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PROMOTION STRATEGY OF MIDDLE SEGMENT PERFUMEN INDONESIAN MARKET

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Abstract

De'Xandra is a perfume brand from Malaysia which was established in 2015. Taking advantage of the large opportunities that exist in Indonesia, De'Xandra began to expand by creating De 'Xandra Indonesia. However, sales of De'Xandra Indonesia body perfume products are less than 10% of total sales. To find out the cause of this, an analysis of the company, competitors and consumers is carried out. Then do a competition analysis on companies and competitors and gap analysis on companies and consumers. This scientific work is written using descriptive qualitative method with data collection methods using interviews, survey distribution and document analysis. After collecting data, it was found that companies promote their products by utilizing online platforms, especially social media. The form of content presented by the company does not get much response from consumers. Because almost half of the content features supporting products, it is difficult for consumers to recognize De'Xandra's main products. The company also works with influencers on social media. However, the selection of influencers is not in accordance with the product and target consumers. Then the company does sales promotions by giving price discounts that last for 1 month at the end of each year. As with companies, competitors also carry out sales promotions by giving price discounts and giving out vouchers. In addition, consumers work with influencers who are more relevant to their products and target consumers. In addition, competitors have added other promotional channels, namely offline promotions, which have made competitors successful in selling more products than the Company. Because consumers use more offline channels to purchase perfume products, many consumers do not know the De'Xandra perfume brand. In addition to online-only promotion channels, product information contained in social media content is not conveyed properly to consumers. So, a promotion strategy was created for 2023-2024 that focuses on improving promotional content and offline promotions. It is suggested companies be more observant in getting to know their products and to be more observant in seeing the gaps between companies and consumers.

Research purpose:

The purpose of this research is to understand how middle segment perfume products available in Indonesia are promoted. Additionally, it aims to identify the forms of promotion that positively influence consumer purchasing desires and those that do not stimulate consumer interest in making a purchase. The study concludes with the development of a marketing strategy for mid-range perfume companies in Indonesia, utilizing online platforms and offline distribution channels. This research focuses on a middle segment perfume brand De'Xandra. With the conduct of this research, De'Xandra, may penetrate into the desired market targets. By maximizing the promotion strategies based on the findings of this research, it is expected that the sales of such mid-range perfume product will grow more rapidly.

Research motivation:

The increasing perfume industry in Indonesia has created numerous opportunities for perfumeries to expand their businesses. More and more Indonesians believe that using perfume is no longer a tertiary need, but has become a primary necessity. This is in contrast to what is happening with a mid-range perfume company that is still in the process of developing its business in Indonesia. The main issue to be dissected in this study is the low sales. After conducting previous research, it was found that the main problem with the company lies in its promotion strategy, which still needs improvement.

Research design, approach, and method:

This research is a thesis categorized as applied research, specifically as descriptive qualitative research that involves inductively analyzed data. This type of research was chosen because it aims to directly observe the subject matter. In

this case, the subject of observation is the company, with the objective of creating a design that can be implemented by the company.

Main findings:

Based on the collected data regarding how competitors promote their products, how consumers make decisions to purchase perfumes, and how companies promote their products, it has been found that there is a need for a redesign of a new promotional strategy for the company. This redesign should specifically focus on the promotional aspects of perfumes through digital platforms.

Practical/managerial implications:

Based on the conducted research, it has been found that the company needs to change its marketing strategy, specifically its online marketing strategy. The design of the marketing strategy is tailored to the brand image that the company wants to establish, and it defines specifically who the target consumers are. As a result, the promotions conducted will be effectively communicated to consumers, with the hope of stimulating them to make a purchase. In addition to online aspects, offline promotion strategies need to be implemented to achieve sales effectiveness.

Keywords: promotion strategy; online promotion; offline promotion; consumer decision making process; promotion mix; digital marketing; perfumery; Indonesian digital market.

1. INTRODUCTION

The perfume industry in Indonesia has been flourishing year by year. In general, the perfume industry in Indonesia began to soar from 2017 to 2018. During this period, several local perfume brands developed by Indonesian perfume entrepreneurs started to emerge. However, there was still a negative stigma associated with local perfumes, known for their synthetic and unpleasant scents in refillable bottles. In 2019, the perfume industry started to spread and caught the attention of both local and international perfume entrepreneurs. This was reinforced by the presence of fragrance enthusiasts' communities and a trend towards enhancing the appearance quality of society. It was from this period that many Indonesians began to realize the importance of their appearance and how it could be judged by those around them. Starting from 2021, the Indonesian perfume industry has been growing with the emergence of brands that guarantee the quality of their scents for consumers. The appearance of local perfume brands that guarantee quality with a wide range of scents still has some shortcomings that need to be addressed. According to Muhammad, the owner of DC Perfumer, he stated that Indonesia still lacks perfumers, which could potentially be a problem in the future (Kontan).

Given the significant opportunities available in Indonesia, this became a point of consideration for De'Xandra Malaysia. De'Xandra is a perfume brand and company from Malaysia that was established in 2015. This Malaysian perfume brand was first noticed by Ernayanee Nur, the owner and main creator of the De'Xandra perfume brand. Initially, Ernayanee was a Malaysian entrepreneur who started producing her own perfumes due to the high demand for perfumes in Malaysia. For this reason, Ernayanee decided to expand her business by establishing a representative in

Indonesia called De'Xandra Indonesia. De'Xandra Indonesia has been operating as a representative of De'Xandra Malaysia for quite some time and has expanded its reach by recruiting many resellers and collaborating with several business owners in Indonesia. As a perfume brand, the products offered are 35ml body perfumes categorized as Eau De Perfume. The perfumes are divided into two types according to gender: for men and for women. In its home country, De'Xandra offers a variety of scents for their 35ml perfumes. Aside from body perfumes, De'Xandra has one additional product line, which is a car freshener that can also be used to freshen up rooms. This product line is called Air Freshener and it comes in one distinct scent. Out of all the products, this product line is the best-selling.

This is a concern for De'Xandra Indonesia and is a particular focus for the headquarters. The lack of sales raises questions about the effectiveness of their representative office in Indonesia. It would certainly reflect poorly on the Indonesian representative company if this continues to happen. This issue arises because the promotional program focuses more on supporting products rather than the main product. Another cause is the improper formulation of the company's overall strategy, such as segmenting, targeting, and positioning in the consumer market. The marketing program design only emphasizes the supporting product, which is the room freshener, rather than the main product. When compared to some of its competitors in Indonesia that have the same category as De'Xandra, they have well-targeted promotion with well-thought-out concepts for each advertisement, which effectively piques consumer interest to make a purchase. The form of promotion currently employed is not able to attract potential buyers.

De'Xandra Indonesia utilizes various forms of promotion and advertising displayed online. While De'Xandra's promotions on several online platforms have led to high awareness of its products, viewers tend to merely observe without a strong inclination to make a purchase. This results in a large customer funnelling above, but a very small one below. This raises the question of why the forms of promotion implemented thus far have had minimal impact on the company. After conducting preliminary research, De'Xandra Indonesia needs a new promotional strategy to boost sales.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1. Marketing Strategy

2.1.1. Company, Competitor, Consumer Analysts

According to Perreault (2015), marketing strategy is akin to viewing a target from a broad perspective, which then narrows down to the main goal the company aims to achieve. The initial process involves assessing the resources available to the company, then examining who, what, and how the competitors operate, followed by identifying the target consumers. The ultimate goal is to capture the interest and desire of consumers, ultimately leading to the purchase of the offered products. It can also be concluded that analyzing the three aspects: consumer, customer, and competitor, is the initial step a company must take in creating a marketing strategy. The expected outcome of this marketing strategy is to influence consumers. Understanding these three aspects will have a significant impact on a company's ability to develop their existing business. Various aspects need to be analyzed in detail to determine which ones the company can leverage (Perreault, 2015). The analysis of these aspects should also be based on the external environment to capitalize on existing opportunities.

2.1.2. STP Marketing

STP marketing is a strategic approach that involves segmenting, targeting, and positioning to effectively market products or services. Here's a brief explanation of each component. According to Kotler (2018), segmentation involves breaking down a heterogeneous market into specific segments. This division of a broad market into smaller segments is based on different characteristics, needs, and behaviours exhibited by individuals within the market. The types of segments are categorized into several criteria: geographic, demographic, psychographic, and behavioural.

Targeting is the process that takes place after segmentation. When evaluating the identified segments, a company must examine the size and growth of the segments, as well as their alignment with the company's

objectives and resources (Kotler, 2018). Determining the target audience is heavily influenced by the previously identified segmentation. In order to decide to whom the product will be marketed, it is crucial to pinpoint the right target audience. Positioning, as defined by Kasali (2002), is the communication strategy aimed at entering the consumer's mind so that a brand or product can have a specific meaning and reflect the advantages of that product. It involves establishing where a brand stands in relation to competitors and how it is perceived by consumers. This strategic communication aims to create a distinct and favorable perception of the brand or product in the minds of the target audience.

2.1.3. Marketing Mix

Marketing Mix, according to Kotler (2018), is a marketing tool that can be controlled by a company. It consists of four elements: product, price, place, and promotion. These four variables, known as the 4Ps, are combined to generate the desired response from the target market. They form the core components of a company's marketing strategy and are crucial in achieving marketing objectives. A product refers to the physical form of what a company offers to consumers. It encompasses the benefits, content, quality, form, and other visual aspects of the product. Product not only includes its appearance but also other offerings from the company like guarantees, instructions, accessories, and other non-physical aspects. Products reach consumers through distribution channels. Various organizations or individuals can be involved in these distribution channels. However, it's not uncommon for companies to directly deliver their products to consumers. In addition to distribution channels, this aspect also considers how services are provided to consumers, and how product delivery to consumers is managed.

In all these aspects, pricing is also crucial for the company to consider. Setting the right price should be based on the needs of the target consumers in order to be competitive, while also not neglecting the cost burden of the product itself. The company should also consider the reaction to a particular price. If the price offered by the company is not acceptable to consumers, all aspects of the marketing mix become futile. Promotion is how a company communicates the products they offer to consumers. Sometimes, promotion is focused on acquiring new customers or retaining existing ones. In reality, promotion includes personal selling, mass selling, and sales promotion. Personal selling is sales done through individual intermediaries, which can be face-to-face, over the phone, or via email. Mass selling involves communicating the product to many consumers at the

same time. Mass selling often collaborates with media to reach more consumers.

2.1.4. Promotion Mix

Promotion mix or marketing communication mix, as described by Kotler, is also known as a blend of specific promotional elements. It consists of a combination of advertising, sales promotion, personal selling, public relations, and direct selling used by companies to influence consumers. Advertising is a key component in promotion and is generally the most commonly used and visible element in communicating products to consumers. Advertising is typically a non-personal communication conveyed through mainstream media such as television, radio, newspapers, magazines, flyers, internet ads, and various other mainstream media outlets. Sales promotion is a set of tools aimed at attracting consumers, primarily on a short-term basis. Sales promotion is designed to generate consumer interest in purchasing a specific product more quickly.

Personal selling becomes a highly significant variable in influencing consumer interest in purchasing. This is because through personal selling, marketers interact face-to-face with consumers. Through this interaction, questions and answers arise between the marketer and the consumer, and there is a response to specific requests. Public Relations (PR) is a component of a company's activities. The main purpose of conducting public relations is to communicate what the company desires, aligning with what the public wants, which is then developed into advertising for the company. According to Kotler, well-established public relations will yield beneficial publicity, build a good image, and handle unpleasant rumours effectively, ultimately benefiting the company. Direct marketing establishes a direct connection between the company and consumers by carefully and attentively considering the target audience, typically in a personal and interactive manner. By relying on detailed consumer data that has been collected, the company customizes offers to meet the narrowly defined needs of individual buyers.

2.1.5. Consumer Decision Making Process

The Consumer Decision-Making Process is the process through which a consumer goes before making a purchase. In this process, consumers gather information and evaluate the usefulness and benefits of a product. The consumer decision-making process consists of five stages (Schiffman, 2012). Here are the stages consumers go through when making a purchase decision:

1. Problem Recognition – The process of seeking a solution to the problem faced by the consumer. In this stage, the consumer focuses on what they need

and want from what they will obtain. This is where companies can establish the consumer's needs. The company must be astute in identifying what the consumer desires and requires.

2. Information Search – The process where the consumer begins to seek information about the product they want to purchase. At this stage, the consumer will delve deeper into the product that will be a solution to their problem. In this stage, consumers become more detailed in seeking information about a specific product.
3. Evaluation of Alternatives – The process of the consumer re-evaluating the chosen product by starting to compare it with other similar products. In this stage, consumers become more discerning with the products and brands they desire. In this stage, consumers start weighing which should be bought and which should not.
4. Purchase Decision – An effort to influence the consumer to purchase the product offered.
5. Post-Purchase Evaluation – The final stage for consumers in buying a product. In this stage, consumers will reevaluate whether the product or service is worth it.

2.2. Digital Marketing

Digital marketing, commonly known as digital marketing, has become a commonplace and crucial aspect in this 4.0 era. Therefore, it is expected that every business entity understands and implements the concept of digital marketing. According to Ayesha (2022), digital marketing involves the process of planning and executing ideas, concepts, promotions, and product distribution from a company. According to Niagahoster (2022), digital marketing is an effort to market a product by utilizing internet connections. Within it, there are various components such as SEO (Search Engine Optimization), followed by SEM (Search Engine Marketing), Email Marketing, Instant Messaging Marketing, Affiliate Marketing, Social Media Marketing, and lastly, Content Marketing.

2.3. Brand Marketing

2.3.1. Brand Definition

According to Landor (2010), a brand can be interpreted in two ways. The first way is by focusing on the elements associated with the brand. A brand consists of intangible attributes of a product or service such as packaging, price, product history, reputation, and how it is marketed. It can also take the form of a name, symbol, or sign used to identify a product or service, distinguishing it from what competitors offer. In another viewpoint shared by Landor (2010), a brand is a collection of associations a person has with a brand

when they see or imagine it. A product is a tangible item made in a factory, while a brand is the perception created in the mind.

2.3.2. Brand Image

Brand image, according to Keller (2013), is the consumer's perception of a brand, reflected in the associations they have with the brand in their memory. If a consumer has a positive view of a brand, they are more likely to make a purchase of the offered product. Conversely, if a consumer has a negative view of a brand, the likelihood of a purchase is very low. Creating a positive brand image requires a marketing program that can strongly connect unique brand associations in the consumer's memory. Brand associations can take the form of brand attributes or brand benefits. According to Keller (2013), brand attributes are descriptive features that categorize a product or service. Brand benefits, on the other hand, are the values or meanings associated with a product or service. There are various types of brand associations that contribute to forming brand image:

1. Strength of brand association - this represents the information that enters the consumer's mind, building popularity for the brand. This is communicated through marketing channels such as advertising, personal selling, word of mouth, and various other marketing channels.
2. Favourability of brand association - this represents the excellence of a brand. If a brand provides positive benefits to consumers, it will lead to consumer satisfaction, ultimately forming a positive attitude towards the brand.
3. Uniqueness of brand association - this is the uniqueness or distinctive feature of a product owned by a brand that sets it apart from its competitors.

3. METHODOLOGY

3.1. Analytical Framework



Fig. 1. Analytical Framework

In accordance with the analytical framework depicted above, to obtain a promotion strategy for De'Xandra, an analysis of the 3Cs is required, namely consumer, competitor, and company. The first step involves analysing the segmenting, targeting, and positioning of De'Xandra's competitors. In addition to STP marketing, another component under analysis is the promotion mix. The promotion mix, or promotional mix, outlines how competitors promote their products. Finally, the competitor's brand image is assessed, which is derived from the real perspectives of consumers towards the competitor's perfume brand.

After comparing the company, competitor, and consumer, the next step is to analyse the competition between the company and its competitors. This analysis is conducted by drawing conclusions from the gathered information regarding the company and its competitors to understand how they compete. Then, it involves examining the sales competition between De'Xandra and its competitors. This is achieved by looking at the overall sales totals from each marketplace.

Gap analysis is the process of comparing the company with consumers. The aspects analysed are the promotion mix or promotional mix with the consumer decision-making process. The promotional mix established by the company is compared with how consumers identify problems, seek information, and evaluate alternatives for perfume products. Then, the expected brand image of De'Xandra by the company is compared with the actual perception depicted by consumers. After all the steps have been taken, the final step is to develop a new promotional strategy for De'Xandra Indonesia. The framework that will be created is based on the competition analysis and gap analysis. With the established thought framework, the writer hopes to create a promotional strategy that can assist De'Xandra in growing its business.

3.2. Research Method

The research falls under the category of applied research, aiming to improve management and business practices for De'Xandra Indonesia. It employs a qualitative descriptive research design, which involves analysing data in an inductive manner. The qualitative approach yields descriptive data in the form of written, spoken, or behavioural information. Data for this qualitative descriptive research is collected through interviews and observations. This research method was chosen to directly observe the object of study, in this case, the company, with the aim of generating a design that can be implemented by the company.

3.3. Data Analysis Method

To obtain information about STP and promotion mix from competitors, document analysis is conducted. The documents referred to are social media content that has been posted by competitors. Then, documents about the marketplace pages of each competitor. Meanwhile, to gather data about brand image, a survey containing questions about the perfume brand of De'Xandra's competitors is distributed to consumers.

To gather data for analyzing the company's promotional strategy, interviews are conducted with De'Xandra's marketing manager. The interviews are related to segmenting, targeting, positioning, and the desired brand image for De'Xandra. To obtain the company's promotion mix, document analysis is performed on previous marketing briefs.

To gather data regarding CDMP, the author conducted a survey among consumers regarding how they make decisions in choosing a perfume product. Additionally, to obtain the actual brand image of De'Xandra, several questions related to brand image were included in the distributed survey.

4. RESULTS AND DISCUSSION

4.1. Company Existing Promotion Strategy

4.1.1. STP Marketing

After conducting interviews with the CEO and marketing manager of De'Xandra, the segmentation the company aims for is divided into several variables:

- Geographic: Consumers residing in the capital city and surrounding areas such as South Tangerang, Bogor, Depok. And other major cities like Surabaya, Yogyakarta, and Bandung.
- Gender: Both male and female consumers.
- Age: 15-25 years, 26-35 years, 36-45 years, and above 45 years.
- Generation: Alpha Generation, Generation Z, Millennials, Generation Y, Baby Boomers.
- Income: Less than Rp5,000,000, Rp5,000,000 - Rp20,000,000, and above Rp20,000,000.
- Social Class: Consumer social classes ranging from lower middle class, middle class, upper middle class, and upper class.
- Lifestyle: Consumer lifestyles categorized as consumptive and selective, fashionable and preferring a simple appearance.
- Behaviour: The behaviour should align with typical behaviours exhibited by millennials and Generation Z in general.

From the obtained segmentation data, the focus is narrowed down to the desired target market for De'Xandra as outlined in the following table:

Table 1. Company's Targeted Market

Variable	Specific Distribution
Geographic	DKI Jakarta, Tangerang, Depok, Bekasi, Bogor Bandung, Surabaya, Medan
Age	Above 25 Years Old
Sex	Men/Women
Monthly Income	Rp5.000.000-Rp20.000.000
Social Class	Middle – Upper Middle Class
Generation	Millennial
Behavior	Has lots of daily activities Active in career Consumptive Want to be recognized on a certain social status Loves hanging out with friends, family and co-workers Financially independent Active use of the internet and e-commerce

De'Xandra positions itself in the minds of consumers as a brand that offers premium quality at an affordable price. The premium quality is established by labeling its products as "eau de parfum," a term commonly used by perfume brands to promise a longer-lasting fragrance. The fragrances offered by De'Xandra are crafted to exude luxury, featuring scents commonly associated with premium perfume brands. This choice of scents also complements the brand's consumer positioning, referred to as "affordable premium."

4.1.2. Promotion Mix

Table 2. Company's Promotion Mix

BRAND	De'Xandra
Forms of Displayed Ads	Create promotional content on social media in the form of product photos and short videos. Short videos with a duration of less than 1 minute containing product information and product packaging forms.
Sales Promotion	Create discounted price promos at the end of each year, which originally cost IDR 260,000 to IDR 199,000. In addition to price discounts, vouchers are also made for consumers who have already purchased

Activate PaidAds	Use of paid advertising on social media and e-commerce. Paid advertisements used on social media are not routine but only during discounted promotional periods. In contrast to the use of paid advertising in e-commerce which is routinely used.
Cross Online Platform	<i>E-commerce</i> (Shopee, Tokopedia, TikTok Shop)
Offline Store	Not yet Available
Personal Selling	So far there is no personal selling available. Either by utilizing a salesman, or other forms of face-to-facesales.
Influencer	Collaborated with several nano influencers as key opinion leaders (KOL). The use of KOL is not routine, but only during the year-end discount promotional period.

The discount strategy is employed by De'Xandra to promote its products. This strategy is implemented once a year, specifically at the end of the year, starting from October 21, 2022, to December 31, 2022. The discount strategy aims to boost the sales of body perfumes. During this discount period, De'Xandra reduces the original price of Rp260,000 to Rp190,000 for each product. Additionally, De'Xandra also offers a package deal for 2 perfumes priced at Rp350,000.

On Instagram, De'Xandra makes use of two widely used features: Instagram posts and Instagram reels. Static content, in the form of non-moving images or graphics, is uploaded to Instagram posts. The majority of De'Xandra's static content consists of product photos adorned with various ornaments like wood, flowers, and leaves. However, less than 20% of the content includes interactive elements such as tips and tricks, facts or myths, and trivia quizzes. Some of these contents are created to foster interaction between De'Xandra and its consumers.



Fig. 2. Company's Content

As for short videos, they are showcased on De'Xandra's Instagram reels. Instagram reels is a service for sharing short videos, owned by Instagram,

designed to help users spread video content. Alongside the short videos produced by De'Xandra, there are also reposted short videos from Key Opinion Leaders (KOLs) featured on De'Xandra's account. The short video content is complemented by popular background music to pique the interest of the audience. About 90% of the total short videos uploaded primarily display the products and provide some product knowledge, including the fragrance name, what type of fragrance it is, and when to use it.

In promoting products, companies typically employ paid advertising, and De'Xandra is no exception. Paid advertising is employed to reach a wider audience and disseminate information about the products to attract potential customers. For De'Xandra, paid advertising is primarily utilized through the advertising services provided by the marketplace, specifically on Shopee. Based on the data from November 2022 to December 2023, it can be observed that when paid advertising services were used, the products received a total of 49,891 views and garnered 697 clicks, resulting in sales of 4 units for one product and 3 units for the other.

To reach a broader audience or potential customers, De'Xandra engages Key Opinion Leaders (KOLs) to influence consumer opinions and encourage them to purchase their products. The use of KOLs is primarily implemented during the year-end discount promotion to optimize marketing expenses.

De'Xandra opts for nano KOLs who maintain a more intimate relationship with their respective followers. Despite having a smaller follower count compared to micro KOLs, nano KOLs possess a broader reach. Throughout the month-long promotion, one KOL is assigned each day for Instagram and the following day for TikTok, resulting in a total of 30 collaborating KOLs. In addition to content creation, certain TikTok KOLs are offered the opportunity to participate in product sales through an affiliate program offered by the TikTok Shop marketplace. KOLs who generate sales will receive a 15% commission as compensation.

4.1.3. Company's Desired Brand Image

The desired brand image for the company differs between Malaysia and Indonesia. Based on my observations from official websites, social media, and conversations with relevant parties, De'Xandra in Malaysia is perceived as a brand that represents the Muslim community. While De'Xandra does offer specific fragrances for men, the brand image in Malaysia portrays it as a fragrance used by adult Muslim women.

In contrast, in Indonesia, the brand image the company aims to establish is one that depicts fragrances with a unique scent that can only be found in De'Xandra. The company desires for De'Xandra to be viewed as a brand that offers a distinctive combination of scents that

other fragrances do not possess. This aspiration is also combined with the company's positioning as "Affordable Premium."

4.2. Competitor’s Existing Promotion Strategy

4.2.1. STP Marketing

In analyzing competitors, the author selected three perfume brands for analysis: Carl n Claire, Saff & Co, and Tiden. It is known that these three brands share a similarity with De’Xandra, as they all offer original perfumes with custom-made fragrance blends. Despite having a considerable price range, ranging from Rp120,000 for Tiden to Rp279,000 for Carl n Claire, these three products come in a 30ml volume, which is within the same range as De’Xandra.

The selection of these three competitors was based on the volume of perfume they offer, which is 30ml, similar to De’Xandra. In addition to volume, the choice

of competitors for analysis was also influenced by the target consumers of each brand. Some perfume brands have a different target audience compared to De’Xandra, such as those specifically designed for teenagers. There are also brands targeting late adults. Additionally, some perfumes are aimed at a diverse social range of users, allowing the author to analyze perfume brands with consumers within the same economic range.

Based on the observations of the perfume products available in Indonesia, it was found that the perfume products from Carl n Claire, Saff & Co, and Tiden share the same consumer segmentation as De’Xandra. Therefore, a detailed discussion of segmentation is not provided. The following is an elaboration on the target consumers of these competitors.

Table 3. Competitor’s Targeted Market

Variable	Carl n Claire	Saff n Co	Saff n Co
Geographic	DKI Jakarta, Tangerang,Depok, Bekasi, Bogor Bandung, Surabaya, Medan	DKI Jakarta, Tangerang,Depok, Bekasi, Bogor Bandung, Surabaya, Medan	DKI Jakarta, Tangerang,Depok, Bekasi, Bogor Bandung, Surabaya, Medan
Age	Above ¹⁴ 25 Years Old	Above 25 Years Old	Above 25 Years Old
Sex	Women	Men/Women	Men/Women
Monthly Income	⁹ Rp5.000.000- Rp20.000.000	<Rp5.000.000	<Rp5.000.000
⁷ Social Class	Middle – Upper Middle Class	Middle – Upper Middle Class	Middle – Upper Middle Class
Generation	Millennial	Millennial dan Gen Z	Millennial dan Gen Z
Behavior	Has lots of daily activities Active in career Consumptive Want to be recognized on a certain social status Loves hanging out withfriends, family and co-workers Financially independent ¹¹ Active use of the Internet and e-commerce	Has lots of daily activities Active in career Consumptive Want to be recognized on a certain social status Loves hanging out withfriends, family and co-workers Financially independent Active use of the Internet and e-commerce	Has lots of daily activities Active in career Consumptive Want to be recognized on a certain social status Loves hanging out withfriends, family and co-workers Financially independent Active use of the Internet and e-commerce

The following is the discussion about the positioning of each competitor obtained from document analysis.

- Carl n Claire - Describing a woman who wants to appear more confident. Creating a brand image as a luxury product by providing a simple and sleek design for the product, with the bottle shape following the appearance of premium perfumes. The company aims to create fragrances with premium quality that can deliver a scent experience on par with designer perfumes.
- Saff & Co - Describing the fantasies and imaginations of a human being. Presenting their product in a very simple form, with a black color on the bottle and a very straightforward design.

4.2.2. Competitor's Promotion Mix

- The company aims to create fragrances with premium quality but with a simple appearance. It also aims to provide the same quality as designer perfumes for use by young women.
- Tiden - Described as a highly interactive perfume with its customers. Because prioritizing the relationship with customers is the top priority. Marketing activities often involve two-way interactions with customers to make them feel more comfortable. This is also to give the impression that the company portrays someone who is friendly and confident. The company aims to create interactive fragrances. The names of the perfumes are given based on the daily activities of the consumers.

Table 4. Competitor's Promotion Mix

BRAND	Carl n Claire	Saff n Co	Tiden. Co
Positioning	Women who want to appear more confident	Living fantasy through fragrance	Interaction is the most important thing
Forms of Displayed Ads	Create promotional content on social media	Create promotional content on social media	Create promotional content on social media
Sales Promotion	Making VIP members for consumers to get more benefits.	Make a bundling package for every perfume purchase.	Make a bundling package for every perfume purchase.
Activate Paid Ads	Use of paid advertising on social media and e-commerce	Use of paid advertising on social media and e-commerce	Use of paid advertising on social media and e-commerce
Cross Online Platform	E-commerce (Shopee, Tokopedia, sociolla)	E-commerce (Shopee, Tokopedia, Lazada, Jd.Id, sociolla)	E-commerce (Shopee, Tokopedia, Lazada, Blibli)
Offline Store	Concept stores in several well-known malls	Concept Store at the Pantai Indah Kapuk mall	Pop Up stores in several malls
Personal Selling	At each booth owned by Carl n Claire, there is at least one saleswoman who acts as a scent advisor. With the aim of guiding consumers to get a fragrance that suits them.	At the Saff n Co store there is a salesman called a beauty advisor who will guide consumers to buy products according to their wishes.	So far there is no personal selling available. Either by utilizing a salesman, or other forms of face-to-face sales.
Influencer	Work with mega and nano influencers, as well as sizeable celebrities.	Collaborate with microinfluencers	Work with big influencers

Sales promotion, as referred to, is a short-term program designed to boost product sales. This program aims to stimulate consumers' desire to use products from a particular brand, similar to what De'Xandra and its competitors do.

1. Carl n Claire

During the year 2022, Carl n Claire implemented a promotion program by creating perfume sets containing 5 mini bottles with different fragrances. These sets, known as "curiosity sets," offered consumers 5 different scents, each packaged in a 5 ml bottle. In addition to

creating sales packages, Carl n Claire introduced a membership program for their customers. This membership was designed for consumers interested in subscribing to the brand, providing additional benefits. Members would receive special discounts, as well as notifications about new product releases or upcoming discounted products.

2. Saff & Co

Saff & Co, up until now, has not implemented any discount or product bundling programs. However, they do offer discount vouchers to buyers who follow their

Shopee account, providing a voucher worth Rp1,500. In addition to the vouchers, Saff & Co participates in Shopee's monthly promotion called "Double Date Promo." This promotion occurs when the date and month have the same numerical value, such as July 7 (written as 7.7). By participating in this program, Saff & Co reduces their selling price from the original Rp199,000 to Rp189,000.

Furthermore, Saff & Co collaborates with Chatime Atelier to create a gift package for consumers who purchase a specific Saff & Co fragrance. For instance, when a consumer buys the fragrance named "Ostara," they receive a free voucher for one Chatime Atelier product, redeemable at the nearest store.

3. Tiden

Much like Saff & Co, Tiden does not have a special discount program in place. However, to attract more buyers, Tiden participates in the monthly "Double Date Promo" program on various marketplaces. Observing the short videos shared by Tiden regarding this program, it is evident that the discounts offered successfully attract a large number of consumers. Furthermore, Tiden collaborates with Adler Studio, a clothing brand. This partnership involves bundling products, wherein each purchase of a specific Tiden fragrance comes with a piece of clothing from Adler Studio. Customers can make these bundled purchases through marketplaces or by ordering via the barcode provided on Tiden's social media platforms.

1. Carl n Claire

In promoting their products, Carl n Claire utilizes Instagram posts and Instagram Reels as platforms. On Instagram posts, Carl n Claire uploads static content consisting of product photos decorated to match the offered fragrance. Additionally, Carl n Claire also makes use of Instagram Reels, which are short video clips that provide product information. Some of these short videos discuss the various products offered, where to find them, and showcase the perfume bottles and packaging.



Fig. 3. Carl n Claire's Content

2. Saff & Co

Saff & Co also utilizes two social media platforms, Instagram and TikTok. They make the most of Instagram, employing two of its main features. Saff &

Co uploads product photos along with a model. The model featured alongside the perfume represents the fragrance and the user of the perfume. The Ostara fragrance is characterized as feminine with a dominant floral scent. Short video content uploaded on Instagram Reels provides behind-the-scenes glimpses of Saff & Co's content creation process. This is aimed at bringing the audience closer to the brand by showing transparency.



Fig. 4. Saff & Co's Content

In addition to fostering closeness, consumers get to understand the fragrance criteria by simply watching these short videos. For instance, the Ostara fragrance, depicted with a model surrounded by flowers, illustrates the floral scent of the perfume. The videos on Instagram Reels emphasize the aesthetics of their products. Therefore, the videos contain very few written elements and almost no dialogue. Interactive content such as quizzes and giveaways are also employed by Saff & Co to engage consumers. The quizzes they conduct may not have specific prizes, but they are intended to build a connection with consumers. Additionally, they create giveaway content where lucky consumers stand a chance to win various prizes, including Saff & Co perfumes.

3. Tiden

Tiden also utilizes Instagram and TikTok as platforms to promote its products. On Instagram feeds, Tiden uploads static content that often includes written information to convey details. These posts also feature images of the perfumes they sell, often accompanied by models to illustrate potential users of the perfumes. In the short video format uploaded on Instagram reels, Tiden utilizes the "Don't Show on Feeds" feature, meaning that the short video uploaded won't be visible on their main Instagram page but only on the Instagram reels section. By using this feature, it helps keep the main page more organized.



Fig. 5. Tiden's Content

Key Opinion Leader (KOL) is a commonly used strategy by every brand, including De'Xandra's competitors. However, each competitor has its own way of selecting and managing collaborations with KOLs.

1. Carl n Claire

The KOLs they partner with share the same area of interest, which is in the beauty field, and they only collaborate with female KOLs. For Micro KOLs, Carl n Claire selected Virginia Alouisia, who has 13,300 followers. She was chosen not only for her marketing capabilities but also for her ability to represent Carl n Claire's perfume scents. In addition to KOLs, Carl n Claire collaborates with influential celebrities in the beauty industry, such as Tasya Farasya.

2. Saff & Co

All collaborating KOLs upload pre-made videos on the TikTok platform to boost sales. In addition to partnering with KOLs with over 20,000 followers, they are also asked to become product affiliates. For example, one KOL named Santos, with 190,000 followers, qualifies as a macro KOL. Leveraging his substantial following, Santos is enlisted to affiliate with Saff & Co by incorporating product links in his uploaded videos that directly lead to the Saff & Co marketplace. Saff & Co works with a total of 20 KOLs.

3. Tiden

Unlike other competitors, Tiden chooses to collaborate with only two KOLs. Distinct from other competitors who work with KOLs to create short videos uploaded to the TikTok platform, Tiden takes a different approach. They partner with macro and mega KOLs. The term "mega KOL" refers to influencers with a follower count exceeding 1 million.

The collaboration involves Bimo Ghifari, a macro KOL specializing in fragrances, and Rachel Goddard, a mega KOL focusing on beauty content. Both KOLs were chosen to represent male and female perfume users, as they are believed to attract consumers from both genders. Rachel Goddard's appointment as a KOL is expected to bring in more female consumers.

4.2.3. Competitor's Actual Brand Image

1. Carl n Claire

Based on the responses from 106 respondents regarding Carl n Claire, only 55 people provided feedback. Out of this number, 27 individuals mentioned that Carl n Claire is a perfume specifically designed for women. On the other hand, 5 respondents considered Carl n Claire as a local perfume brand. Additionally, 15 people stated that Carl n Claire is a premium-class perfume. Lastly, 8 respondents described Carl n Claire as an affordable perfume.

From the overall responses, it can be concluded that Carl n Claire is perceived as a brand specializing in perfumes tailored for women. However, due to a significant number also associating it with premium quality, some consumers view Carl n Claire as a premium-class women's perfume.

2. Saff & Co

Based on the survey data gathered from 106 respondents, only 56 people provided feedback about the perfume brand Saff & Co. Out of this group, 25 individuals mentioned that Saff & Co is known for its warm fragrance. Additionally, 15 people described Saff & Co as an elegant perfume. Furthermore, 9 respondents viewed Saff & Co as an affordable option. Finally, 7 individuals characterized Saff & Co as a unisex perfume.

From the conducted survey, the majority of respondents described Saff & Co as a perfume with a warm fragrance. This warm scent creates a comforting and non-overpowering effect when worn. Following closely in second place was the perception of Saff & Co as an elegant perfume. Therefore, it can be concluded that, according to consumers, the brand image of Saff & Co is an elegant perfume with a warm fragrance.

3. Tiden

After analysing the data from the survey distributed to 106 people, it was found that 71 respondents provided feedback regarding the brand image of Tiden. Out of these, 48 individuals stated that Tiden is specifically a men's perfume. Additionally, 9 people mentioned that Tiden has a strong fragrance. Furthermore, 6 respondents classified Tiden as a mid-range perfume. Finally, 8 respondents stated that Tiden belongs to the unisex category.

The results of the survey indicate that almost all respondents perceived Tiden as a men's fragrance. Despite the fact that Tiden is actually categorized as a unisex perfume, consumers view Tiden's persona as a masculine fragrance intended only for men.

4.3. Consumer Analysis

4.3.1. Consumer Decision Making Process

The survey was conducted from June 14, 2023, to July 5, 2023. Within this time frame, a total of 106 respondents were successfully gathered, meeting the specified criteria. The survey distribution was carried out online by sharing a Google Form link through messaging applications like WhatsApp and Line.

Out of the total 160 respondents, it was found that 64.2% fell into the age group of 20-25 years. Following that, 23.6% were in the age group of 26-30 years. Furthermore, 10.4% of the respondents belonged to the

age group of 31-35 years. The remaining respondents were in the age group of 36-40 years.

The majority of the respondents, accounting for 45.3%, identified themselves as students. Almost in parity with the student group, 38.7% were active employees. Additionally, 10.4% were entrepreneurs, and the rest were not currently employed. In terms of monthly expenses, 29.2% of the respondents had monthly expenditures ranging from Rp2,000,000 to Rp3,000,000. Meanwhile, 24.5% had monthly expenses ranging from Rp1,000,000 to Rp2,000,000. Lastly, 21.7% had monthly expenses exceeding Rp4,000,000.

1. Problem Recognition

After conducting the survey, the most common reason for using perfume was to boost confidence, with 80 respondents indicating this aspect. Following that, 64 individuals use perfume to mask body odor. Enhancing memory was not a significant factor for buying perfume, as only 5 people mentioned this aspect.

Regarding the question of how important using perfume is, respondents were asked to rate on a scale from 1 (not important at all) to 5 (very important). According to the survey results, many still consider using perfume to be highly important. This is evidenced by the 56 individuals who rated it as a 5, indicating its utmost importance. The question regarding when respondents use perfume allowed for multiple answers. This revealed that respondents use perfume when leaving home for various activities, not just for specific occasions.

2. Information Search

To find out which perfumes are known and used by consumers, the author asked the question, "Which perfumes do you know and use?" From all the responses, the top 10 perfume brands most known by consumers were Axe, Bath & Body Works, The Body Shop, Hugo Boss, Chanel, Dior, Kahf, Miniso, Victoria's Secret, and Zara. Among these, the Dior brand was the most recognized by respondents, with 24 individuals mentioning it, followed closely by Zara, which was mentioned by 22 individuals.

When it comes to choosing a perfume product, the majority of respondents (62.3%) found out about perfume brands from offline stores or booths in malls. Additionally, 58.5% of respondents discovered perfumes through recommendations from friends, family, or influencers. To determine where consumers are exposed to perfume advertisements, respondents were asked where they most frequently encountered perfume ads. The majority of respondents reported being exposed to perfume ads through social media advertising.

3. Evaluation of Alternatives

The evaluation of previously known perfume alternatives was conducted by asking questions about the aspects that influence consumers when purchasing perfume products. From all the places where respondents buy perfume, the majority mentioned buying perfume from perfume stores in malls. A total of 56 individuals, or 54.7% of respondents, answered that they buy perfume from perfume stores in malls.

In choosing a perfume product, a significant majority, 94 individuals or 88.7% of respondents, prioritize longevity. Longevity refers to how long the fragrance of the perfume lasts on the user's skin. The second consideration for consumers when buying perfume is the quality of the scent. Quality, in this context, refers to how the scent of the perfume is perceived. Regarding the price range, 25.5% of respondents stated that they purchase perfumes in the range of Rp100,000 to Rp200,000. Based on respondents' answers, the price range is not a significant factor when it comes to buying perfume products. This indicates that the price range for perfumes does not vary significantly from one to another.

4.3.2. Company's Actual Brand Image

From the 106 respondents who were asked about De'Xandra's brand image, only 44 individuals provided answers. After summarizing, three main images emerged: car perfume, women's special perfume, and affordable perfume. Unfortunately, even though De'Xandra's main product is body perfume, respondents tend to associate De'Xandra more with car perfume. This is evident as 26 individuals mentioned that De'Xandra is known for car perfume. Meanwhile, 10 individuals stated that De'Xandra specializes in women's perfume. Additionally, 8 respondents described De'Xandra as an affordable perfume brand.

4.4. Competitive Analysis

The sales comparison data is taken from the total sales of perfume products since the introduction of De'Xandra products in Indonesia, starting from 2020. The perfume sales data is recorded up until January 2023. De'Xandra is still significantly behind its competitors. Among all the brands, Saff & Co has sold the most perfume products, totalling 46,125 bottles. Tiden managed to sell 44,800 products, and Carl n Claire successfully sold 34,450 products. Meanwhile, De'Xandra has sold a total of 105 bottles of body perfume until early 2023.

The competitors extensively utilize marketing channels and sales avenues for their products. Two of the rival companies collaborate with the beauty wholesaler Sociolla, which enables both online and offline sales (by providing products in specific Sociolla stores). All rival companies utilize more than two e-commerce platforms to sell their products.

In addition to online sales via social media and e-commerce, competitors also establish and operate physical stores where they can interact directly with consumers. Two of them employ a concept store or a store with a specific theme that aligns with the positioning of their respective brands. As part of their promotional efforts, competitors frequently engage in collaborations with products other than perfumes.

De'Xandra primarily employs paid advertising for its perfumes to highlight ongoing promotional programs. Key Opinion Leader (KOL) collaborations are limited to promoting the body perfumes and the year-end "Megabonanza" promotion, which offers significant year-end discounts. There are no specific criteria for selecting KOLs.

Competitors like Carl n Claire focus on digital storytelling as their main promotional strategy, showcasing how a perfume user goes about their activities. The main themes and concepts emphasized by Carl n Claire are femininity and beauty. Their entire digital content portrays a feminine user engaged in

various activities, often featuring female models embodying the brand's characteristics.

Saff & Co shares a similar primary promotion strategy with De'Xandra, prioritizing product features in their social media advertisements. They employ a main concept of portraying fantasies and fairytales. This is evident in the specific visual guidelines followed in all digital content, including the use of color tones, ornaments, and product layouts in photos or content. This approach extends to the selection of models and KOLs, who typically have faces reminiscent of fairies or other mythological creatures, aiming to stimulate one's imagination.

For Tiden, the primary pillar of their promotions is the product feature. The main concept revolves around portraying the luxury of young urban dwellers. The visual presentation depicts the activities of the millennial generation, offering insight into who uses Tiden perfumes. The selection of models and KOLs aligns with the company's main communication goal of targeting a young and elegant demographic.

Table 5. Comparison of Company's Engagement With Competitors

Engagement	De'Xandra	Carl n Claire	Saff & Co	Tiden
Main Communication Message	Jadi Lebih Wangi	True window to the soulis the scent unseen	Be memorable, Be You	Urban Life
Followers Instagram	4,912	72,500	88,400	27,700
Post Instagram	1,062	206	383	320
Fewest views	151	2,800	1,700	600
Most views	8,750	13,700	210,000	2,600,000
Followers Tiktok	2,060	21,800	43,700	17,100
Fewest views	27	355	1,600	800
Most views	264	1,500,000	790,000	9,400,000

Based on the data comparing the engagement of De'Xandra with its competitors, it can be observed that De'Xandra has the lowest engagement rate. Looking at Instagram, where De'Xandra has the highest number of posts, reaching up to 1,062, it still has the highest number of views generated, which is 8,750. On TikTok, it is also evident that De'Xandra has the lowest engagement rate. It has around 2,060 followers with the highest view count being only 264 times.

4.5. Gap Analysis

Analysing the gap or discrepancy that arises from the company's promotion programs and the Consumer Decision Making Process (CDMP) starts with examining the company's positioning compared to consumer expectations. Consumers perceive premium perfumes as those labelled "Eau de Parfum." This term refers to a perfume's long-lasting staying power and the

carefully crafted extraction process that allows for a little product to emit a strong fragrance.

Additionally, premium perfumes are associated with a blend of scents that are not overpowering and tend to be more pleasant to the senses. The most favoured scents are gourmand, characterized by sweet fragrances like vanilla, tonka bean, and chocolate. Following closely are woody scents, which convey a slightly masculine and somewhat robust impression. Floral and aquatic scents, derived from citrus blends, are appreciated to a lesser extent. Despite these differentiations in positioning, consumers still rely on conventional methods to evaluate perfumes.

Consumers typically become aware of perfume products through physical stores, where they can see, touch, and directly experience the perfumes. The direct interaction between the product and the consumer often leads to a

positive response, resulting in purchases, especially in offline stores or mall outlets. Since De'Xandra primarily promotes its products online, specifically through social media platforms, the author conducted a survey to determine how familiar consumers are with De'Xandra's social media presence.

Based on Figure 5.43, only 13.7% of the respondents, or a total of 14 individuals, were familiar with De'Xandra's social media. On the other hand, the majority of respondents were not familiar with De'Xandra's social media presence at all. Only 11.8% of the respondents, or 12 individuals, had seen De'Xandra's paid advertisements on its social media platform. These paid ads included a three-dimensional photo with slight movement and music, specifically related to De'Xandra's year-end promotion.

However, 90 individuals had never seen De'Xandra's paid advertisements on their social media feed. Additionally, De'Xandra also conducts promotions through live streaming on its social media platform. When asked about De'Xandra's live streaming, only 9.8% of respondents, or 10 individuals, had accidentally come across De'Xandra's live streaming content. "Accidentally" in this context means that the content appeared without the consumer actively searching for it, or when the consumer wasn't actively browsing De'Xandra's social media page.

Since De'Xandra's main communication message is "Jadi Lebih Wangi" (Become More Fragrant), the study attempted to determine if this message was effectively conveyed. Unfortunately, it was found that the message did not come across clearly, leading respondents to have a less positive response to the content. One respondent even suggested featuring a model or a persona using the perfume to better convey the message. Other consumers recommended that the company focus more on showcasing the actual fragrance rather than just the packaging.

4.6. Promotion Strategy

4.6.1. Social Media Strategy

Based on the previous analysis, tailored to De'Xandra's needs, which focus on promoting products through social media platforms, several objectives for De'Xandra's social media activities can be outlined:

- Increase Brand Exposure: Disseminate De'Xandra's identity to a wider audience.
- Boost Awareness of De'Xandra's Perfume Products: Shift attention from primarily car fragrances to the body perfumes.
- Rebranding Efforts: Transform De'xandra from being known for car fragrances to a recognized body perfume brand, as in its home country.
- Generate Positive Responses: Encourage consumers to desire and purchase De'Xandra's perfume products.
- Enhance Social Media Engagement: Increase followers, views, and shares on De'Xandra's social media platforms.
- Ensure Consistent Targeting: Ensure that all social media activities reach the intended audience, aligned with the company's target consumer profile.

Defining the target audience enables the company to market its products to the right people with the appropriate messaging. De'Xandra's target audience includes both men and women, aged between 26-30 and 31-35 years old, who are active on social media platforms like Instagram and TikTok and engage in online shopping.

The established target audience serves not only as a guide for creating more relevant promotional content but also as a basis for designing paid advertisements. Platforms like Facebook Ads and Instagram Ads require specific audience targeting for effective content delivery. After identifying the target audience, it is essential to craft communication messages as a foundation for marketing content. To present relevant promotional content, the company must understand how consumers communicate. Therefore, De'Xandra needs to adopt a language that resonates with its audience.

Based on the fragrances offered by De'Xandra, women's body perfumes feature scents of honeysuckle, chamomile, and jasmine. These fragrances have floral characteristics, resulting in a moderate and neither overpowering nor subtle scent. Such scents are favoured by women aged 30 and above who possess high ambitions and confidence. The delicate floral scent is typically used for secondary activities by women in their 30s, like social gatherings, recreational outings, or activities that do not require them to be overly formal. This fragrance profile conveys maturity and self-assuredness.

Meanwhile, the men's body perfumes offered by De'Xandra have scents of bergamot and sandalwood. When combined, these scents create a woody fragrance characterized by sharp and somewhat overpowering notes. Users of this fragrance are typically men over 30 who are highly ambitious and confident. They tend to use this fragrance when they need to present themselves at their best. This fragrance profile embodies stability and masculinity.

Based on the insights from the offered perfume fragrances, a suitable communication message for De'Xandra could be "The Warmth of Your Freedom". This message conveys that De'Xandra users will exude maturity and self-assuredness, allowing them to express themselves more freely because the fragrance used will

not leave an overpowering impression and can be worn at any time.

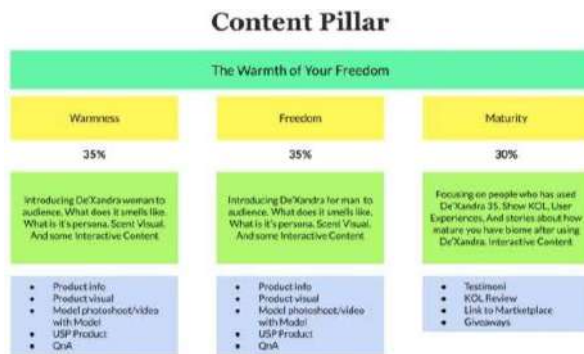


Fig. 6. Company's New Content Pillar

After determining the brand image and the intended communication message, it is then translated into content pillars. Creating content pillars is done to facilitate content creators so that the content remains aligned with the intended message. This way, the marketing message can be effectively conveyed, with the hope of eliciting a positive response from consumers.

The content pillars are categorized into three segments according to De'Xandra's needs, which involve promoting both women's and men's perfume products. Based on respondent feedback regarding the type of content they expect, two of the most frequently mentioned are giveaway content and Q&A (question and answer) content.

The content pillars are divided into three to cover three main topics. The first pillar is "Warmness," which is aimed at promoting women's perfume products. Then, the second pillar is "Freedom," which focuses on promoting men's perfume products. Lastly, there's the "Maturity" pillar. The content created for "Warmness" and "Freedom" is focused on providing knowledge and awareness about women's and men's perfume products, respectively. This includes product information such as the product name, distinctive scent, and other relevant details about the product. Each pillar accounts for 35% of the total content.

Next is the product visual, which depicts the scent produced by the product. The content may consist of photos of perfume bottles with accessories symbolizing the fragrance of the product. For example, for women's perfume, a photo of a perfume bottle surrounded by flower petals against a peach-coloured background can be created.

Then, displaying photos of models with the perfume aims to portray the persona of the perfume user and evoke the impression created by the perfume. For example, for women's perfume, a woman could be depicted running in a meadow with a gesture suggesting

she's about to embrace something in front of her. This photo of the model aims to depict the warmth of De'Xandra's women's perfume.

Finally, the unique selling points of the perfume product are highlighted, along with a Q&A session about the product. The Q&A content is included in the first and second pillars with the goal of generating interaction between the brand and consumers. By focusing interactions on specific products, it's hoped that consumers will be inclined to purchase them. The last pillar is "Maturity." This pillar is created to illustrate how someone becomes more mature after using De'Xandra perfume. Therefore, the content in this pillar includes testimonials from buyers and users of the perfume. Key Opinion Leaders (KOLs) will also be featured here along with a link to the product on the marketplace. Lastly, a giveaway content can be included, where De'Xandra can offer prizes to consumers who interact with the brand, such as by answering a mini quiz or providing the best testimonial.

In addition to determining what content to create and upload, there should be guidelines for creating content, such as colour usage. The use of colour is important for representing the fragrance and conveying a feminine or masculine impression of a product. To evoke the fragrance impression in a content, the most effective color combination can represent the scent generated from just a photo. Essentially, memories of a fragrance can be triggered by the representation of colors. For women's perfume, a combination of skin tone and pink can be used. Skin tone represents warmth, while pink creates a feminine impression. These can be balanced with white as a neutral color between the two combinations.

For men's perfume, a combination of blue, purple, and light brown can be used to create a fresh impression, a somewhat sharp scent, and symbolize the woody criteria. This can be combined with derivatives of black to create a masculine impression for men's perfume.

After determining the content, the next step is to decide on social media activities. This involves understanding what activities should be undertaken by the company. Starting with Instagram, it's important to note that Instagram works exceptionally well for building and maintaining engagement and awareness among the audience or potential De'Xandra consumers. It is also used to repost content created with Key Opinion Leaders (KOLs). Activities on Instagram are divided into Instagram Feeds and Instagram Reels. Instagram Posts are static content uploaded to the main page, and 10 of these should be created each month. Instagram Reels consist of short video content, and 10 of these should be created each month.

To increase exposure, De'Xandra can make use of Instagram Stories. These are either static content or

short videos that are displayed for only 24 hours. After this time, the content disappears and can't be viewed again. It's recommended to make Instagram Stories interactive, such as including Q&A sessions, polls, or customer testimonials. At least 3 pieces of content should be uploaded in a day.

On TikTok, it's advised for De'Xandra to create short video content that addresses relevant topics for men and women aged 26-35. This could involve activities that the audience typically engages in to generate interest in the content. The videos should not simply showcase the perfume bottle throughout, which means that TikTok content should be more subtly promotional (soft selling).

To enhance engagement and brand awareness, it's advisable to utilize paid advertising not only on online marketplaces but also on social media platforms. This will help spread promotional content to a wider audience. Based on the target audience, setting up paid advertising on De'Xandra's social media content will be more effective in reaching the specific demographics. The more target audience exposed to De'Xandra's promotional content, the higher the expected engagement on the company's social media platforms.

The placement of paid ads on social media can be done once a month. These ads can be placed on 3 pieces of content in line with the predetermined content pillars. This includes one for women's perfume, one for men's perfume, and another for showcasing De'Xandra perfume users. Besides acting as De'Xandra's representative in promoting products, Key Opinion Leaders (KOLs) are also expected to build consumer trust in De'Xandra's perfumes. KOLs can help increase engagement and awareness by showcasing content to their followers who may not have been reached by the company before.

Previously, De'Xandra collaborated with a substantial number of micro KOLs, totaling 30 individuals. The company's hope in working with numerous smaller-sized KOLs was to reduce costs while reaching a wider audience. However, the collaboration with micro KOLs did not yield significant sales.

To boost awareness leading to purchases, it would be more effective for De'Xandra to collaborate with highly recognized influencers. After conducting a survey with consumers to identify which influencers would be most suitable to represent the scents of De'Xandra, Tasya Farasya and Rachel Venya were found to be the most fitting. These two mega KOLs can assist De'Xandra in increasing sales. While the cost of collaboration is relatively high, working with these two highly engaging and influential names is expected to significantly boost sales.

4.6.2. Offline Strategy

Based on the conducted survey, online promotion alone is not sufficient for De'Xandra. Considering the low brand awareness of De'Xandra perfumes in Indonesia, it's essential to introduce the products directly to consumers by bringing them to places where consumers frequently spend their time.

1. Malls:

Malls are one of the most visited places by consumers and are known as spots where people spend money on both necessities and non-essential items. To save on marketing costs and as a starting point for offline sales, it would be advisable for De'Xandra to begin by renting a temporary booth in a popular mall. However, the perfume booth should also be aligned with De'Xandra's brand identity. After visiting several malls with temporary tenant options, two booth examples have been identified that could serve as references for De'Xandra when decorating and designing their booth.

To create a warm, free, and mature impression, the booth can be decorated using synthetic grass combined with wooden shelving. Additionally, De'Xandra can include two saleswomen whose role is to present the products. Product presentation should be done subtly, providing advice and suggestions to consumers rather than just offering products.

2. Non-Grocery Retail:

The most frequently visited places by consumers are non-grocery retail stores, such as beauty supply retailers. Since mall booths are temporary in nature, it would be better for De'Xandra to collaborate with non-food retailers or beauty and perfume stores that are already established in malls.

As both of De'Xandra's competitors have already done, collaborating with retailers can significantly boost sales compared to relying solely on social media and online marketplaces. Retailers have a specific consumer base and attract a large number of shoppers, making it a great opportunity for De'Xandra. Beauty or perfume stores often have beauty advisors who act as saleswomen and can assist in marketing De'Xandra products.

5. CONCLUSION

De'Xandra Indonesia markets three types of products: body perfume, travel-sized body perfume, and air fresheners. In the marketing of these products, De'Xandra primarily leverages online platforms, with a focus on e-commerce, particularly well-known market places like Shopee, Tokopedia, and the TikTok Shop. The promotion of De'Xandra perfume products is exclusively carried out on online media, especially on social platforms such as Instagram and TikTok. The key

emphasis in the product promotion process lies in creating engaging content for these social media platforms.

De'Xandra's market segmentation encompasses various categories, including geography, gender, age, generation, income, social class, lifestyle, and behavior. Targeting millennials, generation Z, as well as middle-class consumers, the company positions itself as offering 'affordable premium' products, as determined by its country of origin, with a price point of IDR 260,000 per product.

The promotional efforts center around the creation of compelling content for social media. The company's core communication message, 'Be More Fragrant', serves as the foundation for content creation, which is further divided into three pillars, each with a specified percentage of the total content to be produced.

In addition to content creation, the company collaborates with several influencers to boost the engagement rate. Sales promotions are executed by offering price discounts for a one-month period at the end of each year. However, at present, the company does not have any physical retail stores, which means there are no direct salespeople representing De'Xandra to sell its products. When compared to its competitors in terms of product range and pricing, De'Xandra is lagging behind in sales. Competitors employ various forms of collaboration and strategic visual marketing to create a strong brand impression.

Consumers perceive the use of perfume as essential for boosting self-confidence, often applying it before leaving their homes. Most consumers discover perfume products through offline outlets in malls or specialized perfume shops, with a significant portion of purchases made through these offline channels. The primary consideration for purchasing perfume is not solely financial, but also the longevity and quality of the fragrance.

Dior is an example of a premium perfume brand perceived as having a long-lasting fragrance by consumers. Premium perfumes are expected to have a lasting scent. Buyers prefer to purchase perfume products through offline outlets, prioritizing durability and fragrance quality.

De'Xandra predominantly employs social media and content-driven strategies for product promotion. However, after thorough analysis, it is evident that the intended product message is not effectively conveyed through these channels. The company's brand image leans towards being perceived as a room perfume brand rather than a personal fragrance brand.

Consumers are motivated to make a purchase if they find the presented advertisement visually appealing. This aspect has not been addressed sufficiently by the

company, leading to a communication gap. This gap arises due to a misalignment in the communication language between the company and consumers, resulting in the product message not being accurately received.

To address this issue, a new promotional strategy design was developed for De'Xandra. This design is divided into two segments: online and offline. Recognizing that content is pivotal in digital marketing for promoting and conveying product information, content design was revamped based on competitive analysis and gap analysis.

The online design revolved around rephrasing the communication message as 'The Warmth of Your Freedom'. This phrase encapsulates how individuals can attain a sense of freedom, maturity, and sophistication by using De'Xandra perfume. Additionally, content creation guidelines were established, along with a strategy for paid advertising. Furthermore, collaboration with KOLs was streamlined to focus on just two mega KOLs to enhance engagement.

Finally, an offline promotion plan was devised, involving the setup of booths in malls. The booth design was tailored to reflect De'Xandra's theme and identity. Alongside mall setups, the company can forge partnerships with various beauty retailers and perfume shops. This collaborative effort aims to expand the company's reach within the perfume consumer market.

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