

CHAPTER I

INTRODUCTION

1.1 Title of the Study

An Analysis of Marketing Communication Strategies in the Skinimalism Campaign:
Study Case Youthforia Brand

1.2 Background of the Study

Youthforia is an American beauty brand founded by Fiona Co Chan in 2021. The brand was established with the concept of creating products that combine the benefits of skincare and makeup, promoting its philosophy of “makeup you can sleep in.” According to Youthforia, its products are formulated with skincare-focused ingredients while maintaining cosmetic performance, reflecting the brand's commitment to innovation in the beauty industry (Youthforia, n.d.). In an interview with *Nylon*, Fiona Co Chan explained that Youthforia was created from the idea that makeup should function as an extension of skincare and contribute to healthier skin rather than simply enhancing appearance.

One of Youthforia's signature products is BYO Blush, a color-changing blush oil designed to react with the skin's pH level to produce a personalized shade. The product gained widespread attention through TikTok and other social media platforms, significantly increasing the brand's visibility among beauty consumers. Since its launch, Youthforia has continued to expand its product portfolio while maintaining a strong digital marketing presence through visually appealing and interactive social media content.

This study selected Youthforia as the object of the research because the brand actively utilizes Instagram as its primary marketing communication platform to promote its Skinimalism campaign. Youthforia consistently publishes content related to product promotion, product information, consumer interaction, and beauty routines that reflect the principles of Skinimalism. These characteristics make Youthforia an appropriate case for analyzing marketing communication strategies and audience engagement on Instagram.

The world of marketing communication is changing to respond to changing ways media is consumed, new media, and the interfaces through which marketers can engage their target consumers. This change is especially important in the beauty sector, where trends such as Skinimalism are transforming consumer expectations and engagement

strategies. The Skinimalism beauty trend promotes minimizing skincare and makeup regimes to prioritize fewer, higher quality and multitasking products for maximum impact. Embracing this movement, marketing communication strategies need to not merely promote these product functions and benefits, but also resonate with the values of truth and simplicity that Gen Z customers seek. In such a fluctuating environment, traditional theories, models and simple codes of communication (and also the mechanisms for shaping each element of the integrated campaign to the convenience of the one targeted by the campaign) still play a key role in the process of strategy creation, based on actual needs and changing preferences and interests in the target group. Skinimalism is an important trend for a number of reasons: it reflects consumer fatigue with complex beauty rituals, promotes natural skin health, supports sustainability through using fewer products, conforms to Gen Z's desire for authenticity and offers beauty brands the opportunity to innovate with clear, multi-use products.

Inspired by a key trend for cosmetics in 2023, Gen Z make up brands Youthforia represents the 'Skinimalism' trend with its line of foundations, blushes, primer, setting spray and lip gloss, with clean label ingredients and bio-based formulations. According to Youthforia's official website, the brand was founded by Fiona Co Chan in 2021 and was established with the philosophy of creating "makeup you can sleep in". The Skinimalism movement centers around using less, highly effective skincare and makeup products instead of a heavier hand when it comes to beauty. The Skinimalism campaign for Youthforia is about offering easy-to-use, convenient clean beauty products that are good for your skin and streamline beauty routines. The company's "less is more" philosophy resonates with Gen Z consumers who prioritize sustainability and simplicity instead of clutter in their beauty regimen.

De Veirman et al. (2019) argue that both the number of followers an influencer has as well as the degree of fit between the influencer and the product are participants in the opinion leader model and the opinion leader model seems to matter more for younger consumer segments, such as Generation Z, which suggests that employing effective influencer for Skinimalism campaigns is a great strategy in reaching a desired audience. Furthermore, Kaplan and Haenlein (2020) have also stressed the importance of digital communication platforms in general and social media in particular when it comes to connecting with connected young digitally-enabled consumers. Again, this point underlines the necessity to develop accurate-informed digital communication strategies in

Skinimalism-oriented advertising plans. In addition, Morhart et al. (2019) note that for the younger generation of consumers, brand authenticity is very important, and they favor brands that exhibit truth and openness. That's why authentic focus in Skinimalism campaigns can be an effective way to increase brand attractiveness with Gen Z." According to Ranjan and Read (2020), co-creation of value between brands and consumers is one way of capturing the modern consumers' attention. This is particularly pertinent to Skinimalism campaigns that seek to establish emotional relationships with Gen Z audiences.

With the emergence of the Skinimalism trend and the popularity of Gen Z and social networks, research about how brand authenticity and influencer marketing are visually and verbally communicated in a given context and medium as social media, particularly Instagram, among them is still very scarce. This void is particularly notable, given Gen Z's heavy use of digital channels to discover beauty brands and make purchases.

Youthforia is a good example of a brand that understands how to communicate to Gen Z's values. The brand's marketing is centered around sustainability, authenticity, and minimalism, all things that speak to this generation on a level that goes far beyond just the financial means of young people. The Gen Z Generation is fickle in their brand selection, many of whom prefer to buy from companies with a conscience and a human face. Skinimalism campaign meticulously delivers these messages supported by content that we can all relate to, their eco-practices, and their value-oriented messages. By connecting with the sensibilities and habits of Gen Z, Youthforia has not only emerged as a pacesetter in the clean beauty revolution, but has won a place in the hearts of its core customer base.

1.3 Limitation of the Problem

This study has several limitations in an analysis of the marketing communication strategies used in Youthforia's Skinimalism campaign. First, the research focuses only on Youthforia's official Instagram content related to the Skinimalism campaign. Therefore, the findings may not represent the brand's overall marketing communication strategies across other social media platforms or different time periods. Second, this study employs a descriptive qualitative approach using observation and documentation methods. The analysis is limited to the visual and textual content of Instagram posts, along with audience engagement indicators. It does not include interviews, surveys, or direct

feedback from consumers. Finally, the findings are based on the researcher's interpretation of the selected Instagram posts and are limited to the analyzed content.

1.4 Formulation of the Problem

The following important questions are raised by this study given the limitations of the research:

1. What are marketing communication strategies used by Youthforia on Instagram for its Skinimalism campaign?
2. How are the audience engagement Youthforia's Instagram content during the Skinimalism campaign?

1.5 Objective of the Study

1. To determine the marketing communication strategies employed by Youthforia's Instagram Skinimalism campaign.
2. To analyze audience engagement to word Youthforia's Instagram content during the Skinimalism campaign.

1.6 Significances of the Study

1. Contributions to Marketing Communication Studies.

This study contributes to the understanding of marketing communication strategies employed by beauty businesses on Instagram, with a focus on promoting the Skinimalism campaign to Gen Z.

2. Future Research for The Digital Beauty Campaign

This research can be a reference for future studies that explore how digital platforms, particularly Instagram, are used to deliver effective minimalist marketing messages in the beauty sector.