PROPOSED INTEGRATED MARKETING COMMUNICATION STRATEGY TO RAISE BRAND AWARENESS FOR PAVETTIA SKIN CARE

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ABSTRACT

Pavettia is a natural skincare brand in Indonesia that use natural ingredients. The average number of Pavettia's products sold per month only reached 143 products while their competitors successfully sold thousands of products. The brand awareness of Pavettia is considered low. According to the research, 94% of 100 respondents never heard about Pavettia brand. This research was conducted to identify the problems faced by Pavettia Skin Care and proposed solutions to raise their brand awareness. In this research, both qualitative and quantitative methods are used. In-depth interviews with Pavettia's internal management was conducted and online questionnaires were distributed to 164 respondents which are the target market of Pavettia. The secondary data were gathered from Pavettia's internal data and other sources such as textbooks, journals, and others. The STP Analysis and Marketing Mix (4Ps) were conducted to propose Integrated Marketing Communication Strategy for Pavettia. It can be concluded that Pavettia has a huge potential as a local natural skin care brand in Indonesia. However, they need to do several integrated marketing strategy.

Keywords : Cosmetic Industry; Integrated Marketing Communication; Local Brand; Marketing Strategy; Natural Skin Care Products

ABSTRAK

Pavettia adalah sebuah brand perawatan kulit alami lokal di Indonesia yang menggunakan bahan-bahan alami. Rata-rata jumlah produk Pavettia yang terjual per bulan hanya mencapai 143 produk sedangkan kompetitornya berhasil menjual ribuan produk. Menurut penelitian, 94% dari 100 responden tidak pernah mendengar tentang merek Pavettia. Penelitian ini dilakukan untuk mengidentifikasi masalah yang dihadapi oleh Pavettia Skincare dan mengusulkan solusi untuk meningkatkan kesadaran merek mereka. Dalam penelitian ini digunakan metode kualitatif dan kuantitatif. Wawancara mendalam dengan manajemen internal Pavettia dilakukan dan kuesioner online dibagikan kepada 164 responden yang merupakan target pasar Pavettia. Data sekunder dikumpulkan dari data internal Pavettia dan sumber lain seperti buku teks, jurnal, dan lain-lain. Analisis STP dan Bauran Pemasaran (4P) dilakukan untuk mengusulkan Strategi Komunikasi Pemasaran Terpadu untuk Pavettia. Dapat disimpulkan bahwa Pavettia memiliki potensi yang sangat besar sebagai merek perawatan kulit alami lokal di Indonesia. Namun, mereka perlu melakukan beberapa strategi pemasaran terpadu.

Kata Kunci : Industri Kosmetik; Komunikasi Pemasaran Terpadu; Merek Lokal; Strategi Pemasaran; Produk Perawatan Kulit Alami

INTRODUCTION

The use of information and communication technology in Indonesia is increasing year by year. Indonesia is one of the countries with a very large population. Based on 2020 population census, there are 270,20 million people in September 2020. The Annual Population Growth Rate for 2010 – 2020 is an average of 1.25 percent (Badan Pusat Statistik, 2021). The large number of populations makes Indonesia become the third place with the most internet users in Asia whereas in June 2021, the number of internet users in Indonesia reach 212,354,070 users (Internet World Stats, 2021). The rising of information and communication technology in Indonesia make it easier for people to do various activities.

One of the industries that has a great opportunity in Indonesia is the cosmetic industry. Besides the large number of internet users, the human resources and raw materials are also available in Indonesia. Cosmetic is becoming a necessity for people nowadays. Skincare is a leading category in cosmetic industry, accounting for about 42 percent of the global market followed by haircare product, make-up, and hygiene products (Statista, 2021).

During Covid-19 Pandemic in 2021, cosmetic industry shows positive growth even when many other industry experienced troubles. This can't be separated from the increasing number of people who prefer to do online shopping for cosmetics. In the early of 2021, beauty care category outperformed sales transactions in e-commerce by 46,8%. In addition, the total value of transactions in the beauty care category in the online market itself has managed to penetrate the Rp40 billion figure. Transactions in the cosmetic category itself have reached Rp893 million in January 2021. Then it turns out that the most sales of cosmetics are in the facial cosmetic category (Haasiani, 2021). Skincare has a huge potential especially in Indonesia. The development of public consumption has increased every year, one of which is the amount or service providers or manufacturers, especially skincare products. Manufacturers not only consist of imported brands but also local brands, which are currently increasing in number (Syauki and Avina, 2020). There are many local skincare brands available nowadays. With a formula made for Indonesian skin, this local skincare brand might be more suitable than imported skincare formulas. Sales for local skincare brands are also quite great. In the first two weeks of February 2021, total sales in the marketplace have reached Rp 91,22

billion with a total transaction of 1.285.529 (Compas, 2021). Brand awareness is a series of tangible and intangible characteristics, which represent all internal and external characteristics that can influence how one brand can be enjoyed by the target market or customers. (Sarippudin, et al. 2019:48).

Natural skincare brands are gaining popularity lately. Eco-friendly products are widely available in various industries, especially the beauty industry. Most Indonesian women from various generations choose beauty products with eco-friendly labels. There are 52,7% Gen X, 48,4% Gen Y, and 42,1% Gen Z stated that eco-friendly and environmentally conscious products are very important (Zap Beauty Index, 2020). One of local skincare brand in Indonesia is Pavettia under PT Pavettia Nuansa Alami company. It is a natural skincare brand that using local Indonesia ingredients. They offer various type of skincare such as facial cleansers, facial toners, facial lotions, vitamin C serum, and face oil. However, Pavettia has not yet widely known in the industry. Based on the research conducted in December 2021, 94% of 100 respondents never heard about Pavettia brand. Pavettia has been off temporarily since 2020 until August 2021 due to the factory construction. Pavettia only use their website and e-commerce to sell their product. They don't sell their product in any offline store. They're selling their products directly to the customer and don't have any official distributors yet. Pavettia hasn't done any promotion yet because their brand is still in the process of obtaining a BPOM license.

Based on the business issue identification above, it's clear that Pavettia doesn't have highly exposure brand awareness. In order to increase its sales revenue and improve its marketing strategy through integrated marketing communication

LITERATURE REVIEW AND FOCUS OF STUDY

Segmentation, Targeting, and Positioning (STP)

Segmentation, Targeting, and Positioning analysis is a method to create a targeted and actionable marketing strategy. Market segmentation is the process of defining market segments and breaking a large customer base into sub-groups of customers that include both current and potential customers (Camilleri, 2018). Based on Kotler & Keller (2016), the variable of segmentation consists of geographic, demographic, psychographic, and behavioral segmentation. The target market is a group of buyers who share the same needs or characteristics that the company decides to serve

(Widjaya, 2017). Positioning is a way that companies do in designing product images to get a good position in the customer's mind (Rismawati et al, 2018).

Marketing Mix

Marketing Mix is a conceptual framework, not only a scientific theory, but that also clarifies the efforts of key decision-makers to configure the offerings to the needs of suit customers. Marketing Mix can be used as a tool to develop the long-term strategies and the tactical programs of short-term (Thabit and Raewf, 2018). Product is everything that is offered by the firm to the target market to be noticed, used, purchased and consumed to satisfy the needs and wants of the market. Price in marketing mix referred to the amount of money that the customer must give to the company to get the product they want. At this point, the company must think about how the company can make customers feel that the money they give is worth the product they got (Poluan et al, 2019). The distribution channel itself is an activity carried out by the company to make its services or products easy to obtain by customers (Poluan et al, 2019). Promotion is no less important in the marketing mix. A product is not always immediately recognized by consumers, both new products and old products. Therefore, it is necessary to do promotions effectively because promotion is the activity of introducing and reminding of a product, its seller, or its maker (Benyamin, 2019).

Integrated Marketing Communication

Marketing communication is a process where companies try to inform, persuade, and remind consumers about the products and brands they're selling, either directly or indirectly (Firmansyah, 2020). Marketing communication is a two-way exchange of information between marketing parties or agencies. Regardless the limitations of each brand, marketing communication must be carried out in order to convey messages to consumers.

RESEARCH METHOD

In this research the author will use both qualitative and quantitative methods and the data will be collected by using primary and secondary data to support the analysis and generated new integrated marketing communication strategy for PT Pavettia Nuansa Alami. The primary data will be gathered by using quantitative method by distributing questionnaires from the target market of Pavettia to explore their point of view about local skincare brands, especially Pavettia and by conducting internal in-

depth interviews with Pavettia's internal management to get the comprehensive information of the company's current condition. The secondary data will be gathered by using secondary data that will use textbooks, journal articles, and observation. The analysis will be conducted using STP Analysis and Marketing Mix to proposed Integrated Marketing Communication Strategy. The sample method used to determine the respondents in this research used Slovin Model Method to know a number of respondents that represents the skincare products' customers in Indonesia. Slovin method used in this research since the requirements to use this method is simple and all elements of the population have the same opportunity to be selected as sample elements. The following is the equation formula for Slovin Model Method (Putra et al, 2013):

$$n = \frac{N}{1+N(e)^2}$$

Description:

n = Number of samples

N = Total population

e = Error tolerance (significance level 0,1)

RESULT AND DISCUSSION

Segmentation, Targeting, and Positioning (STP) Analysis

Segmentation, Targeting, and Positioning analysis is a method to create a targeted and actionable marketing strategy. When developing marketing communication plans, the STP model is helpful because it allows marketers to prioritize propositions and then build and deliver individualized and relevant messages to engage with various audiences. STP analysis is very influential on the brand image and overall marketing activities conducted by the company.

A. Segmentation

Market segmentation is the process of defining market segments and breaking a large customer base into sub-groups of customers that include both current and potential customers (Camilleri, 2018). Based on Kotler & Keller (2016), the variable of segmentation consists of geographic, demographic, psychographic, and behavioral segmentation. Pavettia's Skin Care segmentation is summarized in the following table 1.

B. Targeting

Pavettia Skincare currently has target market which is females aged 18 – 35 years old who live in urban areas in Indonesia. They are either late teenagers, career

woman, or housewives. Pavettia is also targeting males for their new business line. The target market is summarized in the following table 2.

C. Positioning

The positioning of Pavettia Skincare is "Farm to Natural Beauty". This positioning indicates that Pavettia wants to be known as a cosmetic brand that offers natural products for their skin and the process is self-processed from the raw materials which obtained from their own farm to the end products.

Marketing Mix (4Ps)

Marketing Mix is a conceptual framework, not only a scientific theory, but that also clarifies the efforts of key decision-makers to configure the offerings to the needs of suit customers. Marketing Mix can be used as a tool to develop the long-term strategies and the tactical programs of short-term (Thabit and Raewf, 2018).

A. Product

Product is everything that is offered by the firm to the target market to be noticed, used, purchased and consumed to satisfy the needs and wants of the market. Product strategy is the most important element in the marketing mix. The selection of the type of the product to be marketed determines promotional activities, pricing, and distribution methods (Wijaya & Marantika, 2018).

Pavettia launched their first product in 2016. They launched plant-based products that use plant-based waxes. Pavettia develop their products from their own farm and make use of their essential oil. In 2016, natural-based make up had not available in Indonesia. There are only imported products with high price. Pavettia's first product is Vitamin C Serum and Loose Powder. The sales was quite high since they have brightening effect on skin. For two years, Pavettia achieved success only by selling two products. In 2018, the owner of Pavettia join a competition by Blibli and got the first place. The prize of the competition used for building a factory in Purwakarta while also developing new products. However, the Covid-19 pandemic in 2020 hindered the factory construction process. In 2021, they closed the marketplace and website so they were just selling their products to their loyal customer especially customers that have sensitive skin and cannot switch products easily.

Pavettia is also doing collaboration with Carica company in Wonosobo. Carica sent to Pavettia and processed to become essential oil. The oil brought to the lab, and it

turns out that the oil contains olives and rich in Vitamin E. Pavettia's make up series will use Dieng's Carica as their main ingredients since the nutrients are different between the Dieng Plateau and other areas. It is more moisturizing, rich in Vitamin E, while also treating waste.

Tinted moisturizer is the best-selling products in Pavettia. In Indonesia, currently there is no natural product which has high quality for tinted moisturizer other than Pavettia. Pavettia's tinted moisturizer has similar quality with other synthetic chemical products, and it is 100% pure from the nature so it becomes more interesting for customers.

B. Price

Price in marketing mix referred to the amount of money that the customer must give to the company to get the product they want. At this point, the company must think about how the company can make customers feel that the money they give is worth the product they got (Poluan et al, 2019). Price also communicates the intended value positioning of product or brand to the market.

Pavettia offered its products at a very affordable price compared to imported products or international brands that have similar characteristics as Pavettia. Pavettia's price is ranging from IDR 90,000 to IDR 318,000. Compared to Pavettia's competitor which is another local natural skincare brand, Pavettia's price is considerably affordable. The pricing strategy for Pavettia is they sell their product with not too big profit margin, but they focused to make consumers want to buy their products. Pavettia wants their brand to become a top-of-mind brand which when people are looking for natural products, they think of Pavettia for natural organic brand. However, currently Pavettia has no bundling for their products. They only do the pricing strategy once every two months. The promotion changes for each month. For example, in December there are bundling promotion where Pavettia sell lower price when customer buy loose powder and tinted moisturizer at the same time. Other than bundling, Pavettia also gives discount. For example, in January customers get discounts when they write a review of Pavettia's product on their website.

C. Place

The success or failure of a marketing strategy is also determined by the distribution channel (place). In the marketing mix, distribution channels occupy a

crucial position. The distribution channel itself is an activity carried out by the company to make its services or products easy to obtain by customers (Poluan et al, 2019).

Pavettia sell their product through e-commerce which are Tokopedia and Shopee. They also sell their products through Pavettia's website (pavettiaskincare.com) to reach more customers. Pavettia not distributes their product through offline platform since the market is not too big. The platform that Pavettia uses to offer products to consumers are social media and Pavettia's website.

D. Promotion

Promotion is no less important in the marketing mix. A product is not always immediately recognized by consumers, both new products and old products. Therefore, it is necessary to do promotions effectively because promotion is the activity of introducing and reminding of a product, its seller, or its maker (Benyamin, 2019).

In order to promote Pavettia's brand and products, they sell their products in a bundle, give some discounts, and give reward points to members when their birthday. Pavettia never promote their products using influencers or brand ambassadors since they have a barrier related to BPOM certification because they have not BPOM certified yet but in process of getting the certificate. Pavettia choose to use micro influencer because micro influencer can bring their audience that suit to Pavettia's product to buy Pavettia's products. Pavettia has done a collaboration with another brand which is a tea brand once, but the response and exposure is not good since the market is different. In order to motivate customers to buy their product, Pavettia believes in word of mouth. They want Pavettia's product can talk to the customers which means that when the product is good, customers will be happy, and they will recommend it to others.

Proposed Integrated Marketing Communication Strategy

There are a few steps to make IMC for Pavettia effective which are identifying target audiences, setting communications objective, designing communications, selecting communication channels, and deciding on media mix.

A. Identifying Target Audiences

Based on the target market, the target audience for Pavettia is female and male that lives in all Indonesia regions, especially in urban areas. They are 18 – 25 years old and their occupation is high school students, university student, fresh gaduates, carreer woman, and housewives with lower-middle to middle income level.

B. Setting Communications

Pavettia's current best selling product is the Tinted Moisturizer from the make up series and Vitamin C Serum from the skin care series. Based on the quantitative research, the frequently purchased skin care product in a month is facial wash followed by sun screen. Both of them are skin care which commonly used for daily activities. Therefore, Pavettia should focus on the skin care product development and communicate it to the customers.

The communications objectives for the new target market is to raise Pavettia's brand awareness. They should have competitive advantages with competitive price in order to compete with other local brands. Pavettia needs to keep improving and innovating to wider their product range and maintain their product quality.

C. Design The Communication

Current positioning of Pavettia Skin Care is "Farm to Natural Beauty" which shows that Pavettia's products are made from 100% natural ingredients that obtained from their own farm. However, as mentioned in the previous subchapter, Pavettia's proposed new positioning is "High End Beauty From The Farm". They should communicate Pavettia's brand by making the image of Pavettia as a brand that have high quality products similar to high end products with more affordable price. This way, it still shows that Pavettia's products are made from 100% natural ingredients that obtained from their own farm.

The brand message should be delivered that Pavettia's products are made for everyone especially those with sensitive skin. It is suitable for people who loves environment and looking for the best natural skin care products for their skin. There are several ways to deliver the brand message to the customer. As already stated on the previous sub chapter, there are two types of content which are Brand-generated Content (BGC) and User-generated Content (UGC). Besides conducting the BGC to promote Pavettia's products, the use of social media influencer might be one of the way to communicate the brand message since based on the quantitative research, most of the respondents considered beauty influencer as their inspiration or role model in using skin care products. Most of the respondents also choose social media as their source of information about beauty industry. The most used social media by the respondents is Instagram followed by TikTok and YouTube.

The use of social media influencer as a Brand Ambassador or endorse them to promote the products will help Pavettia to build a stronger brand identity. It is also important to choose suitable social media influencer that match with Pavettia's product characteristics. The influencer is responsible to inform their followers about Pavettia and its products. They must convince their followers about the benefits of using Pavettia's products since they are the expert in this industry.

Pavettia can do the collaboration with social media influencer such as Tasya Farasya, Ayudia Bing Slamet, and Andra Alodita. Tasya Farasya is the most popular and influential person in the cosmetic industry. Her reviews are full of efforts and very convincing for her huge followers. She does the reviews and tutorials on her Instagram @tasyafarasya and her youtube channel. Ayudia Bing Slamet is a youtuber as well as Instagram influencer. She inspired her followers through her daily life activity and the products she used. Ayudia supports sustainability and eco-friendly products so it matches with Pavettia products. Andra Alodita is a beauty influencer that is popular for her natural beauty. She gave honest review about the products she used through her Instagram posts. She is becoming the role model for women who wants to have natural beauty and be confident of herself.

D. Selecting The Communication Channels

There are two types of communication channels which are Personal Communication Channels and Nonpersonal (Mass) Communication Channels. Both channels are possible to use to deliver the message. Currently, Pavettia only use mass communication channels as their only channel to deliver the brand message which is social media. However, it is important for Pavettia to use personal communication channels since personal communication channels is more convincing the customers and customers tend to look for honest reviews before they buy products. (Table 3)

E. Decide on media mix

In developing the companies communications mix, they must consider several factors such as type of product market, consumer readiness to make a purchase, and stage in the product life cycle. Companies in the same industry may prefer a variety of media and channels. There are eight major modes of communications which are advertising, sales promotion, events and experiences, public relations and publicity,

online and social media marketing, mobile marketing, direct and database marketing, and personal selling.

The type of product market of Pavettia is consumer markets because customer purchase goods or services for their own consumption. In terms of consumer readiness stage, Pavettia is in awareness and knowledge stage while in product life cycle stage, Pavettia is in introduction stage. Based on the preliminary research, 94% of 100 respodents never heard about Pavettia brand.

1. Advertising

Advertising is one of the best way to raise Pavettia brand awareness. Advertising may help customers learn more about the company and its products. Pavettia can do advertising to educate customers about the product and reassure the customer about the products. Advertising could also used for market expansion.

To raise the brand awareness, Pavettia could use online advertising like social media ads such as Instagram ads, TikTok ads, and YouTube ads. Using social media ads is more economical compared to the other media. The ads should be creatively made and attract the customer and make customers remember the brand for a long time.

Other than social media ads, Pavettia should try to put up digital billboards. Digital billboards need to be placed in the big city especially in the city center, mall, and other public place. It is more costly compared to the online advertising, but the impact should be bigger since it can reach a wider market.

2. Sales Promotion

Consumers preference is shifting to purchase through online channels compared to offline channels especially since the pandemic. E-commerce made this an opportunity for them to offer promotions to attract consumers and compete with the other e-commerce. They give discounts, flash sale, live sale, and others. There is also monthly campaign namely 10.10, 11.11, and 12.12 big sale. Pavettia should join the e-commerce promotion to attract customers.

The other sales promotion could be done by Pavettia themselves. They can give discounts or sell bundling products with lower price. Pavettia should also take advantage of their social media and involving customers in their promotion activity. They can build enthusiasm by conducting giveaways or challenges to Pavettia's

followers with Pavettia's product as the prize for the winner. Collaboration with other cosmetic brand might also be effective to boost their sales.

3. Events and Experiences

There are several advantages to participating in events and experiences as long as the event is relevant, engaging, and implicit. Based on the quantitative research, word of mouth is one of the source of information about beauty industry. Pavettia needs events and experiences to help them build word-of-mouth in social media. Pavettia should try to become the sponsor for make up class or other events like workshop related to the cosmetic industry. They also need to participate in beauty festival or bazaar to get more exposure.

4. Public Relations and Publicity

The use of public relations and publicity may be incredibly beneficial if the program is well-planned and integrated with the other communication mix. Publicity is needed by Pavettia to create awareness regarding the brand itself and the products. The publicity can be conducted through beauty media such as publish articles in Sociolla, Female Daily, and other beauty media. The article should consist of the detail information of Pavettia's products while also educate customer about the ingredients used in the product. Pavettia can also educate customers through their own media such as their website and social media.

Pavettia can also do the publicity by giving PR package to the beauty influencer for Pavettia's new products. The PR package is given so the influencers can be the first to try the product on their skin and let them give honest review. The PR package should be attractive and memorable so the influencer and their followers can remember it for the long time.

Another publicity that can be conducted is collaborating with beauty media to organize a talk show, make up class, seminar or webinar, and workshop. The topic of the event should be related to beauty industry such as safe ingredients used in the cosmetic products, current beauty trends, and others. Besides being able to increase Pavettia's brand awareness, it can also be a media to educate customers.

5. Online and Social Media Marketing

The use of online and social media is the best way to connect with Pavettia's audience to raise brand awareness, increase sales, and drive website traffic especially

during the pandemic. Most of the people spend their time online to surf the internet and social media. Based on the quantitative research, the most used social media by the respondents is Instagram followed by TikTok and YouTube. Therefore, the online and social media marketing should be focused on the social media used by most of the target market. Conducting online and social media marketing is not only to raise brand awareness but it is also to get feedbacks of their products and marketing strategy and get to know more about competitors. There are several online and social media marketing strategy that can be used by Pavettia:

a. Making creative contents

As stated on the previous sub chapter, making creative contents is categorized as BGC type of content. The contents should be in various forms such as posting on IG Feeds, IG Reels, IG TV, TikTok videos, and YouTube videos. The contents need to be attractive for the audience, memorable, and it is good if it can become a trend or go viral. Besides creative, social media contents should also be educative for the audience. The brand message must be delivered to the target market.

b. Social media influencers endorsement and collaboration

Endorse social media influencers or doing collaboration with influencers have a huge impact on the brand awareness. Consumers will be more confident with the products offered by Pavettia. It is important to choose a suitable influencer that matches Pavettia's target market so the brand message will be delivered and the sales will automatically increase.

c. Using social media advertisements

As mentioned on the advertisement media mix, using social media for advertisements is more economical than the others. It is easy to use social media ads like Instagram Ads and TikTok ads. Pavettia can customize their target market so the ads will be delivered for those who need it. However, YouTube ads is quite difficult since sometimes the ads will be randomly appear in some videos that is not related to the product at all.

d. Make Campaign

Lots of brand are successfully conducted campaign for their brand. A local brand Pore Hero, carried the #ShowYourPores campaign in order to "embrace our own skin" while the other brands offered claim to eliminates the large pores. ElsheSkin is also

one of the brands that dares to voice out-of-the-box campaigns by collaborating with Down Sydnrome models.

With the hashtag #ImPerfectBeauty, ElsheSkin wants to break the stigma of beauty because women can be whatever they want without being limited by their physical condition. Campaign could be a way to raise the brand awareness. Therefore, Pavettia needs to do the campaign. A campaign that can be carried out by Pavettia might be something related to the natural beauty that matches their products or a campaign related to their eco-friendly products which is Carica skin care series.

6. Mobile Marketing

Mobile marketing should involve omnichannel in their strategy. In order to get and retain the attention of potential buyers, content must be strategically crafted and highly personalized. There are various mobile marketing techniques Pavettia can try such as app-based marketing, QR code, mobile search ads, and others. The mobile marketing content should be clear and concise. The ads need to be place on almost any mobile device. Pavettia can also use their official website to integrate both online and offline channel. The website should provide the same experience with offline channel like customers can try the product virtually, locate the nearest offline store, chat with the beauty advisor, and other activities.

7. Direct and Database Marketing

Direct and database marketing is related to big data. Direct and database marketing is also known as Customer Relationship Management (CRM). It is important to learn about Pavettia's consumers and develop the relevant marketing communications for them. It may not be increasing Pavettia's sales but it can become a solution for consumers problems.

Pavettia's website can be used for their CRM's platform. They should persuade consumers to become a member on their website. By becoming a member, Pavettia could track the behavior of their consumer. Therefore, Pavettia can personalized the suitable promotion for the consumers. Pavettia could also customize their product better to adjust the consumers preferences.

8. Personal Selling

The role of salespeople and beauty advisors in offline store is important in personal selling. Salespeople and beauty advisors play an important role in influencing

people to buy Pavettia's products. They should know the detail information about Pavettia's products like the ingredients, how to use the products, and recommend certain products that suitable for different skin types. This way Pavettia would get the customers attention and gain their interest. Although Pavettia does not have any offline distribution channel like a retail store or put its products in a beauty shop like Sociolla or other drug store, it is important when they want to expand their offline distribution channel.

CONCLUSION

Local cosmetic brand has the opportunities to export to the Southeast Asian market. Cosmetic industry shows positive growth although there were many other industry experienced troubles during Covid-19 pandemic in Indonesia. It is also predicted that there will be an increase in the natural and organic products market. However, Pavettia has several challenges such as they should stop the building of their factory due to the government's Covid-19 regulation, Pavettia products legality that affects their business strategy, and others. It can be seen that Pavettia has potential market in Indonesia. They have various products with an affordable price. Pavettia's most of resources and capabilities are categorized as sustainable competitive advantage. However, Pavettia has not been active in marketing activities for a long time due to the BPOM issue. They also don't have marketing team that in charged for all marketing-related. Integrated marketing communication strategy that will be applicable for Pavettia is to emphasize natural skin care products because the trend nowadays is towards the natural and eco-friendly products. Therefore, the strategy should be related to the natural products whether it is regarding the product variants, promotion, and even the distribution channel. The Integrated Marketing Communication Strategy is important to raise Pavettia's brand awareness.The recommendation for Pavettia is to register their products for BPOM license. It is important to register obtain BPOM license so they can operate effectively. They can expand their product variants, do several important marketing strategy such as join the e-commerce promotion program and using big influencers to promote their products. They should also use *Maakloon* instead of manufacture their own products because it will be much more cheaper and they can allocate the cost for another things. The research limitation is applied to achieve the expected objective of this final project. Some data will not be shared or

attached in this final project as it is a confidential data of the company, especially related to the financial of the company. It is important to gather more data so more insights can be gained for better analysis and proposed strategy.

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TABLE AND FIGURE

Table 1. Pavettia Skin Care's Market Segmentation

Segmentation	Pavettia Skin Care
Geographic	Pavettia is currently sell their products online through e-commerce and their website. Therefore, the market segment for Pavettia Skincare is spread to all Indonesia regions. However, the market segment for Pavettia is mainly in Jakarta.
Demographic	Gender: Female Age: 24 – 35 years old Occupation: university students, fresh graduates, first jobbers, experienced working professionals, housewives Income level: low to high income
Psychographic	People who want to live better People who want to implement healthy lifestyle People who want to feel motivated People who have interest in natural products
Behavioral	People who seek natural ingredients skincare products for daily needs

Table 2. Pavettia Skin Care's Target Market

Target Market	Pavettia Skincare
Geographic	All Indonesia regions, urban areas
Gender	Female, Male
Age	18 - 35 years old
Occupation	High school students, University student, Fresh graduates, career woman, housewives
Income Level	Low to high income
Personality	Confident, Active
Lifestyle	Aware of environment, beauty enthusiast
Benefit Sought	BPOM-certified, high quality, 100% natural ingredients, affordable price

Table 3. Proposed Communication Channels

Mass Communication Channels	
Offline	Offline
Digital billboard on potential areas	Digital billboard on potential areas
Television Ads	Television Ads
Radio Broadcast Ads	Radio Broadcast Ads

Magazine articles	Magazine articles
Personal Communication Channels	
Offline	Offline
Beauty advisor	Beauty advisor
Talk Show about skin and beauty	Talk Show about skin and beauty
Make up class	Make up class