

ABSTRACT

In the modern era, teenagers are starting to notice its appearance. For young women, the face is the first impression that supports appearance. Many people, especially teenagers with high activity levels, are increasingly aware of the side effects of direct UV radiation on the skin and need effective protection. Emina is one of the leading cosmetics manufacturers in Indonesia, especially for skin care. Since 2015, Emina, part of PT Paragon Technology and Innovation, has been a player in the cosmetics market targeting Indonesian teenagers and young women aged between 15 and 25 years. Although Emina has successfully competed in the make-up category, the company faces challenges in the skin care category, perhaps due to a lack of awareness among teenagers regarding skin care and their skin types as well as a lack of creative promotional strategies that can maintain product brand recognition. The aim of this research is to determine efficient marketing techniques for Emina in increasing awareness of teenagers about skin care products which they specifically use for the sunscreen product Emina Sun Battle Spf 30 Pa+++ . This research is also supported by data collection methods including observation, interviews, questionnaires and Literature study is used to collect concrete data. The proposed promotional strategy is based on a creative concept that reflects Emina's Fun & Playful brand identity, by utilizing Instagram media as a means to support access and information for the target audience. Thus, this promotional strategy is expected to change consumer behavior, maintain brand recognition, and help Emina expand the market for Emina Sun Battle SPF 30 Pa+++ products

Keywords: Brand Recognition, Emina, Promotional Strategy, Sunscreen