

CHAPTER 1

INTRODUCTION

1.1. Background of the issue

One sector experiencing significant growth in Indonesia is the skincare industry (Nawiyah et al., 2023). This is due to the industry's increasing focus on developing skincare products that prioritize not only aesthetics but also ingredient safety and compliance with applicable regulatory standards (Saputra & Khoirunnisa', 2025). Indonesia's skincare industry is currently booming with a market value in the trillions of rupiah, accompanied by the emergence of many local brands that are becoming increasingly aggressive in their promotions and brand-building efforts. This is supported by high consumer demand for skincare products, particularly those related to anti-aging. A Jakpat survey for ERHA Age Corrector revealed that approximately 76% of Indonesian women have experienced signs of premature aging, such as dull skin, enlarged pores, dark circles around the eyes, and fine lines on the face (Rizkyah & Karimah, 2023). In fact, a Zapclinic report (2024) notes that 29.5% of Gen Z women have already begun to experience signs of premature aging. This fact indicates a significant opportunity for anti-aging products in the local skincare market.

On the other hand, competition in the skincare industry in Indonesia is also very intense. Based on Shopee's Q1 2025 market share data, the following popular local brands have dominated the e-commerce market:

Table 1.1.1 Top 10 popular local brands dominating the market

Skincare Brand	Market Share
Skintific	4,10%
Wardah	2,97%
Glad2Glow	2,51%
Hanasui	1,52%
Maybeline NY	1,47%
MS Glow	1,36%

Skincare Brand	Market Share
Somethinc	1,23%
Skin1004	0,98%
Make Over	0,98%
Garnier	0,85%

(Source : <https://data.goodstats.id>)

Brands such as Skintific (4.10%), Wardah (2.97%), Glad2Glow (2.51%), and MS Glow (1.36%) have managed to dominate the market through aggressive communication and advertising strategies (Goodstats, 2025). The trend of using skincare products with natural active ingredients is also on the rise, one of which is Salmon DNA, which is claimed to regenerate the skin, boost collagen synthesis, repair skin tissue, and slow down the signs of premature aging. Currently, there are 7 local skincare brands that use Salmon DNA in their products. Here are the 7 local skincare brands containing Salmon DNA:

Table 1.1.2. 7 local skincare brands containing Salmon DNA

No.	Brand Name	Ingredients
1.	Somethinc <i>Salmon DNA + Marine Collagen Elixir</i>	62% deep sea water, DNA salmon, hydrolyzed marine collagen, pearl
2.	CRESSKIN <i>Whitening Anti-Wrinkle Salmon Oil Face Cream</i>	caviar extract, seaweed, eggs, salmon oil extract
3.	Skintheory <i>Multi Use Spray</i>	3% salmon DNA, vitamins, protein
4.	Stayve <i>Salmon DNA Gold Ampoule</i>	1500 PPM Salmon PDRN + 9,9% pure gold powder
5.	Skin Food <i>Salmon Brightening Eye Cream</i>	salmon & omega-3
6.	DeBiurnyn <i>Salmon DNA SUPR Serum</i>	DNA salmon; Bakuchiol; Peptida (tripeptide); Hyaluronate; Glutathione; Centella Asiatica; Chamomile; Rosemary; Licorice; Ekstrak Polygonum; Sencha Jepang; Ekstrak Scutellaria

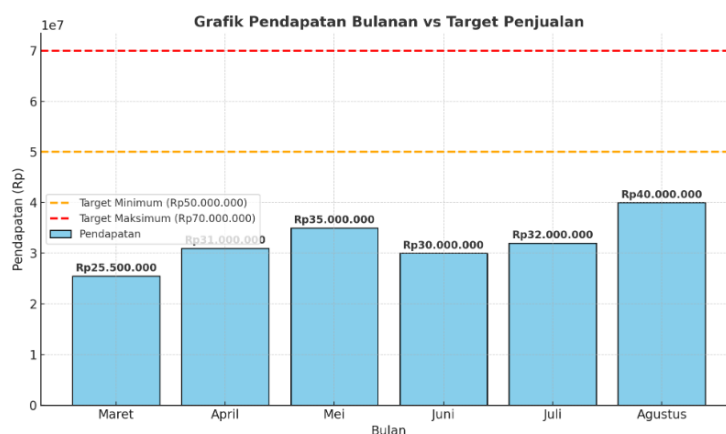
7.	Lumiere <i>Miraculous DNA Salmon+</i>	6% DNA salmon; 3% Matrixyl Peptide 3000; 1% Sodium Hyaluronate; 2% Collagen; 3% Niacinamide
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Source : <https://www.briliobeauty.net>

One local brand that also contains salmon DNA is Skincare Augment. This product is a skincare line specifically formulated to address signs of aging, containing salmon DNA specifically Polydeoxyribonucleotide (PDRN) at a concentration of 5,000 ppm, which is relatively high compared to other local brands. Skincare Augment is produced by PT. Gizi Indonesia and developed and marketed by PT. Adma Digital Solusi through a digital marketing strategy on social media platforms Facebook, Instagram, and TikTok integrated with the Seller.pro marketplace. The product line consists of five main items: facial wash, toner, serum, day cream, and night cream.

However, despite the promotional efforts, Augment still faces a serious challenge in the form of suboptimal sales. The following data for the past six months shows Skincare Augment’s sales revenue:

Graph 1.1.3 Monthly Revenue and Sales Targets



(Source: Skincare Augment Marketing Admin)

Based on the revenue and sales target chart above, revenue averaging Rp25,500,000–Rp40,000,000 per month is still far below the target of Rp50,000,000–Rp70,000,000. Augment Skincare is only able to achieve an average revenue of around Rp32,000,000 per month, a figure that is still far below the target of Rp50,000,000–Rp70,000,000. When compared to the 10 most

popular skincare brands on Shopee in Q1 2025, Augment’s position appears to be lagging significantly. By comparison, the brand with the smallest market share on that list is Garnier, which holds a 0.85% market share, with estimated monthly sales reaching around Rp40 billion. Using the market share formula, namely

$$\text{Market Share} = \frac{\text{Augment Sales}}{\text{Total market sales}} \times 100\%$$

$$\frac{\text{Rp32 billion}}{\text{Rp40 Billion}} \times 0,85\% \approx 0,00068\% = 0,0007\%$$

It can be estimated that Augment’s market share is only about 0.0007%. This calculation is based on comparing Augment’s average sales of Rp32 million with Garnier’s sales of Rp40 billion, which equates to a 0.85% market share. The results indicate that Augment’s position remains far behind major competitors, necessitating a more targeted and consistent advertising strategy to boost brand awareness, thereby strengthening brand positioning and driving market share growth to at least 0.5% as an initial step toward competing in the competitive local skincare market. The low brand awareness of Augment skincare is evidenced by a questionnaire the author distributed to the target audience of Gen Z and millennials aged 20–40. At this age, skincare is essential for preventing premature aging.

Here are the results of the questionnaire:

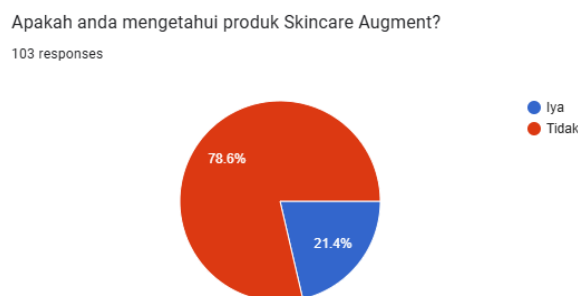


Figure 1.1.1. Questionnaire Data on Awareness of Augment Skincare Products
(Source: Personal documents)

Based on the results of the questionnaire, which included 103 respondents aged 20–40, 78.6% (81 respondents) answered “no,” indicating they were not yet familiar with Augment skincare. Meanwhile, 21.6% (22 respondents) answered “yes,” indicating they were already familiar with Augment skincare. This significant disparity demonstrates that Augment skincare is still not widely known; therefore, this design is necessary to increase brand awareness and establish Augment skincare’s brand positioning as a skincare line containing Salmon DNA for anti-aging care.

In fact, Augment possesses a strong Unique Selling Proposition (USP) through its 5,000 ppm Salmon DNA (PDRN) content. Every business must offer unique features in the products presented to consumers so that these products hold greater value than others. This uniqueness is known as the Unique Selling Point (USP) (Kusumastuti, 2022). This unique proposition should be the primary reason consumers choose Augment over competitors, as PDRN has been scientifically proven to stimulate skin regeneration, increase collagen synthesis, repair skin tissue, and slow down the signs of premature aging. Unfortunately, this USP has not been communicated effectively, so consumers are unable to distinguish the added value of Augment compared to competitor products. This is also evidenced by the results of a questionnaire the author distributed to the audience, with a total of 103 respondents.

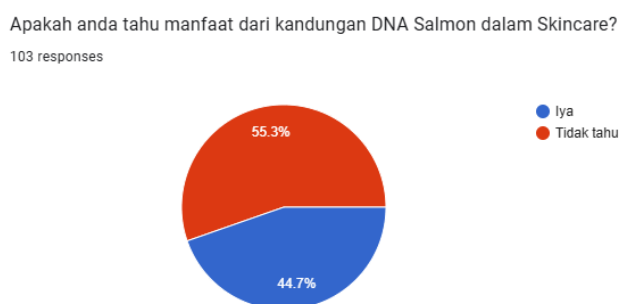


Figure 1.1.2 Questionnaire Data on the Identification of Salmon DNA Content
(Source: Personal documents)

According to the questionnaire results, 55.3% or 57 respondents were unaware of the benefits of salmon DNA. Meanwhile, 44.47% or 46 respondents were already aware of the benefits of salmon DNA. Salmon DNA is the USP of Augment skincare, yet many consumers remain unaware of it. Therefore, an advertising strategy is essential in this design to better introduce the USP of Augment skincare to consumers.

Advertising is a non-personal marketing communication activity regarding a company's products or services directed at a target audience through media such as television, radio, the internet, and so on (Kusumastuti, 2022). The designed advertising strategy consists of promotional videos to be published on social media platforms such as TikTok, Facebook, and Instagram. The video concept focuses on strengthening brand positioning while differentiating the product through the Unique Selling Proposition (USP) of Salmon DNA. The primary medium used in the advertising campaign is video-based visual content, while supporting media consists of social media feed posts featuring storytelling and educational content that highlight the benefits of Salmon DNA. With this approach, Augment's advertising is not only aimed at conveying product claims but also at building trust and emotional connections with consumers, particularly the Gen Z and Millennial segments aged 20–40. The video concept was developed as an advertising video with the key message that using the right skincare products containing Salmon DNA is an investment in preventing premature aging, allowing the audience to understand both the value and the advantages offered by Augment Skincare.

In a journal titled “Social Media and Advertising: The Influence of Brand Awareness on Purchase Interest in Glad2Glow Skincare Products” by (Saputra & Khoirunnisa', 2025), it is emphasized that advertising plays a crucial role in enhancing brand awareness and sales. (Saputra & Khoirunnisa', 2025) demonstrate that creative digital ads can capture consumers' attention, prompting them to recognize and remember a brand. However, previous research has not specifically examined advertising strategies for salmon DNA-based skincare. Thus, this study offers novelty by highlighting a unique product differentiation that is relevant to current trends in the skincare industry.

This research proposition stems from the analysis that the low brand awareness and weak brand positioning of Augment Skincare are primarily due to suboptimal advertising strategies in communicating the product's Unique Selling Proposition (USP) specifically the Salmon DNA (PDRN 5000 ppm) content, which is scientifically proven to be effective for skin regeneration and the prevention of premature aging. While competitors have dominated the market through aggressive marketing communications, Augment has not yet succeeded in conveying its key advantages to its target audience of Gen Z and Millennials. Therefore, a well-designed advertising strategy particularly one that highlights the Salmon DNA USP through social media has the potential to increase brand awareness, strengthen brand positioning, and

positively impact Skincare Augment's sales amid the intense competition in the local skincare industry.

Based on the author's assumption that an effective advertising strategy has a direct impact on increasing brand awareness and strengthening a product's brand positioning. By implementing an informative, consistent, and relevant advertising strategy tailored to Gen Z and Millennial behavior particularly through short videos explaining the anti-aging and skin-regenerating benefits. As a result, the audience becomes more familiar with Augment, understands the product's advantages, and builds a more positive perception, thereby driving increased brand awareness, shaping brand positioning, and fostering consumer purchase interest.

1.2 Problem Identification

1. According to internal and external data, Augment skincare still lags behind other local brands that are better known to consumers, even though both brands promote natural products.
2. Survey results show that 78.4% of consumers are unaware of Augment's existence, the product's advantages, and how it differs from other skincare products on the market.
3. Based on internal sales data from the past six months, although production and promotional activities have continued, product sales remain low and fall short of sales targets.

1.3 Research Questions

How can we design an effective advertising strategy using the 5A framework to boost brand awareness for Skincare Augment while highlighting Salmon DNA as its key selling point amid the competitive local skincare market?

1.4 Scope of The Problem

1. The scope of this study is limited to Skincare Augment as a case study; it does not provide a comprehensive overview of all skincare brands in Indonesia. This choice was made because Augment possesses a unique selling proposition (USP) centered on Salmon DNA that distinguishes it from competitors, yet this USP has not been effectively communicated through advertising.

2. The scope of the advertising study is limited to digital marketing communication strategies, specifically through social media platforms like TikTok and Instagram, as Augment's primary target audience consists of Gen Z and Millennial consumers aged 20–40 who are active users of digital platforms.
3. The design focus of this study is limited to how a 5A-concept-based advertising strategy can be used to increase brand awareness of Augment Skincare while communicating its USP.

1.5 Design Objectives

1. To increase brand awareness for Skincare Augment so that it becomes better known among consumers, particularly Gen Z and Millennials.
2. To develop a marketing communication strategy that effectively communicates Salmon DNA's Unique Selling Proposition (USP) as Augment's key differentiator.
3. To drive sales growth through a more targeted, consistent, and relevant advertising strategy, thereby helping Augment achieve its previously unmet sales targets.

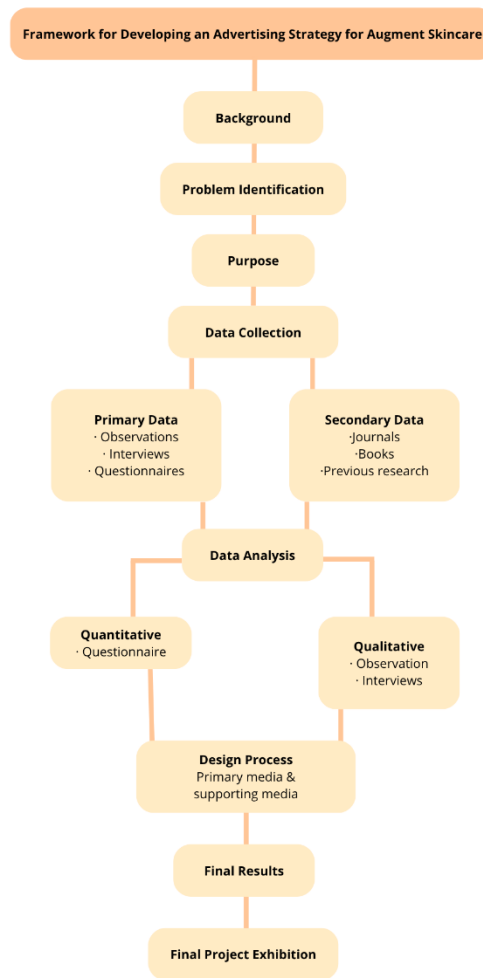
1.6 Benefits of the Design

1. To contribute to the development of marketing communication studies, particularly in the field of advertising, by presenting a case study that emphasizes product differentiation based on Salmon DNA USP (PDRN 5000 ppm).
2. To expand the academic literature on local skincare advertising strategies in Indonesia, a topic that has been rarely addressed in previous research.
3. To provide a theoretical foundation for future research examining the role of advertising in strengthening brand awareness and brand positioning for natural skincare products.

1.7 Design Framework

The framework for this design is as follows:

Figure 1.7.1 Design Framework



(Source : Personal Documents)

The framework for designing the Augment Skincare advertising strategy was developed through a sequential and systematic process, beginning with the formulation of a background section that explains the phenomenon, the issues, and the urgency of the research. The next stage is problem identification, which details Augment’s main challenges, such as low competitiveness, lack of brand awareness, weak advertising strategy, and consumers’ limited understanding of the Salmon DNA USP (PDRN 5000 ppm). Based on these issues, the research objective was formulated: to design an advertising strategy capable of increasing awareness while strengthening the product’s positioning. To support this objective, data was collected through primary and secondary sources. Primary data was gathered via observation, interviews, and questionnaires, while secondary or supporting data was collected through literature reviews

of journals, books, and prior research. Subsequently, the obtained data was analyzed using quantitative and qualitative methods. For the quantitative method, a questionnaire was used, while for the qualitative method, the results of observations and interviews were utilized. The results of this analysis served as the foundation for the design process of primary and supporting media, which included visual concepts, advertising messages, storytelling, and the selection of digital media relevant to the Gen Z and Millennial segments aged 20–40 years. The culmination of this process is the design outcome: a ready-to-implement advertising strategy aimed at increasing brand awareness, strengthening brand positioning, and supporting sales growth for Skincare Augment. This is then presented in the form of a final project exhibition, serving both as an implementation of the strategy and as an academic accountability report for this research.