

The Use of Social Media in Skincare Product Marketing Management Strategy in East Java: A Literature Review

Aprelia Nur Kumalasari

Faculty economi and business, Muhammadiyah University of Lamongan, Indonesia

ABSTRACT: Social media has become a key marketing tool in the beauty industry, including skincare products, which are growing rapidly in Indonesia. East Java, as a potential market, has unique consumer characteristics, particularly the younger generation who are active on digital platforms. This study aims to examine the role of social media in skincare product marketing strategies in East Java based on current literature. The method used is a literature review of journals, industry reports, and scientific articles. The results show that social media drives customer engagement through value-based content, skincare education, and personalized product recommendations. However, challenges such as trust issues, exaggerated product claims, and consumer data privacy remain major obstacles. The conclusion of this study confirms that integrating social media with an education- and transparency-based marketing strategy can increase loyalty and purchase intention of skincare consumers in East Java.

KEYWORDS: social media, digital marketing, skincare, East Java, customer engagement, personalization.

I. INTRODUCTION

The skincare industry in Indonesia has experienced significant growth over the past five years, driven by increasing public awareness of skin health and appearance. According to Euromonitor (2024), the Indonesian skincare market is growing at an average of 6.8% per year, with the largest contribution coming from the facial care segment. East Java is one of the growth centers due to its large productive-age population, increasing digital literacy, and easy access to e-commerce platforms.

Statista data (2023) shows that 80.4% of internet users in Indonesia are active on social media, with platforms like Instagram, TikTok, and Shopee Live being the primary channels for marketing beauty products. Meanwhile, a McKinsey report (2022) states that 70% of millennial and Gen Z consumers research skincare products on social media before purchasing.

The Indonesian beauty industry has seen significant growth over the past decade, particularly in the skincare segment. Rising public awareness of skin health, self-care trends, and the influence of popular culture have driven demand for skincare products in various regions, including East Java. A Euromonitor report (2024) noted that skincare sales in Indonesia grew by an average of 6.8% per year, with East Java strategically positioned with a high market share due to its large population, the dominance of the younger generation, and the increasing purchasing power of urban and semi-urban communities.

Along with this growth, social media plays a crucial role in transforming the marketing landscape for skincare products. Platforms like Instagram, TikTok, and Shopee Live have become key channels used by brands to build brand awareness, educate consumers, and drive purchasing decisions. Statista data (2023) shows that over 80% of internet users in Indonesia are active on social media, and millennials and Gen Z spend an average of over two hours per day on these platforms. This phenomenon presents a significant opportunity for skincare brands to adopt a more personalized and interactive marketing approach.

On the other hand, McKinsey & Company (2022) revealed that approximately 70% of consumers research beauty products on social media before purchasing. Skincare consumers in East Java not only seek product information but also pay attention to reviews, tutorials, and evidence of use from influencers and user-generated content. This confirms that social media-based marketing strategies are no longer limited to one-way promotions but have evolved into two-way communication that builds consumer engagement and trust.

However, behind these opportunities, the skincare industry faces various challenges, such as increasing competition, the rise of exaggerated product claims, and consumer concerns about the safety of active ingredients and personal data privacy. These challenges require brands to implement transparent, education-based digital marketing strategies and leverage personalization technology to meet the increasingly discerning and selective needs of consumers in East Java.

The Use of Social Media in Skincare Product Marketing Management Strategy in East Java: A Literature Review

Based on this context, this study aims to examine the role of social media in skincare product marketing management strategies in East Java through a literature review approach. The study focuses on customer engagement, data-driven personalization, and consumer trust challenges. This is expected to provide a comprehensive overview for academics and practitioners in formulating effective digital marketing strategies for the skincare industry in the era of digital transformation. However, this significant opportunity comes with challenges such as exaggerated claims, intense competition, and consumer concerns about the safety of active ingredients. Therefore, social media marketing strategies for skincare products need to prioritize transparency, consumer education, and personalization.

II. LITERATUR REVIEW

A. Social Media and Skincare Consumer Engagement

Social Presence Theory (Lemon & Verhoef, 2016) states that visual and emotional interactions created through social media increase consumer engagement with brands. In the skincare industry, this engagement often takes the form of tutorials, before-after reviews, and user-generated content campaigns. Research by Kotler et al. (2021) revealed that short-form video formats on Instagram Reels and TikTok have high retention rates, particularly for beauty product promotions due to their informative and entertaining nature.

B. Data-Driven Personalization in Skincare Marketing

Utilizing social media algorithms allows skincare brands to provide product recommendations tailored to consumers' skin types, concerns, and preferences. Lamberton and Stephen (2016) noted that personalization can increase purchase conversions by up to 40%. In East Java, this personalization is relevant given the variation in skin types due to tropical climates, pollution, and urban lifestyles.

c. Consumer Trust and Privacy Challenges

Chaffey and Smith (2017) emphasized that non-transparent product claims can undermine consumer trust. In the skincare industry, this challenge arises when brands fail to provide comprehensive information about active ingredients or clinical trial results. The Privacy Paradox (Dwivedi et al., 2021) is also evident when consumers desire personalized recommendations but worry about their personal data being misused.

III. RESEARCH METHODS

This research uses a literature review method by collecting sources from academic journals, Indonesian cosmetics industry reports, and international publications related to digital marketing.

Research stages: 1. Data Collection: Sources from Google Scholar, Scopus, and Euromonitor. Keywords: 'skincare marketing', 'social media', 'customer engagement', 'personalization'. Publication period: 2015–2024. 2. Inclusion Criteria: Articles in English and Indonesian. Focus on marketing skincare products through social media. 3. Data Analysis: Using content analysis to identify key themes: customer engagement, personalization, and privacy challenges.

IV. RESULT AND DISCUSSION

1. Summary of Study Findings

No	Main Theme	Key Findings	Implications for Skincare in East Java
1	Social Media & Engagement	Short videos increase engagement 2x more than photos	Use TikTok & Instagram Reels for skincare education
2	Product Personalization	Data-driven recommendations increase conversions by up to 40%	Use skin analyzer & chatbot for product recommendations
3	The Challenge of Trust	Exaggerated claims reduce consumer loyalty	Implement label transparency & open clinical trials

2. Conceptual Framework Model

Main Variables:

- X1 : Social Media Strategy (educational content, short videos, local influencers)
- X2 : Data-based personalization (AI, skin preference analysis)
- Y : Skincare Consumer Purchase Intention

The Use of Social Media in Skincare Product Marketing Management Strategy in East Java: A Literature Review

M : Customer Engagement

Z : Consumer Trust

Hypothesis:

H1 : Social media strategy has a positive effect on customer engagement.

H2 : Data-driven personalization has a positive effect on customer engagement.

H3 : Customer engagement has a positive effect on purchase intention.

H4 : Consumer trust moderates the relationship between engagement and purchase intention.

CONCLUSIONS

This study confirms that social media has become a crucial tool in the marketing management strategy of skincare products in East Java. The literature review shows that:

1. Social media increases customer engagement through interactive and educational content.
2. Data-driven personalization increases the relevance of product recommendations and purchase conversions.
3. Consumer trust is a key factor that can strengthen or weaken the effectiveness of digital marketing.

Overall, social media not only serves as a promotional channel, but also as a strategic platform for education, interaction, and building long-term relationships with skincare consumers.

Social media plays a strategic role in marketing skincare products in East Java by building customer engagement, enhancing personalization, and expanding market reach. However, privacy and trust challenges must be addressed through transparency and consumer education.

REFERENCES

- 1) Chaffey, D., & Smith, P. R. (2017). Digital marketing excellence: Planning, optimizing and integrating online marketing. Routledge.
- 2) Dwivedi, Y. K., Kapoor, K. K., & Chen, H. (2021). Social media marketing and advertising. In YK Dwivedi (Ed.), Social media: The good, the bad, and the ugly (pp. 789–804). Springer.
- 3) Euromonitor. (2024). Indonesia skincare market report 2024. Euromonitor International.
- 4) Kotler, P., Keller, K. L., & Chernev, A. (2021). Marketing management (16th ed.). Pearson.
- 5) Lamberton, C., & Stephen, A. T. (2016). A thematic exploration of digital, social media, and mobile marketing: Research evolution from 2000 to 2015 and an agenda for future inquiry. *Journal of Marketing*, 80(6), 146–172. <https://doi.org/10.1509/jm.15.0415>
- 6) Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69–96. <https://doi.org/10.1509/jm.15.0420>
- 7) McKinsey & Company. (2022). Beauty and the digital shift: Consumer behavior trends in Asia. McKinsey & Company.
- 8) Statista. (2023). Number of social media users in Indonesia. <https://www.statista.com>
- 9) Euromonitor. (2024). Indonesia skincare market report 2024. Euromonitor International.
- 10) McKinsey & Company. (2022). Beauty and the digital shift: Consumer behavior trends in Asia. McKinsey & Company.
- 11) Statista. (2023). Number of social media users in Indonesia. Statista. <https://www.statista.com>



There is an Open Access article, distributed under the term of the Creative Commons Attribution – Non Commercial 4.0 International (CC BY-NC 4.0) (<https://creativecommons.org/licenses/by-nc/4.0/>), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.