

CHAPTER I

INTRODUCTION

A. Research Background

The cosmetics industry in Indonesia has witnessed significant growth, with a 21.9% increase in the number of companies, rising from 913 in 2022 to 1,010 by mid-2023. Expansion into export markets has also risen, with cumulative exports of cosmetics, fragrances, and essential oils reaching USD 770.8 million from January to November 2023.¹

Amidst the rapid development of e-commerce in Indonesia, sales of personal care and cosmetic products have surged over the past few years. From 2018 to 2022, this sector consistently ranked among the top three in terms of sales, generating a remarkable IDR 13,287.4 billion in transaction value and facilitating 145.44 million transactions.²

This growth is closely linked to advancements in digital technology, particularly social media like TikTok, have reshaped marketing strategies as consumer behavior shifts online. With high engagement among students, TikTok serves as a key platform for brands to reach their audience effectively.³ Recognizing this, Skintint Somethinc utilizes TikTok's interactive features, content marketing, and influencer endorsements to enhance brand image and drive purchase intentions.⁴

¹ Antara, "Indonesia's Skincare Industry Ready to Compete with South Korea, Says BPOM," at [20.28], < <https://jakartaglobe.id/>> viewed on June 21, 2024.

² Kementerian Koordinator Bidang Perekonomian Republik Indonesia, "Hasilkan Produk Berdaya Saing Global, Industri Kosmetik Nasional Mampu Tembus Pasar Ekspor dan Turut Mendukung Penguatan Blue Economy," at [14.21], < <https://www.ekon.go.id/>> viewed on 3 Februari 2024.

³ Yunita Aurelia, "Interaksi Sosial Melalui Media Sosial Tiktok di Kalangan Siswa SMA PGRI 4 Jakarta," *Jurnal Ilmu Sosial dan Ilmu Politik* Vo.6, no. 2 (2024), p.48

⁴ Diana Novita et al., "Penggunaan Media Sosial TikTok Sebagai Media Promosi Pemasaran Dalam Bisnis Online," *Jurnal Minfo Polgan* vol.12, no. 2 (2023): p.2544

Skincare is a significant concern for many Indonesians, particularly women, who meticulously select the products they use.⁵ An iPrice survey revealed the diverse range of skincare brands available on the Sociolla platform.

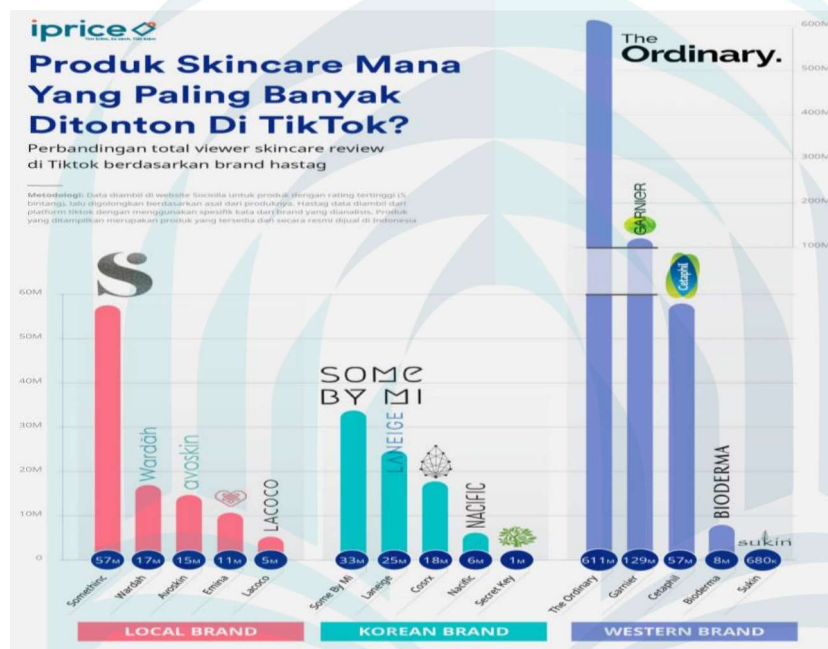


Figure 1. Top 10 Skincare Brands by Total Viewers on TikTok in 2022.
Source: iprice.com 2022

The local brand Something secured the top position on TikTok with a total of 57.3 million hashtag views. This is the highest view count for a local skincare brand.⁶ One of its products, Copy Paste Tinted Sunscreen SPF 40 PA++++, is a multifunctional product combining sunscreen with sheer coverage to protect the skin from UVA/UVB rays while evening out skin tone. With a lightweight and sensitive-skin-friendly formula, this product is designed for young generations seeking practical protection and a natural look.⁷

⁵ Nur Hidayah Perwitasari, "Mengenal Arti Skincare dan Tahapan Merawat Kulit," at [11.25] <<https://tirto.id/>> viewed on October 29, 2024.

⁶ Vivin Dian Devita, "Review Produk Paling Banyak Ditonton Di Tiktok," at [12.45] <<https://iprice.co.id/>> viewed on December 17, 2024.

⁷ Rin Sulistiyarningsih and Andra Kusuma, "Review SOMETHINC Copy Paste Tinted Sunscreen SPF 40 PA++++, Inovasi Baru Lindungi Kulit Dari UV," at [12.37] <<https://shopping.tribunnews.com/>> viewed on December 1, 2024,

To support the appeal of its products, Somethinc has successfully built a strong brand image and has a solid position in the market.⁸ Brand image is one of the essential elements influencing a person's purchase intention.⁹ In Islam, marketing and consumption activities are assessed not only from an economic perspective but also from moral and ethical aspects. The principles of halal and thayyib (good) serve as the main foundation in determining products suitable for Muslim consumption. Therefore, the brand image of beauty products like Skintint Somethinc should reflect Islamic values, such as transparency, honesty, and benefits for consumers.¹⁰ Brands with a positive image tend to establish strong emotional connections with consumers, which in turn can increase their purchase intention.¹¹

In today's digital era, Content Marketing has become a crucial element in business management, with a significant impact on marketing strategy success. Business actors are required to create content that attracts consumer attention. Engaging content plays a vital role in driving purchase intention.¹² From an Islamic perspective, marketing content should include educational values, honesty, and avoid elements of manipulation or emotional exploitation. For example, campaigns educating audiences about the importance of choosing halal products and the benefits of skincare for maintaining healthy skin would be more relevant for Muslim consumers.¹³ Content marketing itself is a marketing

⁸ Stefani Angelique, "Pengaruh Brand Image terhadap keputusan pembelian produk Skincare Somethinc : studi kasus mahasiswa di Kota Bandung," (*Skripsi: Universitas Kristen Parahyangan*, 2024) p.41.

⁹ Ira Resmawa, "Pengaruh Brand Image dan Product Knowledge terhadap Purchase Intention dengan Green Price sebagai Moderating Variabel pada Produk the Body Shop di Surabaya," *Jurnal STIM Lansharan Jaya* Vol.1, no. 2 (2017). p.9.

¹⁰ Lola Malihah *et al.*, "Pengaruh Brand Image dan Halal Branding Terhadap Minat Pembelian Produk Kosmetik (Studi pada Mahasiswi Fakultas Ekonomi dan Bisnis Islam IAI Darussalam Martapura)," *Jurnal Riset Inspirasi Manajemen dan Kewirausahaan* vol.7, no. 1 (2023): p.13

¹¹ Richard Andrew "Pengaruh Brand Image Dan Product Knowledge Terhadap Purchase Intention :Kasus : Kosmetik Merk 'X',"(*Skripsi: Universitas Mataram*, 2021), p.5

¹² Denissa Fitria Ramadhan *et al.*, "Pengaruh Content Marketing dan Purchase Intention terhadap Pelanggan Shopee di Kabupaten Garut" *Jurnal Marketing* Vol.2, no. 1 (2024),p.44

¹³ Hilmi Sirojuddin Hidayat, Evi Sopiah, and Annisa Nur Salam, "Kualitas Konten, Iklan Media Sosial, Dan Branding Islam Dalam Mendorong Keterlibatan Media Sosial Produk Zoya: Peran Religiusitas Sebagai Variabel Moderasi," *Journal of Management and Digital Business* Vol. 4, no. 3 (2024): p.683

approach aimed at introducing products to the public, focusing on attracting consumer interest while boosting sales.¹⁴

The third critical factor is influencer endorsers, which have become a trend in digital marketing strategies. In Islam, an influencer endorser has a moral responsibility to convey honest and non-misleading information.¹⁵ Influencers, especially on platforms like TikTok, have the ability to influence their followers' purchase decisions through authentic and relevant content. Consumers often trust recommendations from influencers they follow, which can directly affect their purchase intention.¹⁶

As part of the effort to integrate Islamic values into marketing activities, this study aims to examine the influence of brand image, content marketing, and influencer endorsers on the purchase intention of Skintint Somethinc products through the TikTok platform. This study focuses on female students at MAN 3 Ngawi to explore how Islamization can be applied in modern marketing strategies, thereby not only providing economic benefits for producers but also creating values of blessings for Muslim consumers.

Based on the issues discussed in the background, the researcher is interested in conducting a study titled: **“The Influence of Brand Image Content Marketing and Influencer Endorser on Purchase Intention of Skintint Somethinc via Tiktok Platform (Study on Female Students of Class XII at MAN 3 Ngawi).”**

¹⁴ Devan Irianto, “Pengaruh Content Marketing Dan Brand Image Terhadap Minat Beli Produk Mitra Bukalapak: Studi pada Konsumen Mitra Bukalapak di Kota Malang” (Malang, UIN Maulana Malik Ibrahim, 2021), p.16

¹⁵ Novi Rohmatul Rosidah, “Pengaruh Islamic Branding Dan Influencer Endorser Terhadap Intensi Pembelian Skincare Safi Pada Generasi Z Dengan Religiusitas Sebagai Variabel Moderasi” (*Skripsi: Universitas Hayam Wuruk Perbanas Surabaya*, 2023), p.18

¹⁶ Yunita Purwanto dan Wilma Sahetapy, “Pengaruh Content Marketing Dan Influencer Endorser Terhadap Purchase Intention Pada Brand Skincare Somethinc,” *Jurnal Marketing Agora* Vol. 10, No. 1 (2022) p.3

B. Research Question

Based on the research background, the research questions of this research is:

1. Is there an influence of Brand Image on the TikTok Platform on Purchase Intention of Skintint Somethinc on Female Students Class XII at MAN 3 Ngawi?
2. Is there an influence of Content Marketing on the TikTok Platform on Purchase Intention of Skintint Somethinc on Female Students Class XII at MAN 3 Ngawi?
3. Is there an influence of Influencer Endorser on the TikTok Platform on Purchase Intention of Skintint Somethinc on Female Students Class XII at MAN 3 Ngawi?
4. Is there an influence of Brand Image, Content Marketing, and Influencer Endorser on the TikTok Platform have on Purchase Intention of Skintint Somethinc on Female Students Class XII at MAN 3 Ngawi?

C. Research Objectives

Based on the research questions above, the objectives of this research are as follows:

1. To know the influence of Brand Image on the TikTok Platform on Purchase Intention of Skintint Somethinc on Female Students Class XII at MAN 3 Ngawi.
2. To know the influence of Content Marketing on the TikTok Platform is on Purchase Intention of Skintint Somethinc on Female Students Class XII at MAN 3 Ngawi
3. To know the influence of the influence of Influencer Endorsers on the TikTok Platform on Purchase Intention of Skintint Somethinc on XII grade students at MAN 3 Ngawi.

4. To know the influence of the influence of Brand Image, Content Marketing, and Influencer Endorser on the TikTok Platform on Purchase Intention of Skintint Somethinc on Female Students Class XII at MAN 3 Ngawi.

D. Research Benefits

The results of this study are expected to provide benefits for various parties, as follows:

1. Benefits for Academic

Academically, this research can add references related to the influence of brand image, content marketing, and influencer endorsers on purchase intention, especially on social media platforms such as TikTok. In addition, this study provides new insights into consumer behavior, especially for high school students in choosing beauty products that suit their needs. The findings from this study can also serve as a basis for further research that wants to explore effective digital marketing strategies for the young consumer segment.

2. Benefits for Practitioners

This research helps companies understand the importance of brand image, content marketing, and the influence of influencer endorsers in building emotional relationships with consumers and increasing purchase intention. In addition, it can provide insight into student preferences for quality and affordable beauty products, so that it can help companies in developing products that are more in line with market needs. Finally, this study provides input for beauty industry players on the importance of utilizing social media as an effective and efficient promotional tool that is relevant to the habits of generation Z.

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