# ABSTRACT

*For women, to look beautiful is an important aspect. This perception is shaped and driven by the role of media such as advertisements, magazines, television, and social media, which often feature models and delivers information about the world of beauty. In the beauty industry, brands play an important role in consumer identity as far as how consumers rely on brands to express themselves, enhance themselves, or verify themselves. However, consumers cannot understand the purpose of marketers in offering products unless it is clearly and consistently communicated to consumers. This is a signal for Pond's to further develop marketing communications that are not only from the aspect of product excellence but focus on increasing perceptions, consumer expectations, and memorable experiences. When Pond's can realize this, it will build consumer commitment caused by the creation of a value alignment between the perception that is built with the reality in accordance with consumer expectations, so that consumers feel comfortable when relying on an authentic brand.*

*This study aims to determine the effect of marketing communication on brand authenticity by means of positioning clarity. Data was collected by distributing questionnaires to Pond's consumers in Indonesia as many as 256 respondents as research samples using non-probability sampling technique. The analytical method used is causal quantitative with analysis technique using Structural Equation Modeling (SEM-PLS).*

*The results showed that marketing communication had a significant positive direct and indirect effect on the clarity of positioning and brand authenticity. In order to increase the brand's authenticity in the eyes of consumers, Pond's must improve communication to consumers by prioritizing aspects of benefits, authenticity, and increasing consumer self-actuality which is delivered in a simple and easy to understand manner. There is also this research that can still be continued with a focus on marketing communications that have an impact on increasing brand awareness and the most effective social media selection channel.*

***Keywords:*** *Marketing Communication, Clarity of Positioning, Brand Authenticity*