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Effect of Interactive Marketing and Electronic Word of Mouth on Brand Awareness of Skintific Products

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A R T I C L E I N F O

A B S T R A C T

With the more intense business competition in the world of beauty, of course, every brand needs an effective strategy to increase consumer buying interest. One of the newly entered skincare brands in Indonesia is a Skintific skincare brand from Canada. The purpose of this study was to determine the effect of interactive marketing and electronic word of mouth on brand awareness of Skintific products. The type of research used is quantitative research with the Google form questionnaire distribution method. The sample in this study was 100 respondents using the SPSS program. The classic assumption tests used in this study are normality, homoscedasticity, non-multicollinearity, and linearity. Then after testing the classical assumptions, it can be concluded that the results of interactive marketing and electronic word-of-mouth variables have a positive effect on brand awareness of Skintific products.

INTRODUCTION

Advances in information and communication technology such as the internet have led to changes in habits, lifestyles and social behavior in various aspects of life. According to Afifah et al. (2023), The habits of consumers in consuming media have experienced a prominent change, of course, this has encouraged business people to carry out more effective strategies to attract consumer interest, one of which is the beauty business.

The phenomenon that is rife today is self-care (personal care) is a need for women in their effort to beautify themselves. This makes the demand for skincare products in the market very high. The increasing variety of new beauty products makes it easy for people to find quality products according to their needs and desires. This makes skincare brand owners compete to improve the quality of their products at friendly prices so they can compete with the market (Puspitasari, 2022).

One of the skincare brands that has just entered Indonesia is Skintific. Skintific is a skincare brand from Canada that prioritizes care for the skin barrier. Skintific is owned by Kristen Tveit and Ann-Kristin Stokke who are the owners of Skintific based in Oslo, Norway. Skintific offers a variety of skin care products such as facial masks, facial cleansers, moisturizers, toners and serums (Ledies, 2023). With the more intense business competition in the world of beauty, of course, every brand needs the right and effective strategy to increase consumer buying interest through brand awareness. According to Firmansyah (2019), Brand awareness is the ability of potential buyers or consumers to recognize or remember a brand.

A brand can attract consumers to buy a product or service. A well-made brand can compete with other similar products. The importance of marketing communications allows a company to sell products or services and represent its brand. Therefore it is necessary to have an approach with communication tools that work effectively, namely through integrated marketing communications or Integrated Marketing Communication (Sugeng, 2022).

Integrated marketing communications is a marketing communications planning concept that introduces added value to a comprehensive plan that assesses the strategic roles of multiple communications disciplines. Communication between the public and potential customers uses various media such as advertising, public relations, personal selling, sales promotion, direct marketing, interactive marketing, and electronic word of mouth because the main marketing objectives are to generate income, increase marketing markets, customer satisfaction and customer loyalty.

In communicating with the community, Skintific uses interactive marketing and electronic word of mouth to market its products to increase brand awareness. One example is conducting a campaign by reviewing Skintific products on TikTok social media and live streaming to get high sales. The definition of interactive marketing according to Kotler and Keller is an activity that is online and a program to influence all activities whose purpose is to market or promote products (Hasan, 2023)

Meanwhile, the notion of electronic word of mouth is a positive or negative statement that is made and put forward by consumers through electronic media to the public about a product or company (Lestari, 2021). This research uses the Skintific brand because this brand is a brand from abroad that has just entered Indonesia. Besides that, the researcher wants to know how interactive marketing and electronic word of mouth influence brand awareness of the brand's output product. From the description of the background above, the authors are interested in conducting research with the title "The Influence of Interactive Marketing and Electronic Word of Mouth on Brand Awareness of Skintific Products."

THEORETICAL REVIEW

Integrated Marketing Communication

According to Kotler and Armstrong in Widyastuti (2018) integrated marketing communication or Integrated Marketing Communication (IMC) is a concept in which a company integrates and coordinates various communication channels to send clear, consistent and convincing messages concerning the company and its products.

The marketing communication mix which is commonly referred to as the promotion mix or the promotion mix has 9 main components, the communication models include;

1. *Advertising*

Advertising is a form of promotion in the form of mass presentation and paid promotion of ideas in the form of goods or services in mass media through certain sponsors. The advantages are very low costs for each ad appearance, varied media, and controllable ad appearance, besides that the message conveyed is consistent and creative (Widyastuti, 2018).

2. *Sales Promotion*

Sales promotion is a short-term promotional activity that stimulates the purchase of a product in a variety of ways, for example, trade shows and so on (Widyastuti, 2018).

3. *Public relation*

Public relations or public relations is an effort to balance good relations with various groups to gain publicity and obtain a good corporate image.

4. *Personal selling*

Personal marketing is carried out using direct or face-to-face communication between the seller and the prospective buyer to introduce a product. This strategy is used by marketing products with two-way communication so that the expected final goal is to make sales (Rizki, 2021).

5. *Direct marketing*

Direct marketing is the use of mail, telephone, fax e-mail, or the Internet to communicate directly with or request responses/dialogue from targeted customers to make sales (Widyastuti, 2018).

6. *Interactive Marketing*

Interactive/Inteiractive Marketing (Inteiractive Marketing) are online activities and programs designed to engage visitors directly or indirectly to

create sales of goods and services. This marketing activity is carried out interactively, namely through digital mobile phones or interactive TV online, which use internet networks (Rizki, 2021).

7. *Word of Mouth Marketing*

According to Kotleir & Keilleir in Gilang Maulana (2022) Activities carried out to balance marketing orally or word of mouth are not only carried out individually to other individuals directly but also with the use of other social electronic media related to benefits and experience one way to balance this marketing.

8. *Events and Experience*

Eive intends and mix experience is an activity that contains corporate programs and is designed to enhance corporate branding as well as create a good experience for consumers. This initiative and event, includes sports activities, performances, to donation activities.

9. *Point-of-Purchase Communication*

In the main journal Eit al., (2023) Azharii said Point-of-purchase communication (communication at the purchase place) This form involves graphics, posters, signs, and various other materials designed to influence the decision to buy at the purchase place.

Interactive marketing

Interactive marketing is an activity carried out online to market a product or service to meet consumer needs. In Hasan (2023) Kotleir and Keilleir say that interactive marketing is an activity that is online and a program to influence all activities whose purpose is to market or promote products. One way of promoting interactive marketing is through online programs designed to involve customers or prospects and directly or indirectly increase awareness and corporate image or generate sales of products and services.

Electronic Word of Mouth

WOM or Word of Mouth is a way to communicate a product or service that is done face to face with a narrow range. At this time, this can already be done online so that it covers a wide range of things, this is called e-WOM (Electronic Word of Mouth). According to Thurau in Leistarii (2021), Electronic Word Of Mouth is a positive or negative statement that is made and expressed by consumers through electronic media to the public about a product or company. Before buying, consumers always try to find information spread by consumers on social media, blogs, online discussion forums, shopping reviews and so on.

According to Beinowatii & Purba (2020), there are three indicators of electronic word of mouth, namely:

1. *Intensity*

There are many responses from consumers in the form of comments, likes, shares and so on social media.

2. *Valence of Opinion*

Opinions expressed by consumers about a brand, product or service have a positive or negative value in social media.

3. *Content*

There is information conveyed about products or services through social media.

Marketing Mix

According to Kotler and Armstrong in Andriiyanto et al., (2019) the marketing mix (marketing mix) is a set of controlled tactical marketing tools that the company integrates to produce the response it wants in the target market. According to Kotler and Armstrong in Mamonto et al., (2021) the marketing mix or marketing mix includes four main things and can be controlled by the company, namely product, price, place and promotion. The marketing mix is itself a tool that players can control and use to influence consumer response in their target market which includes product, price, location and promotion.

Brand Awareness

Brand awareness or brand awareness is the first step to developing brand awareness of a product. The concept of brand awareness is described by Sarii et al., (2021) as the ability of individuals to internalize and remember to think of a particular product category, and is a major dimension of brand equity.

In Radamayati (2019) and the statement of David Aakeir (1996): the level of brand awareness is as follows:

1. *Unaware of brand*

At this stage, the customer feels doubtful or not sure whether he has finalized the specifications mentioned or not. Customers are also not aware of the presence of the mentioned noise.

2. *Brand recognition*

At this stage, the customer can identify the brand name mentioned. The customer is already familiar but still needs a tool (help) to remember this account. The implications of this brand recognition become important when someone is at a point of purchase. To increase brand recognition, the brand name must be different, special, and not ordinary.

3. *Brand recall*

At this stage, the customer can remember to shout without being given a stimulus. Recall of a specific router is based on a request from someone to name the specific router in a product class.

4. *Top of mind*

At this stage, the customer remembers the thought as the first thing that comes to mind when talking about the specific product category, is in a special position. In simple ideas, these names become leaders in the minds of these consumers compared to the names of other brands.

Influence of intellectual marketing on brand awareness of Skintific products

Based on Nursaliim's research (2023) states that Marketing Communication consists of the dimensions of Advertising, Sales Promotion,

Marketing and Communication, Public Relations and Publicity, Direct Marketing, Marketing Marketing, Word of Mouth, and Personal Marketing Marketing. the simultaneous way of influencing Brand Awareness in Diiscoveiry Kartiika Plaza Hotel Bali. Therefore, the first hypothesis can be formulated as follows:

H1: Intelligence marketing has a significant effect on brand awareness of Ski-intensive products

The effect of Electronic Word of Mouth on brand awareness of Skiintiifiic products

Based on the research conducted by (Weidayantii, 2020) it shows that Ei-WOM and brand awareness have a positive and significant impact on purchase intentions. Ei-WOM and brand awareness have a positive and significant impact on brand image. Therefore, the second hypothesis can be formulated as follows:

H2: Electronic Word of Mouth has a significant effect on brand awareness of Ski-intensive products.
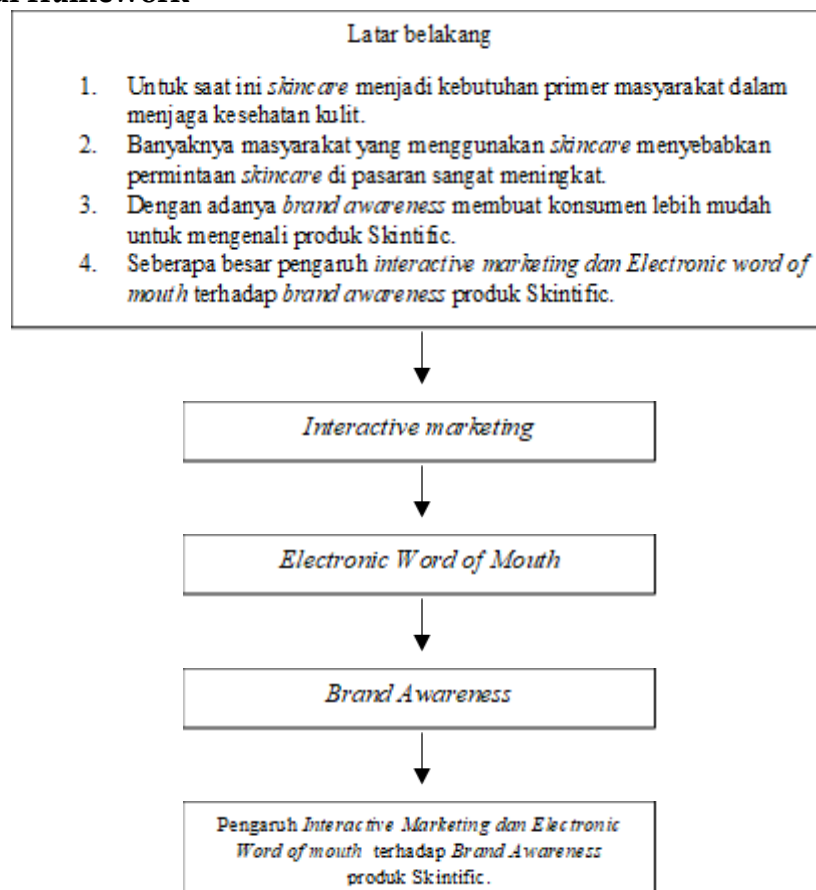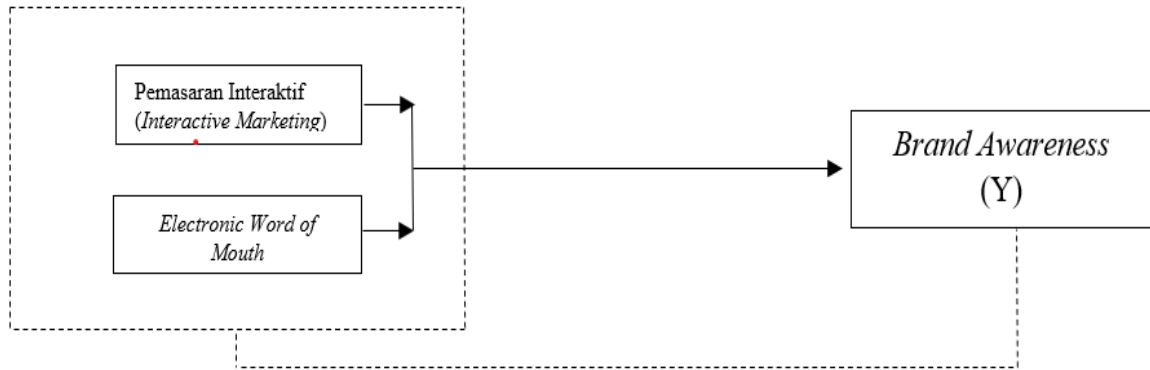
Theoretical framework

Figure 1. Theoretical framework
Source: Author (2023)

METHODOLOGY

Based on previous research and theories that have been considered before, the research model is taken as follows.

Source: Author (2023)

Information:

------------► :
Simultaneous Influence

──────────► : Partial Influence

The sampling method used in this research is purposive sampling. This research population uses data from followers of the Indonesian TikTok Skintific account. This population is based on the suitability of the selected independent variables, namely Integrative Marketing and Electronic Word of Mouth because currently, people who use the TikTok application do not all use Skintific products as skin care products. The sample studied is people who use the TikTok application with an age range of 17 to 40 years. While the number of followers of TikTok Skintific Indonesia is 709,400.

RESULTS
Validity and Reliability Test

Validity Test

A valid instrument capable of obtaining the expected research results becomes feasible. An instrument is said to be valid if the count value is > table and has a positive value. The value of the r table in this analysis with 30 samples and a significance level of 5% or 0.05 is 0.349. The results of the instrument validity test are presented in the following table.

Table 1 Validity Test Results

Variable	Indicator	r Count	r Table	Information
Interactive Marketing (X1)	X1.1	0,603	0,349	Valid
	X1.2	0,659	0,349	Valid
	X1.3	0,716	0,349	Valid
	X1.4	0,785	0,349	Valid
	X1.5	0,744	0,349	Valid
Electronic Word of Mouth (X2)	X2.1	0,572	0,349	Valid
	X2.2	0,647	0,349	Valid
	X2.3	0,678	0,349	Valid
	X2.4	0,719	0,349	Valid
	X2.5	0,793	0,349	Valid
Brand Awareness (Y)	Y.1	0,770	0,349	Valid
	Y.2	0,766	0,349	Valid
	Y.3	0,748	0,349	Valid
	Y.4	0,794	0,349	Valid
	Y.5	0,801	0,349	Valid
	Y.6	0,753	0,349	Valid

Source: Results of Data Analysis SPSS (2023)

The results of the validity test in Table 1 show that the variables intelligence marketing, electronic word of mouth, and brand awareness have a calculated r-value that is greater than the r-tail value, namely 0.349. This proves that the statement items in the research instrument have fulfilled the data validity requirements.

Reliability Test

The reliability test aims to find out the extent to which a measuring instrument can be trusted or can be relied upon. The reliability test was carried out on the instrument with Cronbach's alpha coefficient. If the value of Cronbach's alpha ≥ 0.60 then the instrument used is reliable. The results of the instrument reliability test in this research are presented in the following table.

Table 2 Reliability Test Results

Variabel	Cronbach's Alpha	Variabel
Interactive Marketing (X1)	0,743	Reliabel
Electronic Word of Mouth (X2)	0,712	Reliabel
Brand Awareness (Y)	0,862	Reliabel

Source: Results of Data Analysis SPSS (2023)

The results of the reliability test in Table 4.7 show that the variable intelligence marketing, electronic word of mouth, and brand awareness have a significant influence on the coefficient of reliability in Cronbach's alpha which is greater than 0.60 so the statement on the questionnaire can be said to be reliable as well. used to carry out investigations.

Classic assumption test

Before discussing the results of simultaneous and partial data analysis, several classical assumption tests must be met so that the conclusions from the regression are not biased, namely the normality test, multicollinearity test, and heiteiroskeidastatity test.

Normality test

The normality test aims to test whether the residual distribution of the regression model made is normal or not. The normality test can be carried out by using the Kolmogorov-Smiirnov test by looking at the Asymp value. Sing. (2-tailed). If you value Asymp. Sing. (2-tailed) is greater than the designated significance level, namely 5 per sein (0.05), then the data has been distributed normally. The results of the multicollinearity test are shown in the following table.

Table 3 Normality Test Results

	Unstandardized Residual
N	100
Test Statistic	0,058
Asymp. Sig. (2-*tailed*)	0,200

Source: Results of Data Analysis SPSS (2023)

Based on the analysis results in Table 4.8, the results of Asymp. Sing. (2-tailed) of 0.200 which is greater than 0.05 (0.200 > 0.05). The test results show that the data in this research have been distributed normally.

Multicollinearity Test

The multicollinearity test aims to test whether the regression model found a self-correlation between independent variables. To determine the presence or absence of multicollinearity in the regression model, namely having a tolerance score > 0.10 or having a VIiF value < 10. The results of the multicollinearity test are shown in the following table.

Table 4 Multicollinearity Test Results

Variable	*Colinearity Statistic*	
	Tolerance	**VIF**
Interactive Marketing (X1)	0,740	1,352
Electronic Word of Mouth (X2)	0,740	1,352

Source: Results of Data Analysis SPSS (2023)

Based on the results of the multicollinearity test in Table 4.9, it can be seen that the coefficient of Tolerance, variable efficiency, marketing efficiency and electronic word of mouth is greater than 0.10 and the VIiF value is smaller than 10. This result indicates that there are no multicollinearity symptoms of the regression model created.

Heteroscedasticity Test

The heiteiroskeidastisity test was carried out to test whether in, a regression model, there is a difference in variance from the existing residual data. The heiteiroskeidasticity test was carried out with the Gleijseir test with the condition that if the significance level is above the level of confidence of 5% or 0.05 then it can be concluded that regression does not contain heiteiroskeidastisitas. The test results are shown in the following table.

Table 5 Heteroscedasticity Test Results

Variable	Sig.	Information
Interactive Marketing (X1)	0,311	Lolos Uji
Electronic Word of Mouth (X2)	0,779	Lolos Uji

Source: Hasil Olah Data SPSS (2023)

Based on the results of the heteroskeidastiitas test in Table 4.10, it can be seen that the significant value of each independent variable, i.e., intuitive marketing and electronic word of mouth, is greater than 0.05, so it can be concluded that there is no heiteiroeconomics problem in fashion reigreisii.

Results of Multiple Linear Regression Analysis

The variable influence of strategic marketing and electronic word-of-mouth variables on brand awareness can be identified by carrying out multiple linear regression analysis. The regression equation is formulated as follows:

$$Y = \alpha + \beta_1 X1 + \beta_2 X2 + e$$

Information:
Y   = *brand awareness*
α   = constant
β_1, β_2 = regression coefficient
X1   = *interactive marketing*
X2   = *electronic word of mouth*
e   = error standard

The results of the multiple linear regression analysis that has been carried out are presented in the following table.

Table 6 Results of Multiple Linear Regression Analysis

Model	*Unstandardized Coefficients*		*Standardized Coefficients*		Signifikansi
	B	*Standard Error*	*Beta*	**t**	
Konstanta	5,365	1,809		2,966	0,004
Interactive Marketing (X1)	0,458	0,109	0,382	4,194	0,000
Electronic Word of Mouth (X2)	0,413	0,108	0,349	3,825	0,000
R *Square* = 0,404	F *Hitung* = 32,828				
Adjusted R *Square* = 0,391	Signifikansi F = 0,000				

Source: Results of Data Analysis SPSS (2023)

Based on the results of the multiple linear regression analysis in Table 4.11, the regression equation is obtained as follows:

$$Y = 5{,}365 + 0{,}458X1 + 0{,}413X2 + e \quad (1)$$

The multiple linear regression equation above, can be described as follows:

1. the constant value of 5.365 means that if the variable brand awareness (Y) is not influenced by the two independent variables or intelligent marketing (X1) and electronic word of mouth (X2) has a value of zero (0), then the average size of brand awareness will be large 5,365.
2. The regression coefficient for the interactive marketing variable (X1) has a positive value, indicating a unidirectional relationship with brand awareness (Y). The regression coefficient variable X1 is equal to 0.458, which means that if the intelligence marketing efficiency applied to Indonesia's TikTok Ski-intensive account increases by 1%, it will cause an increase in brand awareness of Ski-intensive products by 0.458%.
3. The regression coefficient for the electronic word-of-mouth variable (X2) has a positive value, indicating a unidirectional relationship with brand awareness (Y). The regression coefficient variable X2 is equal to 0.413, which means that if the electronic word-of-mouth awareness of Ski-intensive products increases by 1%, it will cause an increase in brand awareness of Ski-intensive products by 0.413%.

Coefficient of Determination

The design coefficient or R^2 is used to know the amount of contribution contributed by intelligent marketing (X1) and electronic word of mouth (X2) to brand awareness (Y). The results of the determination coefficients are shown in the following table.

Table 7 Test Results for the Coefficient of Determination

R	R Square	Adjusted R Square	Std. Error of the Estimate
0,635	0,404	0,391	1,576

Source: Results of Data Analysis SPSS (2023)

The results of the determination coefficient test are shown in the R-squared figure in Table 4.12. The coefficient of definition or R Square of 0.404 means that as much as 40.4% of the variation in brand awareness of Skintific products is affected by intelligent marketing and electronic word of mouth, while the remaining 59.6% is influenced by other factors which are not included in the research model.

Model Feasibility Test

The model feasibility test or also known as the F test is the initial stage of identifying the regression model which is estimated as feasible or not. Feasibility in question is a model that is estimated as feasible to be used to explain the effect of independent variables on the dependent variable. The estimated value used to test the adequacy of the analytical model with the determination of a good probability number to be used as a regression model is

less than 5% or <0.05. Jiika Siig. < 0.05, then the analysis model is considered feasible, but if Siig. > 0.05, then the analysis model is considered inappropriate. The results of the F test are shown in the following table.

Table 8 F Test Results

	Sum of Squares	df	*Mean Square*	F	Sig.
Regression	163,009	2	81,505		
Residual	240,831	97	2,483	32,828	0,000
Total	403,840	99			

Source: Results of Data Analysis SPSS (2023)

The determination of the feasibility test results of the model is based on the estimated values of the simultaneous hypothesis testing or F test with the determination of a good probability number to be used as a regression model is less than 5% or <0.05. The criteria for testing to explain the interpretation of the simultaneous effect of independent and dependent variables are as follows:
   a. If Siig. F > 0.05, then there is no independent variable effect on the related variable, so the regression model is considered inappropriate.
   b. If Siig. F < 0.05, then the variable is independent of the simultaneous effect on the related variable, so the regression model is considered feasible.

The formulation of the simultaneous test hypothesis is as follows:
H0: There is no simultaneous influence of interactive marketing and electronic word of mouth on brand awareness, so the regression model is not feasible.
Ha: Intelligent marketing and electronic word of mouth have a simultaneous influence on brand awareness so the regression model is feasible.
   Based on the results of the F test in Table 4.13, it is estimated that the F value is 32.828 with a significant value of 0.000. Because the significant value is smaller than 0.05 (0.000 <0.05), it can be concluded that H0 is rejected and Ha is accepted. This result means that intelligent marketing and electronic word of mouth have a simultaneous effect on brand awareness so the regression model has been considered feasible.

Hypothesis Test (t test)
   Partial hypothetical testing or also known as t-test is used to test the effect of strategic marketing variables and electronic word of mouth partially on brand awareness variables. The results of the t-test are shown in the following table.

Table 9 Partial Hypothesis Test Results (t test)

Variable	Beta Coefficient	Significance Value
Interactive Marketing (X1)	0,458	0,000
Electronic Word of Mouth (X2)	0,413	0,000

Source: Results of Data Analysis SPSS (2023)

The determination of the test result, namely the acceptance or rejection of H0, can be done by comparing the significant value (Siig. t) with the determined probability level, which is 0.05. The criteria for testing to describe the interpretation of the influence between each variable are as follows:

a. If rate Siig. t > 0.05 then H0 is rejected and H1/H2 is rejected.
b. If rate Siig. t <0.05 then H0 is rejected and H1/H2 is accepted.

1. The Influence of Interactive Marketing on Brand Awareness

H0: There is no effect of intuitive marketing on brand awareness of Ski-intensive products

H1: Intelligent marketing has a significant impact on brand awareness of Ski-intensive products

Based on the results of the t-test of the effect of the intelligence marketing variable (X1) on the brand awareness variable (Y), the estimated coefficient value of beta is 0.458 which means there is a positive direction as well as a significant value of 0.000 which is smaller than 0 .05 (0.000 < 0.05) means there is a significant influence. This result indicates that H0 is rejected and H1 is accepted so intelligence marketing has a significant influence on brand awareness of Ski-intensive products.

2. The Influence of Electronic Word of Mouth on Brand Awareness

H0: There is no effect of electronic word of mouth on brand awareness of Ski-intensive products

H2: Electronic word of mouth has a significant effect on brand awareness of Ski-intensive products

Based on the results of the t-test of the effect of electronic word of mouth (X2) on the brand awareness (Y) variable, the estimated coefficient value of beta is 0.413 which means there is a positive direction as well as a significant value of 0.000 which is smaller than 0.0 5 (0.000 <0.05) means there is a significant influence. This result indicates that H0 is rejected and H2 is accepted, so electronic word of mouth has a significant effect on brand awareness of Ski-intensive products.

DISCUSSION

The Influence of Interactive Marketing on Brand Awareness

Testing the effect of intuitive marketing (X1) on brand awareness (Y) shows the result that intuitive marketing has a significant effect on brand awareness of Ski-intensive products so H1 is considered. The results mean that as high as the high marketing efficiency applied to the Indonesian Institute of Science TikTok account, then the brand awareness of Skintific products will increase. On the other hand, as well as the greater effectiveness of the interactive marketing applied to the TikTok account of Skintific Indonesia, the brand awareness of Skintific products will decrease. The results of this research are stronger than several previous studies, namely Nursaliim (2023), Yuriika et al. (2017), along with Riizkii (2021) who prove that strategic marketing has a positive and significant impact on brand awareness.

The Effect of Electronic Word of Mouth on Brand Awareness

Testing the effect of electronic word of mouth (X2) on brand awareness (Y) shows the result that electronic word of mouth has a significant effect on brand awareness of Ski-intensive products, so H2 is satisfied. The results mean that as high electronic word-of-mouth interest in Skintific products, then the brand awareness of Skintific products will increase. On the other hand, the more beautiful electronic word of mouth is about Skintific products, the brand awareness of Skintific products will decrease. The results of this research have strengthened previous research, namely Weidayantii (2020), Ryzan et al. (2020), along with Leistarii (2021) which proves that strategic marketing has a positive and significant impact on brand awareness.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results and discussion, several conclusions can be drawn as follows:

1. The effect of strategic marketing (X1) on brand awareness (Y) has a positive coefficient value of 0.458 and a significant value of 0.000 which is smaller than 0.05 (0.000 <0.05). This result means that H1 perceived that intelligence marketing has a significant influence on brand awareness of Skintific products.
2. The effect of electronic word of mouth (X2) on brand awareness (Y) has a positive coefficient value of 0.413 and a significant value of 0.000 which is smaller than 0.05 (0.000 <0.05). This result means that H2 is perceived, so electronic word of mouth has a significant influence on brand awareness of Skintific products.

Based on the results of the analysis and conclusions, the suggestions that can be given to the parties concerned are as follows:

1. It is recommended for Indonesian thinkers make these research results into consideration in optimizing strategic marketing by using a digital platform that is reliable and popular, creating interesting content, as well as engaging with social media audiences through comments. tar, feedback, and online discussion to create a good customer experience interactive. Indonesian Skintific are also advised to balance electronic word-of-mouth strategies in social media by collaborating with influencers, providing initiatives or promotions for consumers who share positive reviews on social media, as well as creating content that provides viral efficiencies so that brands or products Skintific science is widely discussed. These efforts were carried out as a strategy to increase brand awareness of Skintific products.
2. Further research should be able to study marketing objectives, electronic word of mouth, and brand awareness with a wider scope as well as increase the population and a more responsive sample.
3. Further research should be able to make direct observations to ensure the respondent's competence in completing the questionnaire so that the responses given can be more objective.

FURTHER STUDY

There were several limitations during the preparation of this research, namely as follows:

1. The survey was only conducted on followers of the Indonesian TikTok Skintific account, so they have not been able to represent brand awareness of Skintific products widely on other social media platforms.
2. The distribution of the questionnaire was carried out through the Google Form which made the researcher less able to observe directly regarding the seriousness and competence of the respondents in completing the questionnaire.

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