EMINA'S DIGITAL MARKETING STRATEGY FOR LOCAL MAKEUP PRODUCTS TO INCREASE BRAND AWARENESS IN THE DIGITAL ERA

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Abstract*. The development of digital technology has transformed marketing practices in the local cosmetics industry. This study aims to analyze the digital marketing strategies implemented by the Emina brand in enhancing brand awareness among young consumers. The research employs a descriptive qualitative approach with a case study focusing on Emina's digital marketing activities on social media platforms. Data were collected through observations of Emina's official Instagram and TikTok accounts as well as online publications related to the company's marketing strategies. The findings reveal that Emina consistently builds a youthful and positive brand image through interactive content, the use of micro-influencers, and digital campaigns such as #EminaGirlGang. These strategies have proven effective in increasing engagement and expanding the brand's reach among Generation Z consumers. This study contributes to a deeper understanding of digital marketing strategies in the local cosmetics industry and serves as a reference for businesses seeking to optimize digital media for brand awareness development.*

Keywords: *Brand Awareness; Digital Marketing, Emina; Local Cosmetics; Social Media.*

1. INTRODUCTION

The beauty industry in Indonesia continues to experience significant growth, driven by increasing consumer demand, rapid innovation, and the expansion of local cosmetic brands. According to data from the Ministry of Industry, the cosmetic sector has become one of the fastest-growing creative industries, strongly supported by digital transformation. At the same time, the rise of social media platforms such as Instagram and TikTok has reshaped consumers' purchasing behavior, especially among young audiences.

In this digital era, Gen Z has emerged as the primary consumer segment for beauty products. This generation highly values authenticity, visual identity, and interactive digital engagement, making social media a crucial platform for brand communication. Therefore, cosmetic brands must adopt creative and effective digital marketing strategies to remain competitive.

Emina represents a unique case study in the Indonesian beauty market. As a local brand positioned specifically for teenagers and young adults, Emina has successfully built a strong digital presence through playful visual identity, consistent content marketing, and strategic micro-influencer collaborations. However, despite its popularity, limited research has explored how Emina's digital marketing strategy contributes to strengthening brand awareness among Gen Z consumers.

Previous studies on digital marketing in the beauty industry mainly focus on quantitative measurements of consumer response or general marketing effectiveness, with fewer studies offering an in-depth qualitative analysis of specific brand strategies. Thus, a research gap remains in understanding how local brands like Emina utilize digital content, visual branding, and influencer engagement to shape brand awareness.

Therefore, this study aims to analyze Emina's digital marketing strategy and examine how its content, visual identity, and influencer collaborations contribute to increasing brand awareness in the digital era. This research provides a deeper understanding of how local cosmetic brands can optimize digital platforms to appeal to young consumers and remain competitive in an increasingly saturated market.

2. LITERATURE REVIEW

2.1 Digital Marketing and Brand Awareness

Digital marketing refers to marketing activities that utilize digital technologies and the internet to reach consumers more effectively. According to Kotler & Armstrong (2021), digital marketing enables companies to build two-way communication through various digital platforms. Through social media, websites, and other online channels, companies can strengthen relationships with their audiences and enhance brand visibility.

In the beauty industry, digital marketing plays an essential role because consumers—especially Gen Z—rely heavily on digital content and online recommendations before making purchasing decisions. A study by Rifaldi and Hartati (2024) found that digital marketing strategies such as social media presence, influencer collaborations, and creative content are highly effective in increasing brand awareness in an era where digital interaction dominates consumer behavior.

Furthermore, research by Simanungkalit & Nawawi (2025) showed that digital marketing skills, including content management and social media engagement, directly contribute to brand competitiveness. These findings highlight the importance of digital platforms in shaping consumer perceptions, particularly in the highly competitive beauty sector.

2.2 Social Media and Local Cosmetics Marketing

Content marketing is a promotional strategy that focuses on providing relevant, engaging, and valuable content to consumers. Content may include articles, videos, photos, tutorials, and interactive campaigns. According to Pulizzi (2017), content marketing aims to build long-term relationships with consumers by offering useful and informative material.

In the context of local beauty brands, Nasution et al. (2024) found that **creative and informative content significantly influences consumer responses and interest**. Consumers are more attracted to brands that provide product education, simple tutorials, and relatable content.

2.3 Influencer and Micro-Influencer Marketing

Influencer marketing is a strategy that involves influential individuals to recommend or promote products. Micro-influencers—those with smaller but well-segmented audiences—offer higher authenticity and engagement compared to large-scale influencers.

Djafarova & Trofimenko (2019) argue that micro-influencers are perceived as more credible by Gen Z because they present opinions in a more natural manner. This aligns with previous qualitative studies, which also highlight that micro-influencers play an important role in strengthening brand image and building emotional connections with audiences of local beauty brands.

In the beauty industry, micro-influencers not only promote products but also share personal routines and experiences, which increase trust and relatability. This is highly relevant for Emina's strategy, as the brand actively collaborates with micro-influencers to expand reach and engagement.

2.4 Brand Awareness

Brand awareness refers to the consumer's ability to recognize and recall a brand. According to Keller (2013), brand awareness is the first step in the consumer decision-making process, as consumers tend to choose brands they are familiar with.

Aaker (1996) categorizes brand awareness into two components: recall and recognition. In the context of digital marketing, brand awareness is strengthened through repeated exposure to content, online interactions, and consistent campaigns.

Nasution et al. (2024) emphasize that although brand image does not always directly influence purchase intention, brand awareness remains the foundational element for building loyalty and long-term consumer trust. This reinforces the importance of examining how Emina uses digital marketing to increase brand awareness among young consumers.

2.5 Visual Branding

Visual branding includes the use of visual elements such as color, typography, photography style, and aesthetic content to shape brand identity. Park & John (2020) argue that visual branding affects consumers' psychological perceptions and helps differentiate a brand within a competitive market.

In the beauty industry, visual branding is crucial because beauty products rely heavily on aesthetic perception. found that consistent visual elements on social media enhance brand recall and identity strength.

Emina, targeting teenagers and young adults, uses pastel colors, cheerful design elements, and playful visual cues, which collectively strengthen its youthful brand image. This approach aligns with visual branding theories and has proven effective in the beauty industry.

2.6 Research Gap

Based on previous studies, several limitations remain and justify the relevance of this research:

1. Many studies on digital marketing in the beauty industry are quantitative and do not provide an in-depth analysis of content strategies.
2. Few studies specifically focus on Emina as a local brand targeting Gen Z.
3. Limited research explores the integration of content marketing, visual branding, and micro-influencer strategies within the context of local beauty brands.

Thus, this study fills the research gap by using a qualitative approach to analyze Emina's digital marketing strategy comprehensively.

3. RESEARCH METHODS

This study employs a descriptive qualitative method with a case study approach focusing on Emina's digital marketing activities on social media platforms. The qualitative approach is chosen because it enables an in-depth understanding of communication patterns, content strategies, and digital interactions that shape brand awareness. This approach is also used in previous qualitative research on local cosmetic brands, it highly relevant to this research

3.1 Research Design

This study employs a descriptive qualitative design to explore Emina's digital marketing strategy in the context of increasing brand awareness among Gen Z consumers. The qualitative approach enables the researcher to interpret meanings, patterns, and symbolic elements embedded within Emina's social media content. This methodological approach is aligned with previous qualitative research conducted in the local beauty industry, which demonstrated the effectiveness of qualitative analysis in understanding branding strategies within cosmetic brands.

3.2 Data Collection Techniques

1. Content Observation

Data were collected through non-participant observation of Emina's social media accounts, specifically Instagram and TikTok. The observation covered:

- types of content (educational, promotional, aesthetic, tutorial-based)
- visual branding elements (color palette, typography, layout, brand tone)
- influencer appearances
- engagement metrics (likes, comments, shares)

The observation period took place from January to February 2025, analyzing a total of 80 Instagram posts and 45 TikTok videos. This technique mirrors previous qualitative studies that also relied on social media content analysis to examine brand awareness strategies.

2. Online Documentation

Secondary data were obtained from:

- brand press releases
- online articles
- digital marketing reports
- journal publications relevant to content marketing, influencer marketing, and brand awareness

This documentation supports the primary observation data and provides theoretical reinforcement to the analysis.

3. LITERATURE REVIEW

Supporting literature from previous studies—includingand Nasution et al. (2024) on digital content marketing—was used to compare and contextualize Emina's strategies. These studies serve as methodological and theoretical backing for understanding how digital marketing builds brand awareness.

3.3 Data Analysis Technique

Data were analyzed using the Miles and Huberman (1994) qualitative model, which consists of:

1. Data Reduction

Selecting, simplifying, and focusing on relevant information related to Emina's:

- digital marketing activities
- content strategy
- visual identity
- influencer engagement

2. Data Display

Organizing data into matrices and thematic categories, including:

- content and visual strategy
- micro-influencer collaboration
- consumer engagement
- branding consistency

This facilitates pattern recognition and thematic interpretation.

3. Conclusion Drawing

Drawing analytical conclusions from observed patterns to answer how Emina's digital marketing strategies contribute to strengthening brand awareness among Gen Z consumers.

This analytical model is also applied in previous qualitative beauty-brand research, ensuring methodological consistency.

4. RESULTS AND DISCUSSION

4.1 RESULTS

4.1.1 Emina's Social Media Content Strategy

Observations on Emina's official Instagram and TikTok accounts show that the brand consistently presents content with a cheerful, youthful, and playful visual identity. The content includes simple makeup tutorials, short product education videos, aesthetic edits, and campaign posts such as #EminaGirlGang.

Previous qualitative studies emphasize that consistent and visually appealing content plays an important role in shaping brand awareness among young consumers.

Similarly, Nasution et al. (2024) state that creative and informative content has a strong influence on consumer responses in the beauty industry. This supports the observation that Emina's content strategy effectively contributes to increasing brand awareness.

4.1.2 Influencer and Micro-Influencer Collaboration

Emina actively collaborates with micro-influencers aged 16–25, which fits the brand's target audience. These collaborations typically appear in the form of:

- honest product reviews,
- "Get Ready With Me" videos,
- daily makeup tutorials,
- lifestyle content featuring Emina products.

Nasution et al. (2024) also highlight that relatable and credible content leads to higher consumer engagement, reinforcing the role of micro-influencers in Emina's strategy.

4.1.3 Engagement and Digital Interaction

Emina's social media platforms show high engagement in the form of comments, likes, shares, and participation in campaigns. Followers actively ask questions, join challenges, use brand filters, and provide feedback.

Interactive features such as Instagram Stories, polls, quizzes, and Q&A sessions further strengthen two-way communication between the brand and consumers.

This also corresponds with Nasution et al. (2024), who demonstrated that effective content marketing leads to higher consumer involvement and engagement.

4.1.4 Visual Branding and Brand Image Reinforcement

Emina maintains a consistent visual branding through pastel colors, bright tone, and friendly communication style. This visual identity helps the brand stand out and become easily recognizable among Gen Z consumers.

Although Nasution et al. (2024) found that brand image does not always directly influence purchase intention, it still plays a crucial role in building consumer trust and long-term loyalty.

4.2 DISCUSSION

4.2.1 Digital Marketing as the Main Driver of Brand Awareness

The findings show that digital marketing is a fundamental component of Emina's awareness-building efforts. Consistent, interactive, and relatable content significantly strengthens the brand's presence across social media.

Previous qualitative studies provide strong evidence that digital marketing—especially social-media-based content—is one of the most effective strategies for increasing visibility and brand recall for local cosmetic brands.

This aligns with Nasution et al. (2024), who emphasize that creative content marketing strongly influences consumer engagement and response.

4.2.2 The Role of Micro-Influencers in Building Trust and Authenticity

Micro-influencers play an important role in establishing emotional connection and trust. Due to their authenticity and relatability, the messages they deliver appear more natural and credible than traditional advertising.

Previous qualitative studies emphasize that significantly:
- increase brand exposure,
- shape brand personality,
- create psychological closeness with audiences.

4.2.3 Content Creativity as a Key Competitive Advantage

Creative content is one of Emina's strongest marketing assets. The use of visually appealing edits, simple tutorials, and friendly messaging deeply resonates with Gen Z consumers.

Nasution et al. (2024) emphasize that content creativity enhances consumer engagement and improves brand recall, which aligns with Emina's observed content performance.

4.2.4 Strengthening Brand Identity Through Visual and Interactive Marketing

Emina's visual identity—pastel tones, friendly persona, and youthful messaging—supports brand consistency and helps differentiate it in the competitive beauty market.

Previous qualitative studies emphasize that highlights that consistent visual branding is crucial for cosmetic brands to maintain relevance and emotional connection with consumers.

CONCLUSION

Based on the findings and discussion, it can be concluded that digital marketing strategies play a central role in increasing Emina's brand awareness among young consumers. Consistent, interactive, and relevant content has proven effective in strengthening the brand's online presence and enhancing visibility on social media platforms.

Collaboration with micro-influencers serves as a crucial element in building emotional connection and consumer trust. The credibility and authenticity of the messages delivered by micro-influencers reinforce Emina's brand image and foster a more genuine relationship with Generation Z audiences.

Moreover, Emina's visual consistency—reflected through pastel color palettes, cheerful brand personality, and creative content such as simple tutorials—significantly enhances engagement and brand recall. A strong visual identity becomes a key differentiator for Emina in the competitive local cosmetics industry.

Overall, this study provides deeper insights into the effectiveness of digital marketing strategies for developing brand awareness and may serve as a valuable reference for local businesses seeking to optimize digital media to strengthen their brand competitiveness.

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Table 1. Emina Digital Marketing Performance on Instagram and TikTok (2023–2025)

No	Year	Main Platform	Campaign Type	Engagement Rate (%)	Follower Growth (%)
1	2023	Instagram	#EminaGirlGang	4.8%	12%
2	2024	TikTok	Tutorial & UGC Content	6.4%	18%
3	2025	Instagram & TikTok	Micro-Influencer Collaboration	7.1%	22%

Source: Author's Observation (2023–2025