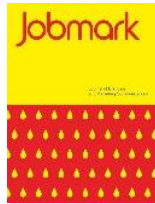


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AIDMA Model Analysis on Brand Activation and Engagement Program: The Case of Mad for Makeup BT21 Edition

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ABSTRACT

Mad For Makeup, a local cosmetics brand that collaborates with BT21, has adopted a Brand Activation and Engagement approach in its marketing efforts. This article analyzes the effectiveness of Mad for Makeup's efforts in implementing Brand Activation and Engagement strategies from the AIDMA Model perspective. Using a qualitative case study method, the results show that initiatives such as the hashtag #MadForMakeupBT21 have achieved relatively high social media exposure, with a total of 132.3 thousand views. In comparison, the hashtag #MadMetBT21 even reached 1.2 million views. Most participants involved in this research and connected to the AIDMA Model also support the argument that the Brand Activation and Engagement strategy implemented by Mad for Makeup BT21 Edition can be successful. This research provides valuable insight into how local cosmetics brands can leverage social media and implement effective marketing strategies to stay competitive in the cosmetics industry. Mad For Makeup's success is an example of how local brands can face competition from international brands in the ever-growing Indonesian cosmetics market.

Keywords

Brand engagement; cosmetic brand; cosmetic industry; local brand; marketing strategy

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INTRODUCTION

The global beauty industry market comprises five segments: (1) skincare, (2) haircare, (3) cosmetics, (4) perfumes, and (5) bath and shower products. These segments are interrelated, offering diverse products that cater to consumer satisfaction (Barbalova, 2011). Towards the late 90s, there was a slowdown in the global cosmetic market's growth. Retail sales of cosmetics and bath products globally declined from 171.5 billion USD to 166.2 billion USD. However, over time, with a growing population and increasing interest among people to purchase products from this industry, the

cosmetic market has regained momentum. Particularly during the first decade of the 21st century, it has emerged as one of the industries contributing significantly to the global economy's growth. This trend was notably observed during the early 21st century (Bucalo, 1999).

Viewed geographically, this market can be divided into dominant regions – those with the most significant influence on global revenue – and peripheral regions. North America, Latin America, Western Europe, and the Asia-Pacific are regions that hold the largest shares of global income (Pizarro, 1999). Southeast Asia houses a

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large population across its countries. With a total population exceeding 750 million people, Southeast Asia has become an attractive destination for foreign investors and multinational companies seeking commercial partnerships (Islam et al., 2021; Diaconu, 2014). The beauty market in Southeast Asia is projected to continue its growth, with an estimated revenue of 30.04 billion USD by 2023, and is expected to further increase by 3.57% from 2023 to 2027 (Yip et al., 2019).

Indonesia, located in the Southeast Asia region and holding the largest economy in this area, has shown stable economic growth over the years. The latest data notes that Indonesia's Gross Domestic Product (GDP) continues to expand, with consistent economic growth in recent years (Central Statistics Agency, 2023). A significant contributor to Indonesia's economic upswing is the industrial sector, encompassing various industries, including the beauty industry. In recent years, the beauty industry has emerged as a major player in Indonesia's economy. According to the Ministry of Industry (2023), Indonesia's cosmetic industry market is experiencing impressive growth with an estimated annual growth rate of 5.91%, including skincare and personal care products. Data from the international market and consumer portal, Statista, corroborates this positive trend. Even though this market is currently facing intense competition from international brands entering the domestic market, local brands also play an important role in maintaining market share. Excellence in quality and price has helped local brands create enthusiasm and loyalty among domestic consumers. One of the main factors driving the growth of the national cosmetics industry is the increase in the number of business actors in this sector. According to the Food and Drug Supervisory Agency (BPOM), the number of business actors in the cosmetics sector has increased significantly, from 819 in 2021 to 913 in 2022, reflecting growth of 20.6% in a year. This shows that more and more business

entities are participating in the cosmetics industry in Indonesia. Overall, the cosmetics industry in Indonesia is experiencing rapid growth, with contributions from both local and international brands. Support from BPOM and high interest from business actors create bright prospects for the growth of the cosmetics industry in this country. There are changes in consumption patterns in society. Beauty products, which several years ago were considered luxury goods, have now developed into a lifestyle choice for the majority of society. This shift reflects the increasing emphasis Indonesian society places on personal appearance (Elfreda, 2020). The increase in interest in beauty products can also be seen from various factors, including the development of information technology and social media which allows wider access to information about beauty products (Badan Pusat Statistik, 2023).

Currently, technological growth continues to develop rapidly. The emergence of technology such as the internet and smartphones makes it easier for people to carry out various activities in their daily lives. The current era that we know as the digital era is significantly marked by social media which, apart from functioning as an information center, can be used by companies as a marketing weapon. Social media provides a low-cost means for companies to promote their products and services to target audiences and wider audiences (Evans & McKee, 2010, Costache, 2010). The influence of social media on the cosmetics industry in Indonesia has been very significant in recent years. Social media has become the main platform where cosmetic brands promote their products and interact with consumers (Febriani et al., 2023).

The first step in starting a business is to introduce the business to the general public. In other words, companies must increase brand awareness so that their brand can become top-of-mind for consumers. According to Keller (1993), brand awareness can be defined as the level to which consumers know a brand and are

able to remember it in different situations. In this concept, brand awareness not only includes awareness about the brand but also consumers' ability to remember the brand, especially when they are faced with various situations or contexts. However, brand awareness alone is not enough, so to attract and engage consumers, there must be interaction between the company and its customers to maintain their loyalty.

Brand Activation and Engagement is a strategic approach that involves interaction and involvement between brands and customers. Hollebeek describes this concept as "a cohesive and integrated process intended to build a mutually beneficial relationship between brands and customers through a comprehensive set of interactions." In this context, "activation" refers to a brand's efforts to create awareness, interest, and interaction with customers, while "engagement" includes customer response and participation towards the brand. The goal is to create sustainable and beneficial relationships between brands and customers which in turn can increase customer loyalty, customer satisfaction, and business results from the brand (Hollebeek, 2011). Brand Activation and Engagement are two interrelated elements that entrepreneurs must consider. One example of a local company operating in the cosmetics industry has considered these two elements, including Mad For Makeup.

Quoting from the DailySocialID website (2023), Mad For Makeup itself is a local startup-based cosmetics brand founded in 2017 by a doctor and her husband. This brand also considers community elements for the sustainability of their business. The community that Mad For Makeup built with a virtual concept is called Rebel Beauty. Mad For Makeup formed this community as a platform to establish communication between brands and their consumer groups. The manifestation of Brand Activation and Engagement can be seen in the BT21 edition of the Mad For Makeup product range. In early 2022 Mad For Makeup released a series of cosmetic products inspired by BT21

characters. The BT21 characters are characters created by one of the famous boy bands from South Korea called BTS when collaborating with LINE FRIENDS.

Previously, several articles had been found that used Brand Engagement theory in studying a phenomenon, and there were also articles that examined the Mad For Makeup brand. The first article was written by Aprilia et al. (2022) entitled "Analysis of the Influence of Brand Trust and Brand Engagement on Brand Loyalty for Cosmetic Products (Survey of Women Users of Maybelline Cosmetic Products in Sukabumi City)". The findings say that Brand Trust has no effect on Brand Loyalty, but Brand Engagement has a strong influence on Brand Loyalty. The second article was by Molina-Prados et al. (2022) entitled "The Role of customer brand engagement in the Use of Instagram as a "shop window" for fashion-industry social commerce". The findings say that Brand Engagement, which encourages consumers in the fashion sector to be more involved, has a positive effect on cognitive processing and activation, but does not really affect Brand Love. Then, the last article was written by Siregar (2023) entitled "The Function of Digital Campaigns via Social Media in Increasing the Mad For Makeup Brand Image in the Rebel Senator Community". The findings say that the digital campaign created by Mad For Makeup has a significant influence on increasing Brand Image in the community.

Based on previous articles, it can be seen that there are gaps that can still be researched. Although many have researched Brand Engagement, Brand Activation, and even used the same research object, this research is tasked with filling this gap with novel research in the form of Brand Activation and Engagement analysis using a different approach, namely linked to the AIDMA Model. Supported by the background previously explained, competition in the cosmetics industry in Indonesia is increasingly fierce. If you want to survive in the same market, a company must be able to present attractive innovations in terms of

quality, price, and appropriate marketing strategies to increase customer loyalty and sales figures. Therefore, this research has the objective of looking at the consumer's point of view through the AIDMA Model regarding Brand Activation and Engagement Mad For Makeup BT2I Edition.

METHODOLOGY

This research will be qualitative. According to Creswell (1994), qualitative research is research that focuses on understanding, meaning, and interpreting social phenomena, with an emphasis on complexity, context and social construction. Qualitative research often involves methods such as in-depth interviews, observations, text analysis, and content analysis to explore a deeper understanding of the subjective aspects of the phenomenon under study. It is suited to exploring the views, experiences, meanings, and social contexts underlying human behavior. For further clarity, case studies are applied in conducting research. A case study is an in-depth and detailed research method of a particular entity such as an individual, group, organization, or event, to understand, analyze, and explain complex phenomena (Yin, 1994). Meanwhile, the advantages of using this method are (1) the creation of an in-depth focus because this method allows researchers to examine cases in detail and obtain information that may be difficult to access in other research, and (2) the context and cases are unique.

This research also uses supporting theory in the form of Brand Activation and Engagement which is defined by Hollebeek (2011) as a strategic approach that involves interaction and involvement between brands and customers. Hollebeek describes this concept as "a cohesive and integrated process intended to build a mutually beneficial relationship between brands and customers through a comprehensive set of interactions." In this context, "activation" refers to a brand's efforts to create awareness, interest, and interaction with customers, while

"engagement" includes customer response and participation towards the brand. The goal is to create sustainable and rewarding relationships between brands and customers which in turn can improve customer loyalty, customer satisfaction, and business results for the brand.

To examine the Brand Activation and Engagement phenomenon in the Mad For Makeup BT2I Edition brand in more depth, this research also uses the AIDMA Model. According to Belch & Belch (2018), the AIDMA Model is a marketing model that describes the customer journey from awareness to action, with the following stages: Attention, Interest, Desire, Memory, and Action (action). This model helps marketers understand how customers move from simply becoming aware of a product or service to ultimately taking a purchase or conversion action.

1. Attention : The first stage is to attract the attention of potential customers. The AIDMA model focuses on how a product or service successfully attracts customer attention through advertising, promotions, or marketing campaigns.
2. Interest : After successfully attracting attention, the next step is to arouse customer interest. This involves providing more information about the product or service, demonstrating its benefits, and motivating customer interest.
3. Desire : This stage involves building a strong desire or desire within the customer to have the product or service. Marketers attempt to communicate the benefits of the product or service and influence customers to feel like having it.
4. Memory : This is the stage where marketing attempts to create a strong memory or impression about the product or service in the minds of customers. The goal is for customers to consider the product or service when they want to make a purchase.
5. Action : The final stage is when the customer takes action, such as making a purchase or performing another conversion. This is the

stage where customers actually respond to a marketing campaign or effort and take the action desired by the marketer.

RESULTS AND DISCUSSION

Brand Activation and Engagement Mad for Makeup Edisi BT21

According to Hollebeek (2011), "activation" refers to a brand's efforts to create awareness, interest, and interaction with customers, while "engagement" includes customer responses and participation towards the brand. So, Brand Activation and Engagement aims to create sustainable and beneficial relationships between brands and customers which in turn can increase customer loyalty, customer satisfaction, and business results from the brand.

In early 2022, Mad For Makeup released a series of products inspired by BT21 or the characters created by BTS in collaboration with LINE FRIENDS. This is an activation effort by Mad For Makeup in order to promote their latest collection. Mad For Makeup builds consumer awareness and interest through this collaboration because BTS is one of the most popular South Korean boy bands in the world (Dita, 2023). According to the CNN Indonesia website in an article written by Priherdityo (2017), their extraordinary success has attracted millions of fans in various parts of the world. BTS not only produces good music and interesting dances, but behind it all there are messages that they want to convey. Their series of albums entitled 'Love Yourself (Version: Her, Tear, and Answer)' released in 2017 was also used as a campaign by UNICEF in which BTS was the speaker. The campaign aims to help people overcome mental illness and make the world a better place through the music they make. Here, BTS is also considered to have become good public figures by providing a good example to society (Hermanto and Salindeho, 2021). Recently they were also invited by the American president, Joe Biden, to the White House and also raised their voices regarding the issue of

racism. The impact produced by BTS is considered capable of touching the hearts of its fans. BTS fans, known as ARMY, are synonymous with buying items related to BTS in any form as a symbol of appreciation for BTS. They often collect items related to BTS, one of which is the Photocard phenomenon which is popular among people ARMY. The photocard itself is an official merchandise that is usually included with an album, photocard which will be abbreviated as PC in the form of a card and contains photos of members of a group. For ordinary people, view Photocards as small pieces of paper containing photos of BTS members. However, among ARMYs, Photocard is seen as small paper but has high value. Even Photocards are currently being bought and sold for hundreds of thousands to millions of rupiah. So, it's not surprising that ARMY also collects packaging and products from Mad For Makeup BT21 Edition. With its unique packaging, it can be torn open and collected in the picture below.



Figure 1. Kemasan Mad For Makeup Edisi BT21

(source:

<https://i.ytimg.com/vi/xDj4f8ewlEc/maxresdefault.jpg>)

Mad For Makeup has demonstrated effective steps in activating their brand, by leveraging the characteristics of ARMY who are highly tech-savvy and active on social media. In supporting this activation effort, Mad For Makeup has utilized the power of social media as a key tool to build the popularity of their BT21 cosmetics collection. In this effort, Mad For Makeup created special hashtags, namely #MadForMakeupBT21 and #MadMetBT21, which has gone viral among BTS fans and

attracted the interest of people who are not BTS fans but have an interest in cosmetics. This hashtag has become the center of attention and has sparked a lot of conversation in the world of social media. Mad For Makeup has also produced a number of creative content involving tutorials and reviews of their products, particularly the BT21 Edition products. This content quickly flooded platforms like Instagram, YouTube, and TikTok, expanding the influence of this trend. They not only build awareness about their BT21 collection but also provide guidance on how to use them and provide reviews that help potential buyers in making purchasing decisions. Creation and distribution of creative content is an important step in brand activation, as it helps create a closer relationship between the brand and the customer. In this way, Mad For Makeup not only creates products that their consumers want, but also adds value by providing useful resources and information. This allows them to build a strong community around their brand, generating customer loyalty, and ultimately, improving their business results.

Data collected from the TikTok platform reflects the success of the brand activation steps taken by Mad For Makeup. So far, the hashtag #MadForMakeupBT21 has reached a total of 132.3 thousand views, while the hashtag #MadMetBT21 managed to reach an incredible 1.2 million views. These figures indicate that the creation of this hashtag has triggered a very viral trend and received a positive response from various social media users, especially on the TikTok platform. Social media users, including fans of BTS and the Mad For Makeup BT21 Edition collection, felt compelled to participate in the hashtag by creating a variety of content related to these products. With so many consumers involved in the activations that Mad For Makeup has designed, Brand Engagement has been successful. This reflects the strong relationship that has existed between the brand and its customers. Brand Engagement is an important step in building and maintaining

sustainable relationships between brands and consumers. In this case, brand activation has brought consumers closer to the Mad For Makeup brand. Consumers feel involved, connected, and inspired by BT21 products, which in turn can increase customer loyalty.

Mad For Makeup's successful brand activation through social media, specifically TikTok, is a testament to the importance of these platforms in influencing brand image, customer engagement, and overall business performance. Through effective strategies, Mad For Makeup has succeeded in creating positive momentum among its consumers, which translates into active participation through hashtags and high viewership. In a world of marketing that is increasingly linked to social media and online interactions, the ability to build strong brand engagement with customers is the key to success. Mad For Makeup has shown how important smart and effective brand activation is, and leverages social media to achieve that goal. This is a clear example of how brands can take advantage of digital trends and strong customer relationships to achieve great success in a competitive market.

AIDMA Model Analysis

As a cosmetics company that continues to innovate, Mad For Makeup has succeeded in stealing the attention of a large number of consumers, especially cosmetics fans and/or BTS (Bangtan Sonyeondan), who are often known as ARMY. To understand in more depth how the marketing and promotional strategies of Mad For Makeup BT21 Edition influence consumer engagement behavior, interviews were conducted with 10 different respondents. They are all women in the productive age range who have an interest in the world of beauty, are fans of BTS, or even both. This interview aims to gain a richer perspective on how Mad For Makeup BT21 Edition influences the interests, desires, and ultimately purchasing actions of this market segment.

The following is a brief overview of the profiles of the respondents who were

interviewed to help understand the consumer's perspective and background which provides valuable insight into this analysis. All respondents are women in the productive age range, namely between 18 and 35 years. They represent a variety of social and economic backgrounds, from students to professionals. More importantly, all the respondents are fans of cosmetics, with some of them being die-hard BTS fans or ARMY. This is an important element that provides a unique perspective in this analysis, as they have a strong interest in beauty and also have an affinity for BTS.

In the interview, a number of questions as an interview guide were also presented to gain a deeper understanding of the respondents' knowledge and involvement in the BT21 Edition of Mad For Makeup.

Some of the questions asked include:

- a. How did you first hear about Mad For Makeup BT21 Edition?
- b. What attracted your attention to the Mad For Makeup BT21 Edition digital campaign?
- c. What convinced you to buy Mad For Makeup BT21 Edition products?
- d. Did your previous experience using Mad For Makeup products influence your decision to purchase a BT21 Edition product? How did those positive memories influence your decision?
- e. What ultimately motivated you to purchase Mad For Makeup BT21 Edition products? Do personal reasons such as cosmetic products being out of stock or unique packaging play a role in your decision?
- f. Do you prefer shopping online or going to a physical store?

The following are the results of the analysis of 10 respondents who were interviewed for the purposes of making this analysis.

Attention

All respondents are aware of the existence of Mad For Makeup BT21 Edition. There were 2 respondents who found out about the advertisement from offline stores, and the rest

found out about the advertisement through social media. Apart from seeing content from the official Mad For Makeup account, they are also exposed to a lot of content using the hashtags #MadForMakeupBT21 and #MadMetBT21. One respondent who is not a BTS fan explained that the digital campaigns presented by Mad For Makeup are always unique, fresh, and relatable. Mad For Makeup always tries to be open about the process of making each product to increase buyer confidence through the content presented. Apart from that, the content created also often provides answers to the concerns and requests of the audience (Mad For Makeup fans) so it feels closer. Meanwhile, respondents who are BTS fans explained that Mad For Makeup's content before launching the Mad For Makeup BT21 Edition product series had provided clues as to who Mad For Makeup would collaborate with in the future. Seeing it, he became even more interested and impatient because he wanted to immediately have the Mad For Makeup BT21 Edition product to add to his collection of items related to his favorite boy band.

The importance of capturing attention and connecting emotions with the target audience in a marketing strategy cannot be underestimated. Mad For Makeup has succeeded in using an interesting concept that has an emotional appeal to attract attention. One of their advantages is unique product packaging that can be kept or collected, creating added value for consumers. The innovation that Mad For Makeup brings is also a strong pull factor, especially for BTS fans who feel connected to this product. Mad For Makeup has succeeded in creating an emotional connection with BTS fans, known as ARMY, by reflecting their experience and interest in its products. The importance of listening to the audience also becomes clear in Mad For Makeup's marketing strategy. They actively interact with their audience, responding to comments and accommodating their requests. This initiative creates a close relationship

between the brand and consumers, increasing customer satisfaction, and maintaining consumer comfort. Mad For Makeup understands that these interactions build strong customer loyalty. Apart from that, wise choices in distributing marketing campaigns by utilizing online and offline channels have also helped in increasing brand awareness. By covering multiple channels, Mad For Makeup can reach a wider audience and ensure that its message is spread effectively.

In the overall analysis, Mad For Makeup has successfully combined a compelling concept, emotional appeal, active interaction with the audience, and thoughtful distribution to build strong brand awareness and maintain a loyal customer base. All these factors contribute to the success of their marketing strategy.

Interest

Based on the two hashtags created by Mad For Makeup, namely #MadForMakeupBT21 and #MadMetBT21, as a form of activation to generate consumer engagement, 9 respondents said that their interest increased after watching various content that used these two hashtags. The varied forms of content and attractive packaging are strong factors in increasing their interest, especially content that reviews Mad For Makeup products, BT21 Edition. There were 3 respondents who were not BTS fans, spending quite a lot of time watching reviews made by influencers and fellow consumers on various social media platforms. Looking at the benefits, content, and price were considerations for several respondents before deciding to buy the Mad For Makeup BT21 Edition product. Then, 2 respondents who were BTS fans said that they also considered those things just as mentioned before, the difference lies in the packaging which they also consider because it contains BTS elements. Then 1 respondent who is a pure BTS fan and doesn't really understand makeup products said that he is more concerned with packaging and sentiment when buying Mad For Makeup BT21 Edition products.

Understanding how to build consumer interest is an important aspect of marketing strategy. One effective method to achieve this goal is to rely on reviews and testimonials from other consumers. These reviews provide an objective view and real experiences about the product, which in turn helps potential buyers to make more informed decisions. Consumers often look for reviews before purchasing a product because they want to understand how the product works in real life, to what extent it meets expectations, and what other users are saying. This provides valuable insight and gives confidence to potential buyers. However, in the context of boyband fans, the factor of affiliation with their favorite boyband also has a significant influence.

Fans who have an emotional attachment to their favorite boyband tend to have a strong urge to support products related to that boyband. Products that reflect or are related to their idol boy band may already be a strong reason to build interest. Interest in the boy band is the main reason for true fans to consider products related to it.

In the overall analysis, while consumer reviews can be a driver of interest, for true fans, an emotional bond with their favorite boyband is often enough to build a strong interest in related products.

Desire

This stage is an advanced stage of Interest. If their interest has increased, then before buying, there are several other motivating elements that strengthen them to make a purchase. 4 respondents said that even though they had watched or read various reviews that had spread on the internet and social media, they were still looking for confirmation from their friends who had actually shopped for Mad For Makeup products. If friends or relatives say that the product is good or worth buying, then this is what underlies their desires before buying Mad For Makeup products. 2 other respondents tried to look for other reviews from different platforms, they even looked for reviews in the

form of videos that showed comparisons of Mad For Makeup products with other products to see durability and other aspects to really determine whether Mad For Makeup products were worth it. they buy it or not. However, there was 1 respondent who was classified as a BTS fan, whose urge to buy Mad For Makeup BT21 Edition was strengthened due to being consumed by FOMO Culture (Fear Of Missing Out). His desire to buy this product significantly increased because apart from the packaging being collectible and containing BTS elements, he saw how his fellow ARMYs already had this product.

Careful reviews of Mad For Makeup BT21 Edition products play an important role in moving consumers from the Interest stage to the Desire stage. Even though consumers have shown initial interest in the product, they often need validation or convincing reasons before they actually decide to purchase. The reviews providing an in-depth look at the product, such as quality, performance, and user experience, can provide additional confidence to potential buyers.

With positive reviews and strong testimonials, consumers feel more confident and motivated to purchase Mad For Makeup products. Apart from that, social factors such as cultural FOMO (Fear of Missing Out) also play an important role in influencing consumer behavior before they make purchasing decisions. FOMO culture creates powerful social pressure, reminding consumers that they don't want to be left behind by trends or miss out on booming experiences. In the context of Mad For Makeup products, FOMO can encourage consumers to immediately buy the product to feel involved in the ongoing beauty trend.

Thus, in-depth reviews and social factors such as FOMO Culture play a big role in influencing consumers' decisions to purchase Mad For Makeup products. Validation through reviews and social encouragement from FOMO can be a powerful driver to turn interest into a strong desire to own it.

Memory

6 respondents said that they had previously purchased products from Mad For Makeup. One of them explained that the products produced by Mad For Makeup have good quality and good packaging. Therefore, good memories of Mad For Makeup products are also one of the motivating factors for purchasing Mad For Makeup products, BT21 Edition. From the perspective of respondents who are not BTS fans, the positive sentiment they have towards Mad For Makeup answers their doubts about trying products from other brands. 3 respondents explained that they wanted to reduce the risk of having a bad experience when trying products from other brands that they had never purchased before, so they settled on Mad For Makeup to maintain their level of satisfaction. On the other hand, there was one respondent who had never purchased a Mad For Makeup product before, but he remembered his memories of buying official BTS merchandise and his euphoria when managed to hold the merchandise. So, this is a quite strong motivating factor for respondents who are classified as BTS fans. What's more, each product in the Mad For Makeup BT21 Edition product range has many variants with the names and pictures of BT21 characters as well as BTS song titles, so just like collecting photocards, they are also encouraged to collect the packaging. Mad For Makeup BT21 Edition products from each variant.

Memories or memories are emotional elements that play a significant role in purchasing decisions. Especially in the context of Mad For Makeup BT21 Edition products, respondents were often carried away by positive memories connected to the brand. These can be happy moments such as when they first tried the product. Memories like these revive the positive sentiment attached to Mad For Makeup BT21 Edition products, and this triggers a strong urge to purchase them. When respondents reflected back on these happy moments, they felt more connected to the brand and felt more confident in their purchasing decisions. Memories of the

product and positive experiences associated with it provide strong emotional support for respondents, which then helps in motivating purchases.

In this analysis, it can be seen that memories are an important factor influencing purchasing decisions, especially when brands seek to establish an emotional connection with their customers. In Mad's case For BT21 Edition Makeup, these positive memories are one of the main drivers in purchasing their products.

Action

60% of respondents ultimately decided to buy Mad For Makeup BT21 Edition products. Some of them bought this product because they wanted to add to their cosmetic collection, and repurchase cosmetics that had run out, and there were also those who bought it because it was based on the packaging with BTS elements and the unique and collectible experience of opening the packaging. Another 40% of respondents have not purchased Mad For Makeup BT21 Edition products for several reasons. Some said that they did not yet have the urgency to buy the product. Then during the interview, they were also asked what kind of shopping method they preferred, and more than half answered that they preferred shopping online.

With the emergence of various online sales stalls and their responsive sellers, these two things are considered very profitable because they can reduce distance and time when shopping. Shopping becomes easier because they can do it anywhere and at any time. Meanwhile, the remaining respondents prefer to still come to the shop in person. For this reason, they can see the product directly and there is also a tester that they can try to further assess whether the product is worth buying or not.

Of the respondents who already own Mad For Makeup BT21 Edition products, they made purchases online. Based on various reasons, there were respondents who said that they wanted to buy other items at once, and there were also those who said that they did not have

free time to go to offline shops, so they shopped through online sales stalls.

There are two main factors that motivate consumers to buy Mad For Makeup BT21 Edition products. First, there are strong personal reasons that drive them, such as running out of cosmetic products or interest in unique packaging that has BTS elements. This factor is an intrinsic driver that comes from personal needs or desires, which makes consumers feel the need to get the product. Second, the shopping environment also influences purchasing decisions. In the interview results, most respondents preferred shopping online because they were considered more efficient in terms of time and energy. The convenience of online shopping, with a wider selection and the ability to compare prices quickly, makes this option more profitable for most consumers. Apart from that, online promotions and ease of payment can also increase the attractiveness of online shopping.

In this context, personal factors and shopping preferences play an important role in motivating consumers to purchase Mad For Makeup BT21 Edition products. The combination of personal encouragement and the convenience of shopping online is the most attractive option for most consumers.

This article discusses the importance of attention, interest, desire, memory, and action in marketing strategy, highlighting similarities and differences with previous research. The similarity with previous research lies in the influence of attention in interaction with the audience and increasing interest through content variations, but in the context of the Mad For Makeup BT21 Edition product, attention is focused on digital campaigns, product availability, and unique content.

What is different is the significant influence of affiliation with the boy band BTS on consumer interest and the strong influence of emotional ties to the boy band in building desire, which is not as far as it applies to other products. Positive memories influencing purchases have

been observed before, but here, the influence is amplified by the emotional connection to the boyband and positive experiences with previous products.

In the act of purchasing, there are similarities in personal factors and preferences that influence online purchases, but specific motivations such as the desire to add to a collection or BTS elements on the packaging are unique factors that are more related to this product.

With the conclusion that specific factors related to BTS create a unique nuance in the marketing strategy of Mad For Makeup BT21 Edition, this article provides additional insight into adapting a general marketing model to attract an audience that has an emotional connection to a specific entity such as a famous boy band.

CONCLUSION

For Makeup BT21 Edition is a successful example of implementing Brand Activation and Engagement strategies in the cosmetics industry in Indonesia. In the analysis that has been carried out, it can be seen that Mad For Makeup has succeeded in creating a strong relationship between the brand and consumers, especially among BTS fans and BT21 characters. Brand Activation is a strategy that aims to create awareness, interest, and interaction with customers. Mad For Makeup managed to achieve this very well through collaboration with BTS and BT21 characters.

This collaboration created high exposure on social media, especially through the hashtag #MadForMakeupBT21 which reached a total of 132.3 thousand views, as well as the hashtag #MadMetBT21 which even reached a total of 1.2 million views. This reflects the creation of strong awareness among consumers. Additionally, Engagement, which includes customer response and participation towards the brand, has also been successfully implemented by Mad For Makeup. This can be seen in the high level of consumer interaction

and participation on social media regarding this brand. This has helped strengthen the relationship between brands and consumers. The results of the Brand Activation and Engagement strategy implemented by Mad For Makeup are increased customer loyalty and customer satisfaction. This has a positive impact on the brand's business results.

This research also applies the AIDMA Model to describe how consumers experience the process of purchasing Mad For Makeup BT21 Edition products. The Attention stage is formed through digital campaigns and the effective use of hashtags. The Interest stage is strengthened through reviews, testimonials, and creative content. Desire is influenced by positive memories from previous use of Mad For Makeup products and social factors such as FOMO Culture. Action is the stage of purchasing action that occurs for various reasons, such as the desire to add to a collection, unique packaging, and the ease of shopping online.

The majority of respondents involved in this research also support the argument that the Brand Activation and Engagement strategies implemented by Mad For Makeup BT21 Edition can be considered successful. Overall, this research provides valuable insight into how local cosmetics brands like Mad For Makeup can leverage social media and implement effective marketing strategies to stay competitive in the competitive cosmetics industry. Mad For Makeup's success is also an example of how local brands can face competition from international brands in the cosmetics market which continues to grow in Indonesia.

Informed Consent

The authors have obtained informed consent from all participants.

Conflict of Interest

The authors declare that there is no conflict of interest.

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