

ABSTRACT

The beauty and skin care industry is currently experiencing rapid growth. One of the skin treatments (skincare) is sunscreen (sunscreens) to protect from the sun to visible light such as blue light which when exposed to the skin can cause elastosis and damage the skin to potentially skin cancer. To counteract visible light, tinted sunscreens must contain titanium dioxide, zinc oxide, and iron oxides. One of the local tinted sunscreen products is Daily Tinted Sunscreen Azloe.

The type of research conducted for research is a qualitative method with a descriptive approach. The results of this study are expected to increase extensive knowledge about tinted sunscreen to marketing strategies to maintain market position in this competitive era and can be used as a reference in future research that discusses tinted sunscreen or marketing strategies in beauty products. The data analysis technique in this research uses Nvivo 14 software with stages of data import, data coding, data visualization, and data extraction. Apart from that, it uses internal (IFAS) and external (EFAS) factor analysis calculations to determine where the Azloe strategy quadrant is located.

The results of this research are expected to be used as input and evaluation for companies, especially to develop effective and efficient marketing strategies.

Keywords : Marketing Strategy, Tinted Sunscreen, SWOT Analysis