

AN ANALYSIS MARKETING COMMUNICATION IN THE SKINIMALISM CAMPAIGN: STUDY CASE YOUTHFORIA BRAND

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ABSTRACT

This study aims to analyze the strategy used in Youthforia's marketing communication for its Skinimalism Campaign on Instagram. The research employed a descriptive qualitative approach to examine how the brand communicates its campaign through advertising content on social media. Data were collected through observation of Youthforia's Instagram contents, supported by documentation and relevant literature. The analysis was conducted based on four advertising indicators: Product Information, Product Benefits, Visual Presentation, and Brand Awareness. The findings reveal that Youthforia effectively provides clear product information, highlights the benefits of its products in supporting the Skinimalism concept, presents visually appealing and consistent contents, and strengthens brand awareness through its Instagram Campaign. These advertising strategies successfully communicate the brand's values and create a positive perception of the Skinimalism concept among consumers. In conclusion, advertising plays an important role in Youthforia's marketing communication strategy by delivering informative, persuasive, and visually engaging contents. The implementation of the four advertising indicators supports the effectiveness of the Skinimalism campaign in increasing consumer awareness and reinforcing Youthforia's brand image.

Keywords: Marketing Communication, Advertising, Skinimalism Campaign, Instagram, Youthforia.