

ABSTRACT

Talking about skin care and cosmetic trends is endless. Currently, the trend toward skin care products is popular not only among women but also among men. Around 94 percent of male respondents agreed that skin care is one form of investment in healthy skin. This suggests that the overall interest of male market segments in skincare products is quite large and has potential. (goodstats.id, 2022). However, although there is a positive trend in the use of skin care among men and the various opportunities that come with it, unlike women's skin care products that have a high interest in local brands, buying interest in male local skin care brands is still low. Veteran players like Ponds and The Body Shop, both of which are not from Indonesia, still dominate the men's skincare product market. Only three local players are able to penetrate this man's face cleaning market, namely Kahf, Clorismen, and MS Glow. (Sutiani, 2022). This indicates that there is a problem with the interest in buying local men's skincare products in Indonesia. According to the judgment of the community, the local brand has a more reliable image in terms of the safety of the materials used, the quality does not differ much from the outside product, and the price is more affordable. Besides, considering the population of Indonesia, men are more than women, which is a great opportunity that local brands can take advantage of to optimize their potential to plunge into this business. In this study, factors such as social media marketing, brand image, and trust are the main factors that can be believed to increase purchase intention in buying men's skin care products. Very few studies investigated social media marketing's role in a male local skincare product business in the Indonesian context.

This research is part of a type of quantitative research with sample determination using purposive sampling techniques. The questionnaires were distributed to samples of 385 people. Furthermore, the results of the questionnaire are analyzed using SEM-PLS analysis techniques that include the outer model testing, the inner model testing, and the hypothesis testing. The research reveals that social media marketing, brand image, and trust variables influence purchase intention in local men's skin care products in Indonesia, both directly and indirectly.

So that, important for companies to initiate, create, and channel social media content according to the image that the company wants to insert in the minds of consumers by creating interesting content that can stimulate consumer interest, thus making consumers willing to spread positive information about the company.

Keywords: *Social Media Marketing, Brand Image, Trust, Purchase Intention, Local Skincare Product.*