

CHAPTER 1

INTRODUCTION

1.1 Research Overview

1.1.1 Company Profile

Scarlett Whitening is a beauty brand from Indonesia that was released by Felicya Angelista. This brand has been established since 2017 and produced by PT Motto Beringin Abadi, Bogor, West Java, Indonesia. Scarlett Whitening is famous for its series of brightening products which generally contain glutathione which is an antioxidant that can brighten the skin. Various products from Scarlett Whitening have also passed the BPOM test so they are safe to use. The products offered are divided into three categories, namely body care products, facial care, and hair care. Some of them consist of body lotion, body scrub, and skincare.

Reporting from the scarlettwhitening.com website, Scarlett Whitening focuses on a series of care products that are useful for brightening and whitening the skin of the body and face considering that it contains glutathione and vitamin E which are good for skin brightness and health. Scarlett Whitening has superior products in the form of a series of body treatments that can give instant white results from the first use.

In terms of her own history, Felicya Angelista decided to release the beauty brand Scarlett Whitening because many questions were asked of her regarding how she takes care of her hair, face, and body. In response to this, Felicya finally launched his own care product which he then made as an answer to the public as well as taking advantage of existing opportunities (Dika, 2021).



Figure 1.1 Company Scarlett Whitening Logo

Source : (ScarlettWhitening.com)

1.2.1 Products

1. Scarlett Whitening Body Scrub

This product is useful for removing dead skin cells that ordinary soap cannot remove. The main ingredients in this body scrub are Glutathione and vitamin E. This product has a relatively thick consistency and is easy to clean. The scrub granules also feel smooth so they won't irritate the skin.

2. Scarlett Whitening Shower Scrub

This Scarlett Whitening Shower Scrub has a size of 300 ml. This shower scrub works to remove dead skin cells on the skin. Scarlett Whitening's shower scrub has a liquid texture with scrub points that effectively removes dead skin cells. To speed up the process of whitening the skin, Scarlett Whitening also releases the Scarlett Brightening Shower Scrub product which is specially made to give a brightening effect to the skin.

3. Scarlett Whitening Body Lotion

The third series of Scarlett Whitening products is a body lotion that can help moisturize the skin. The content in this body lotion is the same as a

body scrub. The content of glutathione has benefits in helping skin discoloration, regenerating skin cells so that skin cells die slowly and are replaced with new skin cells.

4. Scarlett Whitening Serum

Moving on from the body care series, this next product is a skincare product, namely Scarlett Whitening Serum. There are two serum variants that you can try, namely Scarlett Acne Serum and Scarlett Brightly Ever After Serum. Both serums are able to nourish the face better to provide a brightening effect and treat acne. This product is packaged in a 15 ml glass bottle with a droplet applicator.

5. Scarlett Whitening Facial Wash

In addition to body care treatments, Scarlett Whitening also issued a skincare variant in the form of a facial wash. This Scarlett Whitening Facial Wash contains natural ingredients, such as Aloe Vera and Rose Petals that function to soften and provide coolness to the skin. This product can also clean the face to the deepest pores so that it is cleaner. In addition, this product has a gel texture that is soft and light when applied to the face.

6. Scarlett Whitening Shampoo & Conditioner

Scarlett Whitening Jordan Sea Salt Shampoo & Conditioner. The benefits of Jordann Sea Salt Shampoo & Fragrance Conditioner reduce excess oil on the scalp, help treat hair that is easy to fall out and break, reduce dandruff, stimulate hair growth and strengthen hair follicles.

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Figure 1.2 Scarlett Whitening Products

Source (Scarlettwhitening.com)

1.2 Research Background

The influence of current technological developments has a major impact on society. Dissemination of content from various social media platforms makes it easy for the general people understand to get information. From these conditions, the distribution of content has a big influence on the increase in the level of sales of a product, especially in today's digital era, making it easier for people to access a product that buyers are interested in. The rise of buying interest in Indonesia is caused by various factors, one of which is the distribution of branding content in companies by social media influencers.

Recently, social media has arisen as a new communication channel that enables customers to exchange information, create content, and generate ideas (Kietzmann, 2011). Many companies have used social media into their marketing strategies (Zhang, 2017). Customers may now build relationship with brand due to the evolution of social media. and have an efforts on using social media to promote their brands and products. As a result, digital influencers have emerged (Rebello,

2005). monetize their followers by endorsing products for a fee and build a followers by visual sharing their lifestyle. (Castillo& Fernández, 2019).

According to Leon Schiffman & Leslie Kanuk (2010), explain that the occurrence of the consumer purchasing intention process is influenced by factors which are divided into internal factors that refer to psychological aspects and external factors consisting of the socio-cultural environment and marketing efforts carried out by business owners. Researchers in this study focused on promotion as a form of marketing effort that is included in external factors. Business owners are competing to innovate in promotion. The form of promotion that is quite attractive is to use a marketing method in the form of endorsements made by Instagram celebrities or commonly consist as selebgram or Influencer (Soesatyo & Rumambi, 2013).

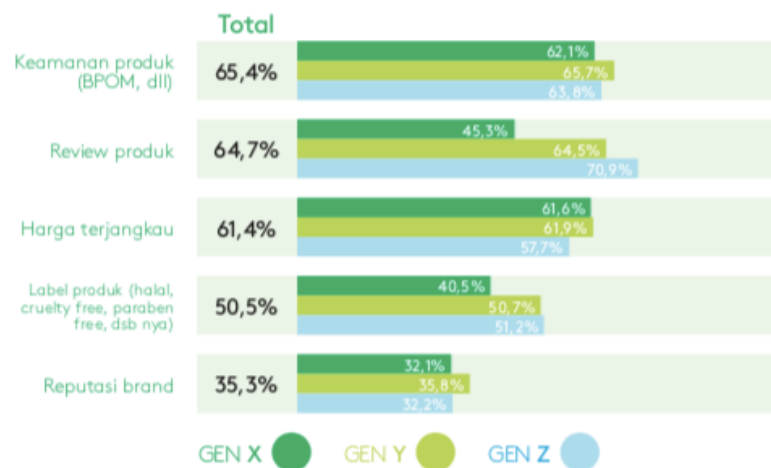


Figure 1.1 Factors to consider in choosing beauty products

Source : ZAP Beauty Index Agustus (2020)

From figure 1.3 it represent about more than half of Indonesian women (65.4%) are concerned about the safety of the beauty products they choose. Products that are safe to use or have a BPOM label make Indonesian women calmer in using the products. Second of all, beauty product reviews from influencers

(64.7%) in fact also encourage women to decide to buy a beauty product and product reviews have the most influence on Gen Z (70.9%)

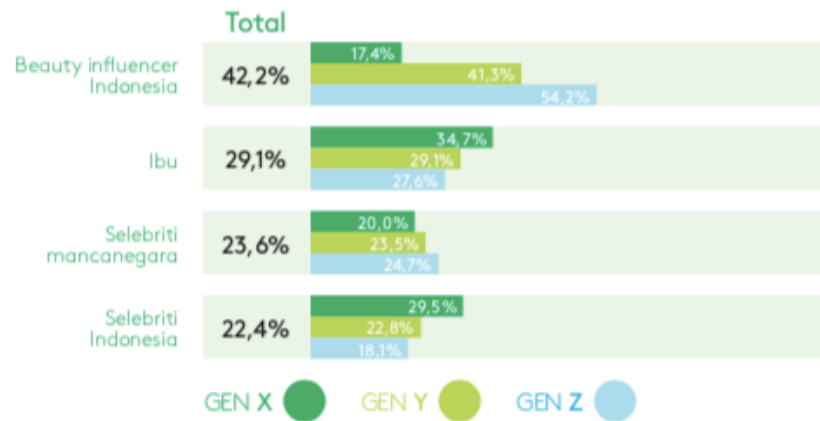


Figure 1.2 Role Model in the field of beauty in choosing products

Source : ZAP Beauty Index Agustus (2020)

From the figure 1.4 it represent that as many as 42.2% of Indonesian women considered beauty influencers to be their role models in the world of beauty. Meanwhile, as much as 29.1%. Influencers who are idols in the modern era, have a greater influence than mothers and local celebrities in the point of view by Gen Z and Gen Y. From the branding carried out by Social Media Influencers, there is a significant correlation between their promotions and consumer buying interest, where influencers increase purchase intention. as much as 89.7%(Budi Astuti, 2016). Because the highest influence, many companies use influencers to increase engagement with the products they sell. The attraction raised by influencers based on credibility, communication skills, and high public attention to these influencers which is observed from the large number of followers on their social media can increase product recognition to the wider community and level of marketing.



Figure 1.3 Top Ten Skincare local

Source : (Compas, 2021)

Based on the monitoring of Compas.co.id in early 2021, sales for the skincare category itself had managed to reach Rp. 91,22 billion in just two weeks. MS Glow managed to occupy the first position with total sales that managed to reach Rp. 38.5 billion in the period 1-18 February 2021 ago. From figure 1.5 it represent that Scarlett Whitening has become one of the most favorite local brands. The second favorite local brand goes to Scarlett Whitening. This brand is a body care product brand from Indonesia and is famous for its range of whitening products. Total sales for the Scarlett brand itself have reached Rp 17.7 billion in the period 1-18 February 2021. The Scarlett brand has issued several favorite products such as body lotion, body scrub, and shampoo.

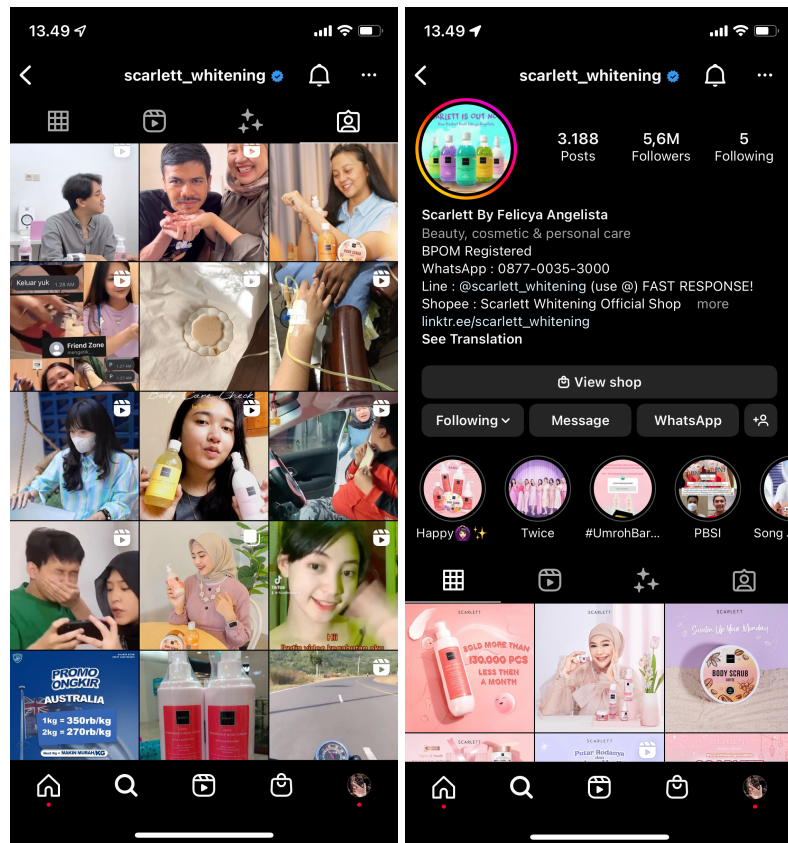


Figure 1.4 Scarlett Instagram Account

Source : (https://www.instagram.com/scarlett_whitening/)

The Scarlett Whitening's strategy is also very influential on the number of consumers to buy a product. There are many ways that companies can do to increase the number of consumers, such as by doing endorsements. If you look more closely, the owner of this Scarlett product is from the artist circle and who has friends who are famous or well-known among the public. So don't be surprised if this Scarlett product embraces famous artists to serve as Social Media Influencers. This Social Media Influencer is used to attract the attention of the audience and is expected to increase product awareness.

The use of Social Media Influencers gives the impression that consumers choose to choose and increase status by owning what is used by Social Media Influencers. (Mubarok, 2016) As for the Social Media Influencers that Felicya collaborates with, including the number 1 YouTuber in Asia, namely Rachel Venya,

Keanu, Fadil Jaidi and many more. The strategy chosen to increase the number of consumers of Scarlett products with Social Media Influencers is considered very effective. The existence of a Scarlett Whitening review from Social Media Influencers certainly makes women who want to have clean white skin and become attractive for attention.

If we look at the `scalett_whitening` instagram account, where the scarlet whitening instagram account itself has been followed by more than 5 million followers, which means that Scarlett's consumers can be said to be very large. Then if we look at his post, there are a lot of Social Media Influencers who also endorse Scarlett's products. This is of course very influential on tourism, the number of consumers of scarlet products themselves

Many Indonesian people, especially Generation Z, are fans of Social Media Influencers. We can conclude that if the Influencers we like or we like to use Scarlett Whitening products, we can be sure that those who previously might not have used these Scarlett products will try to buy and start using them. Of course this greatly affects the number of consumers of scarlett whitening products, we can be sure that those who previously might not have used this scarlett product try to buy it and start using it. Of course this is very influential on the number of consumers.

According Macdonald & Sharp (2000). The knowledge and conscious consumer only buys brands that are well-known to them and are also favorable, the brand is created by the perception and experience of the consumers. When consumers desire to buy a specific product, brand awareness will continue to be the most essential and influencing aspect in their selection. When a customer is purchasing a product and has the brand name in mind, it indicates that the customer is highly aware in that brand. And if the items satisfy the customers, they not only stay loyal to the brand, but they also help it develop by promoting it through word of mouth and influencer marketing. A product with a higher brand awareness will grow faster in the market and help the company make more profitable (Shahid, 2017).

Based on the describe and problem that have been describe above. The author use Scarlett whitening as a object. social media influencer as the independent variable to gain brand awareness as a intervening variable to purchase intention as a dependent variable So, the purpose of the study is to know the impact of using social media influencer on brand awareness to purchase intention. From this data, the researcher raised the research title "**The Impact of Using Social Media Influencer on Brand Awareness to Purchase Intention at Scarlett Whitening (Survey on gen Z)**" aims to find out people's purchase intention in the digital era and its relation to social media influencers.

1.3 Problem Formulation

Before entering the research question, there are things that encourage the formulation of the problem, Based on the monitoring of Kompas.co.id in early 2021, sales for scarlett whitening itself had ranked no.2 to be a favorite local brand. MS Glow managed to occupy the first position with total sales that managed to reach Rp. 38.5 billion in the period 1-18 February 2021 ago and Total sales for the Scarlett brand itself have reached Rp 17.7 billion in the period 1-18 February 2021.

This is makes the author's consideration to conduct research. It will be difficult for Scarlett Whitening to increase brand awareness and purchase intention. Until now, the Scarlett Whitening brand is still actively using the services of influencers in various types such as nano, micro, macro and mega influencers to promote various products. Indeed, using influencers has proven to be effective in building brand awareness in the community, considering that influencers have a very strong influence. to build, and change the perspective of people, especially followers. That is why choosing the right influencers to choose in promoting their products is very important in building a brand, in order to get a positive response in the community.

Related to this phenomenon, there has been no research that examine. Based on the phenomenon above, the appropriate problem formula can be drawn as follows:

Based on the formulation of the problem above, this study aims to describe :

1. To find out Social Media Influencer at Scarlett whitening based on respondents' point of view
2. To find out of Brand Awareness at Scarlett whitening based on respondents' point of view
3. To find out of Purchase Intention at Scarlett whitening based on respondents' point of view
4. To find out the influence of Social Media Influencer on Purchase Intention at Scarlett Whitening based on respondents' point of view
5. To find out the influence of Social Media Influencer on Brand Awareness at Scarlett Whitening based on respondents' point of view
6. To find out the effect of Brand Awareness on Purchase Intention based on respondents' point of view
7. To find out the effect of Brand Awareness as an intervening has a positive significant influence on Social Media Influencer and Purchase Intention based on respondents' point of view

1.4 Research Question

The following are the issue formulations in this study, based on previously given background :

1. How about Social Media Influencer at Scarlett Whitening?
2. How about Brand Awareness at Scarlett Whitening?
3. How about Purchase Intention at Scarlett Whitening?
4. How does Social Media Influencer influence Brand Awareness at Scarlett Whitening?
5. How does Social Media Influencer influence Purchase Intention at Scarlett Whitening?
6. How does Brand Awareness affect Purchase Intention at Scarlett Whitening?

7. Does Brand Awareness influence on Social Media Marketing and Purchase Intention at Scarlett Whitening?

1.5 Research Purpose

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7. To find out the effect of Brand Awareness as an intervening has a positive significant influence on Social Media Influencer and Purchase Intention based on respondents' point of view

1.6 Research Benefits

1.6.1 Theoretical Use

The result of this study are expected to increase knowledge and complete the scientific treasures in the field of marketing, particularly in the areas of marketing's impact on purchase intention. Furthermore, some of the findings from this study are expected to be used as reference material by future researchers working in the same subject.

1.6.2 Practical Use

The results of this study are expected to be useful input and consideration for companies in carrying out marketing strategies well, especially regarding Social Media Influencer and Purchase Intention.

1.7 Systematical Writing

In research reports, Chapters I to V contain systematics and a brief explanations of research reports.

CHAPTER 1 INTRODUCTION The introduction chapter contains of the background of the problem, problem formulation, research question, research purpose, research benefits and research scope.

CHAPTER 2. LITERATURE REVIEWS The literature review chapter contains of the theoretical foundations that support research, similar earlier research, the framework of thought and proposed in this study.

CHAPTER 3. RESEARCH METHODS Chapter of research method contains about research variables used, operational definition, sample determination, type and source of data, data collection methods and analysis methods used in the study.

CHAPTER 4. RESULTS AND DISCUSSION This chapter explains the analysis of the results of research information data that has been collected in perceptual research on e-commerce mapping based on consumer perceptions in Indonesia.

CHAPTER 5. CONCLUSIONS AND SUGGESTIONS This chapter is the concluding part of this paper. In this chapter contains conclusions and suggestions for the results of research that has been done

1.8 Research Scope

The period of this study starts from 2021 until 2022. The location of the object study is conducted in Jakarta, Indonesia with the object of study are Scarlett Whitening consumers especially women and generation Z