

The Scarlett Brand Social Media Marketing Communications on Purchasing Decisions

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Abstract

Marketing communications is a form of communication that has the aim of strengthening marketing strategies and applying marketing communications to a company. Apart from that, marketing communications can also be used to introduce, establish, and create interactions between companies or partners and consumers who are not part of the company, such as suppliers and consumers. The theories used in this research are communication processes, strategies, SOSTAC model marketing communication strategies by combining IMC, forms of marketing, or promotional communications. This study aims to investigate the effect of marketing communication strategies through social media on consumer purchasing decisions for the Scarlett brand. The research method used is a case study with a qualitative approach. The research sample consists of consumers who use Scarlett products and follow the brand's social media accounts. The limitation of this study is that it only focuses on the Scarlett brand and does not consider other brands in the skincare industry. The results showed that marketing communication activities through social media have a positive influence on consumer purchasing decisions for the Scarlett brand. Effective marketing communication strategies through social media include promotion through advertising, sales, direct sales, and event marketing. The specific contribution of this research is to provide new insights into effective marketing communication strategies through social media in promoting skincare brands and products. The practical implication of these empirical findings is that skincare companies can utilize social media as an effective marketing tool to build meaningful relationships with consumers and influence their purchasing decisions. The findings also contribute to the existing marketing communications conversations by demonstrating the importance of marketing communications strategies through social media in the context of the skincare industry. The relevance of the research findings to broader marketing strategies, especially concerning skincare products, is that companies can utilize marketing communication strategies through social media to effectively promote their skincare products and influence consumers' purchasing decisions.

Keywords: Marketing Communications; Social Media; Brand Scarlett; IMC; Purchase Decisions.

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INTRODUCTION

Communication is an aspect that plays a very important role in life. Communication occurs through a process of formation in the delivery, reception, and processing of a message that occurs among a group of people with a specific purpose. Each communicator will carry out four actions, namely forming, conveying, receiving, and processing messages. Sharing information is one of the characteristics of communication.

Several factors influence communication skills, one of which is technological development. The increasingly rapid development of technology in the field of communication has given birth to new ideas, innovations, and ideas that aim to simplify the human communication process so that it becomes more effective, one of which is social media platforms. In graphic design many applications can be used to deliver communication through digital media such as social media platforms including advertising and product sales, creating visual identities for institutions, products, and companies, graphic environments, information design, and visually enhancing messages in the publication. Thus, the purpose of social media is none other than as a promotional medium for what you want to communicate. Promotion is defined as activities that communicate the merits of the product and persuade target customers to buy it or can be interpreted as activities that communicate the advantages of the product and persuade target customers to buy it (Kotler & Keller, 2016b).

Marketing communications is one of how companies strive to provide information, and persuade and remind consumers directly or indirectly about the products they sell. Marketing Communication has another meaning, namely that the recipient of the product is expected to understand and comprehend the intentions of the sender of the product through the delivery of messages or information. Marketing communication can be very powerful if it is combined with effective and efficient communication. How can you attract and make consumers aware of and buy a product through communication channels? Marketing communications has several elements that can be applied, namely, the communicator.

The communicator, also known as the communicant, is the party who creates a message with the specific aim of conveying it to the object of the communication. The communicator is the party who has a definite aim for the object and wants it to move in his direction. Everyone, including the businesspeople, can be communicators. Even young youngsters can communicate. Context, experience, knowledge, interests, and so on are all important characteristics of a communicator. All of these factors will have an impact on his communication process. In marketing communications, the communicator can be a salesperson, an endorser, or someone else. If the communicator holds a position or is well-regarded by society, the message delivered by the communicator is more likely to be received by the communicants. Then there's the communicant.

The communicant is the recipient of the communicator's message. As a result, a skillful communicator cannot avoid the communication he wishes to address. Even if the product being marketed is the same, if the communicant is different, the message should ideally follow the communicant's context. Age, gender, knowledge, habits, experience, and other factors must be considered in communication. Good products are always the result of client needs or wishes based on customer needs. As a result, in marketing communications, communication factors must be properly considered because they will influence the overall strategy for transmitting the message. Then there's the message.

A message is a formulation of intent conveyed by the communicator to the communicant. Messages are usually manifested in the form of certain language symbols, although it does not rule out the possibility of being manifested in other forms such as colors, behavior, certain symbols, and so on. The same thing also applies to marketing communications. Good marketing communications will always produce messages that are easy to accept, not insulting, not forceful, and, of course, useful in encouraging or persuading potential customers to buy products manufactured by certain companies or business persons.

Many factors determine the form of the message, including communication, context, socio-cultural contexts, and so on. This can be separated into various elements. The first is media, which is a means through which the communicator's message can be delivered to the communicant. Many types of media can be used today, such as the internet, radio waves, television, newspapers, WIFI waves, and so on. In marketing communications, media is used to make messages that have

been created by communicators acceptable to consumers so that consumers have an interest in buying products that have been created by communicators. The choice of media has a significant impact on the effectiveness of communicators' communication. Choosing the improper communication medium can increase communication costs while decreasing the chances of making the communicant interested in purchasing the product. As a result, in every marketing communication, media selection should be carefully evaluated so that the organization can save money while effectively communicating. Then there are Obstacles which are factors that can limit the communicant's level of receipt of the message. Obstacles in communication should be identified because they have the potential to cause the message to be poorly transmitted, resulting in the communication's aim not being met perfectly. As a result, it is best for a communicator to always map out and consider any hurdles that may disturb his communication, as well as how to overcome them.

In the current era of globalization, the development of social media is very rapid. According to Van Dijk (2013), explained in the book *Social Media* (Nasrullah, 2015) Social media can be seen as an online medium (facilitator) that creates social relationships while strengthening relationships between users. This is because social media is a media platform that focuses on the existence of users and helps people carry out activities and collaborate. Nowadays, social media is very important for communication. The help of digital technology now allows social media platforms to communicate with images, videos, and sounds in addition to writing. The number of social media users is also quite large. According to the book *Social Media*, Dr. Rulli Nasrullah M.Sc. defines Social Media as a medium on the internet that allows people to interact, collaborate, share, communicate, and form social relationships (Nasrullah, 2015). Social media platforms have many variations, the most widely used in Indonesia are Instagram, YouTube, WhatsApp, Facebook, Line, Twitter, and Tiktok (Dahono, 2021).

Social media is currently widely used as a promotional tool, especially social media Instagram, and TikTok. In practice, endorsement is a type of promotion that uses advertising strategies involving other parties to support and promote goods or services. Endorsements are one of the most popular types of digital marketing because they focus on mixed marketing techniques. As of January 2023, the number of social media users in Indonesia has reached 167 million people. This number is equivalent to 78 percent of the total number of internet users in Indonesia which reached 212.9 million. In the current development, social media dominates the world of digitalization, therefore as humans, we can see opportunities that we can take to keep up with current developments. As for other research, *Effective Advertising as a Marketing Communication Strategy* (Lukitaningsih, 2013). To be able to create effective advertising, of course, you have to start with an understanding of the marketing program for the product being advertised, apart from that, advertising must also be creative, have attractiveness, support credibility, and keep in mind that advertising is part of marketing activities. Further research entitled *The Effect of Promotion on Service Quality and Decisions* (Marbun et al., 2022) shows that promotions have a big influence on product repeat purchases, and service quality and price also have a big influence on purchasing decisions. This is interesting to research because there is a lot of influence from marketing communications on product sales until customers make repeat purchases.

In this research, it can be studied using marketing communications theory. This marketing communication also has several elements that are quite important and must be taken into account, including Objectives. The main objective in marketing communications can be said to be that customers want to buy the products sold by the company. Even though the form of the message is different, this main goal will always be the final goal of the entire marketing communications process. Next, there is Feedback; a response given by the communicant to the message conveyed by the communicator in a marketing communication. Communicators need to pay attention to feedback because from there it can be seen whether the communication carried out is effective and efficient or not. The last one is Product. The product is the main element in marketing communications because it is from this product that messages can be structured well. Without knowing the products, the company sells well, the messages created will not be effective and may even make customers uninterested in buying the products the company sells.

This research focuses on looking at marketing communications for the Scarlett brand through social media. Scarlett Whitening, a local beauty brand in Indonesia, has successfully utilized Instagram as a marketing tool, amassing a staggering 5.6 million followers and sharing 3,452 posts. This popularity has translated into a widespread presence across the country, with numerous resellers offering Scarlett Whitening products nationwide (www.mediaindonesia.com). Established in 2017 by renowned Indonesian celebrity Felicia Angelista, Scarlett Whitening initially began as an extension of her previous venture, Feli Skin, a facial mask that gained significant traction in the market (Soehandoko, 2022). Today, Scarlett Whitening boasts a diverse range of beauty products, including skincare essentials like facial wash, toner, facial serum, day cream, and night cream, as well as body care items such as body scrub, shower scrub, body serum, body cream, and body lotion. These products have been rigorously tested and approved by BPOM RI, ensuring their safety and efficacy. Notably, Scarlett Whitening products are mercury-free and deliver visible results without the need for prolonged use. Thanks to the support of satisfied consumers of Feli Skin products, Felicya Angelista decided to create a new line of skincare products known as Scarlett Whitening.

Scarlett conducts product marketing activities through social media, especially Instagram, which is quite hyped at the moment to market its products. Scarlett Whitening products have quite varied prices from affordable to expensive product variants. Scarlett Whitening products that sell well through the Shopee marketplace are Scarlett Whitening Facial Wash, Scarlett Whitening Body Lotion, and Scarlett Whitening Acne Serum. These three products can reach a thousand products sold every month. In 2021 alone, it is known that Scarlett Whitening Brightly Ever After Serum and Scarlett Whitening Acne Serum were able to achieve sales of IDR 15.5 billion. In May 2021, it is also known that Scarlett Whitening was able to sell 36 thousand products, or if converted into IDR 2.6 billion, as stated by Nabila & Suryani (2022), social media is a type of online media that operates with the help of web-based technology which changes the way communication takes place, which previously could only take place in one direction, to become two-way, or even referred to as interactive dialogue. Social media is a place, tools, and equipment that allows everyone to communicate and share with others with the help of the internet (Nugraha, 2021).

The measurement of a business's success can be determined by the choices made by consumers when purchasing the products offered by the business. Additionally, the level of success is also assessed based on the familiarity and popularity of the business's products within the community (Miranda et al., 2022). The decision to make a purchase or not is an integral aspect of consumer behavior, which encompasses observable physical actions. The process of making a purchasing decision commences with the inclination to buy, influenced by various factors such as family, desired price, promotional efforts, acquired information, and the perceived benefits or advantages of the product or service being offered (Kotler & Keller, 2016a).

Many businesses strive to attract customers to purchase their products (Utari et al., 2022). Neti (Neti, 2011) suggests that one factor influencing consumer choices in purchasing is the social media platform Instagram. (Boyd et al., 2019) state that Instagram serves as a convenient marketing channel, facilitating product acquisition and communication of product information to consumers.

In general, social media or social networking is an online platform that facilitates social interaction and information sharing among individuals, transcending the limitations of physical space and time (Zafallah et al., 2022). Various social media platforms like Line, Instagram, Twitter, WhatsApp, YouTube, Facebook, and others enable individuals to access and exchange information. Social media, according to Ardiansah & Maharani (2021), is used to allow people to interact with each other and has the nature of two-way communication. They are also often used to build a person's profile and self-image, and companies can also use them as a marketing medium. By using social media as a marketing tool, photos uploaded to social media accounts, such as Instagram, can be seen by customers who follow the account (Nugraha, 2021).

Social media is also now influencing offline shopping such as malls and shops, supermarkets and even going out of business. It could be said that changes in consumer behavior are in line with current digital advances because consumers always want to get better and easier so they don't care about what happens to them. company. The current consumer perspective (digital era) is convenience. Consumers tend to see which company is easier in the sales process, prioritizes

trusted values (quality products), offers better prices, gives gifts, and so on (Farhat, 2020). In selling via social media, this is very relevant to the theory of Integrated Marketing Communication (IMC) Percy (2014) explains that IMC is the planning and implementation of all types of messages such as advertising and promotions chosen for brands, services, companies, to achieve certain communication objectives, especially to support positioning. The key to IMC itself is how the company controls or influences the messages sent, thus strategic planning is needed (Percy, 2014).

Kotler and Keller (2016) divide integrated marketing communication into 8, the first is advertising. In advertising, advertising can reach buyers who are spread geographically so that it can build a long-term brand image for a product. Apart from that, advertising can also increase sales. The forms of advertising themselves vary greatly, such as TV advertisements, and newspapers, and currently, advertising can even be done via social media. Then secondly there is sales promotion.

A company uses sales promotions in the form of coupons, contests, and similar things to attract buyers' responses quickly. Sales promotions provide short-term effects such as highlighting product offers and increasing declining sales. Through sales promotion, there are three special advantages, namely the ability to attract consumers' attention to the product, incentives or providing more value to consumers, and finally, unique or different invitations so that consumers want to get involved. Next, thirdly, there are events and experiences, namely creating an event which certainly provides many benefits. However, when creating an event, some things need to be considered, such as the relevance of the product to consumers, the event being attractive in terms of quality, involving consumers, and providing a good experience. In addition, events are implicit or soft-selling. Next, fourthly, there is public relations and publicity. The use of public relations and publicity are usually used in conjunction with other communication elements and usually produce very effective results. In general, this is used when you want to clear up misunderstandings that have occurred with consumers.

The use of public relations and publicity, has advantages such as high credibility, the ability to reach hard-to-reach consumers, telling of the story correctly. In this fifth section, there is online and social media marketing. Online marketing involves forms of interaction with consumers. There are several characteristics of online marketing, namely rich information, interactive information, and a fast message delivery process. Then the sixth is mobile marketing. Mobile Marketing is marketing that relies on communication carried out via cell phones or tablets. There are several characteristics, namely timely, influential, and widespread. The seventh is Direct and Database Marketing. The presence of "Big Data" allows marketers to learn more about consumers and develop marketing communications that are more personal and relevant. And finally, there is Personal Selling. Personal selling is the most effective tool in the purchasing stage of a product, especially in building buyer preferences, and beliefs and taking action. In general, personal selling is personal, based on relationships, and depends on the response given.

In this research, several IMC tools were used in implementing marketing communications carried out by the Scarlett brand, namely, advertising, sales promotion, events & experiences, online & social media, mobile marketing, and personal selling. This study aims to investigate the effect of marketing communication strategies through social media on consumer purchasing decisions for the Scarlett brand.

RESEARCH METHODS

This study uses a qualitative method. This study adopts a case study methodology with a qualitative approach. The purpose of the case study strategy is to gain a deep understanding of the interaction between communication marketing strategies through social media and consumer purchasing decisions for the Scarlett brand. The choice of a qualitative approach is motivated by its ability to explore complex and detailed phenomena, as well as to comprehend the context and significance of consumer behavior. The rationale behind selecting a qualitative approach in this research is to obtain a comprehensive understanding of how communication marketing strategies through social media holistically influence consumer purchasing decisions. Qualitative approaches allow researchers to delve into perspectives, motivations, and consumer experiences in a thorough manner, which cannot be quantitatively measured. Through the utilization of a qualitative approach, researchers can gather rich and detailed data through interviews, observations, and

analysis of social media content. This enables researchers to comprehend the social and cultural context surrounding consumer purchasing decisions, as well as identify patterns and insights that may not be discerned through quantitative methods. Consequently, the utilization of a qualitative approach in this research offers an opportunity to acquire profound and contextual insights into the relationship between communication marketing strategies through social media and consumer purchasing decisions for the Scarlett brand.

The data collection technique is by using interview techniques. This research also uses the triangulation technique which can be thought of as a technique for checking the validity of data by comparing interview results with the research object. As for the explanation of the qualitative method in this research, the researcher used a qualitative method with a descriptive approach and a literature review. Descriptive characteristically aims to help researchers describe or sharpen explanations of their research so that later it can be easier to understand by other people who want to know about the research. Descriptives are used in this research to describe the connection between science and research methods, the importance of research methods, qualitative research methods, and how to use these qualitative research methods in a theological high school environment. The researcher uses the literature review to support the views, ideas, and ideas that the researcher puts forward in this article so that later it is hoped that with the support of the literature review, this research article will have a strong academic foundation. The literature studies that researchers have chosen in this article come from books and journal articles that are by the discussion passage and also have novelty value.

Qualitative research methods have different characteristics from quantitative research methods. Johnson & Christensen (in (Hanurawan, 2012)) characterize qualitative research methods as follows: Qualitative research experts have the view that the essence of reality is: subjective, personal, and the result of social construction. This understanding of the nature of reality is in contrast to quantitative research which has a philosophical belief that reality is objective (different researchers have the same conclusions regarding the object of the phenomenon being studied/the truth of the phenomenon is beyond human subjectivity as observers). The qualitative research process is inductive or "bottom-up". In this context, researchers create new theories or develop theories based on data collected during field research. This means that qualitative research is exploratory due to limited knowledge about a research theme.

Qualitative research experts' views on human behavior are dynamic, fluid, situational, social, contextual, and personal. The objectives of qualitative research are description, exploration, and discovery. The focus of research is an emphasis on broader and deeper angles (rather than quantitative research which has a narrower viewpoint, such as only testing hypotheses). In this case, qualitative research studies the breadth and depth of a phenomenon to reveal richer and more meaningful information about a phenomenon that is the object of research. The essence of observation in qualitative research is to examine the object of a behavioral phenomenon in a natural setting or this means researching the object of a behavioral phenomenon in the context where the behavior occurs.

Therefore, qualitative methods are very appropriate to use in this research to analyze marketing communications regarding sales of the Scarlett brand on the Instagram and TikTok platforms in purchasing decisions. The research was conducted on subjects who actively use social media and directly on sources who have purchased Scarlett products at least once. This research selected 15 subjects who were Scarlet users and classified them based on gender, female and male, namely 15 people. This research can be seen to find out how important marketing communications are to sales. Apart from that, this technique can also provide the resource person with the opportunity to express his opinion on the marketing communications carried out by the Scarlett brand.

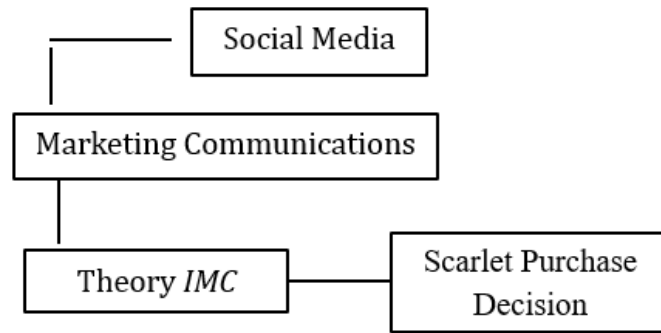


Figure 1. Research Framework

RESULTS AND DISCUSSION

Analysis Result

Research data was obtained through observations and interviews conducted via social media Instagram and TikTok as well as meeting directly with sources. In the questionnaire, we asked questions about gender, age, and employment status to find out the profile of the interviewee. The following is a table of sources who were successful in the interview:

Table 1. Findings of the Scarlett’s Consumers

No	Name/Initials	Gender	Age Category	Information
1	Y. I.	Woman	40 years old	Ever purchased Scarlett and sustainable products?
2	S. K.	Woman	22 years	Ever purchased Scarlett and sustainable products?
3	A. D.	Woman	29 years	Ever purchased Scarlett and sustainable products?
4	H. W.	Woman	27 years	Ever purchased Scarlett and sustainable products?
5	N. S.	Woman	28 years	Ever purchased Scarlett and sustainable products?
6	I. H.	Man	28 years	Ever purchased Scarlett and sustainable products?
7	M. I.	Man	18 years	Ever purchased Scarlett and sustainable products?
8	B. A.	Man	25 years	Ever purchased Scarlett and sustainable products?
9	Jo.	Man	26 years	Ever purchased Scarlett and sustainable products?
10	G. S.	Man	20 years	Ever purchased Scarlett and sustainable products?
11	R. W.	Woman	30 years	Ever purchased Scarlett and sustainable products?
12	L. R.	Woman	28 years	Ever purchased Scarlett and sustainable products?
13	N. A.	Man	26 years	Ever purchased Scarlett and sustainable products?
14	Le.	Woman	25 years	Ever purchased Scarlett and sustainable products?
15	T. G.	Woman	35 years old	Ever purchased Scarlett and sustainable products?

Source: Processed data, 2023

One of the techniques used by researchers is interviews. Interviews are the form of data collection most often used in qualitative research. Many researchers have difficulty interviewing people because people tend to answer briefly. Moreover, the culture of Indonesian society tends not to be accustomed to expressing feelings. Interviews in qualitative research have a slight difference compared to other interviews such as interviews for new employee recruitment, new student admissions, or even quantitative research. Interviews in qualitative research are conversations that have a purpose and are preceded by several informal questions. Research interviews are more than just conversations and range from informal to formal. While all conversations have certain rules of transition or control by one or another participant, the rules in research interviews are more stringent. Unlike ordinary conversation, research interviews are aimed at obtaining information from one side only, therefore asymmetrical relationships must be visible. Researchers tend to direct interviews toward discovering participants' feelings, perceptions, and thoughts. The following description will describe the types of interviews, types of questions, length of interview time, and procedures for conducting interviews in qualitative research. An explanation of data collection is important because it will guide readers to understand the research process accurately.





Figure 2. Interview with Scarlett's Consumers

Interviews also have some structures; the researcher must decide on the amount of structure in the interview. The interview structure can be any in the range of unstructured to structured. Qualitative research generally uses unstructured or semi-structured interviews (Holloway & Wheeler, 1995). Unstructured interviews start with general questions in a broad area of research. These interviews are usually followed by a keyword, agenda, or list of topics to be covered in the interview. However, there are no predetermined questions except in the very early interviews. This can be followed up, but researchers also have their agenda, namely the research objectives they have in mind and certain issues that will be explored. However, the direction and control of the interviews by the researcher is minimal. Generally, there are differences in the results of the interviews for each participant, but from the beginning, you can usually see a certain pattern. Participants are free to answer, both in terms of content and length of exposure, so that very in-depth and detailed information can be obtained. This type of interview is especially suitable if the researcher interviews participants more than once. This interview produces the richest data but also has the highest loss rate, especially if the interviewer is inexperienced. The drop rate is the amount of material or information that is not useful in research.

The results of this research explained that the Scarlet brand is one of the brands that sell the most complete skincare and has many variants, making people interested in trying it. So, the revenue from this scarlet brand in the second quarter of 2022 is 23.8 billion. This is because Scarlet creates an endorsement for national and international influencers and public figures who can attract the public.

According to the results of interviews conducted by researchers, they tend to have purchased more than one type of Scarlett product. Some people think that in their purchasing decision, they saw how many public figures and influencers on TikTok and Instagram social media used the product and got good results. Apart from that, the product design and promotional design on social media are very attractive and provide clear information, regarding uses, side effects, and benefits. Therefore, this is why several sources make product purchasing decisions.

The research results are linked to the hypodermic needle theory as well. It was explained that mass media can have a strong influence on audiences, in line with several sources who stated that the sources were interested in the Scarlett brand because they saw attractive marketing communications through promos and new products that made consumers interested.

The use of mass media is very influential on current conditions, the hypodermic needle theory explains the influence of mass media on its users, for example, mass media such as Instagram. Advertisements for products carried out by companies that use endorsement services

for artists or influencers on Instagram are advertisements carried out on social media where their followers will see them.

"I use the TikTok and Instagram applications, because in my opinion, social media is not only entertainment, but we can also get information about items needed in life, such as household equipment, necessities, and skin care, this makes it very easy for application users to search for things. What is needed, in maximizing good social media, in my opinion, Scarlett has done it so that it attracts a lot of consumers to buy its products." (Informant 1 Y. I.)

"I think this Scarlett product is suitable for millennials or Gen Z like me, my skin is very sensitive and I can't just use skincare from unknown brands. I chose Scarlett because most of my college friends also use it, I was recommended by them to try using it, so I tried the facial wash first, but it felt great on the face and didn't have any effect, and so on. The advertisements on social media are very convincing, plus Scarlett can invite consumers to buy packages so they don't have individual units, maybe that's Scarlett's strategy." (Informant 2 S. K.)

"I am a user of this product and continue because I feel that it suits the benefits. Apart from that, I am also interested in the form of promotion and design on Instagram social media." (Informant 3 A. D.)

"In situations like this, I think skincare has become a basic necessity, because with the current weather, if we don't protect our facial skin with skin care, it will be dangerous in the future. I chose Scarlett because it has the most advertisements in the media. Apart from that, many influencers on my social media also endorse Scarlett and this made me even more curious, and finally, I tried to buy and use it because the packaging is attractive. Every use of Scarlett has an identity from the color of the packaging, for example, if it is for dry skin, the color will be different from the packaging. skin care for oily faces, and that's one of the things that made me interested and wanted to buy Scarlett." (Informant 4 H. W.)

"I have been using Scarlett since 2020 until now because I like this product and it is lighter in my opinion for my skin. There are also many variants of scarlet so that we as customers don't get bored with the variants, apart from that, the promotions and advertising content can make me always wait for the newest scarlet product." (Informant 5 N. S.)

"In my opinion, now skincare is not only for women but men are also required to use it too, this is to protect our faces from UV rays which are quite dangerous in the future. I, myself chose Scarlett. I saw testimonials from consumers who generally said that Scarlett was indeed such a good skincare brand. Apart from that, I often see famous influencers and artists using Scarlett, so that convinced me to buy it. Apart from that, the promo appearance on social media is very attractive and very neat." (Informant 6 I. H.)

"In my opinion, nowadays using social media is very important because all information can now be obtained via social media very quickly and all information is available, from information that makes people sad and makes them happy. Apart from that, the business opportunities are also very big if you can optimize the use of social media. But in this case, it is not limited to just using social media, our creative ideas can also be tested here and must be able to compete with other businesses so we must be able to create very attractive promotional media and product designs. Like this scarlet product, I think it is very interesting and informative in conveying the message, therefore I am interested in purchasing this scarlet product." (Informant 7 M. I.)

This is different from the male sources we interviewed, they explained that they only bought scarlet products twice and only 1 product. because according to those who care about skincare, it's only women.

"In my opinion, with the current weather conditions, the need for skincare has become a basic need for us, because the current weather is very extreme, so I think skincare is a good protector for weather like this. I chose Scarlett because it is very attractive in promotional media. I bought Scarlett skincare products because they were very attractive in terms of sales and there were lots of promos that customers could use." (Informant 8 B. A.)

"In my opinion, for skin care, you don't need to look at gender, everyone needs it at the moment, but we can't try all skin care. I look at how the brand promotes things that are interesting to see how many people have used it." (Informant 9 Jo.)

"I'm still relatively very young, I am just 20 years old, but I'm starting to look after the health of my facial skin using skincare, so the skincare I chose was Scarlett because I think it's the most

suitable for young people like me and it's very suitable and the price "It's still affordable, apart from that, I like the packaging colors at Scarlett, they're not boring." (Informant 10 G. S.)

"Scarlett is one of the skincare products that I have usually used in the last year. Apart from being suitable for my skin, this product is also a skincare product that is quite affordable for college students like me. At first, I tried my friend's, it turned out to be suitable, then finally I tried buying it and continued until now. As a K-pop fan, I am very happy and proud because Scarlett has attracted K-pop idols as its brand ambassadors, this of course attracts the attention of other K-pop fans to start using Scarlett. Their marketing on social media often catches the attention of Scarlett users, which makes these users want to buy skincare from their brand. And I'm also happy because Scarlett often collaborates with K-pop and even holds fan meetings in Indonesia." (Informant 11 R. W.)

"At first I didn't know much about this Scarlett product, but there were lots of reviews and stories from the celeb grams I follow, which made me curious and wanted to buy the body lotion product. I decided to buy this Scarlett product because the price is safe and suitable for students and because many people already use their body lotion. This made me even more confident about buying the product. The variants or types released by Scarlett are also very diverse and make me want to buy several other products because the scents are varied, and I like them. The content is quite diverse and caught my attention. "The quality suits me, so I'm interested in buying products other than body lotion." (Informant 12 L. R.)

"I like using Scarlett because it suits my skin because my skin is difficult to suit other products. Scarlett has a composition that is suitable for my skin and also has a long-lasting fragrance, so I like to use it, especially in the current hot weather. The content they provide on social media is also very interesting, especially the content that often collaborates with Korean boybands or girlbands which makes me interested in the packages and bonuses for buying Scarlett's newest products. "The branding is also very appropriate and good because they know there are many K-pop fans, so at first I wasn't that interested, so I became interested in what collaboration Scarlett would carry out next." (Informant 13 N. A.)

"I like watching skincare review videos because I like trying new skincare and using skincare. In my opinion, skincare is very important to keep my skin healthy. One of the reviews that I often see is this skincare and body care review from Scarlett. In my opinion, the existence of video reviews made by Scarlett, such as on TikTok and Instagram, makes people curious and want to use Scarlett, just like me, by seeing reviews of Scarlett products, I am convinced to use Scarlett and become a skincare provider. my favorites. Just try it to find out the benefits of Scarlett for your skin." (Informant 14 Le.)

"In my opinion, as someone who uses skincare, using skincare is very beneficial for us, especially during unfavorable dry weather like now. Of the various skincare brands that I have tried, Scarlett is one of the skincare that suits my skin. It's easy to use and has a light texture on the face. I used Scarlett because I saw advertisements on social media and various positive reviews from users which made me curious about this product. Very suitable for the skin of teenagers to adults. I'm interested in buying skincare from Scarlett also because I like Song Joong Ki. Scarlett made him their brand ambassador, which made me want to buy their products even more." (Informant 15 T. G.)

"Scarlett products are of very high quality and provide more satisfaction to customers. I believe that one of the important factors that makes Scarlett so successful is their excellent social media marketing. Scarlett's social media marketing strategy is very effective in attracting consumer attention. They always ensure that their content is relevant and interesting, and incorporate interesting visual elements to attract the attention of the audience. In addition, Scarlett often interacts with her followers on social media, creating an active and engaged community. Another thing I love about Scarlett's social media marketing is the way they use influencers and celebrities to promote their products. This is a smart strategy as it helps increase credibility and build trust among consumers. Additionally, it also helps increase brand awareness and reach a wider audience. Ultimately, I believe that the combination of high-quality products and an effective social media marketing strategy is the key to Scarlett's success. They have shown that they understand the market and know how to attract consumer attention. I am confident that they will continue to develop and achieve higher levels of success in the future."

DISCUSSION

According to the "needle theory" or "*jarum suntik*" in mass communication, it is argued that messages transmitted through mass media have a direct and impactful effect on individuals, bypassing any significant resistance or consideration. This theory suggests that mass media possesses the capability to "pierce" or "penetrate" viewers with the conveyed messages, disregarding any variations in how individuals receive this information. In this analogy, mass media is likened to a colossal needle, functioning as a potent stimulus (S) that elicits spontaneous, automatic, and reflexive responses (R) (Prilyantinasari & Mulyana, 2020).

The needle theory also referred to as the hypodermic needle theory, presents a communication model that operates in a unidirectional manner. It assumes that mass communication possesses the ability to directly and immediately influence the audience in a significant manner. In this model, mass communication is likened to a colossal needle injecting a passive audience. The audience is perceived as a collective of individuals who are highly susceptible to influence, thereby readily accepting the messages conveyed. According to this theory, the media wields a direct and swift impact on the recipients, exerting a powerful influence (Wardhana, 2017).

With the growth of the population in Indonesia, the use of social media is also increasing, this shows that Indonesian people are very longing for information through social media. Social media is really useful in all aspects, from work, and business education. This can also be seen from the achievement of donations to the Scarlett brand which continues to increase in interest and also the influence of endorsements from influencers and celebrities in Indonesia. A business can be developed if we can optimize the current technological developments and the use of social media. At this time, when we still use traditional methods to market our business, we are very far behind and will be less competitive with existing competitors. Traditional methods are still needed because direct communication will always have different emotions from online. Therefore, the Scarlett brand can collaborate between traditional and modern methods. This traditional method is optimized by the Scarlett brand in holding an event that brings in well-known artists to launch new products and create promotions for visitors who come to the event, then the modern method is to spread information that Scarlett was holding a big event with famous guest stars, so it could be said that it was a modern way or using social media to invite people to attend this event. So that way Scarlett has been able to survive until now and continue to develop in the skin care business. This can be used as an example for other Scarlett brands.

With the increasing number of changes in the weather in Indonesia, more and more people are now worried about the health of their skin, especially facial skin, because currently, the millennials and Z-generations, really pay attention to their appearance (Tarigan & Raja, 2022), especially the appearance of their skin, they believe that if they have good skin then the better our appearance in front of many people and the greater our self-confidence will be. Currently, there is also increasing growth in skincare sales in Indonesia because entrepreneurs see big opportunities in this matter. However, not many survived the skincare business and it eventually closed and only a few brands were able to survive, one of which was Scarlett. In the opinion of this source, Scarlett can produce products that suit current needs. They also think that Scarlett dares to promote using well-known Indonesian influencers and artists, this can convince the public to buy Scarlett products.

Scarlett has successfully used social media such as TikTok and Instagram to market their products as well as to share information about using skin care. In the target market of millennials and Gen Z, Scarlett has gained trust because it suits their skin sensitivity who cannot just use any care product. Convincing promotions and designs on social media, coupled with attractive product packaging that suits skin types, makes Scarlett attractive to consumers. Their product diversity suits skin types and is easy to use, addressing the needs of consumers who don't want to feel monotonous. Amid awareness of the importance of skincare, Scarlett has succeeded in creating products that consumers want and need.

Generation Z individuals are highly influenced by the extensive advertising and support they encounter on social media and other platforms when it comes to Scarlett products. The attractive packaging and the well-established brand also play a significant role in capturing their attention. Moreover, the wide range of products with different variants and scents from Scarlett appeals to

them. The affordability of these products, particularly for students, is another crucial factor that attracts Generation Z. Additionally, the active presence of Scarlett on social media and their collaborations with K-pop idols are mentioned as appealing factors for this generation. Positive reviews and recommendations on social media further sway their decisions. In summary, the experience of Generation Z with Scarlett products aligns with the hypodermic needle theory, as various factors such as advertising, support, packaging, affordability, social media presence, and reviews collectively influence their decisions to adopt these products.

The hypodermic needle theory elucidates the profound influence of mass media, specifically Instagram, on its users. According to this theory, mass media possesses a direct and potent impact on individuals, akin to a hypodermic needle injecting a substance directly into the bloodstream. In the context of Instagram, the theory posits that product advertisements by companies utilizing celebrity endorsements or influencers are viewed by the followers of said influencers. Direct exposure to advertisements on social media can shape users' perceptions and behaviors, including their purchasing decisions. The utilization of social media platforms like Instagram enables users to effortlessly search for and access information regarding various products and lifestyle necessities. The hypodermic needle theory suggests that the employment of mass media, encompassing social media, significantly influences the formation of users' preferences and choices.

According to the analysis findings, multiple factors contribute to the interest of individuals in purchasing Scarlett products. Firstly, the endorsement and recommendations of Scarlett products by influencers and celebrities on social media generate curiosity and a desire to experience the products. Moreover, the availability of a wide range of product options with different scents intrigues consumers and encourages them to explore other offerings. Additionally, Scarlett's visually appealing product packaging, tailored to suit various skin types, serves as a distinctive attraction for consumers. Furthermore, the brand's reputation for delivering high-quality products, particularly for specific skin types, and its ability to address the needs of challenging skin conditions significantly contribute to capturing consumer interest.

In addition, the brand's effective marketing campaigns on social media, featuring relevant and captivating content, coupled with active engagement with followers, foster the formation of a vibrant and involved community. Collaborations with popular boybands and girlbands from the K-pop industry further enhance the allure of Scarlett's latest products for K-pop enthusiasts. The affordability of the products, especially for students, combined with positive reviews from other users that reinforce the brand's positive reputation, further strengthen consumer attraction and trust in making purchases. Therefore, the main reasons why people are interested in buying products from Scarlett encompass influencer and celebrity support, product diversity, appealing packaging, product quality, effective marketing campaigns, K-pop collaborations, affordable pricing, and positive user reviews.

The utilization of influencers and celebrities as a means to endorse products has emerged as a prevalent marketing tactic. This approach bolsters the trust and credibility of consumers towards the brand, while simultaneously augmenting brand recognition and expanding the target audience through influencer marketing. The amalgamation of superior-quality products and effective social media marketing strategies also plays a pivotal role in the triumph of such marketing endeavors. Comprehending the market dynamics and captivating consumer attention are equally imperative in attaining marketing objectives. Favorable feedback from users on social media platforms, endorsement from renowned celebrities like Song Joong Ki as a brand ambassador, creation of pertinent and captivating content with visually appealing elements, and fostering an active and engaged community through interactions with followers on social media platforms all contribute to fortifying the brand's image and cultivating stronger connections with consumers.

The research results also explain that those who use social media also need to get information more quickly, one of which is promotion that is needed. Apart from that, social media in the future will continue to develop and continue to support online business ventures and be able to make people more aware of technology, especially in the use of social media.

CONCLUSION

The research results are linked to the hypodermic needle theory. It was explained that mass media can have a strong influence on audiences, in line with several sources who stated that the sources were interested in the Scarlett brand because they saw attractive marketing communications through promos and new products that made consumers interested.

The use of mass media is very influential on current conditions, the hypodermic needle theory explains the influence of mass media on its users, for example, mass media such as Instagram. Advertisements for products carried out by companies that use endorsement services for artists or influencers on Instagram are advertisements carried out on social media where their followers will see them.

Marketing communications is an important medium for companies to provide product-related information, and persuade and remind consumers about the products they want to offer. In the context of social media, Influencers and public figures play an important role in promoting a product that they want to market and businesses must choose social media wisely to achieve their communication goals.

In this digital era, the use of social media as a marketing tool is very important and business people must be creative in designing communications to attract consumer attention. The use of social media also allows businesses to receive valuable feedback from consumers, which can be used to improve their marketing communications strategies.

In this context, business people need to continue to monitor and manage their marketing communications via social media so that they remain effective and relevant in an ever-changing market. Therefore, the Scarlett brand has optimized and maximized social media in marketing communication media and integrated marketing communication in results.

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