

## DAFTAR PUSTAKA

- Aaker, D. A. (1991). Managing Brand Equity: Capitalizing on the Value of a Brand Name. *Free Press Google Scholar*, 2, 102–120.
- Achmad, Y. F., & Laday, R. K. (2023). Pelatihan Pengenalan Paid Media dan Digital Ads. *Jurnal Pengabdian Kepada Masyarakat*, 2(2), 157–164.
- Ahda, M. H., & Hajar, S. (2024). Strategi Sosial Media Officer PT. Garuda Cyber Indonesia dalam Meningkatkan Kesadaran Merek Melalui Platform Digital. *Indonesian Research Journal on Education*, 4(3), 847–855. <https://doi.org/10.31004/irje.v4i3.794>
- Alsheyab, M. A., & Omar, A. (2025). Linking Digital Content Marketing on Social Media to Intention to Visit: A Conceptual Framework with Customer Engagement as Mediator and E-Trust As Moderator. *International Journal of Academic Research in Business and Social Sciences*, 15(7), 694–709.
- Euromonitor International. (2023). *Indonesia Cosmetics and Skin Care Market Report 2023*. Euromonitor.
- Fill, C., & Turnbull, S. (2023). *Marketing Communications*. Pearson Education.
- Gea, S. (2022). Pengaruh Segmentasi Pasar Terhadap Peningkatan Volume Penjualan. *Jamane: Jurnal Akuntansi, Manajemen, Dan Ekonomi*, 1(1), 48–54. <https://doi.org/10.56248/jamane.v1i1.12>
- GoodStats. (2024). Indonesia Consumer Trend on Beauty Industry 2024. *GoodStats Indonesia*. Diakses dari <https://goodstats.id/publication/indonesia-consumer-trend-on-beauty-industry-2024-dOv1R>

- Hasiholan, L. B., & DJ, Y. R. (2019). Strategi Positioning Dalam Upaya Membangun Brand. *Jurnal Penelitian Ipteks*, 4(2), 229–240. <https://doi.org/10.32528/ipteks.v4i2.2460>
- Huriah, T., Permana, I., Octavia, M., & Hamid, S. H. B. A. (2022). Understanding the Purchasing Behaviors of Halal Cosmetics of Teenagers in Indonesia Using the Theory of Planned Behavior and Theory of Consumption Value. *Bali Medical Journal*, 11(3), 1608–1613. <https://doi.org/10.15562/bmj.v11i3.3704>
- Jakpat. (2024). Indonesia Consumer Trend on Beauty Industry 2024. *GoodStats*. Diakses dari <https://goodstats.id/publication/indonesia-consumer-trend-on-beauty-industry-2024-dOv1R>
- Jobe, N. (2025). Biotech Beauty’s Unstoppable Rise: The Science Transforming Skin Care. *Cosmetics Business*. Diakses dari <https://cosmeticsbusiness.com/biotech-beauty-s-unstoppable-rise-the-science-transforming-skin-care>
- Johnson, A. (2025). Biotechnology in Cosmetics: The Future of Skincare. *TechResearch*. Diakses dari <https://techresearchs.com/tech/biotechnology-in-cosmetics-merging-nature-and-science-for-better-skincare>
- Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (4th ed.). Pearson Education.
- Komari, A. (2023). Product Quality as a Mediating Variable in Repurchase Decisions: The Case of Indonesian Skincare Products. *Innovative Marketing*, 19(3).

- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (17th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Manajemen Pemasaran* (15th ed.). Pearson Education.
- Kurniawan, K. J., Wahyudi, R., & Hellyani, C. A. (2023). Pengaruh Brand Awareness Dan Brand Image Terhadap Keputusan Pembelian Produk Mixue Di Kota Malang. *JRIME: Jurnal Riset Manajemen Dan Ekonomi*, 1(3), 231–242.
- Liu, B. (2025). Research on Skin Care and the Use and Purchase Behavior of Korean Cosmetics among Vietnamese Students in South Korea. *Asian Journal of Beauty and Cosmetology*, 23(1), 153–165. <https://doi.org/10.20402/ajbc.2025.0015>
- Ngabito, R. I. P. (2025). Analisis Pertanggungjawaban Hukum terhadap Pengedaran Produk Skincare yang Terbukti Overclaim. *Law Development and Justice Review*, 7(3), 284–301. <https://doi.org/10.14710/ldjr.7.2024.284-301>
- Noor, M. A. A., Wirayudga, R. A., & Fatimah, S. E. (2025). Digital Storytelling and Brand Trust Drive Generation Z in Skincare Purchase Decisions. *Indonesian Interdisciplinary Journal of Sharia Economics (IJSE)*, 8(1), 7523–7538. <https://doi.org/10.31538/ijse.v8i1.7085>
- Pane, H. S. P., Deni, I. F., & Alfikri, M. (2024). Strategi Komunikasi Pemasaran PT. Cahaya Kembar Jaya dalam Meningkatkan Penumpang dalam Persepsi

- IMC (Integrated Marketing Communication). *Jurnal Sains Social Humaniora*, 8(2), 1–12. <https://doi.org/10.22437/jssh.v8i2.36647>
- Parawita, F., Salas, H. J., & Marini. (2025). Analisis Bauran Komunikasi Pemasaran (Café Maknyus) dalam Meningkatkan Branding. *Jurnal Komunikasi Dan Administrasi Publik*, 12(21), 341–352.
- Permadi, G. (2016). Pengukuran Tingkat Kesadaran Merek (Brand Awareness) Pada Motor Honda (Studi Kasus Pada Mahasiswa Fakultas Ilmu Sosial dan Ilmu Politik Universitas Riau). *JOM FISIP*, 3(2).
- Prastari, A. (2024). Membangun Brand Positioning Melalui Komunitas Daring. *Jurnal Public Relations*, 5(4), 19–24. <https://doi.org/10.31294/jpr.v5i1.3350>
- Purwandari, D. A., & Hidayat, A. N. (2024). Pola Konsumsi Produk Skincare Berdasarkan Sosial & Budaya Remaja Putri (Studi Deskriptif Di SMK Negeri 15 Jakarta). *CENDEKIA: Jurnal Ilmu Sosial, Bahasa, Dan Pendidikan*, 4(2). <https://doi.org/10.55606/cendikia.v4i2.2918>
- Puspitarini, D. S., & Nuraeni, R. (2019). Pemanfaatan Media Sosial Sebagai Media Promosi (Studi Deskriptif pada Happy Go Lucky House). *Jurnal Common*, 3(1), 71–80.
- Rahman, A. V. (2023). Analisis Segmentasi Pasar dalam Pembelian Produk Minarako Padang untuk Menentukan Target Pasar. *Journal of Science Education and Management Business*, 2(3), 178–184. <https://doi.org/10.62357/joseamb.v2i3.215>

- Ries, A., Trout, J., & Kotler, P. (2001). *Positioning: The Battle For Your Mind* (Vol. 2). McGraw-Hill.
- Salsabila, F., & Fitria, S. (2023). Analisis Perkembangan Bisnis Skincare Dengan Menggunakan Live Streaming Tiktok sebagai Media Promosi (Studi Pada Brand Skincare Lokal Alldays). *Diponegoro Journal of Management*, 12(6). <https://ejournal3.undip.ac.id/index.php/djom/article/view/41827>
- Shimp, T. A. (2010). *Integrated Marketing Communications in Advertising and Promotion* (8th ed.). Cengage Learning.
- Silverman, D. A., & Smith, R. D. (2024). *Strategic Planning for Public Relations*. Routledge.
- Simanjuntak, H., Soenhandji, I. M., & Indira, C. K. (2024). Pengaruh Brand Awareness, Social Media Marketing dan Celebrity Endorse Terhadap Keputusan Pembelian Skincare Secara Online di Kalangan Remaja. *Jurnal Ilmiah Ekonomi Bisnis*, 29(1), 118–129.
- Statista. (2024). Skin Care—Indonesia Market Outlook. *Statista*. Diakses dari <https://www.statista.com/outlook/cmo/beauty-personal-care/skin-care/indonesia>
- Vanel, Z., Wijaya, L. S., Dewi, G. A., & Huwae, G. N. (2025). Implementasi Media Spectrum Strategy Model Solo Art Market untuk Meningkatkan Social Engagement. *WACANA: Jurnal Ilmiah Ilmu Komunikasi*, 24(1), 190–205. <https://doi.org/10.32509/wacana.v24i1.4642>

- We Are Social. (2024). Hootsuite (We Are Social): Data Digital Indonesia 2024. *We Are Social*. Diakses dari <https://andi.link/hootsuite-we-are-social-data-digital-indonesia-2024/>
- Wijayanti, K. I. (2023). Penggunaan Earned Media sebagai Metode Pemasaran Produk Kebijakan Pemerintah. *Jurnal Ekonomi Dan Bisnis Digital (EKOBIL)*, 2(3), 50–56. <https://doi.org/10.58765/ekobil.v2i3.184>
- Wiranto, A. (2024). Tren Konsumen Muda Indonesia dalam Memilih Produk Skincare. *Jurnal Ekonomi & Bisnis Indonesia*, 35(2), 101–112.
- Wulandari, K., & Wulandari, O. A. D. (2025). Analisis Tren Skincare di Kalangan Remaja: Antara Kebutuhan dan Gaya Hidup. *JIMEA: Jurnal Ilmiah Manajemen Ekonomi Dan Akuntansi*, 3(1), 48–53. <https://doi.org/10.62017/jimea.v3i1.5746>
- YCP Solidiance. (2022). *Indonesia Skincare Market Penetration Report*. YCP Solidiance. Diakses dari <https://ycp.com>
- ZAP Clinic & MarkPlus. (2023). *ZAP Beauty Index 2023*. ZAP. Diakses dari [https://zapclinic.com/files/ZAP\\_Beauty\\_Index\\_2023.pdf](https://zapclinic.com/files/ZAP_Beauty_Index_2023.pdf)