LOCAL COSMETICS MARKETING STRATEGY BASED ON DIGITIZATION TO BOOST SALES

Silvia Ekasari
STIE Manajemen Bisnis Indonesia
silvia.ekasari@stiembi.ac.id

Abstract
In today's digital age, local cosmetics marketing strategies face challenges as well as opportunities. The research aims to develop digitization-based marketing strategies to increase sales of local cosmetic products. This research uses a qualitative approach to the study of literature. The findings show that digital marketing, through the use of social media, search engine optimization (SEO), and content marketing, plays a major role in increasing brand awareness and product sales. Other strategies such as influencer marketing, email campaigns, and affiliate marketing also proved effective in attracting and retaining consumers. Furthermore, personalization and unique customer experiences are key to creating added value for local cosmetic products in a competitive market. The research concluded that integrating comprehensive digital marketing strategies, coupled with an in-depth understanding of consumer preferences and market trends, can significantly boost sales of local cosmetic products.
Keyword: Digital Marketing, Local Cosmetic Products, Sales Strategy, Social Media, Search Engine Optimization.

Introduction

Today's technological developments are bringing great benefits to human lives of various kinds, one of which is to take advantage of the digital age in terms of product marketing.

Product marketing is a set of strategies and actions designed to promote and sell a product or service to a target market. (Werdani et al., 2020). The primary objective of product marketing is to raise awareness, attract interest, and encourage purchases by consumers, as well as to build long-term brand loyalty. Product marketing involves an in-depth understanding of the needs and desires of the target market, and the development of effective strategies to meet or exceed such expectations (Fadhilah et al., 2021; Atmaja, H. E., & Novitaningtyas, I. 2021).

Product marketing strategy becomes one of the key keys in determining the success of a business, including in the local cosmetics industry. (Fudholi, A., & Satibi, S. 2011). Local cosmetic products in Indonesia continue to grow rapidly with the emergence of a variety of local cosmetics products that are increasingly in demand. The product has great potential for success in the domestic market, but efforts are still needed to expand opportunities and make the brand sustainable. As a marketer of local

cosmetic products, it is important to understand trends and needs of Indonesian consumers (Pathak, G., & Nichter, M. 2021; Sirajuddin et al., 2023).

As well, local cosmetics are facing fierce competition, both from local and international products. Therefore, it is important for local cosmetic brands to adapt and integrate effective digital marketing strategies to increase sales and expand their market share. Digital-based marketing strategy offers these brands great opportunities to interact directly with consumers, understand their needs and preferences in greater depth, and respond to market dynamics quickly and accurately.

Understanding this, to develop a local cosmetic product requires a proper marketing strategy to effectively reach the target market and also not to forget to take into account factors such as sustainability, innovation, and product safety in developing a local kosmetic product so that it can strengthen the position of a local beauty brand in the domestic market and sustainable success.

The digital marketing approach allows local cosmetic brands to leverage digital channels, such as social media, websites, email marketing, and content marketing, to create brand awareness, build customer loyalty, and ultimately increase sales. Social media strategy is one of the most effective marketing strategies for local beauty products. With the popular use of social media in Indonesia, platforms such as Instagram, YouTube, and TikTok can be powerful tools to introduce local Cosmetic products to consumers. Through creative and educational content, it can build brand awarness, attract consumer attention, and build close relationships with social media users. Besides, collaboration with local influencers or celebrities can also help increase exposure to local cosmetic products (Budiarti et al., 2022; Ciu, E., & Wijayanti, C. A. 2024).

With measurable and specifically targeted data, this strategy provides an advantage in optimizing resource allocation and marketing budgets to maximum results.

In addition, digital marketing also offers an advantage in adapting to the latest trends and innovations in the cosmetics industry. It allows brands to remain relevant and meet ever-changing consumer expectations. By implementing integrated digital marketing strategies that focus on consumer experiences, local cosmetic brands can increase their visibility in global markets, strengthen their position among competitors, and drive sales growth significantly.

At a time when the use of social media has become known and the branding of local products is no longer alien to consumers or consumers, it is also necessary to pay attention to the regulations in force in the cosmetic industry. Ensuring that its products meet the safety and quality standards set by the Food and Drug Administration will give consumers confidence. By strengthening its reputation through regulatory compliance efforts, it can build a strong and reliable brand image in the eyes of consumers.

Thus, integrating marketing strategies through social media, attention to regulation, and focus on product innovation, can improve the competitiveness of local

cosmetic products in domestic markets. With a strong awareness of the needs of Indonesian consumers, it can sustained success and strengthen the position of local cosmetic brands in a growing market.

Thus, the study aims to dig deeper into how digitization-based marketing strategies can be implemented by local cosmetic brands to increase their sales. Through analysis of a variety of digital marketing techniques and tools, the research is expected to provide strategic constructions and recommendations for local beauty brands in designing and implementing an effective digital marketing strategy.

Research Method

Literary research methods are a systematic approach to collecting, reviewing, and analysing scientific publications, such as journal articles, books, and other academic resources, to gain an in-depth understanding of research topics. Literary research allows researchers to determine the current state of knowledge, identify gaps in literature, and lay the theoretical foundations for further study. (Johnson, G. A., & Vindrola-Padros, C. 2017; Heyvaert, M., Hannes, K., & Onghena, P. 2016).

Literary research is also an important foundation in scientific research, providing context and justification for empirical or theoretical studies. In an academic context, such as a dissertation or thesis, literary research helps in defining the theoretical framework and methodology of research to be applied.

As a researcher, the study of literature has steps in taking primary and secondary sources, among them; determining the research problems to be studied, finding literature according to the topics to be discussed, selecting literature that corresponds to the topic, and more directional discussion of the topic that has been made, conducting the theoretical analysis of the research has been sought, and compilation of the points to be addressed in this research.

Result and Discussion
Cosmetic Products Marketing

Cosmetic product marketing is a process involving strategies and tactics to promote, distribute, and sell cosmetic products to consumers. (Widyanto, H. A., & Agusti, C. R. 2020). Digital products can be software, applications, digital content (such as e-books, online courses, music, and videos), or other online services. Digital product marketing combines online marketing strategies and techniques to attract, engage, and convert online audiences into customers. (Hardjosubroto et al., 2020; Syukron et al, 2022).

The primary objective of cosmetic product marketing is to attract consumer interest, increase brand awareness, promote cosmetics sales, create relevant, personal, and pleasant experiences for consumers, while raising brand consciousness, increasing

interest, and promoting conversion (Wahyudi et al., 2022). This enables brands to communicate effectively with their target audience in the online digital age.

Companies in the marketing of cosmetic products, usually use a variety of marketing methods and tools such as television advertising, social media, marketing campaigns, and sales promotion to reach the desired target market. One important aspect of cosmetic product marketing is market segmentation (Sari, S. P. 2020). Market segmentation is the process of dividing the market into smaller and more defined groups that have similar characteristics, needs, or behavior. The primary purpose of market segmentation is to identify and understand different consumer groups in order to be able to formulate a more effective marketing strategy in accordance with the needs and preferences of each group. (Steenkamp, J. B. E., & Ter Hofstede, F. 2002).

Market segmentation can be done based on a variety of criteria, including: 1) Demographics: Like age, gender, income, education, and marital status. 2) Geography: Like geographical location, region, state, or city. 3) Psychographic: Like lifestyle, values, personality, and interests, and 4) Behavior: Like buying habits, purchase frequency, brand loyalty, and customer satisfaction. (Cortez et al., 2021).

Market segmentation allows cosmetics companies to understand different consumer needs and preferences, so they can create the right product and marketing strategy for each market segment. (Lissitsa, S., & Kol, O. 2016). Besides, in the cosmetics industry, product innovation also plays a key role in marketing. Cosmetics companies need to constantly develop new products with quality and features that can meet consumer needs as well as keep up with ongoing trends.

Cosmetic product marketing involves strategies and tactics to promote, distribute, and sell cosmetic products to consumers. In the face of fierce competition in the cosmetics industry, companies also need to pay attention to sustainability and ethical aspects in product marketing. This includes the use of environmentally friendly ingredients, animal protection policies, and transparency in product information to consumers. (Watini et al., 2022; Arora, K., & Faisal, M. 2022). By paying attention to sustainability and ethical aspects, companies can build a positive image and win consumer confidence.

Besides, in today's digital age, the marketing of cosmetic products also involves effective online strategies. Using e-commerce platforms, corporate websites, and digital content are key to reaching consumers widely. Cosmetic companies need to have a strong presence in the digital world to increase brand visibility and attract consumers who are increasingly relying on online shopping and information (Himki et al., 2022). Digital users to market local cosmetic products and continue to adapt to changing trends and consumer behaviour, intelligent, innovative marketing strategies and market segmentation, so that companies will identify the most promising target segments and then design the appropriate marketing strategy for each such segment, which with this stragei will help companies success in a competitive market.

Local cosmetics industry characteristics

The local product industry in Indonesia has unique and distinctive characteristics. Characteristically, the local product industry is adapted to the taste and needs of the domestic market. (Sijabat et al., 2020). This makes local products more relevant to consumers in Indonesia because they are produced taking into account local preferences. In addition, the local product industry also supports local economic development, creates jobs, and strengthens the country's economic sovereignty. Over the years, local producers have actively exploited the potential of natural resources, local intelligence, and innovation in creating superior products that can compete in domestic and international markets. (Wiraputra, A. L., & Pristica, B. 2023).

The importance of supporting local product industries is also reflected in the diversity of products produced, ranging from handicrafts, local food and beverages, traditional textiles, to technology and digital products. With the diversity of these products, local industries are able to meet the needs of domestic consumers whileining the local wisdom and cultural identity of Indonesia.

The local product industry is also often committed to the value of sustainability and eco-friendliness. (Handayani, L. S., & Hidayat, R. 2022). Many local producers use recycled raw materials, environmentally friendly technologies, and more sustainable production practices. It demonstrates the commitment of the local product industry to preserving the environment as well as the balance of the ecosystem.

Another characteristic of the local product industry is the personal touch and uniqueness of each product. Because production is handmade or using traditional techniques, each local product has artistic value and quality that is difficult to imitate by mass production (Fernández-Ferrín et al., 2018).

By having unique characteristics like this, local products have their own appeal to consumers both at home and abroad. Therefore, the role as well as in supporting and promoting the local product industry is of paramount importance inining the viability of this industry in Indonesia.

Thus, of the few characteristics mentioned about local products, some of the main characteristics of the local cosmetic industry, among them are; first, local culture and traditions. Local cosmetics products often reflect the culture, traditions, and local values of a particular country or region. They may be using natural ingredients or traditional herbs that have been used from time to time.

Second, resilience to the needs of the local market. Local cosmetic products tend to be more adapted to the needs and preferences of the local market. They may offer solutions that are more suited to the climate, skin conditions, or the aesthetic preferences of local communities. Third, local community empowerment. Local cosmetics industry often empowers local communities, whether in terms of raw material production, product manufacturing, or distribution. It can create a positive

socio-economic impact in the local community. Fourthly, local needs-based innovation. Local cosmetics manufacturers can be more responsive to trends and innovations specific to local markets. They may develop new products that meet the specific needs or problems faced by local consumers. Fifth, Local Brand Identity and Awareness. Local cosmetic brands often have a strong identity and brand awareness among local consumers. They may be identified with local values, cultural heritage, or strong stories about brand origins. Local cosmetics manufacturers often collaborate with local influencers, celebrities, or online communities that have a big influence on the local market. It can help increase brand visibility and acceptance among consumers. Seventh, Regulation and Compliance. The local cosmetics industry is usually subject to regulations and compliance standards set by the local government. This can affect the production process, product testing, and labelling that local manufacturers must comply with. Eight, patriotism and local support. Local consumers often have a sense of pride and support for local products. They may be more likely to choose local cosmetic products as a way of supporting local economies and creative industries (Aprile et al., 2016; Giovannucci et al. 2010). By understanding these characteristics, local beauty manufacturers can develop more effective marketing strategies and products that are more tailored to the needs of the local market.

Digitalization in Marketing

Digital transformation in marketing not only changes the way companies communicate with their consumers, but also how they understand and meet customer needs. The traditional marketing approach, which previously relied on printed media, broadcasting, and live methods, has now evolved into a more dynamic, interactive, and measurable strategy thanks to digital technology. This revolution not only opens up new opportunities but also challenges companies to adapt or lag behind.

In this rapidly evolving era, online presence is no longer an option but a must for that want to remain relevant. Consumers spend a significant amount of time on the Internet, making it an ideal place for companies to promote their products or services. With digitization, marketers can now collect real-time data, better understand consumer behavior, and dynamically adjust their strategy to optimal results. (Wahyudi et al., 2022; Afianti et al., 2023).

The digital age has been present in human life, with a variety of benefits one of which is to market local products so that the use of digital technology and online platforms to the goal of marketing the goods that have been marketed. This includes strategies and tactics such as social media marketing, content marketing, email marketing, search engine marketing (SEM), and the use of data analytics to inform and optimize marketing decisions. (Sudirjo et al., 2023).

But that's all, not apart from the main aspects of digitization in marketing, among them; 1) Social Media Marketing. Using social media platforms like Facebook,

Instagram, Twitter, and LinkedIn to promote products or services, interact with customers, and build communities. 2) Content marketing. Create and distribute valuable, relevant, and consistent content to attract and maintain a clear audience with the ultimate goal of encouraging profitable customer actions. 3) Email marketing. Sending personalized emails to customers and prospective customers to promote products or services, as well as to maintain a relationship with customers. 4) Search Engine Marketing (SEM). Use techniques such as search engine optimization (SEO) to increase the visibility of websites in organic search engine results and use paid advertising (PPC) to attract traffic. 5) Data analytics. Collect, analyze, and use data to understand customer behavior and predict trends, which can be used to make more informed marketing decisions. 6) Marketing automation. Use software to automate recurring marketing tasks, such as email marketing, social media posts, and other advertising campaigns, enabling the marketing team to focus on strategy and creativity. 7) Influencer marketing. Collaborate with individuals with great influence on social media to promote products or services to a wider audience. 8) Mobile marketing. Optimize content and advertising for mobile devices, as well as using apps and SMS as channels of communication with customers. (Sihombing, N. 2022; Shpak et al., 2020; Bapat, S. 2018).

Digitization in marketing allows companies to reach and connect with their audiences more effectively and efficiently, offers the ability to measure campaign performance in real time, and provides opportunities for personalization that enhances the customer experience.

While it offers many opportunities, digitalization also presents its own challenges. Strong online competition, the need for creative and engaging content, as well as privacy and data security are some of the obstacles that digital marketers have to overcome.

Digital Marketing Strategy

The world of the digital age where humans live in two worlds, the real world and the virtual world. The virtual world is the longest time humans interact with each other. Almost everyone connected through the Internet, online presence is becoming more important than ever. This means that have to adapt to new ways of reaching and communicating with their target markets. An effective digital marketing strategy not only increases brand visibility and awareness but also allows to engage directly with their customers, providing valuable insights that can be used to improve a product or service. Digital marketing strategy is a plan designed to marketing goals through online channels. This strategy utilizes a variety of digital platforms such as social media, email, search engines, and websites to communicate with potential and existing customers. (Lailiyah, N. I. 2023).

Among the effective and applicable digital marketing strategies for promoting local products, for the masters of them; 1) Search Engine Optimization (SEO). SEO is the practice of improving the quality and quantity of website traffic through organic search engine results. Steps to implement SEO include: (a) Keyword research. Identifying keywords that are relevant to your business and frequently sought by your target audience, (b) Page optimization. Ensure your website content is relevant and quality, using effective title tags and meta descriptions, and ensuring a website is fast and mobile-friendly, (c) Creating Quality Content. Generating content that gives value to your readers, using keyword strategically, (d) Backlinks. Get links from other quality websites to enhance your site's trust and authority. 2) Content marketing. Content marketing involves creating and distributing content that is valuable to attract, engage, and retain your audience. This strategy consists of: (a) blogging; writing and publishing informative and interesting articles on websites; (b) video; creating educational or entertaining videos that can be shared on social media or YouTube; (c) infographics. Using attractive visuals to present information or data, d) Case studies and testimonials: Sharing customer success stories to build trust. 3) Social Media Marketing. It involves the use of social media platforms to promote products or services. Some tactics include; (a) Posting on a regular basis. Regularly posting relevant content to keep your audience engaged; (b) Pay-per-view advertising. Running targeted advertising campaigns to reach specific audiences; (c) Interaction: Interacting with followers through comments and messages to build a community. 4) Email marketing. Email marketing involves sending emails to customers and prospective customers. Strategies used; (a) Newsletter. Sending periodic newsletters containing updates, content, and offers; (b) Email automation. Sending personalized emails based on user behaviour, such as welcome emails or shopping cart reminders, (c) Segmentation. Split your email list into segments for higher personalization. 5) Online advertising. Using paid advertising on the Internet to reach an audience. The strategy used; (a) Display Ads. Visual ads that appear on websites or social media platforms, (b) Pay-per-Click Ads (PPCs). Search engine ads where you pay every time you advertise, (c) Social Media Ads. Ads that are targeted based on user demographics on social media Platforms. 6) Web Analytics and Big Data. Using data and analytics to understand customer behavior and optimize marketing strategies. This involves; (a) Using Google Analytics. To track website performance and understand visitor behavior; (b) A/B testing: Testing two versions of web pages or ads to see which are more effective; (c) Sentiment analysis: Understanding how customers feel about your brand or product through social media data analysis (Vadana et al., 2020; Savytska et al., 2023; Kovalenko et al., 2023).

Implementing an effective digital marketing strategy requires an understanding of the target, as well as the ability to use data and technology to make the right decisions. By exploring and integrating various digital marketing tactics, can increase online visibility, reach more potential customers, and ultimately drive growth. It is

important to keep testing and adjusting your strategy based on the latest industry outcomes and trends (Buiak et al., 2023).

Digital Marketing Strategy Benefits

By implementing digital marketing strategies, can take advantage of a variety of benefits, including; 1) Wider reach. The Internet allows to reach a global audience at a relatively low cost. 2) More effective targeting. Digital tools provide data that can be used to target potential customers with higher precision. 3) Direct Customer Interaction. Digital platforms offer the opportunity to interact directly with customers, strengthen relationships and increase brand loyalty. 4) More cost-efficient. Compared to traditional methods, digital marketing is often more cost-effective, allowing for more efficient budget allocation. 5) Better measurement and analysis. Digitalization facilitates tracking and analysis of marketing outcomes, enabling real-time strategy improvements and adjustments (Mandasari et al., 2019; Anam, K. 2013; Atmoko, T. P. H. 2018).

While offering many opportunities, digital marketing strategies also present unique challenges, including the need to keep up to date with the latest technology trends, manage large volumes of data, and maintain customer security and privacy.

Conclusion

By implementing integrated digital marketing strategies that focus on customer experience, local cosmetic brands can increase visibility, strengthen consumer relationships, and ultimately increase sales. Success in a digital environment requires a commitment to innovation, personalization, and sustainable analysis to adapt to market trends and consumer preferences.

References

Afianti, Y., Ramadhani, N. A., Rahmi, A. R., & Madiistriyanto, H. (2023). Pemasaran Digital Efektif Dalam Platform Tokopedia: Studi Kasus. Journal Of Comprehensive Science (Jcs), 2(7), 1324-1328.

Anam, K. (2013). Strategi Pemasaran dan implementasinya dalam lembaga pendidikan. Ta'allum: Jurnal Pendidikan Islam, 1(2), 159-170.

Aprile, M. C., Caputo, V., & Nayga Jr, R. M. (2016). Consumers' preferences and attitudes toward local food products. Journal of food products marketing, 22(1), 19-42.

Arora, K., & Faisal, M. (2022). The Use of Data Science in Digital Marketing Techniques: Work Programs, Performance Sequences and Methods. Startupreneur Business Digital (SABDA Journal), 1(2), 143-155.

Atmaja, H. E., & Novitaningtyas, I. (2021). Analisis Aspek Pemasaran UMKM di Masa Resesi Global Dampak dari Pandemi Covid-19. Jurnal Ilmiah Poli Bisnis, 1-11.

Atmoko, T. P. H. (2018). Strategi pemasaran untuk meningkatkan volume penjualan di Cavinton Hotel Yogyakarta. Journal of Indonesian Tourism, Hospitality and Recreation, 1(2), 83-96.

Bapat, S. (2018). Digitalization in Marketing.

Budiarti, R. R. A. M., Simanjuntak, M., & Nurhayati, P. (2022). ONLINE SHOPPING: ANALYSIS OF THE INFLUENCE OF ETHNOCENTRISM ON PURCHASE INTENTION IN LOCAL COSMETICS. Jurnal Ilmu Keluarga & Konsumen, 15(3), 278-288.

Buiak, L., Hryhorkiv, M., Hryhorkiv, V., Bashutska, O., & Pryshliak, K. (2023). Computer Modeling of the Economy Dynamics of Ukraine, Taking into Account the Socio-Economic Clustering of Society. Journal of Information Technology Management, 15(4), 64-79.

Ciu, E., & Wijayanti, C. A. (2024). The Role of Consumer Ethnocentrism, Perceived Quality, Perceived Price, and Perceived Brand Image on Willingness to Buy Erigo Clothing. Klabat Journal of Management, 5(1), 49-71.

Cortez, R. M., Clarke, A. H., & Freytag, P. V. (2021). B2B market segmentation: A systematic review and research agenda. Journal of Business Research, 126, 415-428.

Fadhilah, N. A., Putra, P., Rahmawati, R., & Basri, H. (2021). Optimalisasi Umkm Dalam Pemanfaatan Teknologi Digital Di masa Pandemi Covid-19 di lingkungan Kecamatan Cibitung, Kabupaten Bekasi. Devosi, 2(2), 26-30.

Fernández-Ferrín, P., Calvo-Turrientes, A., Bande, B., Artaraz-Miñón, M., & Galán-Ladero, M. M. (2018). The valuation and purchase of food products that combine local, regional and traditional features: The influence of consumer ethnocentrism. Food Quality and Preference, 64, 138-147.

Fudholi, A., & Satibi, S. (2011). THE INFLUENCE OF LOCAL AND FOREIGN ENDORSERS'CREDIBILITY AND ATTRACTIVENESS IN COSMETICS ADVERTISEMENTS ON CONSUMER PERCEPTIONS AND PURCHASE DECISIONS. Jurnal Manajemen dan Pelayanan Farmasi (Journal of Management and Pharmacy Practice), 1(2), 89-93.

Giovannucci, D., Barham, E., & Pirog, R. (2010). Defining and marketing "local" foods: Geographical indications for US products. The journal of world intellectual property, 13(2), 94-120.

Handayani, L. S., & Hidayat, R. (2022). Pengaruh kualitas Produk, Harga, dan Digital Marketing Terhadap Kepuasan Pelanggan Produk MS Glow Beauty. IKRAITH-EKONOMIKA, 5(2), 135-145.

Hardjosubroto, R., Rahardja, U., Santoso, N. A., & Yestina, W. (2020). Penggalangan Dana Digital Untuk Yayasan Disabilitas Melalui Produk UMKM Di Era 4.0. ADI Pengabdian Kepada Masyarakat, 1(1), 1-13.

Heyvaert, M., Hannes, K., & Onghena, P. (2016). Using mixed methods research synthesis for literature reviews: the mixed methods research synthesis approach (Vol. 4). Sage Publications.

Himki, A., Ramadhan, T., Durachman, Y., & Pramono, E. S. (2022). Digital business entrepreneurship decisions: An e-business analysis (a study literature review). Startupreneur Business Digital (SABDA Journal), 1(1), 107-113.

Johnson, G. A., & Vindrola-Padros, C. (2017). Rapid qualitative research methods during complex health emergencies: A systematic review of the literature. Social Science & Medicine, 189, 63-75.

Kovalenko, M., Nakisko, O., Rudenko, S., Khloponina-Gnatenko, O., Horkovenko, I., & Maliy, O. (2023). State Regulation Improvement of the Military-Industrial Complex Development in Ukraine in Terms of Transition to Modern Information Technologies. Journal of Information Technology Management, 15(4), 18-46.

Lailiyah, N. I. (2023). Literature Review: KOL Marketing sebagai Strategi Pemasaran Digital di Era Sosial 5.0. Jurnal Informatika Ekonomi Bisnis, 1055-1058.

Lissitsa, S., & Kol, O. (2016). Generation X vs. Generation Y–A decade of online shopping. Journal of retailing and consumer services, 31, 304-312.

Mandasari, D. J., Widodo, J., & Djaja, S. (2019). Strategi Pemasaran Usaha Mikro, Kecil Dan Menengah (Umkm) Batik Magenda Tamanan Kabupaten Bondowoso. JURNAL PENDIDIKAN EKONOMI: Jurnal Ilmiah Ilmu Pendidikan, Ilmu Ekonomi Dan Ilmu Sosial, 13(1), 123-128.

Pathak, G., & Nichter, M. (2021). Cleanups, confidence, and cosmetics: marketing beauty in India. Journal of Consumer Culture, 21(3), 411-431.

Sari, S. P. (2020). Strategi meningkatkan penjualan di era digital. Scientific Journal Of Reflection: Economic, Accounting, Management and Business, 3(3), 291-300.

Savytska, N., Babenko, V., Chmil, H., Priadko, O., & Bubenets, I. (2023). Digitalization of Business Development Marketing Tools in the B2C Market.

Shpak, N., Kuzmin, O., Dvulit, Z., Onysenko, T., & Sroka, W. (2020). Digitalization of the marketing activities of enterprises: Case study. Information, 11(2), 109.

Sihombing, N. (2022). The importan product quality for satisfaction and loyality. PERSPEKTIF: Sudut Pandang Lintas Pengetahuan, 1(1), 756-760.

Sijabat, P. I., Yuhandri, Y., Nurcahyo, G. W., & Sindar, A. (2020). Algoritma Backpropagation Prediksi Harga Komoditi terhadap Karakteristik Konsumen Produk Kopi Lokal Nasional. Digital Zone: Jurnal Teknologi Informasi Dan Komunikasi, 11(1), 96-107.

Sirajuddin, R. S. B., Senathirajah, A. R. B. S., & Haque, R. (2023). Marketing Mix Influence on Consumer Buying Behavior: A Case Study on the Cosmetics Industry. International Journal of Professional Business Review, 8(5), e01499-e01499.

Steenkamp, J. B. E., & Ter Hofstede, F. (2002). International market segmentation: issues and perspectives. International journal of research in marketing, 19(3), 185-213.

Sudirjo, F., Purwati, T., Widyastuti, W., Budiman, Y. U., & Manuhutu, M. (2023). Analisis Dampak Strategi Pemasaran Digital dalam Meningkatkan Loyalitas Pelanggan: Perspektif Industri E-commerce. Jurnal Pendidikan Tambusai, 7(2), 7524-7532.

Syukron, S., Zarkasih, A., Nasution, S. L. A., Siregar, M. R., & Munthe, R. S. (2022). Strategi Pemasaran Produk Di Era Digital Pada UMKM. COMSEP: Jurnal Pengabdian Kepada Masyarakat, 3(2), 159-164.

Vadana, I. I., Torkkeli, L., Kuivalainen, O., & Saarenketo, S. (2020). Digitalization of companies in international entrepreneurship and marketing. International Marketing Review, 37(3), 471-492.

Wahyudi, W., Mukrodi, M., Sugiarti, E., Marayasa, I. N., & Mawardi, S. (2022). Mengenal Pemasaran Digital Dan Market Place: Solusi Meningkatkan Penjualan di Masa Pandemi Covid-19. Jurnal PKM Manajemen Bisnis, 2(1), 44-53.

Wahyudi, W., Mukrodi, M., Sugiarti, E., Marayasa, I. N., & Mawardi, S. (2022). Mengenal Pemasaran Digital Dan Market Place: Solusi Meningkatkan Penjualan di Masa Pandemi Covid-19. Jurnal PKM Manajemen Bisnis, 2(1), 44-53.

Watini, S., Latifah, H., Rudianto, D., & Santoso, N. A. (2022). Adaptation of Digital Marketing of Coffee MSME Products to Digital Transformation in the Era of the Covid-19 Pandemic. Startupreneur Business Digital (SABDA Journal), 1(1), 23-32.

Werdani, R. E., Kurniawati, N. I., Sukoco, J. B., Windriya, A., & Iskandar, D. (2020). Pelatihan pemasaran produk homemade melalui sosial media. *JPPM (Jurnal Pengabdian Dan Pemberdayaan Masyarakat)*, 4(1), 1-5.

Widyanto, H. A., & Agusti, C. R. (2020). Beauty influencer in the digital age: How does it influence purchase intention of generation Z?. Jurnal Manajemen dan Pemasaran Jasa, 13(1), 1-16.

Wiraputra, A. L., & Pristica, B. (2023). Representasi Keanekaragaman Perempuan Indonesia dalam Produk Kosmetik Lokal. Jurnal Ilmu Komunikasi Dan Media Sosial (JKOMDIS), 3(3), 866-873.