

The Influence of Integrated Marketing Communication (IMC) TikTok @Skintific_Id on Brand Equity in Followers

Rifdah Zahara¹, Heri Budianto, M.Si²

Universitas Mercu Buana, Jakarta, Indonesia^{1,2}

Author correspondence: rifdahzaharaamalia@gmail.com

ABSTRACT

This research is motivated by TikTok @skintific_id which is affected by the Indonesian government's ban on buying and selling transactions on social commerce to improve the governance of the e-commerce ecosystem. Therefore, Integrated Marketing Communication (IMC) is used in promoting products to increase Brand Equity on Followers TikTok @skintific_id. So the purpose of this study is to determine the extent of the influence of Integrated Marketing Communication (IMC) carried out by TikTok @skintific_id on Brand Equity on Followers. The dimensions of Integrated Marketing Communication (IMC) are advertising, personal selling, sales promotion, public relations, and direct marketing. In Brand Equity, the dimensions used are brand awareness, brand association, quality impression and brand loyalty. This research is a quantitative study with a survey method with a data collection method in the form of a questionnaire. The sample in this study was taken using Purposive Sampling technique, which amounted to 385 Followers TikTok @skintific_id. The results of data analysis Integrated Marketing Communication (IMC) as variable X on TikTok @skintific_id on Brand Equity as variable Y on followers are stated to have a significant effect as evidenced by the results of the correlation test, t test, determination test and simple linear test. So it can be concluded that H0 is rejected and H1 is accepted. From these findings it can be concluded that there is an influence of Integrated Marketing Communication (IMC) TikTok @skintific_id in promoting its products on Brand Equity on Followers @skintific_id.

Keywords: *Integrated Marketing Communication, Brand Equity, Influence, New Media, Promotion*

INTRODUCTION

As communication and the economic system develop rapidly, so do the goals and objectives to be achieved by companies that will conduct business. Communication and marketing activities are now an integral part of various business activities. Marketing communication is part of the company's strategy regarding what is offered and gives meaning to actions in the marketing process that have an impact on the minds of consumers as an attraction. Companies need marketing developments that are more than just quality products or services or competitive prices, namely unique promotional strategies to maintain harmonious relationships with consumers. One way to shape the promotion carried out by the company is to use integrated marketing communication.

Companies need marketing developments that go beyond quality products or services or competitive prices, namely unique promotional strategies to maintain harmonious relationships

with consumers. No matter how good the marketing plan designed in accordance with the conditions and industry competition position of a product or service, if the promotion of marketing activities is not communicated effectively and efficiently, then consumer knowledge which results in demand for products or services offered by the company will also not occur effectively. In general, the marketing communication strategy carried out first from the company is through promotional activities.

Marketing activities using promotional strategies have developed into a communication system that is very important for producers of goods and services and even consumers. The ability and method of promotion in conveying information to consumers affects the success of marketing and the formation of a company's brand image. Promotion has a persuasive appeal to invite potential buyers to make buying and selling transactions for products and services. Good communication cannot be separated from promotion in order to convey product information that will be conveyed to consumers. One way to shape the promotion carried out by the company is to use integrated marketing communication.

Integrated marketing communication that is often used to shape promotions and deliver messages is known as the promotion mix or commonly known as Integrated Marketing Communication (IMC). Promotional activities can be carried out using conventional print and electronic media and non-conventional media in the form of social media. Social media is an online media that can be used to conduct social interactions online. Users on social media can communicate, interact, and share content with other social media users.

IMC strategies receive messages that have been received by consumers will respond to messages conveyed with various responses such as positive, negative, and neutral. From this response, the company will know how the steps will be taken in the future, both in terms of product marketing and attracting consumer interest. In IMC activities, companies carry out various promotions in order to maintain a product and strengthen a brand. Advanced information technology has digitalised all fields including business because it provides practical convenience in communication and information. Promotional activities can be carried out using conventional print and electronic media as well as non-conventional media in the form of social media.

Skintific is a beauty and skincare brand that has entered Indonesia since 2021. Skintific actively promotes its products through social media, especially TikTok. Skintific's official TikTok account @skintific_id is managed directly by the Skintific brand. The TikTok account @skintific_id actively produces content related to the benefits of its products and conducts live streaming, activates advertisements and promotional features to expand the market and collaborates with

influencers and artists to expand its market. The price of the products offered is also quite affordable so that it can be purchased for various groups. From this effective marketing strategy, within 3 years Skintific was able to compete with other beauty product brands that have been in business for a long time as the Best Newcomer Brand 2022 awarded by TikTok Live Awards. When TikTok @skintific_id was at its peak enjoying various features to promote and expand branding marketing, new rules were issued by the Government regarding the prohibition of social commerce buying and selling.

The Indonesian government has officially issued a ban on buying and selling transactions on social media that doubles as a trading platform or social commerce. The regulation is outlined in Regulation of the Minister of Trade (Permendag) Number 31 of 2023 concerning Business Licensing, Advertising, Guidance, and Supervision of Business Actors in Trading Through Electronic Systems promulgated on 26 September 2023 to improve the governance of the e-commerce ecosystem. The regulation is the result of a revision of MOT 50/2020 on Provisions for Business Licensing, Advertising, Guidance, and Supervision of Business Actors in Trading Through Electronic Systems.

In the new regulation, one of the government's points confirms that social media is only allowed to be used as a promotional medium and prohibits involvement in direct buying and selling transactions together. The buying and selling transaction process may only be carried out through a separate special e-commerce application in accordance with the provisions so that data from personal social media applications is not misused for the benefit of certain parties and purposes such as buying and selling transactions. TikTok Shop in TikTok as social commerce is also affected by the new rules so that it cannot operate as long as the manager does not have a separate e-commerce entity. This regulation became clear after the official tiktok.com page stated that TikTok Shop Indonesia stopped facilitating e-commerce transactions as of 4 October 2023 to respect and comply with Indonesian law. The Indonesian government has stipulated Permendag 31 of 2023 as a refinement of Permendag 50 of 2020 on 26 September 2023. This policy is intended to create a level playing field for e-commerce in Indonesia.

As one of the social media affected by the new regulation, TikTok @skintific_id needs to see the influence of other TikTok application features that can still support the promotion system allowed by the Government and maintain the existence of TikTok @skintific_id in the future. An important influence of TikTok @skintific_id in promoting its products is to improve inclusive marketing techniques. The marketing influence carried out by TikTok @skintific_id is of course inseparable from effective marketing communication as a promotional medium. The determining

factor for the success of promotional activities at TikTok @skintific_id is its influence on brand equity for consumers.

The influence of effective marketing communications can increase promotions that support brand equity. By implementing an integrated marketing communication mix, the company's products can be better known and attract customers and support purchases. Using Integrated Marketing Communication theory, this research will provide a perspective on the integration of several forms of marketing activities such as advertising, personal selling, sales promotion, direct marketing and public relations. One of the media that can be utilised is TikTok social media. TikTok has a variety of interesting features that can be utilised for marketing communication activities for the Skintific beauty product brand.

Based on the background above, researchers get the following problem formulation: Does Integrated Marketing Communication (IMC) on TikTok @skintific_id affect brand equity on Followers? The purpose of this study was to determine the effect of Integrated Marketing Communication (IMC) TikTok @skintific_id on Brand Equity in Followers. The hypothesis of this research is 1) Ho1: There is no influence between IMC on Brand Equity. 2) Ha1: There is a relationship between IMC and brand equity.

LITERATURE REVIEW & THEORY

AISAS

According to Sugiyama and Andree (2011) in Herdi and Indira (2016) the AISAS model is a consumer behaviour model developed from a pre-existing model, namely the AIDMA model. One of the advertising companies in Japan, Dentsu, developed this model because they believed that there was a fundamental change in consumer behaviour as a result of the rapid development of information and communication technology, especially with the presence of the internet in the world community. This model includes five stages that consumers will go through, namely attention, interest, search, action, and share.

1. Attention, in this initial stage, the aim is to increase the attractiveness of the product, which in turn can attract the attention of consumers. At this stage, the organisation or company produces content that is used to generate public attention. In the current digital period, these contents must be made attractive, then uploaded to social media.
2. Interest, after getting the attention of consumers, the next stage is interest. Interest arises when consumers have paid attention to a product. This sense of interest arises after observing content that is attractively packaged.

3. Search, at this stage, consumers will usually immediately search for all the good and bad information related to the product or service further through the platform provided.
4. Action, after successfully obtaining sufficient information about a product, consumers will be faced with a decision to proceed to the action stage. This stage is a stage that has a very large influence on consumers to take action. The action is the decision to own the product.
5. Share, then comes the final stage. At this stage, consumers can share the information they have received with the people around them, relating to their opinions and even experiences of a product or service. This process can be done online or offline which will cause word of mouth. In this case, word of mouth is defined as a personal and known source of information, such as a relative, friend, and the like, so it has a tendency to be received positively. Consumers will trust something recommended by people they know more than through mass media.

MARKETING COMMUNICATION

The merging of marketing and communication studies will produce a new study called marketing communication as a form of communication that aims to strengthen marketing strategies, in order to reach a wider market segment. Marketing communications is William G. Nickels in Ulfa (2016) in his book Marketing Communication and Promotion, defining marketing communication as a process of exchanging information that is carried out persuasively so that the marketing process can run effectively and efficiently.

The relationship between marketing and communication is very close, so that some business people consider communication is marketing and marketing is communication. This is because communication and marketing play a very important role in the business world. Without communication in marketing, people, especially consumers, will not know about the existence of a product. In the information age, production sources are no longer supported by energy power like in the industrial era but rely on the power of communication technology and information processes (Santoso, and Heri, 2016).

INTEGRATED MARKETING COMMUNICATION

The concept of IMC according to Schultz is a strategy in the business process by planning, building, executing and evaluating the implementation of programmes or other goals that are relevant to external and internal audiences (Priansa, 2017). IMC has various definitions. If you look at the early history of definition, IMC was defined by The American Association of Advertising Agencies in 1989 in Muna (2020) as 'A concept of marketing communications planning that recognises the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines and combines these disciplines to provide clarity, consistency and maximum communication impact'. IMC is inseparable from the concept of marketing mix as a concept used in marketing management to describe the combination of elements used by companies in order to market and promote products or services to customers. This concept was introduced by Neil Borden in 1949 and later developed by Jerome McCarthy in 1960 who developed the marketing mix as a comprehensive framework for understanding and managing marketing elements in a company into 4P.

The marketing mix consists of four elements that are often referred to as the 4Ps, namely: Product, Price, Place, and Promotion. These four elements interact and influence each other to achieve the company's marketing goals. The definition of each 4P is:

1. Product, products are symbols that provide important communication cues to consumers. Through its symbols, the product communicates meanings and helps consumers express their lifestyle.
2. Price, the price of a product is not merely an exchange ratio, namely the amount of money paid by the buyer to the seller for a product but an attempt to represent the product.
3. Place, place (retail store) is not merely a distribution channel where a product is placed so that it is easily accessible to consumers. The point of sale is a representation of consumer perceptions of taste, image, and consumer status.
4. Promotion, promotion is an integrated effort to influence consumers to participate in the exchange process offered through promotional tools. Before conducting integrated marketing communications

Before carrying out IMC activities, marketers need to combine the marketing mix in advance so that success in promotion can be achieved. One of the in-depth IMC discussions of one element of the marketing mix (4P) is promotion. Promotion is one of the important elements in the marketing mix. Through promotional activities, consumers can recognise and know the benefits of what is being promoted. (Assauri, 2015). Promotion mix refers to several promotional

tools used by businesses to create, maintain, and increase demand for goods and services. The promotion mix is a combination of advertising, personal selling, sales promotion, public relations, and direct marketing.

The definitions of the 5 promotion mix tools according to Kotler and Keller (2012) in Wulandari (2022) are closely related to IMC as follows:

1. Advertising, Wells, Burnett and Moriarty in Lukitaningsih (2013), define advertising as follows: 'Advertising is paid nonpersonal communication from an identified sponsor using mass media to persuade or influence an audience'. There are several things that can be used to determine the effectiveness of an advertisement, namely the implementation and achievement of the purpose of an advertisement. The purpose of making an advertisement must be able to inform, persuade and remind buyers about the products offered by the company through the advertising media. Advertising should be easy to understand, simple, sustainable, stable and also flexible in order to be able to carry out company functions.
2. Personal selling, Kotler and Armstrong (2010) in Muliawan and Ketut (2017) provide the following definition of personal selling: 'personal selling: personal presentation by the firms sales force for the purpose of making sales and building customer realitionships' which means that personal selling is a personal presentation by the company's sales force with the aim of making sales and building customer relationships. So personal selling is face-to-face interaction with one or more prospective buyers with the intention of making presentations, answering questions, and obtaining orders.
3. Sales Promotion, Tjiptono (2004) in Putri (2014) states that sales promotion is a form of direct persuasion through the use of various incentives that can be arranged to stimulate immediate product purchases and increase the number of goods purchased by customers. Sales promotion can be divided into promotions directed at consumers (consumer promotion) such as samples, coupons, discounts, competitions, demonstrations. Promotions directed at traders (trade promotion) such as advertising, dealer context. Promotions aimed at salesmen (sales force promotion) such as bonuses and contests. The effect of sales promotion can often be measured more quickly than the effect of advertising.
4. Public Relations, Scott M. Cutlip and Allen H. Center in Rahastine (2022) state, Public Relations is a management function to assess public attitudes, identify the policies of

an organizational company to prioritize the interests of the people, as well as plan and implement various activity programs to gain knowledge and support from the community.

5. Direct Marketing, Kotler & Armstrong (2014) stated "Direct Marketing is direct connections with carefully targeted individual consumers to both obtain an immediate response and cultivate lasting customer relationships". Direct marketing is a direct and careful relationship that is targeted at individual consumers to get an immediate response from both and can foster good relationships with customers.

SOCIAL MEDIA

Social media is media on the internet that allows users to interact, collaborate, share, communicate with other users, and form social bonds virtually. Social media provides information, photos, videos and other content to the audience that can be used for learning or entertainment. In addition, on social media, users can form social and business relationships based on interactions on social media, and these relationships continue offline. (Nasrullah, 2015) Social media is an example of online-based media which has users spread throughout the world. Social media is generally used for sharing and participating so that social media can be used as a means of communicating with other users.

In the current information era, consumers use social media to search for information related to a desired product, companies are starting to realize that social media is a platform that can be used to communicate with customers, so by using social media companies can carry out alternative marketing that is effective and efficient.

NEW MEDIA

Wardrip-Fruin and Nick Montfort (2003) explain that Lev Manovich in his book entitled The New Media Reader says that new media is a cultural object in a new paradigm of the world of mass media in society. New media allows the dissemination of computer technology and digital data controlled by application models. New media is experiencing updates in the information dissemination model that utilizes software network technology (Utami, 2021)

In this digital era of technological development, there has been an evolution in media technology known as new media or online media. The term new media emerged at the end of the 20th century and is used to refer to a new type of media that combines conventional media with

internet media. In recent years, new media has been enlivened by the phenomenon of the emergence of social networking sites, these sites provide a place in cyberspace to build a network of friends that can be accessed by everyone throughout the world (Suri, 2019)

TIKTOK

TikTok was first known as a music video-based platform that focused on producing singing, dancing content and introduced innovative ideas aimed at facilitating its users to create short music content with various video effects. This application has a variety of interesting features which are expected to facilitate the creativity of its users. The various features contained in TikTok include the use of music, stickers, effects, filters and voice changer functions. The various features available in the TikTok application have apparently been able to attract the interest of the world community. Apart from features, there are other unique features compared to other social media.

TikTok has various interesting features that pamper its users. This TikTok feature is widely used as a promotional medium for marketing communication activities for companies that participate in using TikTok. With advertising, promotion, live streaming, professional and business account options, and other features, companies can use them to interact directly with those interested in their goods and services. TikTok is one of the choices of social media users as a promotional area. With various TikTok features, buyers and sellers can easily interact to make transactions. The use of TikTok, which is easily accessible to its users, has made many companies compete to improve their marketing strategies with various different innovations.

BRAND EQUITY

According to Kotler and Keller (2009) in Amila (2021) brand equity or known as brand equity is the added value contained in products or services, brand equity can be seen in the way consumers think and act with a brand, price, market share and profitability. given a brand to the Company. Brand equity is the strength of a brand that can generate value for the company and consumers. According to the company's assessment, brand equity creates more value, cash flow, and a wider target market. According to Aaker in Pandiangan (2021), there are 4 dimensions of brand equity, namely:

1. Brand Awareness, brand awareness is a buyer's ability to recognize or recall that a brand is part of a particular product category. Brand awareness requires a continuum

ranging from an uncertain feeling that a particular brand is known to a belief that the product is the only one in the product class in its category.

2. Brand Associations, brand associations are all impressions that arise and are related to consumers' memories of a brand. Brand association reflects the image of a brand with a certain impression in relation to habits, lifestyle, benefits, attributes, products, geography, prices, competitors, celebrities and so on. An established brand will definitely have a more prominent position than competitors, if supported by strong associations.
3. Perceived Quality, perceived quality is the consumer's perception of the overall quality or superiority of a product or service in relation to the consumer's expected intentions. Perceptions of the overall quality of a product or service can determine the value of the product or service and have a direct influence on purchasing decisions and consumer loyalty to a brand.
4. Brand Loyalty, Simamora (2001) in Pandiangan et al (2021) states that brand loyalty is a measure of customer closeness to a brand. Meanwhile, brand loyalty greatly influences customer vulnerability from competitor attacks. This is very important and closely related to the company's future performance. Mowen and Minor (2002) in Bahrudin (2015) explain consumer satisfaction as the overall attitude shown by consumers towards goods or services after the consumer obtains or uses them. Satisfaction is an evaluation of the surprise attached to a product acquisition and/or consumption experience.

FOLLOWERS

Followers means users who follow an account on social media. These followers can see the results of posts on the profiles and feeds of the accounts they follow. The relationship between users is not identified as a friendship relationship but is considered a follower or is called a follower. The use of followers is for social media account users, especially for online shops, as an investment to gain profits. The more followers the account has, the more convincing and increasing the popularity of a person, group or business entity can be, and can make a person influential on social media.

METHODOLOGY

This research uses a positivist paradigm, to find or obtain confirmation of cause and effect relationships which are usually used to predict general patterns of social phenomena or human activities. This research will use a quantitative approach. Quantitative research is research that starts from a theory and leads to obtaining numerical data in the field. The method used by the author in the research is a survey method. To obtain the data and information needed by researchers in this research, this research used several interview or questionnaire methods. In this research, the sampling technique used was non-probability sampling of 385 respondents who came from followers of @skintific_id with the criteria 1) Respondents were users of the TikTok application 2) Respondents were followers of the TikTok account @skintific_id. Data analysis uses frequency distribution, classical assumption testing and hypothesis testing.

RESULTS AND DISCUSSION

After calculating and processing data taken from 385 followers of TikTok @skintific_id, the author found research results in the form of the highest average mean value for the Integrated Marketing Communication (X) variable in the Direct Marketing dimension, namely 4.00 with the live product explanation indicator Skintific TikTok Live Streaming is interesting, so it can be seen that the @skintific_id TikTok promotion has been able to use attractive grammar and language style so that the explanation about a product during Live Streaming is easy to understand and attracts consumers. Meanwhile, the lowest average value is 3.82 with the indicator 'interesting TikTok live streaming host interaction' so it can be seen that TikTok @skintific_id is expected to evaluate interaction activities between live streaming hosts and followers.

In Brand Equity as variable Y, the results found are that the highest average mean value is brand awareness (Brand Awareness) with a value of 3.95 on the indicator 'awareness of the existence of the Skintific brand on TikTok because it often appears on FYP (For Your Page)' so it can be concluded that followers are aware of the Skintific brand on TikTok social media because of the high frequency of appearance via FYP (For Your Page). Meanwhile, the lowest average value is 3.76 from the brand association dimension in the indicator 'Skintific as the most reliable brand on TikTok' so it can be concluded that TikTok @skintific_id needs to increase followers' trust through the added value of Skintific branding.

From the results of the tests that have been carried out, there is a fairly strong positive relationship between Integrated Marketing Communication (IMC) and Brand Equity. The results of data analysis show that the correlation between Integrated Marketing Communication (IMC) and Brand Equity is obtained by a correlation coefficient (r) of 0.507 with a significance of 0.000, so it can be interpreted that there is a fairly strong positive relationship between the Integrated

Marketing Communication (IMC) variable and Brand Equity. The better the implementation of Integrated Marketing Communication, the higher the Brand Equity will be. From the results of the significant relationship between Integrated Marketing Communication and Brand Equity, it indicates that IMC has an important role in building Brand Equity statistically.

Integrated Marketing Communication contributed 25.7% to increasing Brand Equity with 74.3% coming from other factors. IMC can explain well and almost provide all the information needed to predict Brand Equity. These other factors need to be studied further in future research.

Hypothesis testing was carried out using the T test to determine the influence between Integrated Marketing Communication (IMC) as variable X and brand equity as variable Y partially. In Integrated Marketing Communication (variable X) with brand equity (Y), it is known that the calculated T value is 11,504 greater than the T table. So it can be concluded that Ho is rejected and H1 is accepted, which means that the Integrated Marketing Communication (X) variable has a significant effect on the brand equity variable (Y). This means that if IMC increases, Brand Equity will also increase positively and significantly.

The results obtained are in accordance with the theory put forward by Kotler and Keller (2012) regarding the promotional mix which is also discussed in Wulandari's research in 2022 where there are 5 promotional mix tools that are closely related to Integrated Marketing Communication (IMC), namely advertising, sales personal (personal selling), sales promotion (sales promotion), public relations (public relations), and direct marketing (direct marketing).

Advertising (advertising) is a form of activity to present and promote ideas, goods and services non-personally. Advertising elements are based on a total average mean of 3.87 and the value is included in the good category. The mean value in the Integrated Marketing Communication (X) variable shows that TikTok @skintific_id is able to promote ideas and content with the right strategy so that it can influence followers. Therefore, the advertising element which is advertising has been fulfilled.

Apart from that, TikTok @skintific_id also fulfills the second promotional mix, namely personal selling, which is a personal presentation or interaction with potential consumers with the aim of making sales and building relationships. This is proven by the average mean value of 3.87 which shows that TikTok @skintific_id has interacted with followers using Live Streaming Techniques which are in accordance with promotional concepts and procedures in an interactive, interesting and communicative manner so as to attract followers' attention to watch.

Next, in the third mix, namely sales promotion (sales promotion as a form of direct persuasion through the use of various incentives to increase the number of product purchases.

The sales promotion dimension obtained a high average mean value of 3.88 which shows the quality of attractive promotions, timeliness of promotions, and competitive prices TikTok @skintific_id in influencing interest and purchasing decisions for followers.

Next, the public relations promotion mix is an effort by the management function to build and identify interactions with consumers. The public relations dimension obtained a high average mean score of 3.97 which shows good promotional service, clear brand identity and extensive content publication on TikTok @skintific_id so that interaction and closeness with followers is established in harmony.

The fifth mix is direct marketing as a direct and careful relationship targeted at individual consumers to obtain an immediate response. The direct marketing dimension obtained an average mean value of 4.00 as the highest value among the dimensions of the Integrated Marketing Communication variable. This proves that TikTok @skintific_id has succeeded in building direct interactions with promotions that have a persuasive nature, clear product appearance on live streaming and interesting product explanations.

Integrated Marketing Communication as a strategy and technique in promoting products to be introduced, disseminated and distributed more widely and to more consumers. In today's digital era, Skintific plays an active role in using social media to build branding. A social media is useful depending on how it is used. The benefits of social media allow users to interact, collaborate, share, communicate and even form social bonds virtually. Therefore, the use of social media must understand the characteristic aspects of new media, namely networks as the formation of networks that connect computer devices and individuals, interactivity as interaction activities, and interfaces as a broader, universal relationship (Nicolas Gane and David Beer, 2008).

In the buying and selling process, consumer behavior has stages in making purchasing decisions. This is in accordance with the AISAS model which includes 5 important stages in processing the buying and selling cycle, namely attention, interest, search, action and share. In the initial stage of attention, the company needs to attract consumer attention to the product so that the company can use content production and publication strategies to increase the attractiveness of its product. Then this attention will be processed into attachment (interest) which drives consumers' curiosity at the search stage. After obtaining information related to the product, consumers will be faced with purchasing decisions as the biggest action that influences product sales. After purchasing the product, consumers can share their purchasing experience with other people or via social media. The 5 stages of the AISAS model correspond to the indicators in the Integrated Marketing Communication and Brand Equity variables.

The added value contained in products can be seen from the way consumers think and act. Brand equity is a force that can generate value for the company from a consumer perspective. According to Aaker, brand equity has 4 dimensions that are useful for triggering consumer expectations so that they have a positive influence on purchase intention, namely brand awareness, brand association, perceived quality, and brand loyalty. In this research, Brand Equity as variable Y has a fairly large level of influence. Proven by the total average all mean of 3.86 which is in the Good category, @skintific_id is able to introduce added value as a strength influenced by the X Integrated Marketing Communication variable. Skintific is able to provide brand awareness, association, impression of quality and brand loyalty to consumers, especially TikTok followers @skintific_id.

CONCLUSION

Based on all the results of the analysis and testing carried out, it can be concluded that Integrated Marketing Communication (IMC) as variable. So it can be concluded that H0 is rejected and H1 is accepted. From the results of the tests that have been carried out, there is a fairly strong positive relationship between Integrated Marketing Communication (IMC) and Brand Equity. The results of data analysis show that the correlation between Integrated Marketing Communication (IMC) and Brand Equity is obtained by a correlation coefficient (r) of 0.507 with a significance of 0.000, so it can be interpreted that there is a fairly strong positive relationship between the Integrated Marketing Communication (IMC) variable and Brand Equity. The better the implementation of Integrated Marketing Communication, the higher the Brand Equity will be. From the results of the significant relationship between Integrated Marketing Communication and Brand Equity, it indicates that IMC has an important role in building Brand Equity statistically.

REFERENCES

- Amila, F., dkk. (2021). Analisis pengaruh harga dan promosi penjualan terhadap ekuitas merek pada jasa penerbangan Garuda Indonesia. *Jurnal Penerimaan dan Bisnis*.
- Assauri, S. (2015). *Manajemen pemasaran*. PT Raja Grafindo Persada.
- Bahrudin, M., & Zuhro, S. (2015). Pengaruh kepercayaan dan kepuasan pelanggan terhadap loyalitas pelanggan. *Jurnal Bisnis dan Manajemen Islam*.
- Gane, N., & Beer, D. (2008). *Konsep utama media baru*. Berg.
- Kotler, P., & Armstrong, G. (2014). *Prinsip pemasaran*. Pearson.

- Lukitaningsih, A. (2013). Periklanan efektif sebagai strategi komunikasi pemasaran. *Jurnal Ekonomi dan Kewirausahaan*.
- Muliawan, E. K., & Sujana, I. K. (2017). Pengaruh ukuran kantor akuntan publik, auditor switching dan audit tenure terhadap kualitas audit. *E-Jurnal Akuntansi Universitas Udayana*.
- Muna, P. N. (2020). Komunikasi pemasaran terpadu dalam manajemen Heri Pemas studi kasus International Artjog MMXIX. *Jurnal Tata Kelola Seni*.
- Nasrullah, R. (2015). *Media sosial dalam perspektif komunikasi, budaya dan sosioteknologi*. Simbiosis Media Rekatama.
- Pandiangan, K., dkk. (2021). Faktor-faktor yang mempengaruhi ekuitas merek: Kepercayaan merek, citra merek, persepsi kualitas, & loyalitas merek. *Jurnal Ilmu Manajemen Terapan*.
- Prasetyo, H., & Rachmawati, I. (2016). Analisis AISAS (Attention, Interest, Search, Action, Share) pengguna Asus Zenfone di Indonesia. *E-Prosiding Manajemen*.
- Priansa, D. J. (2017). *Perilaku konsumen dalam bisnis kontemporer*. Abjad.
- Putrinya, S. E. (2014). Persepsi konsumen terhadap bauran promosi Matahari Department Store Bengkulu. *Wawasan Manajemen: Jurnal Ilmiah Manajemen*.
- Rahastine, M. P. (2022). Analisis peran public relations PT. Graha Bina Mandiri dalam menjadikan profil perusahaan sebagai media informasi. *Jurnal Ilmu Komunikasi*.
- Santoso, D. H., & Budianto, H. (2016). Penerapan teknologi media baru pada televisi berbasis internet Solopos TV (2013-2015). *Jurnal Visi Komunikasi*.
- Shahnaz, N. B. F., & Wahyono. (2016). Faktor-faktor yang mempengaruhi minat beli konsumen pada toko online. *Jurnal Analisis Manajemen*.
- Suri, D. (2019). Pemanfaatan media komunikasi dan informasi dalam mewujudkan pembangunan nasional. *Jurnal Komunikasi Pembangunan*.
- Ulfa, R., & Marta, R. F. (2016). Implementasi komunikasi pemasaran terpadu di Yayasan Nurul Ibad Jakarta Timur. *Bricolage: Jurnal Magister Ilmu Komunikasi*.
- Utami, A. H. (2021). Media baru dan kaum muda: Perubahan bentuk media dalam interaksi keluarga. *Jurnal Perpustakaan Universitas Airlangga*.
- Wulandari, R. N. H. (2022). Analisis strategi promosi jasa rias pengantin pada Paras Asri Wedding Organizer melalui media sosial. *E-Jurnal*.