

CHAPTER I

INTRODUCTION

1.1 Background of Study

In the era of globalization, the rapid spread of social media has changed marketing strategies, especially in the beauty industry, where visual platforms such as Instagram are crucial in influencing customer behavior. One of the most widely used strategies is influencer marketing, where brands collaborate with social media influencers to promote products through personal recommendations, reviews, and interactive content. Compared to traditional advertising, influencers are considered more persuasive because they are more relatable and trustworthy.

Skincare brand Skintific has successfully utilized Instagram as a primary marketing channel by partnering with beauty influencers to promote its products. Pada & Hijab, (2021) stated that product marketing using influencers, especially in this digital age, has become a popular choice, considered more effective, and increasingly in demand in playing an important role in promotion, encouraging customers to buy products directly, dominating social media, and appearing in television commercials or conventional advertisements.

Based on pre-observation, Skintific Indonesia (@skintificid) has experienced very rapid growth on Instagram and e-commerce platforms. As of early 2026, the @skintificid account has successfully reached 1 million followers (1M Followers) on Instagram. Content and Influencer Growth Skintific uses content marketing and influencer marketing strategies, which directly impact brand awareness and user engagement on Instagram. Skintific ranks first in beauty package sales with a value of over 70 billion rupiah in the first quarter of 2024. The use of content utilizing Instagram features (such as Reels) increases customer trust in the brand.

Audience engagement on Skintific's Instagram account can be observed from the audience's responses to influencer content, such as the number of likes, comments, shares, saves, as well as views on Reels and Stories. According to Septrian & Nirmala, (2025) a high level of engagement indicates that the content

successfully captures attention and encourages active interaction, reflected in increased followers, consumer inquiries, comment discussions, and activities like likes, comments, and shares, which ultimately build consumer trust and commitment to the company.

Although various studies have discussed the use of social media and influencer marketing in increasing marketing reach and consumer loyalty, most still focus on the effectiveness of influencers in general and have not specifically examined the role of influencers in shaping audience engagement that supports the launch of Skintific products on Instagram. Therefore, this study was conducted to analyze in more depth the role of influencers in audience engagement in Skintific promotions on Instagram.

1.2 Formulation of the Problem

Based on the background of the problem above, the author asked the following research questions:

1. What are marketing communication strategies does Skintific use on Instagram through influencer marketing?
2. How are audience engagement and interaction levels of the Skintific Instagram account through influencer marketing?

1.3 Limitation of the Study

This study is limited to analyzing the role of influencers in shaping audience engagement and introducing Skintific products specifically on the Instagram platform. This analysis focuses only on influencer content and audience interactions such as likes, comments, and shares. The data observed is limited to influencer posts promoting Skintific in the last three months, with ten selected posts analyzed during the observation period. This study does not analyze engagement on other social media platforms. Furthermore, these findings are limited to the observed time period and influencer accounts with the highest or most interactions, so the results may not fully represent all Skintific influencer marketing activities or the behavior of the broader consumer population.

1.4 Purpose of the Study

Based on the problems that the author formulated, the objectives to be achieved in this study are:

1. To find out and describe the marketing communication strategies does Skintific use on Instagram through influencer marketing.
2. To analyze and describe audience engagement and interaction level of Skintific Instagram account through influencer marketing.

1.5 Significance of the Study

This study is expected to provide academic and practical benefits for various parties involved in the study of marketing communication strategies through influencer marketing on Instagram.

1. For the Author

This study helps the author improve their knowledge and analytical skills in understanding marketing communication strategies and influencer marketing on social media.

2. For Academic Institutions

This research can serve as an academic reference for studies related to marketing communication, influencer marketing, and user engagement on social media.

3. For Companies or Brands

This research provides insights into the effectiveness of influencer marketing strategies on Instagram in increasing audience engagement.

4. For Future Researchers

This research can be used as a reference for further studies related to marketing communication strategies and influencer marketing on social media.