

Emina Girl Gang Ambassador (EGGA) As A Public Relations Marketing Strategy in Building Emina Cosmetic's Brand Image

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ABSTRACT

Cosmetics are ingredients that are used to support one's appearance and at the same time have a good impact on the health of the human body. Nowadays, cosmetics are not only used for aesthetic effect, they also increase self-confidence and look more attractive. The steadily increasing growth of the local cosmetics business sector in Indonesia has become a subject of attention for PT Paragon Technology and Innovation which is a cosmetics company that owns three main brands: Make Over, Wardah and Emina Cosmetic. In this study, the researcher intends to discuss in depth Emina of PT paragon through the best strategy to maintain a firm presence in the competitive business of local cosmetics. Certainly, Effective and creative strategies are. Without a doubt, needed so that the company can compete on attracting public attention, one of these strategies is the application of Emina Girl Gang Ambassador (EGGA) as a Public Relations Marketing strategy in the company. Through this study, the researcher intends to determine and analyze the role of Emina Girl Gang Ambassador in 7 Marketing Public Relations tools by Kotler and Keller. This study used a descriptive qualitative method with data collection techniques of semi-structured interviews and data reduction analysis techniques by Miles and Huberman. The results showed that Emina's brand from PT Paragon Technology and Innovation used 2 main tools from 7 points presented by Kotler and Keller, namely events and sponsors.

1. INTRODUCTION

Cosmetics are ingredients that are used to support one's appearance and at the same time have a good impact on the health of the human body (Nuriasari, 2018; Yonita et al., 2019). Nowadays, cosmetics are not only used for aesthetic effect, they also increase self-confidence and look more attractive. However, it is also a form of embodiment of art in polishing the face or body. In Indonesia, skin cancer ranks third in the cancer that is often complained of by patients after uterine cancer and breast cancer. Skin cancer dominates 5.9 to 7.8 percent of all types of cancer per year. One of the reasons is the illegal use of skin care cosmetics. The use of mercury in whitening creams will gradually settle on the skin. Long-term use will cause the skin to turn blue-black and lead to skin cancer (Wilvestra et al., 2018). The dangers of using illegal cosmetics ranging from irritation, allergies to the risk of skin cancer are often ignored by the public.

The most influential way for now is where there are testimonials from someone who has used it, so that consumers can be convinced to use the product (Yonita et al., 2019). It can be said that a Public Relations strategy is needed in introducing or increasing the awareness of a product. Companies can carry out strategies such as using influencers, to market the products they produce. Many organizations have identified social media influencers (SMIs) as relevant intermediaries, primarily because they provide access to and it can even influence hard-to-reach stakeholders, for example, youth and young or special adult consumers interesting group. In this way, the IKM has an impact on the achievement of organizational goals. Therefore logical step that the organization has started to develop and build strategic SMI communications as communication instruments, which expand their strategic communication toolbox. Follow in the footsteps of organizational practice, research in strategic communication, and more the field has produced the first valuable insights into, for example, how organizations can become

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involved SMIs, how to adjust organizational activities with SMI work routine and the impact of SMI communications on stakeholders (Djafarova & Rushworth, 2017).

Emina Cosmetic is a local cosmetic brand developed by PT Paragon Technology and Innovation, launched in 2015 with a “fun, playful, color” image. Emina Cosmetic was born from the same company that produces the Wardah and Make Over brands, the difference is that Emina prioritizes the youth target market by carrying a more girly and cute style. Because Emina's target is young people, this beauty product from Emina Cosmetics is made with a light formula while still using pigmented colors. Emina Cosmetic in carrying out a strategy to build Emina's image, forming a community or group called the Emina Girl Gang Ambassador (EGGA) as a role in influencing product use, can help promote and introduce to a large audience, especially young women. Emina Girl Gang Ambassador is the ambassador or representative of each school or campus who was selected as the liaison between each school and Emina Cosmetic. Emina has succeeded in attracting the attention of young people, especially those who are cosmetic lovers, this can be seen from the large number of Emina Girl Gang Ambassador applicants who reached 5000 people. EGGA is a group consisting of classmates or peers who are required to be able to influence in every activity regarding Emina's beauty products.

In this regard, brand image can be seen as a key element indicating how consumers feel about a brand and whether a positive relationship exists between the brand and consumers. By measuring brand image, managers can identify both desirable and undesirable brand associations and address these associations in their branding efforts. Thus, from a managerial point of view, understanding how consumers perceive brands is essential for successful brand management (Plumeyer et al., 2019). Peers (peer groups) are groups of people who have the same interests and desires. In adolescence, these peers have a big influence where in general adolescence is a time of looking for identity with the influence of peers, adolescents will grow and develop their way of making decisions. EGGA was born as an embodiment of a Public Relations strategy combined with sales marketing to create awareness and build a positive brand image that will benefit Emina Cosmetic sales.

The results of the previous research show that there is a peer group of students at the Faculty the economy of the Palembang Campus, Sriwijaya University, is due to several aspects which became the background for the formation of the peer group, namely in the form of existence the development of the socialization process, the need to receive appreciation from environment, and shared hobbies (Destisya et al., 2019). Other result shows there is no significant effects from peer influence to the purchase decision, but there is significant effects from social media usage and electronic word of mouth (Wiridjati & Roesman, 2018). The most significant is coming from the electronic word of mouth. Engaging millennial generation consumers with social media campaigns and mobile technology development, such as Facebook ads, pages like ads, or ads on YouTube can increase the value of purchasing decisions. Marketers need to pay attention to the mixed effects of using social media and e-WOM.

The regression analysis of the previous research showed that the appearance of conversations with friends and Peer attribution was associated with cosmetic surgery considerations for social reasons, when flirting on muscles (but not seductive in general body and shape) was associated with interest in cosmetic surgery for intrapersonal motive (Matera et al., 2018). This finding highlights its importance psychosocial factors, such as peer influence, body fat dissatisfaction, and social comparisons in men interest in cosmetic procedures. Other results showed that viewing images of females who have undergone cosmetic enhancements affected young women's desire for cosmetic surgery, especially if they spent a significant amount of time on social media, followed many accounts, and were less satisfied with their appearance (Walker et al., 2019). These findings have implications for parents, clinicians, and policy makers for understanding how internet habits, particularly the use of social media, influence the desire for cosmetic surgery, including the psychosocial motivations underlying those intentions

Based on the results of data, there is a value of the influence of conformity, social facilitation and polarization of 24.8% while the remaining 75.2% is explained by other variables not examined in this research (Widyastuti & Malau, 2020). If a consumer needs a product, he does not care about the Peer Group he has, or it can be said that the Peer Group does not affect whether a consumer will buy an item or not (Wacono et al., 2021). Product and peer advertisements influence is very important in influencing consumer purchasing behavior and therefore needs to be done driven by product manufacturers and marketers (B C Chine et al., 2019). This study aims to determine the Role of Peer Group - Emina Girl Gang Ambassador (EGGA) - as a Public Relations Marketing Strategy in Building Emina Cosmetics Brand Image. Based on the explanation above, the researcher is interested in researching and analyzing in depth the strategy of Emina Girl Gang Ambassador's peer role as Marketing Public Relations (MPR) in building Emina Cosmetic's brand image. Where, according to researchers, the use of peers as tools in building the image of a company brand is something that not all brands or companies have done in their promotional activities' strategy.

2. METHODS

In this study, researchers used qualitative methods. The researcher decided to use a qualitative method with descriptive type of research because the researcher wanted to gain understanding and research more deeply about the role of EGGA's peers as a public relations marketing strategy in building a cosmetic Emina image. In the study, there will be interviews to better understand the problems to be discussed. In this study, the presence of sources is needed to provide reliable information and provide answers to questions and matters that are the focus of this research. So, the informant must have a lot of experience about the research background. Researchers chose several sources as informants in this study. The selected sources are from internal parties (from Emina Cosmetic) and also from external parties (from consumers and also from EGGA members). Internal sources were: Clarissa Gunawan, Emina Cosmetic's Brand Manager (The reason the researchers chose this source was due to the suitability of the questions to be discussed and researched regarding EGGA implementation and obstacles so far). Apart from internal sources, researchers also chose external parties, namely: Yessy - EGGA Member; Christy - EGGA Member; Intan Putri Permata - Consumers; Claudia Suryana - Consumer; Refira Triandisti - Consumer; Nadia Alfiana - PR specialist.

3. RESULTS AND DISCUSSIONS

Results

Emina Cosmetic is a local brand that uses the role of peers as a Public Relations marketing strategy and is used as a tool to form a positive company image. The role of peers itself became Emina's power in influencing her audience, therefore the EGGA community (Emina Girl Gang Ambassador) was formed. Emina Cosmetic's brand, which is a subsidiary of a technology paragon company, uses the role of Emina Girl Gang Ambassador's peer group as an MPR strategy, which is one way to form a positive image of Emina's brand. Researchers see the reason Emina uses this strategy, because currently there are many local cosmetic products popping up in Indonesia. Where it is a challenge for the Emina brand to always exist in the minds of the Indonesian people. The increasing number of years and the changing of times made other brands compete in branding their products, including Emina. This made Emina realize that ordinary promotional techniques were not enough. It is certain that there are other, more creative ways that are accepted by society or young women in Indonesia. Therefore, Emina formed a forum for young women, which Emina supported both in terms of increasing self-confidence, increasing communication skills, and skills in managing an event. In addition, Emina also supports EGGA members in providing free products and extras such as money to appreciate the activities carried out by EGGA members. The activities carried out by EGGA certainly provided good feedback to Emina.

The next reason is that Emina uses EGGA as the MPR strategy. They have previously conducted research on targets that are easily influenced in an activity. Where the results of this study explain that the role of peers is very influential on adolescents in making decisions. This opportunity was taken by Emina to carry out a strategy that could replace the old promotion method. Another reason, Emina wants to help young Indonesian women to get through their adolescence years and Emina wants to embrace young women, who say that they are beautiful by having the hashtag "born to be love". It is known that the activities carried out by EGGA are, in addition to conducting product reviews on social media, they are holding an event, which they will publish on their social media. Thus, many audiences, especially playmates or peers of EGGA members, will know about the activity. Indirectly Emina is promoting or communicating her products in a different way. The MPR activities carried out by EGGA on Emina's brand image use 2 main tools from the 7 points described by Kotler and Keller. The first is the event, the activities carried out are such as: seminars that discuss beauty; special events such as beauty classes, gatherings, and challenges. Second is Sponsor, EGGA as an extension of Emina's hand to consumers, has an important role in spreading messages, campaigns, and being a representative in each school / campus to bridge sponsorship. Community Relations, developing beauty community among teenagers. In addition, EGGA helps Emina in gaining insights, input related to innovation and the habits of today's teenagers.

From the above discussion, it then strengthens the reasons and objectives of implementing the role of EGGA's peers in forming a positive image of the Emina Cosmetic brand. The existence and consistency of brand images and products that were previously well known must be maintained in the minds of Indonesian young women. Emina's recognition of the role of peers as a tool of the MPR in building Emina's brand image had a positive impact, which with the existence of EGGA, sales increased by about 50% in 2019. Regardless of what has been explained by the Emina brand. Researchers see that the existence of EGGA is not only beneficial for the Emina brand, but also the members of EGGA who are joined to gain knowledge and experience. This knowledge and experience may not be obtained from either school or campus. The opportunity that Emina sees through the role of peers in terms of decision

making is a creative and efficient idea. Almost all informants stated that Emina's brand image was getting better or positive after the Emina Girl Gang Ambassador (EGGA) was born, and it is increasingly known as a unique cosmetic brand at an affordable price for young women.

Table 1. The Summary of the Research

INDICATOR	THEMATIC ANALYSIS
Companies can attract public attention to new products or company activities by organizing special events such as news conferences, seminars, events, trade shows, exhibitions, contests and competitions, as well as birthday events that will reach the target audience.	<ol style="list-style-type: none"> 1. EGGA organizes several events about beauty. Such as, beauty class, shopping race, make up challenge and EGGA Graduation 2. Emina also held an event inviting influencers as guest stars and EGGA to participate in the event, both to enliven and assist in promoting this activity on their social media.
Corporate Sponsors can promote their brand and corporate name by sponsoring sporting and cultural events and highly valued charity events.	EGGA is an extension of Emina and colleges / schools to bridge sponsorship.
According to Congen, the peer group that becomes the reference group can vary. Peer groups can take the form of their profession, hobby, class, family, village, and region.	EGGA was deliberately formed to accommodate young women of the same age who have the same interest in beauty.
There are two types of peer groups, namely "clicks" and "clubs". Clique, a peer group whose members always plan to do something together which is positive and does not cause social conflict. Clubs, peer groups that are formal in the sense of having regular social organization and adult guidance.	In EGGA, there is a curriculum that has been planned or compiled by Emina as a standard for activities and skill development of its members. So that in the social media management process they can find out efficient tricks to attract the attention of the audience.
Peer Functions: Participation in peer groups provides a great opportunity for these adolescents to experience the social learning.	<ol style="list-style-type: none"> 1. EGGA was formed as a means to create and learn about beauty; EGGA also teaches how to socialize well in the developmental stages of their peers. 2. EGGA activities can train youth creativity skills in social media management, public speaking, digital marketing and handling events independently.

Discussion

In the theory of planned behavior, it is believed that individuals the intention to perform a particular behavior is motivated by logical action or reason. This is because individuals want to establish a justification for their actions (Chine et al., 2018). In other words, because rational consumer, he wants to buy a product that meets his needs. Moreover, the theory assumes that consumers consider their purchasing decisions to ensure that they take the maximum decision satisfaction. As a result, they prioritize their needs and plans with the information they need to have evaluated with respect to their buying behavior. After the buying decision process, the consumer goes through six processes stages of the cognitive process according to this theory and each of the six stages involves planning. Example, consumers undergo planning and reasoning, identify needs, then seek information, evaluate obtained based on their needs, make purchasing decisions that are in line with the reasons or Confidence: And finally she can decide to continue or quit to patronize based products based on experience.

Previous research results imply that to create impulsive purchases in Indonesian indie cosmetic products, it is very important for these brands to realize their importance two social factors that can cause impulse buying, namely: online reviews and peer (Kusmaharani & Halim, 2020). It is important so that these brands know readers of online reviews with hedonic motives, do a further search about indie Indonesian cosmetic products that drive impulsive buying desires and then end up actually bought the product on an impulse. It's also important for these brands to know about it social media, the strength of strong individual-level bonds with peers and group-level identification with peers fostering communication among Indonesian indie cosmetic products which then encourages their desires buy

impulsively and end up buying Indonesian indie cosmetic products impulsively. Based on these findings, Indonesian indie cosmetic brands can lead consumers toward impulsivity their product purchase by raising the problem and facilitating: online reviews viewed from Hedonic motives and peer relations on social media are mainly related to peer communication product. In particular, discussing online reviews, cosmetic brands are advised to submit and facilitate online reviews in a way that is as eye-catching and aesthetically pleasing as their official photos and videos official website and / or social media accounts. For peer communication, cosmetic brands can specifically encourage impulsive buying by monitoring targeted peer communications consumers on social media and build online communities to learn about customers and connecting with customers also connecting customers who share the same interests.

Consumer adoption of cosmetics is also shaped by social pressures and their reference opinions groups such as family and friends. The opinions or beliefs that are felt by the people closest to and important to the respondent can help they build self-confidence and gain knowledge about the attributes of cosmetics (Kaur et al., 2018). The role of the environment, especially peers in terms of forming and influencing one's behavior is very high. The pattern of interaction between peers is currently not limited by distance and time (Wu et al., 2020). The development of communication access via mobile phones, social media, and other communication media makes it possible for peers to communicate freely. As a result, the pattern of closeness of young women and their peers is not inferior to closeness with their families. A young woman sometimes listens to suggestions from peers rather than advice from others. Peers can recommend the use of certain brands of cosmetic care products to their friends. Young women also sometimes have the desire to look the same as their peers who they think are beautiful. So they tend to use the same cosmetic products or recommended by their friends. This has influenced the behavior patterns of the use of illegal cosmetic skin care products in young women (Yonita et al., 2019)

The use of skin care cosmetics is triggered by self-esteem, body image, and support from peers. A teenager will try to maintain his self-esteem and build their body image, one of them by using skin care cosmetics. A high sense of ego from a teenager not to be inferior to his friend makes the teenager increasingly motivated to be able to look beautiful. This increases the possibility of a teenager to use cosmetics that can make them look beautiful in a relatively short period of time. This type of skin care cosmetics tends contains ingredients that are classified as dangerous and illegal. The use of skin care cosmetics is higher when peers provide support in the use of skin care cosmetics because they feel the product provides positive benefits (Khumaira, 2018)

Internal psychological problems are not the only things that cause a person to undergo cosmetic surgery (Jafferany et al., 2020). External influences can also have a profound effect. These are peers, parents, and the media. They use this influence through things like comparison of looks and skinny ideal. Comparative appearance is when a person continuously compares their own appearance and body with those they find attractive. Imposing cultural ideals expose individuals to what different standards of attraction are. These ideals create pressure for individuals to conform as they compare themselves to what they think they should look like. The use of promotional events in malls is designed to increase the value of shopping based on experience. The mall is used for various events differentiate themselves and attract traffic (Khare et al., 2019). The study found that promotional product liking events, celebrity performances, and festivals were the most popular. Mall managers are mainly used by celebrities to promote malls and create a likable image. The results show that celebrities are widely used in most of the mall events. This may be associated with glamor, and the aspirational value communicated through the celebrity image, and consequently influencing the image of the mall.

Although social media interest for marketing purposes has increased in recent years, social media marketing studies are still in the initial investigative stage (Kapoor et al., 2018). In particular, while existing studies of digital influencers claim that they are a valuable corporate brand-related eWOM communication channel (Childers et al., 2019). In particular, the influence the potential power of an influencer has on brand followers behavior has received surprising little scientific attention. This is a critical issue because practitioners still lack a solid understanding of how influencer marketing should be managed and measured, and they basically focus on monitoring if influencer followers share and reinforcing brand posts to measure success (Childers et al., 2019). The present study develops a model for understanding the impact of digital influences on follower brand outcomes. The study shows that perceived influence on digital influencer followers, brand engagement in self-concept, brand expected value, and purchase intention are interrelated, thus supporting the proposed conceptual framework. Several studies have investigated the shared value creation process in brands community on social media (Kamboj et al., 2018). However, to the best of our knowledge, none of these studies have examined the formation of expected value through the influencing power of digital influence. The current study confirms a positive and significant relationship between perceived influence and expected brand value. These findings represent an advance in the literature on digital influencers. This study also contributes to

this area of research as it shows the perceived influence influencing the brand's recommended purchase intention (Casaló et al., 2018; Lou & Yuan, 2019; Sokolova & Kefi, 2020).

Managers should consider the potential that digital influencers have to attract attention of consumers towards their brands and, consequently, to develop more effective brand communications. By selecting this marketing tool, brands can capitalize on the social influence of digital influencers engaging them in order to increase the impact of their marketing actions on audience (Ananda et al., 2016 in Jiménez-Castillo & Sánchez-Fernández, 2019), thus enhancing competitiveness of social media campaigns and the return of their investment (Shiau et al., 2018). Second, this study's results highlight the ability of digital influencers to influence the behavior of followers in their role as consumers, demonstrating that the influence they exert may affect perceptions, evaluations and purchase intentions regarding the recommended brands. Therefore, this research helps managers understand how the influencers' brand prescribing power works. In this sense, as this power would increase brand engagement in self-concept, brands that pursue consumer-brand identification with a non-traditional marketing communications strategy should invest in digital influencers as an effective online communication tool. Furthermore, brands which are newly emerging or those interested in improving their awareness or reputation may benefit from influencers to increase value expectations in their target audience. Likewise, brands that aim to increase sales and market share may incorporate digital influencers in their social media strategy since its use helps increase consumer's purchase intention.

Third, this research work demonstrates that, beyond choosing influencers based solely on their number of followers, or other observable metrics (Arora et al., 2019), companies should additionally focus on selecting influencers who are able to generate an impact that translates into the creation of brand value and engagement so as to elicit a greater behavioral response. Accordingly, practitioners should use a mix of observable and perceptual indicators that provide a holistic view of the potential power of digital influencers. This can be very useful for companies to identify, evaluate and select particular influencers for promotion purposes. Brands can estimate the perceived influence on followers by evaluating their perceptions of brand engagement in self-concept, brand expected value and intention to purchase recommended brands. This study provides measurement tools for managers to monitor the effectiveness of influencer marketing. Direct follower feedback surveys may be useful for companies to evaluate influencer's performance and "brand health". Such insights could help managers implement more effective influencer marketing campaigns or modify existing campaigns to achieve expected brand objectives.

Finally, it should also be pointed out that brands should ensure that messages transmitted through digital influencers are not limited exclusively to exerting a persuasive effect to encourage potential purchase but should also help generate brand value and engagement to reinforce this behavioral intention. Managerial relevance derives from the design of appropriate messages spread through influencers to achieve several communication objectives, that is, to inform and persuade consumers in order to enhance brand engagement and expected value and convince them to buy the endorsed brands. (Jiménez-Castillo & Sánchez-Fernández, 2019). Social media marketing is a great strategy for brand awareness. It is considered an informative tool for customers to get the latest details about the product. Contribution of current studies theory finding is that the expansion of marketing communication tools to be combined social media and its impact on brand awareness. Previous research findings suggest that social media Consumers who are aware of the value are not loyal to the brand, as the value awareness and brand loyalty variables are negatively related (Ismail, 2017). The results also show that value awareness is negatively related to brand loyalty. They have personal experience with the product and are willing to share their opinions recommendations with many other people in person and online on social media.

4. CONCLUSION

Role of EGGA's peers is very influential on Emina's brand image. EGGA activities include online and offline activities. In online activities, EGGA will create content on Instagram social media and there is a deadline according to the content theme each month. While offline activities, they will make an independent event. For example, beauty classes and campus events that will be sponsored by Emina itself. The role of the EGGA can also be beneficial for its members, in addition to improving their public speaking skills. Through EGGA, these teenagers can learn how to organize an event and how to learn about social media management, which will be very useful in the world of work later. In carrying out the EGGA project as one of the MPR strategies, Emina said that the activities they had gone through could not be said to be an obstacle, but a challenge for the Emina Girl Gang Ambassador (EGGA) team in promoting Emina Cosmetic's image. Cosmetics companies must provide profitable campaigns to benefit their customers, such as activities integral offers, discounts, and coupons. Their social media platform or application must

be delivered relevant and up-to-date information about new fashion or cosmetic products. Cosmetics Company must also use various social media platforms and applications, such as mobile application, to better communicate with their customers. Then, if the social media platform becomes popular among a group of students, these students will influence other people. It is important to consider the causes of brand loyalty, because in general the market is going through a phase of decreasing customer loyalty. In such a phase, it is usually more than that difficult to retain loyal customers. This is also very important that business managers learn how to use non-traditional tools from Social Media Marketing. Social Media Marketing differs from traditional marketing (such as advertising on television or on magazines), because this new medium allows companies to communicate and interact their customers. Social media offers opportunities for companies to create and build brand loyalty. In the cosmetics industry, many of the most successful brands are social media users.

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