

## DIGITAL BRAND BUILDER : DIGITAL MARKETING STRATEGY OF BEAUTY PRODUCTS AT PT HEALTH WEALTH INTERNASIONAL

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### Abstract

*The rapid development of digital technology has driven a major transformation in the world of marketing, including in the beauty industry. Social media such as TikTok is a strategic channel that has great potential to build brand awareness and reach the younger generation quickly and widely. PT Health Wealth Internasional (HWI), as a company engaged in the health and beauty sector with a Multi-Level Marketing (MLM) approach, utilizes the TikTok platform to market its products. However, when compared to competitors such as Oriflame, HWI's performance in terms of engagement and audience reach is still relatively low despite having a higher engagement rate. This study aims to analyze the digital marketing strategy implemented by PT HWI through TikTok, as well as evaluate the effectiveness of the campaigns carried out by comparing metrics such as the number of followers and engagement rate with its main competitors. The research method used is a qualitative approach with data collection techniques through direct observation, interviews with business account owners, and secondary data analysis. The Social Media Analytics (SMA) method is also used to capture, understand, and present relevant digital interaction data. Based on these findings, this study recommends more innovative content development strategies, increasing the frequency of uploads, and using TikTok features such as live streaming, duets, and hashtag challenges to the maximum. In addition, audience engagement can be improved through collaboration with micro-influencers as well as optimization of data analysis to understand audience preferences more deeply. The results of this research are expected to contribute to the development of social media-based digital marketing strategies, especially for companies in the beauty industry that want to increase competitiveness through a digital approach.*

**Keywords:** Engagement Rate, Beauty Products, PT Health Wealth Internasional, Digital Marketing Strategy, TikTok

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## INTRODUCTION

The development of internet technology has significantly changed human behavior in various aspects of life including the way of shopping and doing business. With the advent of the internet, business activities that were previously carried out physically began to shift to digital platforms. Currently, the development of digital technology has had a significant impact on marketing strategies in various industries. One of the biggest changes is the shift from traditional marketing to more dynamic and interactive digital marketing.

Digital marketing allows companies to reach consumers more widely through various online platforms. Digital marketing involves using digital platforms to create brand awareness, increase interaction with consumers, and drive sales (Kotler & Keller, 2016). This marketing

strategy involves utilizing websites, emails, channels, social media, digital advertising, and analytics tools to monitor the effectiveness of marketing campaigns. Up-to-date digital media such as TikTok, Instagram, and YouTube have become the main platforms for brands to convey messages and attract consumers attention, especially among the younger generation of the Workforce Generation.

Based on research conducted by Zang Yiming, a Chinese tech entrepreneur and founder of ByteDance, an effective digital marketing strategy allows companies to reach a wider audience, measure results in real-time, and adapt to changing market trends quickly (Zang et al, 2019). This development phenomenon not only affects large companies, but also small and medium enterprises (SMEs). Digital marketing strategies provide opportunities for SMEs to compete with large companies with more efficient costs and be able to reach consumers more widely. One of the keys to digital marketing success is the platform's ability to personalize ads based on consumer preferences and behaviors, which increases engagement and sales conversion potential (Chen & Zhang, 2021).

PT Health Wealth Internasional (PT HWI) is a company that focuses on the field of beauty and health, with a marketing model based on Multi Level Marketing (MLM). As a company that focuses on health and beauty, PT Health Wealth Internasional is committed to optimizing the use of digital technology in supporting the marketing strategy of HWI products. In addition to using traditional methods, the company began to expand its reach through digital platforms, including social media, to improve interaction with consumers as well as expand its customer base. This is in line with our long-term strategy to become a leader in the beauty and wellness industry through ever-evolving innovation and technology.

The digital transformation at PT Health Wealth International reflects a major change in the marketing industry. Initially, the company relied on traditional methods such as face-to-face meetings and product presentations, with the technology only used for internal communication. Over time, the company began to use the website as an information medium and mailing list for the distribution of product information in a directed manner.

The next development is the use of social media, starting from Facebook to switching to visual-based platforms such as Instagram and TikTok. Instagram is effective for marketing beauty and health products through images and short videos, while TikTok, especially since the COVID-19 pandemic, offers virality opportunities and a wider audience reach thanks to its unique algorithm. Today, these two platforms are the company's mainstay for reaching younger generations, with TikTok focused on content distribution widely and Instagram to build brand image and relationships with followers.

Despite making various innovations in digital marketing strategies on both platforms, PT Health Wealth Internasional still faces challenges in measuring the effectiveness of the campaigns carried out, especially when compared to competitors such as Oriflame. Data from TikTok and Instagram shows that HWI lags behind in several important aspects such as the number of followers, the length of account existence, and the engagement rate. To illustrate this situation more clearly, Table 1.1 below presents a comparison of the performance of TikTok and Instagram accounts between PT Health Wealth Internasional and competitors.

**Table 1.1** Comparison of TikTok and Instagram  
Digital Marketing Effectiveness at HWI with Competitors

Platform	Company	Number of Followers	Duration of Account Created (Years)	Engagement Rate (%)
TikTok	HWI	3.837	1,5 tahun	3,19%
TikTok	Oriflame	38.900	3,5 tahun	0,82%
Instagram	HWI	16.200	±4 tahun	0,89%
Instagram	Oriflame	423.000	±8 tahun	0,65%

Source: TikTok & Instagram Data (2024), TikTok Engagement Calculator, and Instagram Insights (accessed 2024)

From table 1.1, it can be seen that both on the TikTok and Instagram platforms, PT Health Wealth Internasional (HWI) is still lagging behind Oriflame in terms of the number of followers and the length of account existence. On TikTok, HWI only has about 3,837 followers, far below Oriflame which has reached 38,900 followers with a longer account age. Meanwhile, on Instagram, this gap is increasingly real, where HWI has around 16,200 followers, while Oriflame has reached more than 423,000 followers with accounts that have been active for about eight years. However, HWI actually showed a higher engagement rate, namely 3.19% on TikTok and 0.89% on Instagram, compared to Oriflame which was only 0.82% and 0.65%, respectively. This shows that although HWI's audience is still limited, their level of engagement with content is quite significant. However, challenges remain in terms of expanding the reach and consistency of content that matches the characteristics of the audience on each platform.

This phenomenon shows the importance of understanding the effectiveness of content and the characteristics of digital platforms in developing the right marketing strategy. Given the high use of Instagram and TikTok among young consumers, especially for beauty and health products, HWI needs to present a more creative, visual, and trend-based content strategy. This research is important to improve the performance and competitiveness of HWI and support the development of data-driven digital marketing strategies in Indonesia.

Based on this, the researcher is interested in conducting a research titled Digital Brand Builder: Digital Marketing Strategy for Beauty Products at PT Health Wealth Internasional. This research aims to:

1. Describe the digital marketing strategy at PT Health Wealth International.
2. Describe market and competitor analysis in determining digital marketing strategies at PT Health Wealth International.

## RESEARCH METHOD

The development of internet technology has changed the way of doing business with a shift from traditional methods to digital marketing that utilizes platforms such as TikTok, Instagram, and YouTube, especially to reach the younger generation. PT Health Wealth Internasional (HWI), a beauty and wellness company with a Multi Level Marketing model, has adopted this digital transformation to expand its reach and interaction with consumers through social media. Although HWI's engagement rates on TikTok and Instagram are higher than competitors like Oriflame, the company still lags behind in the number of followers and account duration, so it's important for HWI to understand the effectiveness of content and platform characteristics in order to develop more creative, visual, and trend-based marketing strategies. This research aims to describe HWI's digital marketing strategy and conduct market and competitor analysis as the basis for developing a more effective and data-based digital marketing strategy in Indonesia.

Research methods are systematic scientific steps to collect and analyze data to achieve research objectives. According to Winarno (2018), an in-depth understanding of this method is important so that the study compiled is valid and trustworthy. This study uses a qualitative method with a descriptive approach through Social Media Analytics (SMA), which involves collecting and analyzing data from social media to support business decision-making. Zeng et al. (2010) explained SMA as the process of collecting, analyzing, and interpreting social media user activity data to gain business insights. The SMA process includes three stages: Capture (data collection through crawling and scraping), Understand (analysis of patterns and trends with techniques such as sentiment analysis and topic modeling), and Present (presentation of the results of analysis in visualization to support strategic decisions) according to Fan & Gordon (2014).

The focus of this research is to analyze and develop effective digital marketing strategies to increase the engagement rate of beauty products of PT Health Wealth International. The research locus is at PT Health Wealth International, West Jakarta. Primary data is collected through observation of user interactions on social media and interviews with users or business account owners, in line with the opinion of Iqbal Hasan (2002) that primary data is obtained directly in the field. Secondary data comes from social media analysis tools to measure engagement rate, according to Iqbal Hasan (2002) who stated that secondary data is pre-existing information. Data collection techniques include direct observation (Sugiyono, 2016), interviews (Hasan, 2002), and observation (Creswell, 2014), as well as document analysis to see the influence of engagement on sales. Data analysis was carried out through data collection (Sugiyono, 2017), data reduction (Miles & Huberman, 1992), data display (Miles & Huberman, 1992), and conclusion drawing (Sugiyono, 2017), to gain an in-depth understanding and draw inferences about the effectiveness of digital marketing strategies at PT Health Wealth International.

## RESULTS AND DISCUSSION

A significant increase in engagement rate occurred when PT Health Wealth Internasional optimized the upload schedule, implemented storytelling content, and collaborated with micro-influencers. Emotional and educational content, such as educational TikTok videos of product ingredients with more than 20,000 views, as well as live streaming for direct interaction, have proven effective. An interview with Mr. Sugi, HWI's Business Manager, revealed that engagement rate is measured as a percentage of audience interaction using third-party platform analytics features and tools. TikTok has a higher engagement rate than Instagram because of its short video content and algorithm that reaches a wider audience. Engagement data is used to curate relevant content, determine posting times, select influencers, and allocate ad budgets appropriately. Challenges include algorithm changes, relevant content needs, and different audience characteristics on each platform. This interview emphasizes the importance of data engagement as the basis for evaluating and developing adaptive digital marketing strategies. The data of the HWI Instagram table with 10,200 followers also includes the calculation of engagement rate (ER) using the formula:

$$ER = \left( \frac{\text{Number of Likes} + \text{Number of Comments} + \text{Number of Shares}}{\text{Number of Followers}} \right) \times 100\%$$

Table 1.2 below presents PT Health Wealth International's Instagram content data and the calculation of the Engagement Rate (ER) for each content, which describes the level of audience interaction with various types of photo and video content.

**Table 1.2** Instagram Content Data of PT Health Wealth International's Beauty Products with Engagement Rate Calculation

No	Brand	Post Date	Content Type	Likes	Comment	Shares	ER %
1	Ilav	17/07/23	Photo	110	0	47	1,54%
2	Ilav	18/07/23	Video	165	2	26	1,89%
3	Ilav	20/07/23	Video	136	1	32	1,66%
4	Primeskin <i>Facial Wash</i>	16/08/23	Photo	72	0	23	0,93%
5	Primeskin <i>Facial Wash dan Micellar</i>	18/08/23	Video	93	0	13	1,04%
6	Primeskin T2T	21/08/23	Video	81	0	10	0,89%
7	Primeskin <i>Micellar Water</i>	02/07/24	Photo	70	0	14	0,82%
8	Primeskin <i>Micellar Water</i>	03/07/24	Video	52	0	10	0,61%
9	Primeskin <i>Micellar Water</i>	04/07/24	Photo	47	1	24	0,71%
10	Primeskin <i>Micellar Water</i>	05/07/24	Photo	55	1	13	0,68%
11	Primeskin <i>Micellar Water</i>	08/07/24	Photo	59	0	17	0,74%
12	Primeskin <i>Micellar Water</i>	09/07/24	Photo	30	0	11	0,41%
13	Primeskin <i>Micellar Water</i>	10/07/24	Photo	28	0	11	0,38%
14	Primeskin <i>Micellar Water</i>	11/07/24	Photo	36	0	5	0,41%
15	Primeskin <i>Micellar Water</i>	12/07/24	Photo	20	0	4	0,23%
16	Primeskin <i>Micellar Water</i>	15/07/24	Video	49	0	14	0,62%
17	Primeskin <i>Micellar Water</i>	31/07/24	Photo	40	1	11	0,51%

No	Brand	Post Date	Content Type	Likes	Comment	Shares	ER %
18	Primeskin <i>Micellar Water</i>	05/08/24	Photo	25	0	9	0,33%
19	Ilav	28/08/24	Photo	100	2	3	1,03%
20	Ilav	12/09/24	Photo	48	0	5	0,52%
21	Ilav	19/09/24	Photo	39	0	14	0,52%
22	Ilav	26/09/24	Photo	38	1	16	0,54%
23	Ilav	02/10/24	Video	65	3	5	0,70%
24	Ilav	29/10/24	Video	102	3	6	1,09%
25	Ilav	25/11/24	Photo	50	0	16	0,65%

Source : PT Health Wealth Internasional 2023-2024 (has been reprocessed)

The content with the highest engagement rate (ER) comes from Ilav Video, namely Content 2 with an ER of 1.89%, followed by Content 3 (ER 1.66%) and Content 1 (ER 1.54%), which shows that Ilav video content tends to have better interaction than Ilav and Primeskin photo content. Primeskin Facial Wash and Micellar Video content has a fairly good ER, such as Content 5 with an ER of 1.04%, but in general Primeskin content shows a downward trend in ER over time, especially in Micellar Water content which is mostly below 1% ER and categorized as low engagement. Primeskin video content is not always more engaging than photos, for example Content 6 (video) has a 0.89% lower ER than some previous photo content, suggesting that video appeal is not always consistent for this product. Much of Primeskin Micellar Water's content (Content 7 to Content 19) showed a significant decrease in likes, comments, shares, and ER, with the lowest ER value reaching 0.23% on Content 15, signaling very low audience engagement. Ilav content after some Primeskin content also showed ER variation, with some photo content having an ER below 1% and being categorized as low, but Ilav video content (Content 25) again showed a fairly good ER of 1.09%, indicating that Ilav videos are still able to attract audience interaction better than photos. Overall, Ilav content tends to have better engagement than Primeskin content, especially on video content, while Primeskin content, especially Micellar Water, experiences a fairly sharp and consistent decrease in engagement.

In conclusion, Ilav's video content showed better and consistent engagement performance than Primeskin content, which experienced a decrease in interaction, especially in Micellar Water's photo content. Content strategies need to be optimized, especially for Primeskin products in order to increase audience engagement, which is currently still low.

Table 1.3 below presents TikTok content data for PT Health Wealth International's beauty products along with the calculation of Engagement Rate (ER), which shows the level of audience interaction based on the number of likes, comments, and shares compared to the number of views or followers on each content.

**Table 1.3** TikTok Content Data of PT Health Wealth International's Beauty Products with Engagement Rate Calculation

No	Brand	Post Date	Content Type	Likes	Comment	Shares	ER %
1	Primeskin T2T	13/05/23	Video	316	20	235	11,51
2	Ilav	18/07/23	Video	106	9	98	4,33
3	Ilav	20/07/23	Video	71	0	35	2,15
4	Primeskin <i>Facial Wash dan Micellar Water</i>	18/08/23	Video	53	0	31	1,71

No	Brand	Post Date	Content Type	Likes	Comment	Shares	ER %
5	Ilav	2/10/24	Video	84	2	16	2,07
6	Ilav	29/10/24	Video	75	0	2	1,56

Based on data from Tiktok content data of PT Health Wealth International, it can be concluded that the level of engagement rate (ER) is greatly influenced by the quality and type of content. Content with strong storytelling, educational formats, and collaborations with micro-influencers, such as Primeskin T2T Video (ER 11.51%), is able to generate very high interactions. Other content such as Ilav Video (ER 4.33% and 2.15%) and Primeskin Facial Wash Video (ER 1.71%) show ER variation, but are still in the category of being quite good. The decline in ER on some content is generally due to the lack of comments and shares, indicating the importance of interactivity and relevance of the content to the audience. Overall, creative, informative, and interactive content strategies have been shown to be effective in increasing engagement, while less engaging content tends to result in lower ER.

The following is a comparative analysis of engagement rate (ER) between content on the TikTok and Instagram platforms based on available data:

**Tabel 1.4 Comparison of Engagement Rates on Instagram and TikTok**

Platform	Content	Likes	Comment	Shares	ER (%)
TikTok	Primeskin T2T Video	316	20	235	11.51
TikTok	Ilav Video	106	9	98	4.33
TikTok	Ilav Video	71	0	35	2.15
TikTok	Primeskin Facial Wash Video	53	0	31	1.71
TikTok	Ilav Video	84	2	16	2.07
TikTok	Ilav Video	75	0	2	1.56
Instagram	Ilav Photo	110	0	47	1.54
Instagram	Ilav Video	165	2	26	1.89
Instagram	Ilav Video	136	1	32	1.66
Instagram	Primeskin Facial Wash Photo	72	0	23	0.93
Instagram	Primeskin Facial Wash dan Micellar Video	93	0	13	1.04
Instagram	Primeskin T2T Video	81	0	10	0.89

Source : PT Health Wealth Internasional 2023-2024 (has been reprocessed)

TikTok showed superior engagement performance compared to Instagram, with video content such as "Primeskin T2T Video" recording the highest ER of up to 11.51%, indicating that TikTok's audience is more actively interacting through likes, comments, and shares. The dominance of video content on TikTok can also be seen from the higher ER compared to similar content on Instagram, which only reaches a maximum of 1.89%.

Meanwhile, Instagram maintained a more stable engagement pattern with an average ER between 0.89% to 1.89%, where "Ilav" photo and video content performed best. However, some content on both platforms experienced a significant decrease in engagement, such as the Instagram version of "Primeskin T2T Video" which only reached an ER of 0.89%.

The difference in audience preferences is also evident, where TikTok users are more responsive to interactive video content with a high share rate, while Instagram users tend to give likes without many comments or shares. Therefore, brands are advised to prioritize high-quality video content on TikTok to maximize engagement, while on Instagram focus on visual content in the form of photos or short videos with clear messages that can increase engagement. Overall, TikTok has proven to be more effective in generating high engagement rates thanks to a more engaging and interactive content format for users of the platform.

Seeing the difference in effectiveness and audience preferences on the two platforms, PT Health Wealth Internasional (HWI) then developed various digital marketing strategies focused on increasing audience interaction through social media such as TikTok and Instagram. These strategies are designed to maximize the potential of each platform and increase engagement rates on an ongoing basis.

HWI implements various digital marketing strategies focused on increasing audience interaction through social media platforms such as TikTok and Instagram. The main strategies include the production of educational and entertaining short video content, the use of viral trends, and the optimization of live streaming features that can significantly increase engagement rates. In addition, HWI implements gamification in marketing campaigns, builds exclusive communities for loyal customers, and optimizes posting schedules based on analytics to reach audiences effectively.

The company also combines organic strategies with paid advertising to expand market reach, as well as partnering with micro-influencers for authentic and targeted promotions. The use of interactive features such as polls and Q&A, as well as technical optimization of captions and hashtags, also supports increased user engagement. Periodic evaluation using analytical tools ensures that the strategies implemented are always relevant and effective, with data showing that short-duration educational videos have a higher engagement rate than photo content.

With this all-encompassing approach, HWI has succeeded in strengthening relationships with audiences, increasing brand awareness, and driving sales conversions through continuous increase in engagement rates on social media platforms.

## CONCLUSION

An analysis of PT Health Wealth International's digital marketing strategy shows that the company has effectively leveraged TikTok and Instagram to reach the younger generation and increase brand awareness of their beauty products. TikTok is used for short video content that follows viral trends and combines storytelling, entertainment, and education, so that it is able to create high exposure even with a large number of followers. Instagram focuses on aesthetically pleasing and consistent visual content to build brand image and maintain consumer loyalty through feature interactions such as stories, reels, and live.

Despite having a wide reach, HWI's main challenge is its low engagement rate compared to competitors like Oriflame, so companies need to improve content creativity and interactivity. Strategies that are adaptive and appropriate to the characteristics of the platform are essential, with TikTok to capture new audiences by going viral and Instagram to strengthen relationships with followers. Data-driven content optimization, collaboration with influencers, and the use of paid advertising are also key to increasing brand credibility and visibility. By continuously adapting its strategy to social media trends and algorithms, HWI has the potential to strengthen its position in the competitive beauty industry in the digital realm.



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