

Kisana Glycolic Soap Product Marketing Management Strategy in Increasing Brand Awareness in the Indonesian Skincare Market

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ABSTRACT

This study aims to analyze the marketing management strategy of Kisana Glycolic Soap in increasing brand awareness in the Indonesian skincare market. The underlying phenomenon of this research is the competition in the local skincare product marketing management strategy in industry, which demands innovation in increasing brand awareness in the brand communication strategies to compete Indonesian skincare market with global products. This research employed a qualitative approach with a case study method, allowing for an in-depth exploration of communication strategies and consumer perceptions of the brand. Data were collected through semi-structured interviews, participant observation, and digital documentation. The results indicate that Kisana's marketing strategy focuses on three main themes: (1) consumer education through informative content marketing, (2) consistent communication across digital platforms, and (3) collaboration with micro-influencers to build brand authenticity. Practically, Future research is recommended to explore the dynamics of consumer perception across age and cultural segments to broaden our understanding of the effectiveness of local brand communication in the digital era.

Keywords: Marketing Strategy; Brand Awareness; Integrated Marketing Communication; Local Skincare; Qualitative Research

INTRODUCTION

The global skincare industry has experienced rapid growth in the past decade, with a market value estimated to reach more than USD 180 billion by 2025. This trend is driven by increasing consumer awareness of skin health, the development of active ingredient technology, and the dominance of social media as the main medium of cosmetic marketing. In Indonesia, the growth of the beauty sector, especially skincare, has increased significantly to 9.6% per year, making it one of the markets with the greatest potential in Southeast Asia (Sumanti & Kindangen, 2024). This phenomenon reflects not only lifestyle changes, but also a shift in consumer behavior towards products that offer high effectiveness and a strong local brand identity.

In the national context, the rise of local brands such as Somethinc, Avoskin, and Scarlett shows the success of effective marketing management strategies in building brand awareness. A study by (Yulianti & Pasaribu, 2025) revealed that consumer perception of brand image and brand awareness is greatly influenced by integrated digital marketing strategies, including the use of influencers and brand storytelling. However, many new local brands such as Kisana Glycolic Soap face challenges to penetrate a competitive market, where consumer loyalty is still heavily influenced by the perception of quality and image of foreign brands (Oktavia & Prabowo, 2025).

The main problem that arises in the field is the weak differentiation strategy and consistency of brand communication in building consumer awareness. The results of preliminary interviews with several users of facial care products in Surabaya and Jakarta show that most of the respondents are not familiar with new products such as Kisana Glycolic Soap, although they are interested in the concept of natural ingredients and their glycolic acid content. This indicates that the effectiveness of digital marketing strategies and Brand positioning is still not optimal, as emphasized in a study by (Nabila & Wibowo, 2022) regarding the importance of integrated marketing communication in building brand awareness in the skincare industry.

From a social and cultural perspective, the growing awareness of the importance of skin care is becoming a phenomenon that is not only aesthetic, but also related to identity and self-confidence. In Indonesian urban culture, a good self-image is often associated with well-maintained skin health, so skincare products have a high symbolic value (Hayanimasy & Vannessa, 2025). Therefore, research on the marketing strategies of local products such as Kisana Glycolic Soap is important to understand how social meaning and brand identity are constructed through communication strategies and consumer experience.

Although a number of studies have discussed the relationship between digital marketing strategies and brand awareness in the beauty industry (Malakiano & Susila, 2025; Yuandesta & Sari, 2023), there are still limitations in qualitative studies that delve into the process of forming brand awareness from a consumer's perspective towards new local brands. Most previous research has focused on quantitative analysis, such as the influence of social media on purchase decisions, without delving into the meaning of consumer experiences and perceptions of the strategies pursued by these new brands. This study aims to analyze the marketing management strategy of Kisana Glycolic Soap products in increasing brand awareness in the Indonesian skincare market with a descriptive qualitative approach. The focus of the research is directed at brand communication strategies, digital engagement, and consumer experience in building awareness of products. Theoretically, this research is expected to enrich the understanding of the application of Integrated Marketing Communication (IMC) and Brand Equity theories in the context of local Indonesian brands. Practically, the results

of the research can be a reference for local skincare business actors in formulating effective, authentic, and sustainable marketing strategies.

LITERATURE REVIEW

The study of marketing management strategies in building brand awareness has strong roots in the theory of Integrated Marketing Communication (IMC) and Brand Equity. According to (Keller, 1993), brand awareness is a key cognitive component in the Customer-Based Brand Equity (CBBE) model, which determines

The ability of consumers to recognize or remember a brand in the context of a particular product category. In the context of the skincare industry, brand awareness Not only is it built through direct promotion, but also through consistent brand experience, message authenticity, and consumer trust in product effectiveness (Malakiano & Susila, 2025). Therefore, the theory IMC used to understand how the consistency of messages across various communication channels can strengthen the brand's position in the minds of consumers.

In IMC's approach, synergy between various elements of marketing communication such as advertising, public relations, digital marketing, and educational activities is essential to creating a strong brand identity. According to (Jannah & Zulkarnain, 2025), digital communication strategies that focus on storytelling, skincare education, and thematic promotion have been proven to significantly increase brand awareness in the local beauty sector. This approach is in line with the Marketing Communication Mix theory which emphasizes the importance of message integration in creating an emotional experience that builds a long-term relationship between brand and consumer. In the context of Kisana Glycolic Soap, this approach can be applied through a combination of educational content and visual narratives that highlight the advantages of natural active ingredients, such as glycolic acid.

Meanwhile, the theory of Brand Equity according to (Aaker, 1991) explains that brand awareness is one of the main pillars besides brand association, quality perception, and brand loyalty. An empirical study by (Oktavia & Prabowo, 2025) found that in the Korean skincare industry in Indonesia, the level of brand awareness and quality perception have a significant influence on overall brand equity. These findings underscore the importance of communication strategies that not only build visibility, but also a perception of value towards brands. Therefore, Kisana Glycolic Soap's marketing strategy must be directed to instill a product perception that is not only effective, but also safe, ethical, and in accordance with the preferences of Indonesian consumers who are increasingly aware of natural ingredients and sustainability.

Several previous studies have shown the success of marketing communication strategies in increasing local brand awareness in Indonesia. For example, (Yuandesta & Sari, 2023) found that BSKIN's communication tactics that highlight the image of science and product intelligence succeeded in strengthening brand recognition through a descriptive qualitative approach. In addition, (Nabila & Wibowo, 2022) identified that the synergistic integration of social media marketing, event marketing, and content storytelling can increase engagement

consumers in the context of Pavettia Skincare. These studies confirm the relevance of qualitative approaches to understanding how narratives, experiences, and social contexts shape brand awareness.

However, there are theoretical and empirical gaps that still need to be answered. Most previous studies have focused on large or established brands in the market, while research on new brand strategies particularly those still in the market identity-building stage is still limited (Manafe & Ardeana, 2022). In addition, the dominant quantitative approach has not explored the dimensions of consumer experience and perception of the brand awareness formation process. Therefore, this study seeks to fill this gap by using a qualitative approach to understand Kisana Glycolic Soap's marketing management strategy in building brand awareness through authentic and contextual communication narratives.

Conceptually, this study integrates the theory of Integrated Marketing Communication and Brand Equity in the framework of qualitative analysis. IMC is the foundation for examining the brand communication strategies used, while Brand Equity theory is used to understand how brand awareness is formed from consumer perception of brand messages, quality, and values. Thus, this research is expected to make a conceptual contribution to the development of local brand communication models based on Indonesian values and culture, as well as provide practical guidance for skincare industry players in developing effective and sustainable marketing strategies.

RESEARCH METHOD

This study uses a qualitative approach with a case study method. This approach was chosen because it allows researchers to deeply understand the marketing management strategies applied by Kisana Glycolic Soap in building brand awareness in the Indonesian skincare market. The case study is assessed in accordance with the research objectives that want to explore the context, process, and subjective experiences of actors and consumers in managing brand communication strategies. As stated by (Robert K. Yin, 2018), the case study provides a holistic understanding of the business phenomenon and local brand strategy in the sustainable skincare industry. Thus, this study seeks to describe real practices in the field based on managerial perspectives and consumer behavior.

The research was conducted in the cities of Surabaya and Jakarta, two regions that are the center of growth of the local skincare market in Indonesia. The selection of this location is based on the high penetration rate of cosmetic products and the diversity of consumer segments which are the main marketing targets of Kisana Glycolic Soap. The research was carried out during the period from June to October 2025, involving observation of digital marketing activities, as well as interviews with marketing teams and active consumers of products. This location and period were chosen to obtain contextual and relevant data on ongoing market dynamics, as suggested by (Manafe & Ardeana, 2022) in a similar study on strategies to increase brand awareness of local skincare brands.

The research subjects consisted of two main informant groups, namely (1) internal party of the company which includes marketing managers, social media staff, and Kisana brand development team, and (2) active consumers who have used the product for at least three months. Informants were selected using purposive sampling techniques, as the selection criteria were based on their level of engagement and understanding of the brand's communication strategy and experience. In the advanced stage, the snowball sampling technique was used to add informants from the relevant local skincare user community on social media. This approach is similar to the strategy applied in the study of (Hayanimasy & Vannessa, 2025), which examined the role of brand identity in encouraging brand advocacy among Indonesian beauty product users.

Data collection techniques were carried out through semi-structured interviews, participatory observations, and documentation analysis. Interviews were conducted face-to-face and online, with open-ended questions that allowed for the exploration of informant experience narratives related to marketing strategies and brand perception. Observations are focused on Kisana Glycolic Soap's digital marketing activities on social media such as Instagram and TikTok, including the brand's interaction with its audience. Documentation includes data collection from promotional materials, sales reports, as well as relevant online media publications. Triangulation between sources is carried out to ensure the validity of the data as suggested by (Robert K. Yin, 2018).

The data validation process in this study uses triangulation of sources and methods, as well as member checking. Triangulation was carried out by comparing the results of interviews from various parties and documentation data to find the consistency of the findings. Meanwhile, member checking was carried out by asking the informants to review the results

interpretation of the researcher, to ensure that the meaning conveyed is in accordance with their original view. This validation approach is in line with the method used by (Manafe & Ardeana, 2022), which emphasizes the importance of participatory verification to guarantee the credibility of data in qualitative research.

Data analysis was carried out using the Miles and Huberman interactive analysis model which included three main stages: data reduction, data presentation, and conclusion drawn. The data obtained from interviews and observations were reduced based on key themes related to marketing communication strategies, brand awareness formation, and consumer perception. Furthermore, data is presented in the form of a matrix and an analytical narrative to identify patterns of relationships between findings. Conclusions were drawn iteratively with reference to the theory of Integrated Marketing Communication and Brand Equity, resulting in a thorough understanding of Kisana Glycolic Soap's marketing management strategy. This approach follows the principles of qualitative analysis outlined by (Hayanimasy & Vannessa, 2025), in which thematic interpretation is used to understand the construction of meaning in the local socio-business context.

RESULTS

Based on the results of in-depth interviews with internal parties and consumers of Kisana Glycolic Soap, it was found that the marketing management strategy implemented by the brand is centered on three main elements: market education, digital visual communication, and community-based collaboration. This approach reflects an integrative effort between the theory of Integrated Marketing Communication (IMC) and the development of trust-based brand equity. Kisana's marketing team emphasized that the use of informative content regarding the benefits of glycolic acid is a strategic step to build brand awareness in the highly competitive skincare market. One informant explained that the brand message is not limited to product claims, but also educates consumers about specific skin concerns such as dark underarms and groin areas. This indicates that the communication strategy is not only persuasive but also educational, strengthening brand credibility through scientific value and message authenticity.

The findings also show that Kisana optimizes digital platforms such as TikTok and Instagram through differentiated but complementary strategies. TikTok is mainly used to generate awareness through before-after content, product demonstrations, and viral beauty tips, while Instagram functions as a platform for visual branding and emotional engagement. According to one marketing informant, Instagram is focused on imagery,

TikTok on exposure, and marketplaces on conversion. This channel segmentation illustrates the importance of selecting communication media based on audience behavior and platform characteristics. In addition, Kisana actively collaborates with micro-influencers whose reviews are considered more relatable and trustworthy by consumers, thereby increasing product credibility and purchase intention.

Another important result is that educational storytelling has become the core of Kisana's communication strategy. The company recognizes that many Indonesian consumers are still unfamiliar with active ingredients such as glycolic acid, making educational narratives essential for building consumer understanding and long-term loyalty. Informants stated that the company does not merely sell quick results, but also helps audiences understand how exfoliation works and why gradual improvement occurs. This indicates that storytelling serves not only as a promotional tool but also as a medium for knowledge transfer that enhances consumer confidence in the product.

From the consumer perspective, the interview results reveal a strong alignment between brand communication and actual product experience. Most participants first discovered Kisana through TikTok, then searched for further information via Instagram and online marketplaces before making a purchase. Consumers generally perceived the brand as honest, modern, and educational. Several users reported that although the results were not instant, their skin gradually became smoother and brighter over time. This consistency between communicated promises and actual outcomes encourages customer satisfaction, repeat purchases, and organic recommendations on social media.

The study also identified the main challenge faced by Kisana's marketing team, namely maintaining a consistent brand identity across multiple digital platforms. Each platform requires a different communication style and content format, yet the brand must preserve its core message and values. Internal informants explained that the task is not only to distribute content, but also to ensure that the essence of the brand remains recognizable despite different packaging styles. This highlights the complexity of managing integrated communication in the digital era, where rapid adaptation to trends must be balanced with message consistency.

DISCUSSION

The findings of this study reinforce the theory of Integrated Marketing Communication proposed by Kevin Lane Keller, which emphasizes the importance of delivering consistent messages across multiple communication channels to build a strong brand image. Kisana's strategy of combining educational content, micro-influencer collaboration, and digital storytelling demonstrates how IMC can be effectively implemented by local skincare brands. Rather than relying solely on conventional advertising, the company integrates various touchpoints to guide consumers from awareness to purchase decisions. This confirms that effective communication depends not only on message content but also on the coordination of media channels.

The results also support previous studies suggesting that social media integration can significantly increase brand awareness and consumer trust. However, this study offers an additional perspective by highlighting the role of educational storytelling as a key differentiator. In the skincare industry, especially for products containing specific active ingredients such as glycolic acid, consumers often require more information before making purchase decisions. Therefore, educational narratives reduce uncertainty, increase perceived expertise, and strengthen trust toward the brand. This suggests that for science-based beauty products, informative communication may be more effective than purely emotional promotion.

Furthermore, the findings extend the concept of brand trust introduced by David A. Aaker. Traditionally, brand credibility is built through product quality and symbolic associations. In the context of digital skincare marketing, credibility is also shaped by continuous transparency, relatable communication, and evidence-based education. Kisana's use of micro-influencers contributes to this process because audiences often perceive smaller influencers as more authentic and less commercially driven than celebrities. As a result, trust is generated through both message content and message source.

From a practical perspective, this study provides important implications for local skincare businesses. Companies should prioritize educational content that explains product ingredients, realistic usage expectations, and long-term benefits. They should also design platform-specific strategies in which each digital channel serves a distinct function, such as awareness creation, engagement building, or sales conversion. In addition, selecting credible influencers and maintaining consistent brand identity across platforms are crucial for sustaining brand equity in highly competitive markets.

Finally, this study contributes to the development of local brand communication models in Indonesia by showing how scientific education can be integrated with digital storytelling and socio-cultural relevance. Future research may explore whether the effectiveness of education-based communication differs across age groups, gender segments, or cultural backgrounds. Quantitative studies could also measure the extent to which educational content influences purchase intention, loyalty, and brand advocacy in the broader skincare industry.

CONCLUSION

This study concludes that Kisana Glycolic Soap's marketing management strategy in increasing brand awareness in the Indonesian skincare market emphasizes the integration of consumer education, authentic narratives, and consistent digital communication across platforms. An Integrated Marketing Communication (IMC)-based approach applied through social media, influencer marketing, and content storytelling has proven to be effective in building brand awareness and strengthening consumer trust in local products based on active ingredients. The alignment between communication messages and the actual user experience is a key factor driving organic loyalty and recommendations, which ultimately strengthens the brand's position in a competitive market.

Theoretically, this study enriches the understanding of the application of IMC and Brand Equity theories in the context of local Indonesian brands. The findings show that contextual scientific education and storytelling can serve as a bridge between marketing strategies and consumer trust building, expanding the scope of the concept of brand trust that was previously more widely discussed in the global context or large corporations. Meanwhile, practically, this research provides implications for local beauty industry players to utilize value-based narratives and integrated communication approaches to create a strong and sustainable brand identity.

From a policy perspective, the results of this research can be a reference for cosmetics industry institutions or associations in formulating mentoring strategies and developing local brands based on consumer education. Increasing literacy of active ingredients such as glycolic acid through credible public campaigns can strengthen the competitiveness of the national skincare industry while encouraging more rational and knowledge-based consumptive behavior.

For further research, it is suggested that the focus be directed to explore the comparative effectiveness of communication strategies between different demographic segments or between local brands, in order to understand more deeply the dynamics of consumer perception of value-based marketing strategies. In addition, the digital ethnography approach or netnography can be used to explore consumer interaction on social media more broadly, thereby enriching understanding of brand community formation in the digital marketing era.

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DECLARATION OF CONFLICTING INTERESTS

The authors have declared no potential conflicts of interest concerning the study, authorship, and/or publication of this article.

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