ANALYSIS OF THE INFLUENCE OF MARKETING COMMUNICATIONS ON LOCAL SKIN CARE ANTI-AGING AWARENESS: CRYSTALLURE IN MEDAN CITY

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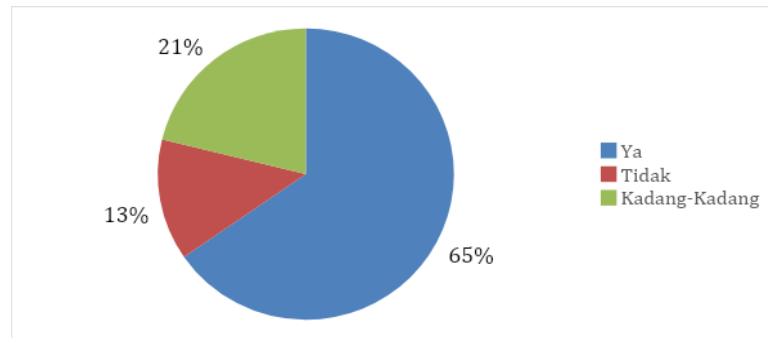*Corresponding e-mail:rifaaputri@gmail.com

Abstract

The most common facial skin problems experienced by Indonesian women are dull skin conditions and the appearance of wrinkles and fine lines which are signs of premature aging. This problem can be overcome by using anti-aging skin care. One of the local anti-aging skin care brands in Indonesia is Crystallure, which is produced by PT Paragon Technology and Innovation. It is important for companies to implement traditional and digital marketing strategies simultaneously in order to increase brand awareness. The marketing communications used by Crystallure to promote its brand are social media marketing, sales promotions, exhibitions, personal selling, and word-of-mouth. The type of research used is descriptive causal with a quantitative approach. The sampling technique used in this study was non-probability sampling, namely purposive sampling. The number of samples used in this study were 91 samples. This study used multiple linear regression analysis using SPSS version 25. The results showed that exhibitions, personal selling, and word-of-mouth partially had a significant effect on brand awareness. Meanwhile, social media marketing and sales promotion partially have no significant effect on brand awareness. And social media marketing, sales promotions, exhibitions, personal selling, and word-of-mouth all influence brand awareness. and word-of-mouth partially has a significant effect on brand awareness. Meanwhile, social media marketing and sales promotion partially have no significant effect on brand awareness. And social media marketing, sales promotions, exhibitions, personal selling, and word-of-mouth all influence brand awareness. and word-of-mouth partially has a significant effect on brand awareness. Meanwhile, social media marketing and sales promotion partially have no significant effect on brand awareness. And social media marketing, sales promotions, exhibitions, personal selling, and word-of-mouth all influence brand awareness.

Keywords: *Marketing Communications, Brand Awareness*

1. INTRODUCTION

Beauty is something that is inherent in women. Physical appearance has a large portion in defining the meaning of beauty. Indonesian women perceive a clean and flawless face as something that makes them feel beautiful (Zap Beauty Index, 2023). ZAP Clinic together with MarkPlus, Inc. conducted a survey of approximately 9,010 Indonesian female respondents with an age range of 12-66 years to find out what causes women to feel insecure. The most common facial skin problems experienced by Indonesian women are dull skin conditions and the appearance of wrinkles and fine lines which are signs of premature aging. Dermatologist Y. Claire Chang recommends her patients to use anti-aging care products at the age of 20 to 30 years, which is a condition when the skin begins to lose collagen. Researchers conducted a pre-survey on 37 female respondents in Medan City aged 16-42 years. The survey results showed that 25 respondents had used anti-aging skin care, 5 respondents did not use it, and 7 respondents answered that they used it but not regularly.

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Source: Processed data, 2023

Figure 1.1

Pre-Survey of the Number of Anti-aging Skin Care Users

Skin care circulating in Indonesia is colored by various foreign brands and domestic brands. Brand awareness is needed to build a business. Consumers will not buy products from a brand if consumers do not recognize the brand. Brand awareness is the ability to identify either recognize or remember a brand in a category, with enough detail to make a purchase (Kotler and Keller, 2008). The highest level of awareness of a brand is Top of Mind, namely a brand will be the first thing that is thought of in a particular product category. Based on the results of the pre-survey by researchers, here are some local brands in the anti-aging skin care category which are Top of Mind by respondents.
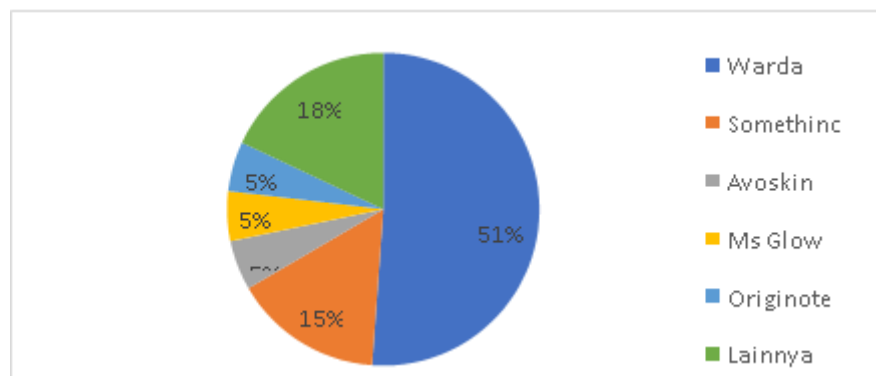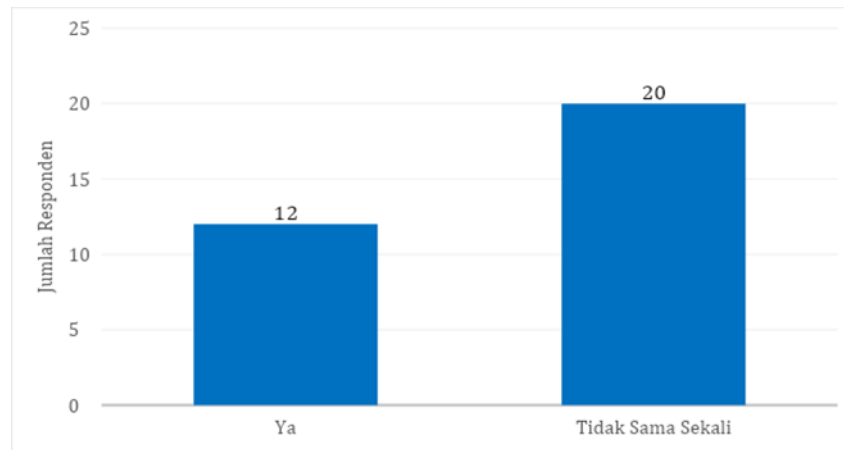

Source: Data processed, 2023

Figure 1.2

Top of Mind Local Anti-aging Brand Pre Survey

The brand that took first place was Wardah with 51 percent, followed by Something and Avoskin in second and third positions. Apart from the brands above, there is a local anti-aging skin care brand that is produced by the same company as Wardah. namely Crystallure. Crystallure is a brand from PT Paragon Technology and Innovation which was launched on October 23 2019 and has 9 skin care series. Crystallure also has affordable prices for anti-aging products because of the large size of the products. However, based on the results of the pre-survey, the Crystallure brand still received less attention from consumers. It is important for FMCG (Fast Moving Consumer Goods) companies to implement traditional and digital marketing strategies simultaneously in order to increase brand awareness of the brand (Boltinsight, 2022). Marketing communications are useful for growing brand awareness and trust in the products sold by the company (Wikipedia, 2023).

In 2023, the beauty industry will be colored by market trends and e-commerce trends. Companies will start to provide digital features to consumers (Compas.co.id, 2022). Digital marketing is also an ideal strategy for increasing brand awareness and growing a larger and more diverse customer base. (fifteendesign.co.uk, 2022). Crystallure promotes its products offline and online. Crystallure carries out promotions through various marketing communication channels such as through content on social media, sales promotions, events, and others. Several digital platforms are used to promote their products, namely the Official Website. The survey conducted by the researchers showed that the number of women using anti-aging skin care recognized the Crystallure brand.

Source: Data processed, 2023

Figure 1.3
Pre-Survey of Number of Women Aware of the Crystallure Brand

The results of the pre-survey showed that 12 people recognized the brand and 20 people did not recognize it at all, which means that only 37.5 percent of respondents using anti-aging skin care in Medan City recognized the brand. The level of brand awareness of Crystallure is still lacking and needs to be increased. Marketing communication is one way that Crystallure can do to increase brand awareness. With the various marketing communication channels used by Crystallure, Crystallure should have been able to get the attention of consumers in approximately 4 years since the brand was launched. However, Crystallure is still inferior to anti-aging skin care products from other local brands.

LITERATURE REVIEWS
Definition of Brand

Brand is a name, shape, sign, symbol, design, or a combination of all to identify a product or service from one seller or group of sellers that differentiates it from competitors. Marketers can be said to create a brand when they create a name, logo or symbol for a new product. Brand is not just a product, but also an identity that can differentiate it from similar products. Brands create awareness, reputation, superiority, and other things in the market (Keller, 2015).

Brand Awareness

Brand awareness is the ability of a potential consumer to remember and recognize a brand that belongs to a certain category (Firmansyah, 2019). Aaker (1991) created a pyramid of brand awareness which is divided into 4 levels, namely:

1. Not aware of the brand
   At this level, consumers are completely unaware of the existence of the brand.
2. Brand recognition
   This level is the lowest level in brand awareness. Consumers recognize the brand. Brand recognition is very important if consumers want to buy a product.
3. Recall of a brand

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At this level, consumers can remember their name when asked about a brand in a certain
category.
4. Top of mind
At this level consumers will mention the brand name at the very first of the various brands that
are in their minds.

Marketing Communications

Marketing Communication is the coordination of the promotion mix of several elements such as
advertising, public relations, sales promotion, personal selling, direct marketing, and digital
marketing/social media with each other and with other elements of the brand marketing mix in the form
of product, place, price so that all elements speak with one voice (Shimp, 2017). According to Kotler and
Keller (2016), marketing communications are a means by which companies try to inform, persuade, and
remind consumers either directly or indirectly about the brands they sell. Some marketing
communications that can to do is:

a) Advertisement
b) Sales promotion
c) Online Marketing Communications
d) Events and Experiences
e) Publicity and Public Relations
f) Direct Marketing
g) Personal Sales
h) Word-of-Mouth

2. RESEARCH METHODS

The type of research used is descriptive causal with a quantitative approach using survey
methods. This research was conducted at Plaza Medan Fair which is located in Medan City. The sampling
technique used in this study was non-probability sampling, namely purposive sampling. The number of
samples representing the population in this study were 91 samples with the criteria of women aged 20-39
years and had received information about Crystallure anti-aging skin care both from social media, sales
promotions, exhibitions, personnel sales, and word-of-mouth. .

Method of collecting data

The data used in this study are primary and secondary data. Primary data will be collected using a
questionnaire which is distributed online in the form of a Google Form and then processed by the
researcher.

Data analysis technique

This study uses multiple linear regression data analysis. In this study there are two types of
variables, namely the dependent variable and the independent variable. The formula that can be used for
this research is:

$$y=a+b_1 X_1 +b_2 X_2 +b_3 3+ b_4 X_4 + b_5 X_5 +e$$

Information :
y = dependent variable a = constant
b = regression coefficient
X1 = social media marketing
X2 = sales promotion
X3 = exhibitions
X 4 = sales personnel
X5 = word-of-mouth

e = errors

3. RESULTS AND DISCUSSION
Validity and Reliability Test Results

Before using an instrument in research, it is necessary to test the validity and reliability of the instrument. A valid instrument means that the instrument can be used to measure what should be measured. Meanwhile, a reliable instrument is an instrument which, when used several times to measure the same object, will produce the same data (Sugiyono, 2018). The validity test was carried out on 30 people outside the research sample. The indicators in the questionnaire can be said to be valid if the calculated r value is greater than the r table. Following are the results of the validity test of the 38 statements of the independent and dependent variables in this study. Based on the table it can be seen that the value of r count is greater than r table. So that all statements on the variables in this study are declared valid. A measurement variable can be said to be reliable if the reliability coefficient value of Cronbach's Alpha ranges from 0 to 1. Based on the results of the reliability test of the 38 statements on the independent variables, it can be seen that all research variables have a Cronbach's Alpha value > 0.9, which means that the respondents' answers to the statements used to measure each variable is declared reliable.

Table 4.1 Validity and Reliability Test Results

No	Variable	Count Result	Information	Count Result	Information
1	*Social Media Marketing*	0.560	Valid	0.968	Reliable
2		0.629	Valid	0.968	Reliable
3		0.510	Valid	0.969	Reliable
4		0.610	Valid	0.968	Reliable
5		0.701	Valid	0.968	Reliable
6		0.683	Valid	0.968	Reliable
7	Sales promotion	0.718	Valid	0.968	Reliable
8		0.781	Valid	0.967	Reliable
9		0.840	Valid	0.967	Reliable
10		0.799	Valid	0.967	Reliable
11		0.873	Valid	0.966	Reliable
12		0.665	Valid	0.968	Reliable
13	*exhibitions*	0.746	Valid	0.967	Reliable
14		0.749	Valid	0.967	Reliable
15		0.766	Valid	0.967	Reliable
16		0.828	Valid	0.967	Reliable
17		0.775	Valid	0.967	Reliable
18		0.858	Valid	0.967	Reliable
19	Personal Sales	0.775	Valid	0.967	Reliable
20		0.690	Valid	0.968	Reliable
21		0.800	Valid	0.967	Reliable
22		0.783	Valid	0.967	Reliable
23		0.792	Valid	0.967	Reliable
24		0.797	Valid	0.967	Reliable
25	*Word-of-Mouth*	0.538	Valid	0.969	Reliable
26		0.792	Valid	0.967	Reliable
27		0.750	Valid	0.967	Reliable

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No	Variable	Count Result	Information	Count Result	Information
28		0.557	Valid	0.969	Reliable
29		0.643	Valid	0.968	Reliable
30		0.836	Valid	0.967	Reliable

Classic assumption test
Normality test
    The regression model is said to be normally distributed if the plotting data (dots) depict the actual data (following the diagonal line)
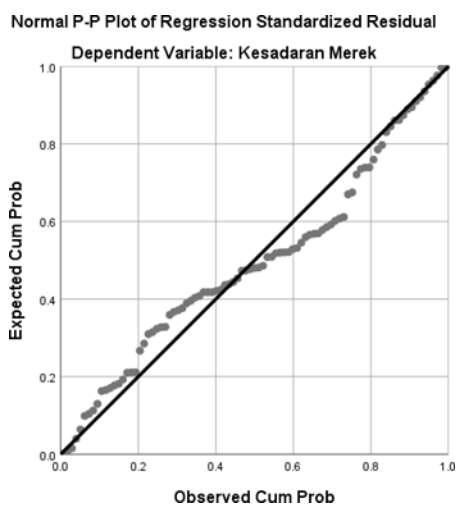

Figure 4.1 P-Plot Graph

    In the data normality test with the normal PP Plot shown in the figure, it can be concluded that the data in this research variable have fulfilled the assumption of normality so that it is feasible to use because the data points spread around the diagonal line and the spread follows the direction of the diagonal line.

Multicollinearity Test
    The basis for making decisions on multicollinearity tests is based on tolerance and VIF values. Multicollinearity symptoms do not occur if the Tolerance value is > 0.100 and VIF <
    10. Table 4.2 shows the tolerance value of each independent variable (x) has a value of > 0.100 and VIF values for social media marketing variables (1,648 <10), sales promotion (1,805 <10), exhibitions (1,766 <10), personal selling (1.432 < 10), and word-of-mouth (1.905 < 10). So it can be concluded that there are no symptoms of multicollinearity between the independent variables.

Table 4.2 Multicollinearity Test Results

Coefficients[a]							
Model	nstandardizedCoefficients		standardizedCoefficients	t	Sig.	ollinearity Statistics	
	B	std. Error	Betas			tolerance	VIF
1 (Constant)	1,411	3,362		0.420	0.676		
Social Media	0.282	0.152	0.179	1,849	0.068	0.607	1,648

Sales promotion	0.123	0.138	0.090	0.890	0.376	0.554	1,805
exhibitions	-0.293	0.120	-0.245	-2,439	0.017	0.566	1,766
Personal Sales	0.462	0.112	0.372	4.118	0.000	0.698	1,432
word-of-Mouth	0.599	0.143	0.437	4,189	0.000	0.525	1905
a. Dependent Variable: Brand Awareness							

Heteroscedasticity Test

Heteroscedasticity does not occur if there is no clear pattern in the scatterplot image, and the points spread above and below the number 0 on the Y axis. heteroscedasticity. As seen in Figure 4.2 the dots spread out and do not form a definite pattern. And there are no dots under the number 0 on the Y axis.
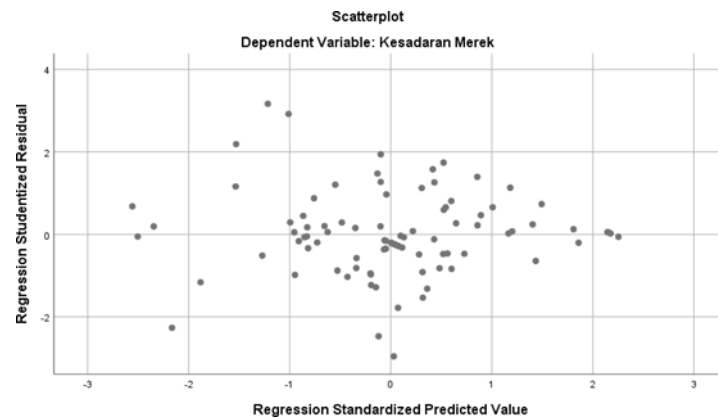

Figure 4.2
Heteroscedasticity Test Results

Multiple Linear Regression Analysis

After all instruments are declared valid and reliable and have fulfilled some of the classical assumption test requirements which include the normality test, heteroscedasticity test and multicollinearity. Furthermore, multiple regression analysis can be carried out in order to test the hypotheses proposed in this study and determine the multiple linear regression equation. The multiple linear regression equation in this study is formulated in the regression model as follows:

$$y = 1.411 + 0.282X_1 + 0.123X_2 - 0.293X_3 + 0.462X_4 + 0.599X_5 + e$$

In Table 4.2, the constant value ( ) has a positive value of 1,441. A positive value indicates a unidirectional effect between the independent variables and the dependent variable. This shows that if all the independent variables which include social media marketing ( ), sales promotions ( ), exhibitions ( ), personal selling ( ), and word-of-mouth are 0 percent or do not change, then the value of brand awareness is 1.411 .

a) The regression coefficient value for the social media marketing variable (X1) is 0.282. This value shows a positive (unidirectional) effect between social media marketing and brand awareness.
b) The regression coefficient value for the sales promotion variable (X2) is 0.123. This value indicates a positive influence (unidirectional) between sales promotion and brand awareness.
c) The regression coefficient value for the exhibition variable (X3) is -0.293. This value shows a negative effect (opposite direction) between exhibition and brand awareness.
d) The regression coefficient value for the personal selling variable (X4) is 0.462. This value indicates a positive (unidirectional) effect between personal selling and brand awareness.

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e) The regression coefficient value for the word-of-mouth variable (X5) is 0.599. This value indicates a positive (unidirectional) effect between word-of-mouth and brand awareness.

Partial t test

The t value is a useful value for testing, whether the influence on brand awareness is really significant or not and this t statistical test is used to determine whether there is a partial effect of social media marketing, sales promotion, exhibitions, personal selling, and word-of- mouth on brand awareness. If significant < 0.05 then the independent variable ( ) partially affects the dependent variable ( ). Table 4.2 shows that social media marketing has a significant value of 0.068, sales promotion 0.376, exhibition 0.017, personal selling and word-of-mouth 0.000. So based on this significance value, partially the x variable that influences brand awareness is exhibition, personal selling and word-of-mouth because the sig value <0.05.

First Hypothesis:
H0 : Social media marketing does not have a significant effect on increasing brand awareness
H1 : Social media marketing has a significant influence on increasing brand awareness
Based on the output in Table 4.2, a significance value of 0.068 is obtained. Because the significance value is > 0.05, the hypothesis is accepted. That is, social media marketing does not have a significant effect on increasing brand awareness.

Second Hypothesis:
H0 : Sales promotion does not have a significant effect on increasing brand awareness
H1 : Sales promotion has a significant influence on increasing brand awareness
Based on the output in Table 4.2, a significance value of 0.376 is obtained. Because the significance value is > 0.05, the hypothesis is accepted. That is, sales promotion does not have a significant effect on increasing brand awareness.

Third Hypothesis:
H0 : Exhibition does not have a significant influence on increasing brand awareness
H3 : Exhibition has a significant influence on increasing brand awareness. Based on the output in Table 4.2, a significance value of 0.017 is obtained.
Because the significance value is <0.05, the hypothesis is rejected and H3 is accepted. That is, the exhibition has a significant influence on increasing brand awareness.

Fourth Hypothesis:
H0 : Personal selling does not have a significant effect on increasing brand awareness
H4 : Personal selling has a significant influence on increasing brand awareness
Based on the output in Table 4.2, a significance value of 0.000 is obtained. Because the significance value is <0.05, the hypothesis is rejected and the hypothesis is accepted. That is, personal selling has a significant effect on increasing brand awareness.

Fifth Hypothesis:
H0 : Word-of-mouth does not have a significant effect on increasing brand awareness
H5 : Word-of-mouth has a significant influence on increasing brand awareness
Based on the output in Table 4.2, a significance value of 0.000 is obtained. Because the significance value is <0.05, the hypothesis is rejected and the hypothesis is accepted. That is, word-of-mouth has a significant influence on increasing brand awareness.

F test

If the significance value is <0.05 then the independent variable (Y) simultaneously influences the dependent variable (X). The significance value obtained is
0.00 so that it can be concluded that social media marketing, sales promotion, exhibition, personal selling, and word-of-mouth variables jointly affect brand awareness (Y).

Table 4.3 ANOVA Test Results ANOVAa

ANOVA[a]					
Model	Sum of Squares	Df	MeanSquare	F	Sig.
1 Regression	1574.139	5	314,828	18048	.000b
residual	1482,698	85	17,444		
Total	3056838	90			
a. Dependent Variable: Brand Awareness					
b. Predictors: (Constant), Word-of-Mouth, Personal Selling, Social Media, Exhibition, Sales Promotion					

In addition, it can also be seen from the calculated and table values, if F count > F table, the independent variable ( ) simultaneously affects the dependent variable ( ) formula f table = (k; nk) = (5 ; 86) = 2.321. value of f count = 18,048, then F count > F table. Based on Table 4.3 it can be concluded that the variables jointly affect the variable .

The hypothesis to be tested is:
H0   : Social media marketing, sales promotions, exhibitions, personal selling, word-of-mouth, together do not have a significant effect on increasing brand awareness
H6   : Social media marketing, sales promotion, exhibitions, personal selling, word-of-mouth, together have a significant influence on increasing brand awareness.

Through the F distribution table with α of 5%, the value of F table = 3.048 is obtained. The test criterion used is reject if F count > F table or sig value. < α. Based on the output in table 4.33, the calculated F value is 22,432 with a significance value of p = 0,000, a significance value of <0.05. Because the F count > F table (22,432 > 3,048) and the significance value is less than 0.05, it is rejected and accepted, namely social media marketing, sales promotion, exhibitions, personal selling, word-of-mouth, which together have a significant influence towards increasing brand awareness. From these results, explaining that there is an influence of the independent variable (X) on (y) simultaneously (simultaneously).

Coefficient of Determination (Adjusted R Square)
The coefficient of determination (R2) basically measures how far the model's ability to explain the variation of the independent variables. The small value of R2 means that the ability of the independent variables to explain the variation in the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the variation of the dependent variable.

Table 4.4 Determination Coefficient Test Results

Summary models[b]					
Model	R	R Square	Adjusted R Square	std. Error of the Estimate	Durbin-Watson
1	.718a	0.515	0.486	4.176543	1882
a. Predictors: (Constant), Word-of-Mouth, Personal Selling, Social Media, Exhibition, Sales Promotion					
b. Dependent Variable: Brand Awareness					

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From Table 4.4 it can be seen that the output of the SPSS model summary shows that the Adjusted R square model of the regression equation is 0.486. these results indicate that the five independent variables namely social media marketing, sales promotion, exhibition, personal selling, and word-of-mouth are able to explain 48.6% of the variation that occurs in the brand awareness variable, while the remaining variation (100% - 48.6% = 51.4%) is explained by other variables that are not in this regression equation model.

Discussion

The regression equation in this study will show the relationship between social media marketing, sales promotions, exhibitions, personal selling, word-of-mouth on brand awareness of Crystallure anti-aging skin care in Medan City. Based on the results of the t test, variables that have a significant influence on brand awareness are exhibitions, personal selling and word-of-mouth. Meanwhile, social media marketing and sales promotion variables do not have a significant effect on brand awareness.

Social Media Marketing

Social media marketing variables have no significant effect on Crystallure brand awareness. This result is different from previous studies conducted by Alberta and Wijaya (2022 and Englund, et al. (2020). Previous research stated that social media marketing has a significant effect on brand awareness. Based on the test results, it can be seen that social media Instagram and TikTok owned by Crystallure has not had a significant influence on brand awareness.On Instagram Crystallure social media there is information about Crystallure products packaged in the form of Instagram Stories, Reels and Feeds. Social media marketing is a marketing technique using social media to promote specific products or services. Social media marketing is a cost-effective and time-effective digital marketing method that can be used to increase brand awareness of a product. The form of social media user interest in a brand It can take the form of comments, likes, shares, and tags. . The comments feature on social media can be a place between brands and users and fellow users to interact with each other. Content displayed on social media needs to be attractive in order to encourage users to comment and help increase brand awareness.

Sales promotion

Sales promotion is one of the variables that can be used to increase brand awareness of a product. Tests that have been done previously show that sales promotion has no significant effect on Crystallure brand awareness. These results are not in line with Sugeng's research (2022) which states that sales promotion has a significant effect on brand awareness. This research shows that respondents stated that there are still many respondents who disagree that they know the Crystallure brand through discounts and gifts provided by Crystallure. Crystallure carries out sales promotions through partner stores in the form of discounted prices and also through e-commerce. Besides aiming to increase sales, sales promotion can expand the marketing area and build brand awareness of the product. Some ways that can be done is to make a promotional schedule. Promotions can be carried out at certain times to attract new customers. In carrying out promotions, the right method is needed, promotions can be carried out in various ways, be it in person or online. It can also be with attractive store displays and attractive discounts.

exhibitions

In the results of the t test, there is one variable that has a significant negative effect on Crystallure brand awareness, namely exhibition. The results of this study are different from the research conducted by Al Ashari, et al. (2022) which states that events have a positive and significant influence on brand awareness. Exhibition has an important role in brand awareness and recognition. Exhibition is an event that brings together providers of products and services with buyers in one place. Exhibitions can provide many benefits to companies. Through exhibitions, brands can meet with existing customers, make direct sales, meet new customers, and can be used as a place to see visitors' interests and interests. As a form of

marketing communication, exhibitions can build awareness of the products to be promoted and as an effective means of showing products and building credibility in large industries in a relatively short time. Through exhibitions, a brand can show its strength compared to competitors' products. Therefore,

Personal Sales

Personal selling has a significant effect on brand awareness. The results of this study are in line with the results of research conducted by Tambunan, et al. (2019). Personal selling is one of the promotional strategies carried out by the company through a sales person. PT Paragon Technology and Innovation has a special sales person to promote the Crystallure brand. Personal selling is a form of communication carried out by salesmen with consumers that involves their emotions and thoughts directly. Companies represented by sales people offer their products to consumers. They don't offer in a pushy way, but use a subtle and emotional approach. Personal selling is expected to be an easier approach to reach potential customers and explain to them the advantages of the products offered. With personal selling, consumers can understand more detailed information about products that may not be known to the general public. The main goals of personal selling are to provide information to customers, provide useful products, assist marketing activities, and provide good service and support to consumers. Through personal selling, sales will be more flexible and easy to adjust based on the wishes and reactions of potential customers. The sales person will also be able to provide direct answers to questions from prospective buyers and also educate consumers in detail so that they want to buy the product. Personal selling also allows the sales person to be able to come regularly to build good relationships with customers, and also be able to provide the best advice regarding the products that consumers want.

Word-of-Mouth

Word-of-mouth marketing occurs when consumers talk about a company's products or services to friends, family, and others with whom they have a close relationship. The Word-of-Mouth Marketing Association (WOMMA) cites word-of-mouth marketing strategy as marketing that is honest, credible, social, repeatable, measurable and respectful. The implementation of a word-of-mouth strategy will provide significant benefits for the company as long as the company is able to maintain the relationship that exists between the company and its consumers, so this strategy will last quite a long time. Marketing through word-of-mouth can be improved by implementing several strategies. Companies can provide maximum service to consumers. That way, consumers will feel satisfied and feel cared for. When consumers are satisfied, consumers will be very likely to promote these products without being asked. Companies can also ask for feedback from consumers. Companies can ask consumers to provide feedback on the services that have been provided. If the assessment is good, the company can use it as capital for further promotions. And if the assessment given is not good, it can be used as material for evaluating the company's performance.

4. CONCLUSION

Based on the results of the analysis and discussion of the marketing communication strategy analysis research on local anti-aging skin care brand awareness: Crystallure in Medan City, the following conclusions can be drawn:
1. Based on the results of the analysis, it can be concluded that social media marketing communications, sales promotions, exhibitions, personal selling, word-of-mouth simultaneously influence Crystallure brand awareness.
2. Based on the results of the analysis, it can be concluded that partially exhibition marketing communications, personal selling and word-of-mouth have a significant influence on Crystallure brand awareness. Based on the results of the analysis, it can be concluded that partially, social media marketing and sales promotion have no significant effect on Crystallure brand awareness

Managerial Implications

The research results show that Crystallure is not the first brand that consumers remember when they need anti-aging treatment. Today, many companies produce skin care products and promote them

ANALYSIS OF THE INFLUENCE OF MARKETING COMMUNICATIONS ON LOCAL SKIN CARE ANTI-AGING AWARENESS: CRYSTALLURE IN MEDAN CITY

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very intensively. Companies need to remind consumers about the existence of Crystallure anti-aging skin care to consumers. The results of the study show that social media does not yet have a major influence on Crystallure brand awareness. Social media, especially Instagram and Tiktok, have many features that can be used to promote a product. Companies also need to be more active in interacting with consumers through social media. On Instagram there are many features that can be indicators of the success of a brand in promoting its brand. Like the number of followers, likes, and comments. Through comments on social media, consumers will also get information about a product.

Likewise with sales promotions, each of which received less attention. The presence of e-commerce as a medium for making sales makes it very easy for buyers and sellers to transact. This e-commerce can also be used to promote a product through promos for each product sale. Crystallure still needs to be active in sales promotion activities in order to attract consumers' attention. One variable that companies need to pay attention to is exhibition. The results of this study indicate that exhibition activities can reduce brand awareness. Several things that can be the cause are unattractive exhibition booths and unattractive activities at the exhibition. If other brands are seen as superior, then Crystallure will not get the attention of others and so brand awareness will drop. Companies need to pay more attention to strategies when going to an exhibition. The results of the study show that personal selling and word-of-mouth have shown that these variables can affect the increase in Crystallure brand awareness. Companies can maintain the performance of these sales persons by giving appreciation to them so they can continue to improve their abilities. Word-of-mouth usually comes from customers who are already satisfied with Crystallure's services, so the company can increase customer loyalty by providing even better service and giving gifts for their loyalty. The company needs to improve its strategy on social media, sales promotions and exhibitions in order to increase Crystallure brand awareness.

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