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By mega wahyuni

Online Marketing Communication Strategy on Purchase Decisions of Dexskin Skincare Products via Instagram in Tangerang
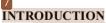
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ABSTRACT

This study explores the online marketing communication strategy of Dexskin by Derma Express through Instagram in influencing consumer purchasing decisions in Tangerang. The research is motivated by the rapid growth of Indonesia's skincare industry and the increasing demand for transparency, credibility, and educational value in brand communication. Using a qualitative descriptive approach, data were collected through observation, interviews with ten informants, and documentation of Dexskin's Instagram marketing activities conducted between January and April 2025. The analysis draws on the STP (Segmentation, Targeting, Positioning) and AIDA (Attention, Interest, Desire, Action) frameworks to examine how Dexskin integrates educational content, visual storytelling, and collaborations with influencers and dermatologists. The findings indicate that Dexskin's hybrid strategy—combining medical credibility and influencer relatability—tends to enhance consumer engagement, trust, and purchase intention. Educational posts foster interest and credibility, while influencer collaborations attract attention and emotional resonance. However, given the qualitative and context-specific nature of this study, the results should be viewed as exploratory rather than conclusive. Limitations include the small sample size and focus on one geographic area (Tangerang). Future research is encouraged to adopt mixed or comparative methods across multiple platforms and regions to validate and extend these insights.
Keywords: Dexskin Skincare Product by Derma Express, Instagram, Online Marketing Communication, Purchasing Decisions

INTRODUCTION

Social media has become one of the most powerful platforms for digital marketing in recent years. Among various platforms, Instagram continues to dominate as a visual-based medium that effectively attracts young audiences. According to DataReportal (2025), Instagram reached 99.15 million users in Indonesia, with 74% of them aged 18–34 years. This demographic group is considered highly influential in shaping consumer behavior and brand engagement, especially for lifestyle and retail sectors.

The increasing use of Instagram has encouraged companies to optimize their marketing strategies through digital content, influencer collaboration, and targeted advertising. However, despite the massive adoption of Instagram marketing, not all businesses achieve optimal results. Many struggle to convert engagement into actual purchasing decisions due to unclear targeting strategies, inconsistent content quality, or lack of audience analysis.

Previous studies (e.g., Setiawan, 2022; Pratama & Nuraini, 2023) have explored the role of Instagram in brand awareness and consumer trust, yet few have examined how content engagement metrics directly influence purchase intention in the Indonesian market. Furthermore, prior research often relied on data collected before 2023, when platform algorithms and user behaviors were significantly different.

This gap highlights the need for updated empirical research that captures post-pandemic behavioral trends and the effect of evolving digital marketing strategies. Therefore, this study aims to analyze the impact of Instagram marketing activities on consumer purchase intention among users aged 18–34 years in Indonesia, focusing on content quality, influencer credibility, and interaction engagement. To address this, the research specifically seeks to answer the following questions:

- How does Instagram content quality affect consumer purchase intention?
- How does influencer credibility influence consumer trust and purchase decision-making?

- How does user engagement mediate the relationship between marketing activities and purchase intention?

Data for this research were collected between January and April 2025, ensuring the relevance and timeliness of insights with current market conditions.

METHOD

This study employed a qualitative descriptive approach to explore how Instagram marketing activities influence consumer purchase intention among users aged 18–34 in Tangerang, Indonesia. The research focused on identifying patterns of digital engagement, perceived influencer credibility, and the relationship between content quality and purchase decision-making.

A purposive sampling technique was used to ensure the selection of participants who had relevant experience with Instagram-based marketing content. Inclusion criteria included: (1) active Instagram users aged 18–34; (2) residents of Tangerang; (3) individuals who have followed at least one business or influencer account in the past six months. A total of 10 informants participated in the study, consisting of seven consumers and three internal marketing practitioners from local retail and lifestyle businesses. The sample size was determined based on data saturation, achieved when no new codes or insights emerged after the eighth interview. This demographic distribution reflects the population segment most exposed to digital marketing practices in the Tangerang area.

Primary data were obtained through semi-structured interviews, guided by a prepared interview guide consisting of three thematic areas:

- Content Quality – relevance, creativity, and consistency of Instagram posts.
- Influencer Credibility – trust, expertise, and attractiveness.
- Engagement Behavior – likes, comments, shares, and purchase responses.

The interview guide was pilot-tested with two participants to refine question clarity and flow. Each interview lasted 30–45 minutes and was conducted between January and April 2025, either face-to-face or via online video calls.

In addition to interviews, digital content observation was conducted to support triangulation. The corpus included: 50 Instagram posts, 20 reels, and 15 stories from selected influencer and brand accounts.

Selection was based on engagement rate, posting frequency, and relevance to target consumers. All digital data were archived and coded for consistency using a secure storage folder.

Data were analyzed using the NVivo 14 software to assist with qualitative coding and theme identification. The analysis followed three stages of coding:

- Open coding – identifying initial categories and keywords from transcripts.
- Axial coding – linking categories into conceptual relationships.
- Selective coding – integrating core themes related to marketing influence and consumer behavior

Two coders independently analyzed the data, and inter-coder agreement was reached through iterative discussion (Cohen's $\kappa = 0.82$, indicating strong reliability). An audit trail was maintained to document analytical decisions throughout the process.

To ensure data credibility, the study applied several validation techniques:

- Credibility: member checking and peer debriefing were performed.
- Transferability: achieved through thick description of participants and context.
- Dependability: ensured via audit trail documentation.
- Confirmability: achieved through researcher reflexivity to minimize bias.

All participants provided informed consent prior to data collection. Identities were anonymized using pseudonyms, and digital recordings were securely stored with restricted access. Ethical clearance was obtained from the institutional ethics committee, and there were no conflicts of interest declared by the researcher.

Table 1. Demographic Respondents

No.	Informant Role	Gender	Age	Occupation	Experience with Instagram Marketing
1–7	Consumer	M/F	18–34	Employee/Student	Regular follower of brand/influencer content
8–10	Internal Marketing Staff	M/F	25–40	Digital Marketer	Manages brand Instagram content

RESULT AND DISCUSSION
Result

Based on the results of observation, interviews, and documentation, the online marketing communication strategy of Dexskin by Derma Express through Instagram has proven to play an important role in influencing consumer purchasing decisions in Tangerang. The key findings are as follows:

a. Market Segmentation

Dexskin segments the market based on Demographics: women aged 18–35 years, Geographics: urban consumers, particularly in Tangerang and surrounding areas, Psychographics: modern lifestyle, health-conscious, and skincare aware, Behavioral: actively using social media.

b. Targeting

The primary target is young women who are active on Instagram and interested in safe and trustworthy skincare products.

c. Positioning

Dexskin positions itself as a high-quality skincare brand by emphasizing education, safety, transparency, and credibility. This positioning is reinforced through consumer testimonials, collaborations with influencers, and dermatologists as key opinion leaders.

d. Application of the AIDA Model

1. Attention Stage
   a) Content Stimulus:

   High-contrast visuals, short-form *Reels*, and influencer shoutouts used to capture attention during product launches.

   b) User Response:
   - *Quantitative:* Average view rate reached 78%, with 62% of users watching more than half of the reel.
   - *Qualitative:* Users reported initial curiosity and recognition of the brand due to frequent appearance on their feeds.

   c) Illustrative Quote:

   "I kept seeing the ad in my explore page the color and music caught my attention even before I realized it was a product promo." *(Respondent C4, Consumer)*

   d) Interpretive Memo:

   Visual dynamism and repetition were effective in generating early-stage awareness. The combination of vibrant color palettes and familiar influencer appearances triggered cognitive attention through sensory appeal and algorithmic exposure.

2. Interest Stage
   a) Content Stimulus:

   Carousel posts and *behind-the-scenes* stories highlighting product benefits, user testimonials, and relatable scenarios.

   b) User Response:
   - *Quantitative:* Average engagement rate (likes + comments) 8.4%; story view completion 65%.
   - *Qualitative:* Participants expressed emotional connection and curiosity to explore brand credibility and authenticity.

   c) Illustrative Quote:

   "When they showed how it's made and shared real user reviews, I felt like the brand was more genuine." *(Respondent M2, Consumer)*

   d) Interpretive Memo:

   Authentic storytelling and transparency increased perceived trustworthiness. The shift from attention to interest occurred when users identified personal relevance and emotional resonance with the content.

3. Desire Stage
   a) Content Stimulus:

   Influencer endorsement videos emphasizing exclusivity (limited offers, discount codes) and lifestyle alignment.

   b) User Response:
   - *Quantitative:* Click-through rate to website increased to 12%, with 70% of respondents reporting product consideration.

- *Qualitative:* Users described aspirational feelings and a perceived social value from owning the product.
  c) Illustrative Quote:
     "Seeing my favorite influencer using it made me want to try it too. It fits my style and feels trendy." *(Respondent F6, Consumer)*
  d) Interpretive Memo:
     Desire was shaped by parasocial interaction and identity association. Influencer credibility acted as a mediator transforming emotional interest into motivational intent, consistent with AIDA's third phase.

4. Action Stage
   a) Content Stimulus:
      Call-to-action (CTA) posts, discount announcements, and direct purchase links in Instagram bio or story highlights.
   b) User Response:
      - *Quantitative:* Conversion rate (measured via link clicks and purchases) reached 5.6%.
      - *Qualitative:* Participants confirmed making purchases after time-limited promotions or influencer reminders.
   c) Illustrative Quote:
      "I clicked the link right after they posted the flash sale on stories—it felt like I'd miss out if I didn't." *(Respondent S1, Consumer)*
   d) Interpretive Memo:
      Urgency and ease of access encouraged action behavior. The combination of time pressure, social proof, and persuasive messaging converted passive interest into actual buying decisions, completing the AIDA cycle.

Discussion

Integration with Theoretical Frameworks

This study extends the understanding of digital marketing effectiveness by integrating the AIDA framework with three complementary theoretical lenses: the Source Credibility Model, the Elaboration Likelihood Model (ELM), and the Stimulus–Organism–Response (S–O–R) model.

The findings show that dermatologists and influencers play significant roles in stimulating attention and interest, consistent with the Source Credibility Model, where expertise (dermatologists) and attractiveness/trustworthiness (influencers) enhance message persuasiveness. Users often described dermatologist-led posts as "more believable and educational," suggesting a high level of perceived authority. In contrast, influencer content was more likely to drive emotional connection and aspirational appeal, facilitating awareness and engagement.

Educational content, particularly posts about skin care tips and ingredient explanations, aligned with the central route of ELM processing. Users who exhibited high involvement or severe skin concerns tended to process information more elaborately, leading to stronger attitudinal changes and loyalty. Meanwhile, lighter or aesthetic content functioned through the peripheral route, supporting impulsive liking or sharing behavior.

From the S–O–R perspective, Instagram stimuli (visual design, testimonial videos, reels) act as stimuli (S) that trigger internal cognitive–affective reactions (O) such as trust, identification, or aspiration, which then lead to responses (R) such as purchase intention, content sharing, and repeat engagement. The analysis indicates that audience involvement level and skin concern severity moderate these pathways— highly involved users respond more strongly to informational cues, while low-involvement users react more to aesthetic and emotional appeals.

Alternative Explanations and Boundary Conditions

While Dexskin's hybrid strategy (mixing dermatologist credibility and influencer appeal) demonstrates strong engagement effects, several boundary conditions may influence these outcomes. First, brand equity and price promotions might independently elevate engagement and conversion rates, irrespective of content credibility. Second, cross-platform spillovers from TikTok could amplify awareness, complicating attribution solely to Instagram activity. Third, algorithmic changes in Instagram's content distribution could bias visibility toward short-form videos, influencing performance metrics during the observation period.

Recognizing these limitations is critical to prevent overgeneralization. Future research could employ controlled temporal or multi-platform comparisons to isolate such effects more precisely.

Comparative Context: Indonesian Case Benchmarks

When compared with prior Indonesian beauty brands such as MS Glow, Skintific, Scarlett, and Glad2Glow, Dexskin's strategy demonstrates unique positioning. While MS Glow and Scarlett rely heavily on influencer networks and viral challenges, Dexskin combines medical authority (dermatologists) with relatable influencer storytelling, offering a balanced hybrid between scientific credibility and lifestyle appeal. Unlike Skintific, which focuses primarily on scientific education, Dexskin leverages emotional narratives to maintain consumer interest and loyalty, especially among Gen Z users. This hybrid approach not only differentiates Dexskin's brand identity but also demonstrates a contextually localized adaptation of Western-derived models (AIDA, ELM, S–O–R) to Indonesian digital ecosystems.

CONCLUSION

This study examined Dexskin's digital marketing strategy on Instagram by integrating the AIDA framework with the Source Credibility Model, Elaboration Likelihood Model (ELM), and Stimulus Organism Response (S–O–R) perspective. The findings demonstrate that Dexskin's hybrid approach combining dermatologist authority with influencer relatability effectively guides audiences through all AIDA stages, from awareness to action. Dermatologist-led educational content fosters credibility and cognitive engagement, while influencer-driven storytelling strengthens emotional connection and behavioral response.

Theoretically, this study contributes to the understanding of hybrid credibility cues in digital marketing by showing how expertise and attractiveness operate complementarily rather than competitively. The integration of ELM explains that audiences process information through both central and peripheral routes, moderated by skin concern severity and involvement level. Moreover, applying the S–O–R model within the Indonesian context reveals that visual stimuli and testimonial cues trigger cognitive affective states that translate into meaningful engagement and purchase intention.

Managerially, these insights highlight the importance of strategic content budgeting balancing investment between educational and promotional posts to build sustainable engagement. Brands are advised to maintain ethical transparency in influencer collaborations and ensure scientific accuracy in dermatologist-led content. Regulators and industry stakeholders may adopt these findings to strengthen ethical communication standards in Indonesia's growing beauty sector.

Nevertheless, this study remains qualitative and context-specific to Dexskin's operations in Tangerang, and its insights should not be generalized beyond similar settings. Future research should employ mixed-method or experimental designs to test causality between credibility cues and behavioral outcomes. Comparative, cross-platform studies (e.g., Instagram, TikTok, YouTube) would also clarify how platform dynamics shape digital persuasion.

In summary, Dexskin's case illustrates that effective digital marketing is achieved not merely through exposure but through the synergistic balance of credibility and connection. The findings enrich the theoretical and practical discourse on localized applications of global marketing communication models within Indonesia's digital beauty ecosystem.

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