

**FINAL PROJECT**

**DESIGNING ADVERTISING FOR THE BRAND POSITIONING OF SKINCARE  
AUGMENT ON INSTAGRAM AND TIKTOK**

To fulfill Partial Requirements For Obtaining a Bachelor's Degree (S-1)



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AUGMENT ON INSTAGRAM AND TIKTOK

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**AGREEMENT PAGE**

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I declare that this scientific document of Final Project there is no part of another scientific work that has been submitted to obtain an academic degree at a Higher Education institution, and there is also no work or opinion that has been written or published by another person/institution, except those that are writtenly cited in this document and stated in full in the bibliography.

And I declare that this scientific document is free from elements of plagiarism. If in the future there is an indication of plagiarism in this Final Project, I am willing to accept sanctions in accordance with applicable and regulations.

Thus, I make this statement letter truthfully without any coercion from anyone and to be used as it should be.

Surabaya, May 21, 2026

Who Made the Statement



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## ABSTRACT

This study discusses the design of an advertising strategy for Augment Skincare as an effort to increase brand awareness and strengthen brand positioning amidst competition from local skincare brands. Based on the identified problems, the Augment brand suffers from low recognition, product benefits that have not been optimally communicated, and sales that have not reached targets. Through questionnaires, interviews, and observations, it was found that Gen Z and Millennial consumers pay close attention to product ingredients, are attracted to anti-aging benefits, and are more responsive to short, educational and emotional video content. Therefore, a communication strategy was designed that emphasizes the USP of Salmon DNA through the message concept "Anti-aging, Skin Health Investment."

This concept emphasizes that preventing premature aging is a long-term investment in skin quality and health. The media design uses a combination of short, educational videos for digital platforms and supporting media based on the consumer journey. Through a soft, fresh, and credible visual approach, along with persuasive and relevant language, this advertisement is expected to increase consumer appeal, build trust, and encourage purchasing interest in Augment Skincare. The results of this design serve as a reference for a more effective promotional strategy to increase the brand's presence and competitiveness in the local skincare market.

**Keywords:** Skincare Augment, Advertising, Brand Awareness, Brand Positioning, Salmon DNA, Anti-aging

## **ABSTRAK**

*Penelitian ini membahas mengenai perancangan strategi advertising untuk Skincare Augment sebagai upaya meningkatkan brand awareness dan memperkuat brand positioning di tengah persaingan brand skincare lokal. Berdasarkan hasil identifikasi masalah, brand Augment memiliki tingkat pengenalan yang rendah, keunggulan produk yang belum tersampaikan secara optimal, serta penjualan yang belum mencapai target. Melalui kuesioner, wawancara, dan observasi, ditemukan bahwa konsumen Gen Z dan Milenial sangat memperhatikan kandungan produk, tertarik pada manfaat anti-aging, dan lebih responsif terhadap konten video pendek yang bersifat edukatif dan emosional. Oleh karena itu, strategi komunikasi dirancang dengan menonjolkan USP kandungan DNA Salmon melalui konsep pesan “Anti-aging Investasi Kesehatan Kulit”.*

*Konsep ini menekankan bahwa mencegah penuaan dini adalah bentuk investasi jangka panjang bagi kualitas dan kesehatan kulit. Perancangan media menggunakan kombinasi short video edukatif untuk platform digital serta media pendukung berdasarkan consumer journey. Melalui pendekatan visual yang soft, fresh, dan kredibel, serta bahasa yang persuasif dan relevan, advertising ini diharapkan mampu meningkatkan daya tarik konsumen, membangun kepercayaan, dan mendorong minat beli terhadap Skincare Augment. Hasil perancangan ini menjadi acuan strategi promosi yang lebih efektif untuk meningkatkan keberadaan dan daya saing brand di pasar skincare lokal.*

**Kata kunci :** *Skincare Augment, Advertising, Brand Awareness, Brand Positioning, DNA Salmon, Anti-aging*

## FOREWORD

Praise and thanks be to Allah SWT for all His mercy and blessings, which have enabled the successful completion of this report titled “Advertising Design for Skincare Augment’s Brand Positioning on Instagram and TikTok.” This report was prepared as part of a research and promotional media design process aimed at increasing brand awareness and strengthening Skincare Augment’s positioning in the digital realm.

During the preparation of this report, the author received significant support, guidance, and assistance from various parties. Therefore, the author would like to express his deepest gratitude to:

1. Allah SWT and the Prophet Muhammad SAW, who served as a source of strength throughout the design process.
2. The author’s parents and family, who consistently provided emotional, moral, and financial support, as well as prayers for the author’s smooth completion of this final project.
3. Mr. Bayu Setiawan, S.Sn., M.Sn., as the primary advisor, who consistently provided guidance, support, feedback, and valuable advice throughout the process of completing this final project.
4. Ms. Mahimma Romadhona, S.T., M.Ds., as the co-advisor, who also assisted and provided direction in this design project.
5. Ms. Sri Wulandari, S.Sn., M.A., and Ms. Aileena Solicitor Costa Rica El Chidtian, S.T., M.Ds., as the primary examiner and co-examiner, respectively, who provided constructive feedback and suggestions for this design.
6. Mr. Lukman Febrianto, as a representative of PT. Adma Digital Solusi, a stakeholder in this design project, who assisted and supported the author in completing this design.
7. All friends who consistently provided support and assistance to the author in completing this design.
8. All respondents for their participation in providing arguments, choices, and feedback and suggestions for this design.

9. As well as all parties involved in this design process.

The author acknowledges that this design is far from perfect; therefore, constructive criticism and suggestions are greatly needed as a learning opportunity for both the author and readers regarding this design for the future. In closing, may this design be beneficial and have a positive impact on many parties.

Surabaya, May 21, 2026

A handwritten signature in black ink, appearing to read 'Tri Utami', written in a cursive style.

Tri Utami

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