has faced challenges in sustaining sales growth in a highly competitive market, where the Indonesian skincare industry is characterized by rapidly shifting customer preferences and fierce competition among numerous brands vying for consumer attention, and while Pratista was once able to maintain steady sales, it is now struggling to retain its existing customer base and attract new customers, leading to significant business concerns.
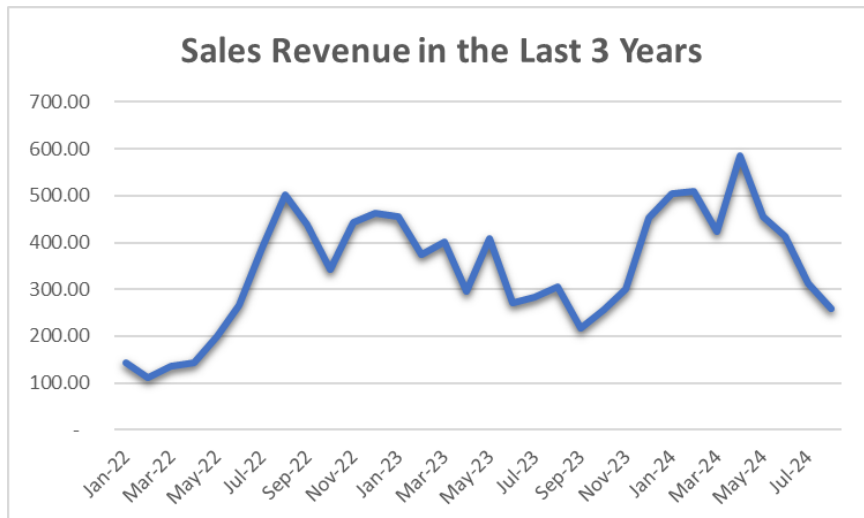
As illustrated in Figure 1.1, Pratista's sales revenue over the past three years has exhibited considerable fluctuations, in early 2022, the company witnessed a notable increase in revenue, peaking around mid-2022. This period of strong sales performance may have been driven by successful marketing campaigns or the launch of new products, however from late 2022 through 2023, sales began to plateau, with moderate fluctuations, signaling challenges in maintaining consistent growth, and by 2024, a sharp decline in revenue became evident, particularly after a brief peak in mid-2024. This downward trend reflects the company's increasing struggle to sustain its position in the market.

The core issue affecting Pratista's business is its inability to adapt effectively to the evolving and highly competitive nature of the Indonesian skincare industry, while the company continues to provide cost-effective and efficient skincare solutions, it faces difficulties in retaining customer loyalty and capturing new market segments, the market's rapidly changing consumer preferences, coupled with intense competition from both local and international brands, have exacerbated Pratista's challenges and the company's struggle to respond proactively to these market shifts, along with potential weaknesses in product innovation and consumer engagement strategies, has significantly impacted its sales performance, this situation underscores the urgent need to identify and address the underlying factors contributing to the declining revenue, ensuring that Pratista remains competitive in an increasingly demanding industry.

2. THEORITICAL FOUNDATION

This section lays the groundwork for understanding the strategic environment by integrating both external and internal analyses. It brings together various frameworks and models that help explain how market dynamics, competitive forces, and internal resources influence an organization's decision-making processes and overall competitive positioning.

2.2.1 External Analysis

The external analysis examines factors outside the organization that affect its strategy and performance. By employing analytical tools such as PESTEL and Porter's Five Forces, along with customer and competitor analyses, this subsection provides a structured evaluation of macro-environmental trends and industry-specific pressures. The aim is to identify external opportunities and threats that can shape strategic initiatives and influence market behavior (Ward & Peppard, 2002; Istichanah, 2022).

2.2.1.1 PESTEL Analysis

PESTEL Analysis is used to systematically assess external macro-environmental factors—Political, Economic, Social, Technological, Environmental, and Legal—that may impact business operations. For instance, political factors consider government policies and regulatory changes, while economic factors involve inflation, interest rates, and consumer purchasing power. Social and technological factors capture shifting demographics and innovations, whereas environmental and legal factors address sustainability and compliance issues. This multidimensional framework enables organizations to identify market opportunities and threats, thereby informing strategic planning (Kotler & Keller, 2016; Johnson et al., 2017; Carroll & Buchholtz, 2014).

2.2.1.2 Porter Five Forces

Porter's Five Forces framework provides an in-depth look at industry competitiveness by analyzing five key dimensions: the bargaining power of buyers and suppliers, the threat of new entrants and substitute products or services, and the rivalry among existing competitors. Developed to explain why some industries are more profitable than others, this model helps organizations understand the intensity of competitive pressures and guides them in developing effective pricing, cost management, and market-entry strategies (Wellner & Lakotta, 2020; Goyal, 2020).

2.2.1.3 Customer Analysis

Customer analysis is a systematic process for understanding the needs, behaviors, and characteristics of the target market. By gathering data through surveys, behavioral metrics, and feedback, organizations can identify distinct customer segments and unmet needs. This insight allows for the development of tailored value propositions and marketing strategies that enhance customer satisfaction and loyalty, ultimately supporting a competitive advantage (Nwankwo, Nwokah, & Hamilton Ibama, 2023; Cyril, Okwandu, & Kenneth, 2021).

2.2.1.4 Competitor Analysis

Competitor analysis involves the systematic evaluation of rival firms' strengths, weaknesses, pricing, and marketing strategies. By benchmarking against competitors and continuously monitoring market dynamics, organizations can identify areas of differentiation and potential opportunities for strategic improvement. This proactive approach enables firms to anticipate competitors' moves and adapt their own strategies to maintain or enhance market positioning (Nwankwo et al., 2023).

2.2.2 Internal Analysis

Internal analysis focuses on uncovering an organization's inherent strengths and weaknesses by examining its resources, capabilities, and overall performance. Utilizing frameworks such as the Resource-Based View (RBV) and VRIO analysis, this section evaluates whether internal assets are being leveraged effectively to achieve sustainable competitive advantage. Furthermore, marketing performance analysis measures the impact of internal competencies on achieving strategic objectives, thereby identifying areas for further development and operational improvement.

2.2.2.1 Resource and Capability

This subsection investigates the internal assets and skills that allow an organization to compete effectively. By evaluating both tangible (like financial capital, facilities) and intangible resources (like brand reputation, proprietary knowledge), organizations can determine whether their capabilities are sufficiently robust to create lasting value. This internal audit, based on RBV and VRIO frameworks, is crucial for identifying strengths that can be further exploited and weaknesses that need to be addressed.

2.2.2.1.1 Resource-Based View

The Resource-Based View (RBV) posits that a firm's long-term performance is driven by its unique resources and capabilities. Emphasizing both tangible and intangible assets, RBV highlights that competitive advantage arises when resources are valuable, rare, and difficult to imitate. This inward-looking approach underscores the importance of leveraging distinctive assets that competitors cannot easily replicate (Gamble et al., 2021).

2.2.2.1.2 VRIO Analysis

Complementing RBV, the VRIO framework assesses resources and capabilities based on four dimensions whi Value, Rarity, Imitability, and Organization. This diagnostic tool helps determine whether a particular asset can deliver a sustainable competitive advantage by evaluating if it is not only valuable and rare but also hard to imitate and well supported by the organization's structure. The VRIO analysis thus guides strategic investments in areas that promise long-term returns (Gamble et al., 2021).

2.2.2.2 Marketing Performance Analysis

Marketing performance analysis evaluates how effectively an organization's marketing strategies contribute to business success. By measuring key performance indicators (KPIs) such as market share, sales growth, brand equity, and customer satisfaction, companies can identify strengths and weaknesses in their marketing efforts. This data-driven approach facilitates the optimization of marketing activities, ensuring that resources are allocated efficiently to achieve strategic goals (Soegiastuti & Haryanti, 2013; Farida & Setiawan, 2022).

2.2.3 SWOT Analysis

SWOT Analysis provides a framework for assessing both internal and external factors by categorizing them into Strengths, Weaknesses, Opportunities, and Threats. By systematically mapping these elements, organizations can develop strategic initiatives that build on internal capabilities while mitigating external risks. This holistic view supports informed decision-making in business planning, product development, and competitive strategy (Gürel & Tat, 2017; Namugenyi et al., 2019).

2.2.4 Value Proposition Canvas

The Value Proposition Canvas (VPC) is a strategic tool designed to align a company's products or services with customer needs. It consists of the Customer Profile, which details customer jobs, pains, and gains, and the Value Map, which outlines how the company's offerings alleviate pains and create benefits. By achieving a fit between these elements, organizations can enhance their product-market fit and establish sustainable competitive advantages (Pokorná et al., 2015; Rifa'i & Witriantino, 2022).

2.2.5 Segmentation, Targeting, and Positioning Analysis

This section delves into the process of dividing the market into distinct segments, selecting target groups, and positioning the product to create a unique market presence. It emphasizes that understanding consumer differences is key to designing appropriate marketing mixes that address specific needs and preferences.

2.2.5.1 Segmenting

Market segmentation involves dividing consumers based on factors such as geography, demographics, behavior, and psychographics. This process enables organizations to identify groups with similar needs and design tailored marketing strategies that effectively address these differences. By doing so, companies can enhance performance by delivering more precise and effective value propositions (Rosyida et al., 2020; Kotler & Keller, 2018).

2.2.5.2 Targeting

Targeting refers to the strategy of selecting specific market segments that the organization will focus on. By analyzing consumer data and preferences, companies can identify segments that are not only accessible and measurable but also profitable. This targeted approach ensures that marketing resources are concentrated on groups with the highest potential for success (Kotler & Keller, 2018).

2.2.5.2.1 Customer Persona

Developing a customer persona a semi-fictional representation of the ideal customer enables organizations to visualize and understand the unique characteristics, motivations, and challenges of their target audience. This tool supports cross-departmental alignment and helps tailor marketing messages, product features, and service offerings to better meet consumer needs (Osterwalder & Pigneur, 2010; Cooper, 2001; Revella, 2015).

2.2.5.3 Positioning

Positioning is the process of creating a distinct image of a product in the consumer's mind relative to competitors. It involves differentiating the product based on factors such as quality, price, benefits, or usage, thereby ensuring that it stands out in the marketplace. Effective positioning results in a strong brand identity that resonates with the target market (Rosyida et al., 2020).

2.2.5.3.1 Perceptual Mapping

Perceptual mapping is a visual tool used to represent how consumers perceive different products or brands based on key attributes such as quality, price, or performance. By plotting these perceptions on a multi-dimensional graph, companies can identify clusters, market gaps, and opportunities for repositioning. This analytical approach simplifies complex consumer data, facilitating strategic decisions regarding product differentiation and competitive positioning (Kotler & Keller, 2018; Malhotra, 2010).

2.2.6 Marketing Mix (7Ps)

The Marketing Mix has evolved from the traditional 4Ps—Product, Price, Place, and Promotion—to the 7Ps model, which adds People, Process, and Physical Evidence. This comprehensive framework ensures that both tangible and intangible elements of a product or service are managed effectively to meet customer expectations. By integrating these seven elements, organizations can create a cohesive strategy that enhances customer experiences and builds lasting competitive advantages (Kotler & Keller, 2018; Nurhayaty, 2022).

2.2.6 Integrated Marketing Communication

Integrated Marketing Communication (IMC) is a strategy that unifies all communication channels to deliver a consistent and persuasive message to the target audience. By blending traditional and digital media, IMC ensures that every customer touchpoint reinforces the same core brand message, thereby reducing confusion and strengthening brand identity. This coordinated approach is essential for building long-term customer relationships in today's multi-channel environment (Pritandhari et al., 2014; Kotler & Keller, 2018).

2.2.6.1 Social Media Marketing

Social media marketing leverages platforms such as Facebook, Instagram, Twitter, and TikTok to enhance brand visibility and engagement. By creating interactive and shareable content, companies can foster a sense of community and directly influence consumer behavior. Empirical studies show that effective social media strategies can significantly boost brand awareness and, in turn, drive purchase intention, especially among younger demographics (Saputra & Wardana, 2023; Sang et al., 2023; Faisal & Ekawanto, 2021).

2.2.7 Brand Awareness

Brand awareness refers to the extent to which consumers can recognize or recall a brand under various conditions. It forms a critical component of brand equity, as high awareness increases the likelihood of the brand being considered during the purchase decision process. Research indicates that social media marketing plays a pivotal role in enhancing brand awareness, which in turn mediates purchase intention by building consumer trust and familiarity (Chovanová et al., 2015; Saputra & Wardana, 2023).

2.2.8 Purchase Intention

Purchase intention captures a consumer's inclination to buy a product or service and is a vital predictor of actual purchasing behavior. It is influenced by factors such as social media marketing, brand awareness, perceived quality, and consumer trust. Studies demonstrate that targeted social media strategies not only directly impact purchase intention but also do so indirectly by strengthening brand awareness, ultimately guiding consumers from initial interest to final purchase (Indrayana & Santika, 2024; Saputra & Wardana, 2023).
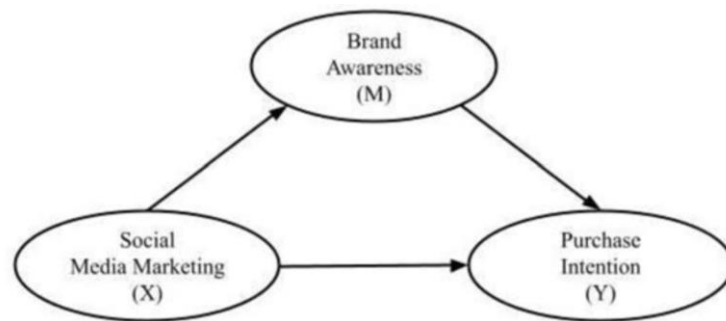
2.4 Conceptual Framework

Figure 2.1 Conceptual Framework
Sources : Saputra & Wardana (2023)

The conceptual framework shown in Figure 2.1 illustrates the relationship between Social Media Marketing (X), Brand Awareness (M), and Purchase Intention (Y) without testing specific hypotheses. Pratista's declining sales are attributed to low brand recall and recognition in a highly competitive skincare market. To address this, the company aims to enhance its social media marketing efforts through influencer collaborations, sponsored content, and interactive campaigns to increase visibility and consumer engagement.

In this model, Brand Awareness acts as a mediating variable, explaining how social media efforts translate into increased purchase intention. As consumers become more familiar with Pratista's products and brand identity, their trust and likelihood of purchase grow. Consequently, stronger brand awareness leads to higher product adoption, improved sales performance, and greater customer loyalty. This framework emphasizes the crucial role of brand awareness in linking social media marketing to purchasing decisions, serving as a strategic guide to understanding consumer behavior in the digital landscape.

3. RESEARCH METHOD

3.1 Research Design

Research design begins by converting the identified research problem based on preliminary observations and a literature review into specific investigative questions, data collection was carried out using surveys, interviews, and secondary sources, the study then proceeded with two analytical phases which is External Analysis using frameworks such as PESTEL and Porter's Five Forces to evaluate regulatory, economic, social, technological, legal, and competitive forces and Internal Analysis which assessed Pratista's operational strengths and intangible assets through marketing performance metrics and a Resource & Capability review (including VRIO), and the insights derived from both analyses were synthesized into a SWOT Analysis and Value Proposition Canvas, which subsequently informed the Strategy Proposal. This proposal comprised recommendations for Segmentation, Targeting, and Positioning (STP), a 7P Marketing Mix, and an Integrated Marketing Communication (IMC) plan, ultimately leading to well-supported recommendations and conclusions.

3.2 Data Collection Method

This section outlines the dual approach of primary and secondary data collection employed to build a comprehensive dataset for analyzing Pratista's market environment and consumer behavior. Primary data were obtained directly from the target audience and internal stakeholders via surveys, in-depth interviews, and focus group discussions. Secondary data were collected from government regulations, academic journals, industry reports, and market statistics, providing essential context and validating the primary data by offering insights into broader market trends and regulatory requirements.

3.2.1 Primary Data Collection

Primary data collection involved gathering direct insights from Pratista's consumers and stakeholders. The methods included structured surveys to capture quantitative information on demographics, purchasing behavior, brand perceptions, and digital engagement; in-depth interviews to explore individual consumer experiences and motivations; and focus group discussions with internal stakeholders to understand organizational strengths and strategic priorities. These varied approaches ensured a rich dataset that combined statistical evidence with detailed qualitative insights.

3.2.1.1 Survey

The survey was designed to collect quantitative data on customer personas, purchase behavior, brand awareness, digital engagement, and customer loyalty. Administered online via platforms like Google Forms, the survey targeted respondents who matched Pratista's demographic profile. Sample size calculations, based on Slovin's formula with a 7% margin of error applied to Indonesia's adult population, ensured representativeness. The collected data enabled cluster analysis for segmenting customers and supported the development of tailored targeting strategies by providing a clear numerical snapshot of consumer trends and preferences.

3.2.1.2 In-Depth Interview

In-depth interviews were conducted with a select group of consumers representing a diverse range of skincare usage patterns. These one-on-one interviews aimed to uncover personal motivations, detailed product feedback, and nuanced insights into consumers' attitudes toward Pratista's offerings. The qualitative data obtained enriched the understanding of consumer behaviors and complemented the broader quantitative findings from the survey.

3.2.1.3 Focus Group Discussion (FGD)

A focus group discussion was organized with Pratista's internal stakeholders, including top management from marketing, operations, HR, finance, and quality assurance. In this moderated setting, participants discussed the company's tangible and intangible resources, operational strengths, and strategic commitments such as technology investments and sustainability practices. The FGD provided a comprehensive view of how internal capabilities align with external market opportunities and challenges, further informing the overall strategic analysis.

3.2.2 Secondary Data Collection

Secondary data were gathered from a variety of reputable sources, including government regulations (like BPOM and Halal certification), academic journals, industry reports, and market statistics. This data provided context for the Indonesian skincare market, including economic indicators, competitive dynamics, and consumer preferences. By corroborating the primary research findings with external information, the study ensured that the proposed strategies were grounded in current market realities and best practices within the cosmetics industry.

3.3 Data Analysis Method

The data analysis employed a mixed-methods approach, integrating both quantitative and qualitative techniques to assess Pratista's brand awareness, customer retention, and competitive position. Quantitative analysis involved processing survey responses using descriptive statistics (frequencies, percentages, means) and visual representations such as bar and pie charts. Qualitative analysis was performed on interview and focus group transcripts using thematic and content analysis. This dual approach provided a robust framework for interpreting the data and drawing meaningful conclusions.

3.3.1 Mixed-Methods Approach

The mixed-methods approach combined quantitative and qualitative data analyses to offer a comprehensive understanding of Pratista's market dynamics. Quantitative data analysis involved calculating descriptive statistics and performing cross-tabulations to reveal trends and relationships among consumer variables such as demographics and purchase frequencies. In parallel, qualitative data from in-depth interviews and focus group discussions were analyzed using thematic analysis to identify recurring themes and insights (like price sensitivity, product preferences). Triangulation and cross-referencing of findings across surveys, interviews, FGDs, and secondary data sources enhanced the credibility of the conclusions by ensuring consistency and depth in the understanding of consumer behavior and internal organizational capabilities.

4. RESULT AND DISCUSSION
4.1 External Analysis

The external analysis evaluates the macro-environmental and competitive forces influencing the skincare market. Using the PESTEL framework and Porter's Five Forces, this section outlines key regulatory, economic, social, technological, legal, and environmental factors, as well as the competitive dynamics that shape Pratista's market environment, offering a clear picture of both opportunities and challenges.

4.1.1 PESTEL Analysis

Table 4.1 PESTEL Analysis of the Indonesian Skincare Industry

Factor	Description	Impact on the Skincare Industry
Political	The Indonesian government, through the Food and Drug Authority (BPOM), regulates the cosmetics industry to ensure product safety and compliance. Strict regulations on labeling, claims, and product testing are enforced. Halal certification has been mandatory since October 17, 2021, with a five-year transition period (Cekindo, 2024).	**Positive** (Improves product safety and consumer trust).
Economic	Factors such as inflation, rising disposable incomes, and middle-class growth impact the skincare market. The skincare market in Indonesia is projected to grow at a CAGR of 3.92% (2025–2029), reaching USD 3.37 billion by 2029 (Statista, 2024).	**Positive** (Rising demand with increased income).
Social	Millennials and Gen Z are driving demand for personalized and eco-friendly skincare products. Social media plays a key role in consumer engagement. The COVID-19 pandemic boosted self-care routines and online shopping trends (Market Research Indonesia, 2024).	**Positive** (Supports growth in demand and digital sales).
Technological	Advancements like AI-powered skin diagnostics, e-commerce platforms, and social media enable brands to offer personalized solutions and expand their digital presence. The beauty tech market in Indonesia is projected to grow at a CAGR of 4.98% (2025–2029), reaching USD 189.60 million by 2029 (Statista, 2024).	**Positive** (Enhances customer experience and reach).
Legal	Companies must comply with laws regarding Halal certification, intellectual property, and consumer protection. BPOM Regulation No. 18 of 2024 updated requirements for clear and accurate product information (ARMA Law, 2024).	**Negative** (Increased compliance costs and legal challenges).
Environmental	Growing environmental concerns drive brands to adopt sustainable practices, such as eco-friendly packaging and natural ingredients. Consumers increasingly prefer environmentally responsible brands (The Jakarta Post, 2024).	**Positive** (Enhances brand reputation and consumer loyalty).

4.1.2 Porter Five Forces

Porter's Five Forces framework is used to assess the competitive landscape of the skincare industry, identifying the strength of buyer power, the threat of substitute products, supplier bargaining power, the threat of new entrants, and the intensity of rivalry among competitors. This comprehensive analysis highlights the external pressures that Pratista must manage in order to maintain and grow its market share.

Table 4.2 Competitive Force Analysis (Porter's Five Forces)

Competitive Force	Strength	Assessment
Buyer Bargaining Power	**Strong**	Consumers can easily switch between brands due to low switching costs and abundant alternatives. With extensive access to online reviews and social media insights, buyers can compare product quality and pricing, increasing competitive pressure on brands like Pratista.
Threat of Substitute Products	**Moderate**	Alternatives such as DIY skincare remedies and professional dermatological treatments exist but lack the convenience, consistency, or affordability of branded skincare products. While the low switching cost intensifies this threat, substitutes do not fully replicate the value proposition of established brands.

Supplier Bargaining Power	**Weak to Moderate**	For common ingredients, multiple suppliers reduce their influence. However, for premium or specialized ingredients, suppliers can exert moderate leverage. The lack of vertical integration in the industry further limits supplier power.
Threat of New Entrants	**Moderate to Strong**	Entry into the skincare industry is restricted by regulatory requirements (BPOM certification, Halal compliance), which act as significant barriers. Established brands also benefit from customer loyalty and economies of scale. While digital platforms lower entry barriers, substantial marketing investment is still needed for new entrants to gain visibility.
Rivalry Among Existing Competitors	**Strong**	The industry is highly competitive, with many local and international brands (e.g., Wardah, L'Oreal, The Ordinary) dominating the market. Intense price wars and heavy promotional activities force brands like Pratista to focus on innovation and differentiation to attract and retain customers.

4.1.3 Customer Analysis

4.1.3.1 Quantitative Descriptive Analysis

A survey conducted with 217 respondents provided a detailed quantitative snapshot of consumer preferences, behaviors, and perceptions regarding Pratista's products and services. The data reveal that the customer base is predominantly young—52% of respondents are aged 18–24—with a significant majority (92%) being female. Occupation analysis indicates that students and employees each constitute 38% of the sample, while 50% of respondents report purchasing skincare products monthly. A high proportion (87%) have already purchased Pratista products, and the majority spend between Rp 100,000 and Rp 300,000 on skincare monthly. Furthermore, strong brand recall is evidenced by 73% of respondents recognizing Pratista's packaging or logo as "very" or "extremely likely," and nearly half indicate that social media advertisements positively influence their purchase decisions. Product-specific findings, such as the popularity of the Calming Spray Facemist and the preference for online shopping channels (with 68% favoring Shopee), underscore key consumer priorities like product quality, affordability, and personalized recommendations. Overall, the survey results provide a robust foundation for Pratista to refine its offerings, enhance customer engagement, and optimize its online marketing strategy.

4.1.3.2 In-Depth Interview Analysis

The in-depth interviews offer nuanced insights that complement the survey data through method triangulation. Interviews with a diverse group of users reveal consistent themes across different respondents and usage durations. Respondents frequently emphasize the importance of gentle formulations and express caution about potential skin irritation—concerns that are particularly salient for individuals with sensitive skin or those with special conditions such as pregnancy. Many interviewees also highlight the influential role of social media platforms, notably TikTok and Instagram, where testimonials, live reviews, and influencer endorsements guide their purchase decisions. Moreover, qualitative insights illustrate a spectrum of skincare approaches, from basic routines favored by beginners to advanced skin cycling practiced by experienced users. These findings underscore the need for segmented marketing strategies: one that stresses simplicity and safety for newcomers, and another that provides detailed guidance for transitioning to more complex regimens. The convergence of qualitative and quantitative data enhances the reliability of these insights, offering actionable strategies for improving customer retention and engagement.

4.1.4 Competitor Analysis

The competitor analysis, based on survey responses from 217 participants, indicates that Pratista occupies a relatively modest position within a competitive skincare market. Leading brands such as Skintific (18%), Glad 2 Glow (16.18%), and Somethinc (12%) command larger market shares. Respondents cite the primary reasons for choosing competitor brands as the perceived superior product efficacy (32%), strong influencer endorsements (18.13%), and more attractive pricing (15.73%). In contrast, the key areas identified for improvement in Pratista's offerings include enhancing product quality and formulation (20.66%), expanding product variants (16.97%), and revising pricing strategies (15.87%). While a segment of respondents (15.13%) felt that Pratista already meets their expectations, the overall findings suggest that addressing these strategic gaps could enable Pratista to capture a

larger share of the market and improve consumer loyalty. By investing in research and development to enhance product performance and leveraging targeted marketing particularly through credible influencers the brand can better align its value proposition with consumer expectations and strengthen its competitive positioning.

4.2 Internal Analysis
4.2.1 Resource-Based View (RBV) Analysis

Table 4.3 Resource-Based View (RBV) Analysis

Category	Resource or Capability	Heterogeneous	Immobile
Tangible Resources	Financial Resources	Yes	No
	Physical Infrastructure	Yes	Yes
	Technology Infrastructure	Yes	Yes
Intangible Resources	Brand Reputation	Yes	Yes
	Customer Relationships	Yes	Yes
	Skilled Human Resources	Yes	No
Organizational Capabilities	Customer-Centric Services	Yes	No
	Technological Innovation	Yes	Yes
	Sustainability Practices	Yes	Yes

Pratista leverages a combination of tangible and intangible resources along with organizational capabilities to maintain its competitive edge. Financial resources ensure stability for investments in innovation, branding, and employee training, while modern physical infrastructure enhances customer experience through well-equipped clinics. Technology infrastructure, including advanced CRM systems and AI-driven product recommendations, improves operational efficiency and customer engagement. Brand reputation and strong customer relationships foster long-term loyalty, supported by highly skilled human resources delivering professional and empathetic services. Organizational capabilities, such as customer-centric services, technological innovation, and sustainability practices, reinforce Pratista's differentiation in the market by offering tailored skincare solutions, AI-powered consultations, and eco-friendly product lines.

4.2.2 VRIO Analysis

Table 4.4 VRIO Analysis

Resource / Capability	Value	Rarity	Imitability	Organization	Competitive Advantage
Financial Resources	Yes	No	No	Yes	Competitive Parity
Physical Infrastructure	Yes	Yes	No	Yes	Temporary Competitive Advantage
Technology Infrastructure	Yes	Yes	Yes	Yes	Sustainable Competitive Advantage
Brand Reputation	Yes	Yes	Yes	Yes	Sustainable Competitive Advantage
Customer Relationships	Yes	Yes	Yes	Yes	Sustainable Competitive Advantage
Skilled Human Resources	Yes	Yes	No	Yes	Temporary Competitive Advantage
Customer-Centric Services	Yes	Yes	No	Yes	Temporary Competitive Advantage
Technological Innovation	Yes	Yes	Yes	Yes	Sustainable Competitive Advantage
Sustainability Practices	Yes	Yes	Yes	Yes	Sustainable Competitive Advantage

Pratista possesses several sustainable competitive advantages, particularly in brand reputation, customer relationships, technological infrastructure, innovation, and sustainability practices, which are valuable, rare, costly to imitate, and well-organized within the company. Temporary competitive advantages exist in physical infrastructure, skilled human resources, and customer-centric services, which enhance operations but require continuous development to maintain differentiation. Financial resources provide competitive parity, ensuring stable operations but not necessarily distinguishing Pratista from its competitors. By capitalizing on its VRIO-strong

resources, Pratista can strengthen its position in the skincare market while addressing areas requiring strategic investment for sustained growth.

4.2.3 Marketing Performance Analysis

From July to December 2024, Pratista's social media performance varied across Instagram, TikTok, and Twitter. Instagram saw peak engagement in October, with high Reels views (600K+) and strong follower growth (5,737), though August showed audience churn (-300 followers), indicating the need for sustained engagement. TikTok experienced steady video growth, surging in September (468K views, 12,983 likes, 418 shares), but faced a drop in follower growth (-212) in November, highlighting the importance of retention strategies. Twitter had fluctuating engagement, with a viewership peak in October (22,586) and high interaction despite lower overall reach.

For KOL marketing (January–December 2024), influencer reach peaked in August (37.8M views), but November achieved the highest ROAS (12.7) with the lowest KOL views (8.5M), proving that targeted campaigns yield better results than high exposure alone. Budget allocation fluctuated between 16% and 24%, with July's highest spending (23.69%) not translating into the best returns, reinforcing the need for efficient budget distribution and high-converting ad strategies, from thr marketing performance can be concluded as below

1. Instagram's engagement peaked in October, but follower retention was a challenge in August, requiring a more consistent engagement strategy to sustain audience interest.
2. TikTok showed strong viral potential in September but suffered from follower drop-offs in November, indicating the need for better retention-focused content.
3. Twitter thrives on trending discussions, with visibility peaking in October. Timely content strategies leveraging current topics could enhance engagement.
4. Influencer marketing success is not solely dependent on reach. November's high ROAS despite low KOL views suggests that targeted ad placements and effective influencer partnerships are more valuable than high exposure alone.
5. Budget allocation should prioritize strategic impact. Higher spending does not always translate to better returns (e.g., November's 20.17% budget delivered the highest ROAS, while July's highest budget had suboptimal returns).

4.3 SWOT Analysis

Table 4.5 SWOT Analysis

Strengths	Weaknesses
1) Stable financial position for investments in innovation, branding, and employee development.	1) Vulnerable to economic disruptions affecting financial stability.
2) State-of-the-art clinics with advanced technology, enhancing customer experience.	2) Limited service diversification beyond skincare, missing broader beauty & wellness opportunities.
3) AI-driven CRM systems improving customer recommendations and engagement.	3) Inconsistent social media engagement with audience declines in certain months.
4) Strong brand reputation for high-quality skincare and customer care.	4) High dependency on continuous technological investments to stay competitive.
5) Personalized consultations and post-treatment follow-ups driving customer loyalty.	5) High employee training costs to maintain service quality.
6) Well-trained aestheticians and customer service enhancing client satisfaction.	6) High marketing budgets don't always yield optimal results, indicating inefficiencies.
7) Strong engagement on Instagram & TikTok with viral marketing campaigns.	7) Challenges in expanding brand awareness in new markets require significant effort.
8) Eco-friendly packaging and natural ingredients appealing to sustainability-conscious consumers.	8) Periodic follower churn and audience engagement drops impact digital presence.
Opportunities	Threats
1) Rising disposable incomes of urban middle-class consumers increase demand for quality skincare.	1) Intense competition from both local and international skincare brands.
2) Millennials & Gen Z driving demand for personalized skincare solutions.	2) High buyer bargaining power due to low switching costs between brands.
3) AI-powered diagnostics, virtual consultations, and eCommerce expansion enhance engagement.	3) Growing preference for DIY skincare solutions and over-the-counter treatments.

|	
4) Social media (TikTok & Instagram) provides cost-effective influencer marketing & short-form content.	4) Economic instability, inflation, and rising raw material costs impact pricing strategies.
5) Increasing demand for eco-friendly packaging and sustainable skincare products.	5) Strict BPOM & Halal certification compliance poses regulatory challenges.
6) Expanding eCommerce sales through Shopee, TikTok Shop, and other digital platforms.	6) Counterfeit skincare products on eCommerce platforms harming brand reputation.
7) Community-building efforts (chats, webinars, forums) strengthen customer loyalty.	7) High reliance on digital platforms requires constant adaptation and investment.
8) Offering curated product bundles to enhance cross-selling and customer retention.	8) Rising consumer expectations for transparency, consistent quality, and brand trust.

4.4 Value Proposition Canvas
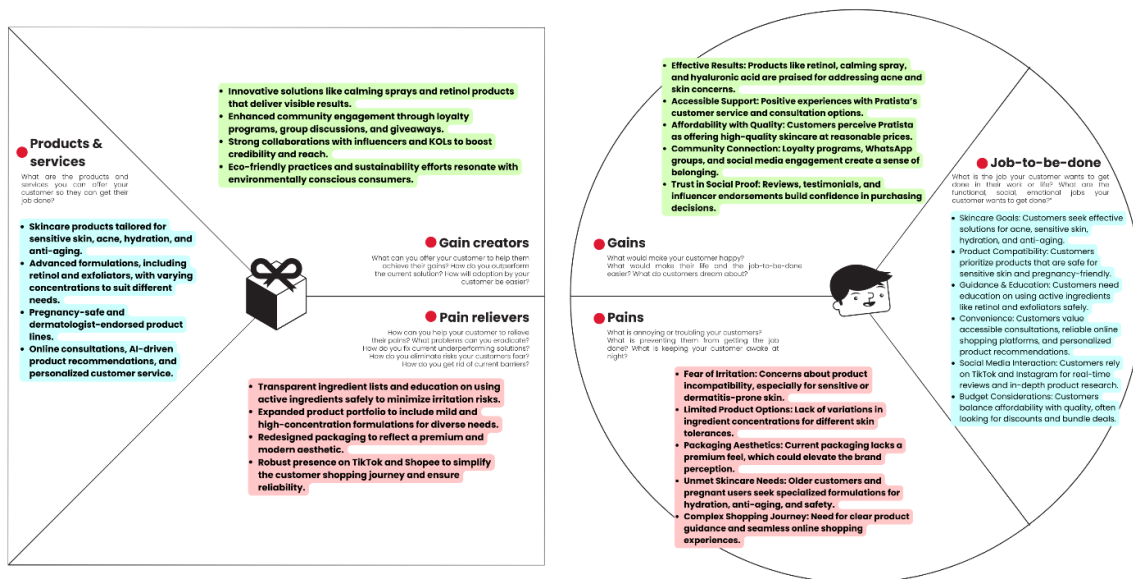
Figure 4.1 Value Proposition Canvas Pratista

4.5 Proposed Solution
4.5.1 STP Analysis
4.5.1.1 Segmenting

Pratista's market segmentation is based on customer demographics, geographic location, psychographics, and consumer behavior, derived from a survey of 217 respondents and in-depth interviews. The key segments can be concluded in the table below

Table 4.6 Segmenting Analysis

Segment	Demographics	Geography	Psychographics	Consumer Behavior
Teenagers (Under 18)	Predominantly female, students, dependent on parents' finances	Urban & suburban areas	Influenced by social media (TikTok, Instagram), exploring skincare	Price-sensitive, prefer gentle products, motivated by discounts & peer reviews
Young Adults (18–24)	Majority female (92%), students or entry-level employees	Urban & semi-urban areas	Value self-care & aesthetics, interested in advanced skincare (retinol, hydration)	Frequent buyers, shop on Shopee & TikTok, prefer promotions & bundles
Adults (25–34)	Predominantly female, employed professionals & homemakers	Metropolitan & urban areas	Seek anti-aging & dermatologist-endorsed skincare, prioritize effectiveness	Regular users, prefer convenience, brand reputation, open to premium products
Pregnant & Nursing Women	Female (25–34), varying income levels	Urban & suburban areas	Prioritize gentle, pregnancy-safe skincare, avoid strong	Need clear labeling, trust dermatologist recommendations & peer

			active ingredients	testimonials
Environmentally Conscious	Males & females (18–40), moderate to high income	Urban, eco-conscious communities	Prefer eco-friendly packaging, cruelty-free products, align with sustainability values	Loyal to sustainable brands, willing to pay a premium for green skincare
Value Seekers	Females (18–34), students, budget-conscious professionals	Nationwide, focus on e-commerce	Highly price-sensitive, compare products for affordability, motivated by discounts	Shop mainly during sales events (Shopee/TikTok), attracted by free shipping & bundles

4.5.1.2 Targeting

The primary target market is young adults (18–24 years old), who represent the largest share of Pratista's customer base and also from 217 respondent the largest age is 18-24 years old. This group is highly engaged with social media and digital platforms, frequently influenced by online reviews, influencer endorsements, and promotional campaigns. Four distinct customer personas were identified within this group, reflecting differences in skincare preferences, budget, and purchase behavior.

Figure 4.2 Targeting Customer Persona Pratista
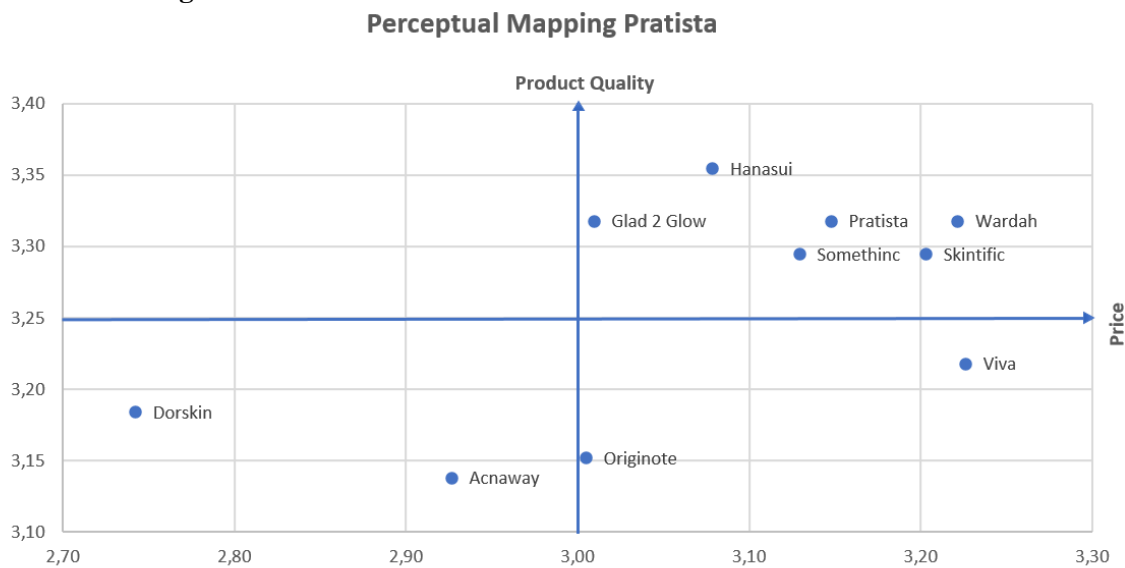
4.5.1.3 Positioning

Figure 4.3 Perceptual Mapping Pratista

Pratista is positioned in the premium skincare market, as indicated by perceptual mapping based on customer insights. The brand is perceived to have high-quality formulations at a moderate-to-premium price point (Quality: 3.15, Price: 3.32), placing it alongside Wardah and Skintific. Consumers view Pratista as delivering effective, science-backed skincare solutions, making it an attractive choice for those willing to invest in superior products. Unlike lower-priced brands (e.g., Acnaway, Originote, Dorskin) or overpriced competitors (e.g., Viva), Pratista strikes a balance between premium quality and perceived value, reinforcing its strong position in the skincare industry.

4.5.2 Proposed Marketing Mix (7P)

Table 4.7 Proposed 7P Marketing Mix Strategy for Pratista

Element	Strategy	Rationale & Key Actions
Product	Multi-tier product lines catering to premium, budget-friendly, and pregnancy-safe segments. Emphasizing eco-friendly packaging.	Offers diverse skincare solutions for different consumer needs. Clear labeling builds trust for pregnancy-safe products, while sustainability enhances the premium brand image.
Price	Premium pricing with occasional discounts and bundle promotions. Tiered pricing for different customer segments.	Maintains Pratista's premium brand perception while ensuring affordability for students and budget-conscious consumers through seasonal deals.
Place	Omnichannel distribution via Shopee, TikTok Shop, and official website, combined with in-clinic services.	E-commerce caters to digital-savvy consumers, while clinics provide high-touch, expert consultations for premium customers.
Promotion	Influencer marketing on TikTok & Instagram, educational content on skincare, and seasonal sales campaigns.	Engages younger consumers through social media, builds credibility through informative content, and boosts sales through promotional events.
People	Continuous staff training, AI-driven consultations, and live chat support for real-time assistance.	Ensures a knowledgeable, empathetic workforce while using AI tools to enhance customer service efficiency.
Process	Streamlined online booking, AI-based product recommendations, and post-purchase follow-ups.	Enhances convenience and personalization, encouraging repeat purchases and stronger customer relationships.

Physical Evidence	Consistent branding in packaging, clinic interiors, and eco-friendly labeling. Showcasing customer testimonials.	Reinforces brand identity, builds consumer trust through transparent sustainability efforts, and strengthens Pratista's premium appeal.

This marketing mix strategy ensures that Pratista effectively caters to its diverse customer base while maintaining a strong brand identity, superior customer experience, and sustainable growth.

4.5.3 Proposed Integrated Marketing Communication (IMC) Strategy for Pratista

The Integrated Marketing Communication (IMC) Strategy for Pratista is developed based on insights from 217 survey respondents, focusing on enhancing brand awareness and purchase intention through strategic digital engagement. Survey results indicate that 96% of respondents believe improved social media marketing would increase their awareness of Pratista, while 67% indicated a higher likelihood of purchasing following marketing improvements. These findings confirm that social media marketing plays a crucial role in bridging awareness and conversion, emphasizing the need for a comprehensive IMC approach. Below is a structured IMC strategy that aligns with Pratista's STP strategy and 7P Marketing Mix, ensuring a consistent message, maximizing engagement, and fostering customer loyalty

Table 4.8 Proposed IMC Strategy for Pratista

No	Activity	Objective	Content	Channel	Timing
1	**Digital Advertising**	Increase brand awareness and reach target audiences	Engaging visual ads, influencer collaborations, before-after testimonials	TikTok, Instagram, Shopee Ads, Google Ads	Immediately
2	**Content Marketing**	Educate customers about skincare benefits and routines	Blog articles, video tutorials, ingredient deep dives, skincare guides	Website, Instagram, TikTok, YouTube	Weekly
3	**Social Media Engagement**	Build brand loyalty and foster interaction	Interactive polls, Q&A sessions, user-generated content challenges	Instagram, TikTok, Twitter	Daily
4	**Influencer & KOL Marketing**	Strengthen credibility and reach new audiences	Sponsored skincare journeys, live testimonials, expert-endorsed content	TikTok, Instagram, YouTube	Monthly
5	**Public Relations (PR)**	Enhance brand trust and credibility	Press releases, media interviews, expert collaborations	Beauty magazines, online forums, press sites	Quarterly
6	**Sales Promotion**	Encourage repeat purchases and attract new buyers	Limited-time discounts, bundle deals, referral programs	Shopee, TikTok Shop, WhatsApp	Seasonal
7	**Direct Marketing**	Personalize communication and improve engagement	Targeted email campaigns, personalized WhatsApp offers, AI-driven product recommendations	Email, WhatsApp, Telegram	Bi-Weekly
8	**Experiential Marketing**	Enhance customer interaction and engagement	Pop-up stores, in-clinic skincare workshops, product sampling	Physical events, clinics, beauty expos	Bi-Annual
9	**E-Commerce Optimization**	Improve conversion rates and shopping experience	AI-powered product recommendations, interactive live shopping events	Shopee, TikTok Shop	Continuous
10	**Community Engagement**	Build a loyal customer base and advocacy	Loyalty programs, exclusive WhatsApp skincare groups, monthly skincare challenges	WhatsApp, Telegram, Instagram	Immediately

PROPOSED SOCIAL MEDIA MARKETING INITIATIVES TO IMPROVE BRAND AWARENESS AND PURCHASE INTENTION FOR PRATISTA

Gusriyansyah

Pratista's IMC strategy integrates digital, influencer, direct, and experiential marketing to ensure a consistent brand message across multiple platforms. By leveraging social media engagement, influencer partnerships, and interactive content, the strategy maximizes brand visibility, credibility, and customer engagement. Sales promotions and direct marketing efforts further boost purchase intent, while experiential initiatives like pop-up stores and workshops strengthen customer relationships. With a data-driven approach, Pratista can continuously optimize its strategy to enhance consumer interaction, increase brand awareness, and drive sales growth.

4.6 Implementation Plan

Table 4.9 Implementation Plan

WHAT (Recommended Action)	WHO (Responsible)	HOW (Implementation Steps)	2025 Q1	Q2	Q3	Q4	2026 Q1	Q2	Q3	Q4	2027 Q1	Q2	Q3	Q4	2027 Q1	Q2	Q3	Q4
Enhance TikTok & Instagram Presence	Marketing & Social Media Teams	Develop short-form video content (tutorials, user testimonials, product highlights) tailored to each platform's format.	■															
		Schedule TikTok live-shopping sessions to showcase product usage in real-time.		■														
		Collaborate with micro-influencers who align with Pratista's brand values, focusing on authenticity and user-generated content.			■													
		Use Instagram Reels for behind-the-scenes and skincare routine tips.			■													
KOL & Influencer Partnerships	Marketing Department	Identify reputable KOLs (e.g., dermatologists, well-known beauty creators like Tasya Farasya) with strong credibility.				■												
		Develop structured collaboration packages (e.g., product reviews, tutorials, live Q&A sessions).					■											
		Track influencer performance through unique discount codes or referral links.						■										
E-Commerce Optimization	E-Commerce & Digital Sales Teams	Strengthen presence on Shopee and TikTok Shop (as both are favored purchase channels).						■										
		Improve product listings: professional product photos, clear ingredient info, usage instructions, and synergy with AI-based recommendations.							■									
		Offer bundled promotions (e.g., "Beginner Skincare Set" or "Retinol & Hydration Duo") targeting different customer segments.								■								
		Implement loyalty programs to encourage repurchases.									■							
Product Portfolio Expansion	R&D, Product Development, QA Teams	Develop specialized skincare lines (e.g., pregnancy-safe products, anti-aging range) to address diverse consumer needs.	■	■														
		Introduce varying concentrations of retinol, AHA/BHA for beginner and advanced users.			■	■												
		Emphasize natural and eco-friendly packaging to tap into the sustainability trend.					■	■										
Price & Promotion Strategy	Marketing, Finance, E-Commerce Teams	Regularly run discounted campaigns (e.g., monthly "Flash Sales") focusing on top sellers (Calming Spray Facemist, Hyalu Toner).	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
		Offer introductory discounts for newly launched variants (e.g., advanced retinol line).	■			■			■			■			■			
		Retarget existing customers via email/SMS with exclusive promo codes to boost repurchase frequency.	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
		Align promotional strategies with major shopping events (e.g., Ramadan, 11.11, 12.12).	■			■				■				■				■
Community Building & Customer Engagement	Community & Customer Relations Teams	Expand and moderate WhatsApp/Facebook groups for in-depth skincare discussions, tips, and brand news.	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
		Host monthly virtual events (e.g., skincare webinars featuring brand experts/influencers).		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
		Leverage user-generated content: repost customer testimonials, "before-after" transformations on official channels.	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
Omnichannel Customer Support & Consultation	Customer Service & IT Teams	Integrate AI-driven chatbots for instant responses (basic FAQs, ingredient queries).											■	■	■	■	■	■
		Offer 1-on-1 virtual skin consultations (Zoom calls, IG Live Q&A) to replicate the in-clinic experience digitally.											■	■	■	■	■	■
		Implement ticketing system for tracking customer issues, feedback, and follow-ups.											■	■	■	■	■	■
Branding & Packaging Revamp	Branding & Design Teams	Redesign product packaging to appear more premium while maintaining eco-friendly materials.	■	■														
		Introduce unified brand visuals (logo enhancements, consistent color palette) across all channels.			■	■												
		Update brand messaging in product listings and marketing materials, emphasizing proven efficacy, sustainability, and local heritage.					■	■										
Monitoring & Performance Evaluation	Marketing, Finance, Data Analytics	Set monthly/quarterly reviews of social media metrics (views, engagement), e-commerce conversions, and revenue trends.	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
		Conduct post-campaign analyses on ROI and ROAS to refine targeting and messaging.	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
		Utilize customer feedback surveys to gauge satisfaction with new products and brand updates.	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
		Adjust budgets and tactics in real time based on data insights.	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■

4. CONCLUSION

Pratista's market environment is shaped by strict government regulations (BPOM and Halal certification), economic shifts such as rising middle-class incomes and inflation, social trends driven by digitally savvy Millennials and Gen Z demanding both efficacy and affordability, rapid technological developments enabling AI-driven diagnostics and e-commerce expansion, legal considerations like consumer protection and intellectual property rights, and increasing environmental awareness that favors sustainable, eco-friendly packaging and formulations, and all of these PESTEL elements alongside competitive pressures from both local and international brands, low switching costs among buyers, and the growing power of influencer endorsements collectively influence Pratista's strategic positioning in the Indonesian skincare industry,

Internally, Pratista's strengths stem from its stable financial resources, modern and well-equipped clinics, advanced CRM systems, and AI-based chatbots that enable a customer-centric approach, The brand's reputation for quality products and personalized aftercare drives loyalty, while well-trained aestheticians and customer service teams ensure consistently empathetic and professional interactions, Pratista's commitment to sustainability through eco-friendly packaging and natural ingredients enhances its appeal among conscientious consumers, and these tangible and intangible resources, combined with organizational capabilities in technology innovation and tailored customer services, provide Pratista a solid competitive advantage in a crowded market,

PROPOSED SOCIAL MEDIA MARKETING INITIATIVES TO IMPROVE BRAND AWARENESS AND PURCHASE INTENTION FOR PRATISTA

Gusriyansyah

Pratista should implement a multi-pronged strategy centered on targeted market segmentation, premium yet flexible pricing, and an omnichannel marketing approach that amplifies brand presence on TikTok and Shopee, and by expanding its product portfolio with specialized and pregnancy-safe lines, enhancing packaging design for a premium feel, and continuing sustainability efforts, Pratista can meet diverse consumer needs, Ongoing influencer collaborations, AI chatbot product recommendations, and bundled promotions will encourage new conversions as well as repeat purchases, Finally, strengthening community engagement via loyalty programs, interactive social media content, and personalized consultations will sustain customer loyalty and reinforce Pratista's position as a trusted premium skincare provider.

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