

Analysis of Laneige Marketing Communication Strategy on Tokopedia and Shopee

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ABSTRACT

Keywords: Marketing Communication Strategy; 4Ps; Laneige; Tokopedia; Shopee.

The current state of internet access has proven to have an apparent beneficial impact across a wide range of sectors, particularly in the e-commerce scene. Laneige, a leading cosmetics brand, effectively employs the digital landscape to broaden its market reach via e-commerce sites such as Tokopedia and Shopee. Qualitative descriptive analysis reveals that Laneige effectively develops its brand image and boosts sales performance by systematically adapting marketing strategies to each platform's unique qualities. This strategic alignment is achieved by thorough execution of the 4P framework (Product, Price, Place, Promotion). The results show that through the Shopee platform, Laneige has leading sales numbers when compared to sales numbers on Tokopedia. On Shopee, Laneige targets consumers with attractive visuals, short, informative videos, a comprehensive description in the description column, and competitive prices. In addition, the use of the "Shopee Mall" feature and strong promotions also add more value and contribute to the company's success in selling its products through this platform. Laneige's success through the Shopee platform shows the use of effective communication strategies to understand the characteristics of the platform and its users. The proper marketing method, supported by an excellent promotional strategy, is able to strengthen the brand image and sales success of Laneige products in the e-commerce market.



Introduction

Information and communication technology, which is developing rapidly today, is one part that cannot be separated from humans today. Many activities rely on information and communication technology, starting from basic needs, such as exchanging information to supporting daily human activities, such as moving out of the house, buying goods, paying bills, and so on (Aulia, 2023). The many conveniences offered start in terms of time, energy, and especially costs for individuals in carrying out their activities; not a few people take this opportunity in making it an opportunity to develop their business and business activities (Hirose & Creswell, 2023).

Electronic Commerce, commonly referred to as E-Commerce itself, is the process of buying and selling products digitally by consumers and from company to company through computers as intermediaries for these transactions (Costa et al., 2023). (Turban, Whiteside, King, and Outland, 2017) Explain e-commerce as all purchases, sales, transfers, and exchanges of products, services, and information through computer networks, including the Internet. E-commerce can also be interpreted as paperless transactions through the innovation of electronic data exchange, email, electronic newsletters, and other digital-based digital technologies (Shujahat et al., 2017).

Therefore, E-Commerce can easily be interpreted as a natural form of business activities or businesses carried out digitally that utilize information and communication technology that can be accessed anytime and anywhere using digital tools, such as mobile phones, PCs, laptops, and others. The use of E-Commerce itself is helpful in reducing administrative costs and time spent on making transactions, as well as improving the relationship between buyers and sellers (Costa et al., 2023). This is similar to Shaw's (2012) view that e-commerce is a new commercial strategy that leads to improving the quality of products and services, as well as improving services to reduce transaction costs. From the consumer side, the efficiency of time, place, and cost is one of the main factors in using e-commerce to meet and buy necessities. From the seller's side, they also find it helpful in selling the goods or services they offer because they will not be exposed to space and time restrictions.

This is what makes the widespread use of E-Commerce in big countries, one of which is Indonesia. Many individuals feel the ease of using this service and have begun to switch from conventional transactions to digital transactions. The many benefits that sellers and buyers can feel at one time make many large companies see this as one of the new business opportunities and begin to turn to the digital world to reach a broader target consumer. A complete variety of products, starting from clothing, electronic goods, home furnishings, food, beverages, cosmetics, beauty care, and many others, is one of the many factors driving consumers and sellers to use E-Commerce as a medium for buying and selling or transactions to be used.

In today's life, the internet plays a big role in the environment, especially the online environment (Frandsen & Johansen, 2022). This is due to the intervention of entrepreneurs, especially brand owners, in marketing and offering the products they offer through several platforms that are mutually sustainable, which will later make something popular or commonly known as a trend in the community.

Cosmetics and beauty treatments, commonly referred to as makeup and skincare, are among the most sought-after product varieties by e-commerce users. Apart from the ease of entrepreneurs engaged in this field, it raises trends to make their products hype, the ease of getting the desired product, and price promotions; it is also a variety of factors that support people to search for this keyword search on the E-Commerce platform they use. Based on a survey conducted by Graha Nurdian in 2022, it was stated that the number of health and beauty product transactions on E-commerce increased by 49.2% or equivalent to USD 88.9 trillion in a year.

This gives an idea of the magnitude of people's interest and purchasing power for health and beauty products themselves, not only closing opportunities for companies engaged in cosmetics and personal care but also enlarging their target market by using E-Commerce as one of their marketing media. Laneige is one of the beauty product brands from South Korea. It was founded in 1994 and managed by Amorepacific Corporation, which is listed as the 14th largest cosmetics company in the world.

In the course of his career, Laneige has a perfect brand image. In a relatively short period, Laneige has achieved impressive global popularity in the beauty and skincare market, where the brand has been able to expand to more than 10 countries in the World. Laneige itself has been present in the cosmetics and beauty care market in Indonesia since 2013, when it opened its first offline outlet at Pondok Indah Mall (PIM), followed by further outlets in several strategic places in the city of Jakarta. Laneige's success in maintaining a good brand image itself cannot be separated from the way it develops a strong marketing communication strategy to achieve its goals. Corporate strategy, according to (Khan & Ghani, 2022), is a detailed plan of the Company to achieve its mission and goals.

Strategy can also be explained as a shared method that is used long-term and to be achieved (Raza & Khalid, 2023). Marketing communication strategy itself is an activity that has been designed previously with the aim of building relationships with the public. According to (Hakim, 2020), the marketing communication strategy developed by a company must be adjusted to the company's vision. Morrison (2015) said that at this time, companies can use several marketing mixes such as advertising, personal selling, sales promotion, public relations, direct marketing, and marketing through the Internet.

E-commerce itself can be done in various internet-based media, one of which is the e-marketplace. One of the marketing communication strategies carried out by Laneige in Indonesia itself is to use e-marketplace as their marketing media, namely through Tokopedia and Shopee. Laneige does not solely choose the use of these two platforms as a marketing medium for their products, where the results of data obtained from SimilarWeb state that Shopee is the first-ranked e-commerce visited with an average of 157.9 million visits for one month, followed by Tokopedia which has an average number of visitors of 117 million visits per month.

The main difference in the characteristics possessed by Tokopedia and Shopee itself is pretty reflective of the use of different marketing strategies from each existing e-commerce site. Tokopedia, as one of the old E-Commerce players in Indonesia, is considered to have a good performance in attracting attention from various demographic groups, from Generation Z to the older generation. This is due to Tokopedia's primary focus on providing convenience to users equipped with the diversity of products offered, making Tokopedia more prominent and chosen by the wider community compared to other e-commerce companies. Practical and affordable labels for conducting marketing campaigns carried out by this platform also help create more comprehensive demographic coverage from the user side.

On the other hand, Shopee, as one of the largest e-commerce companies in Indonesia, also has different characteristics from those of its competitors. Many people rate this platform as being aimed at the younger generation, such as Generation Z and Millennials. This can be seen in the marketing approach carried out by Shopee, which emphasizes a more interactive and entertaining shopping experience through features such as Live Streaming, games, and entertaining promotions. In addition, Shopee also tends to offer products from well-known brands and large companies. With the marketing campaign carried out by this platform, Shopee is one of the e-commerce companies that is quite competitive with its competitors.

In developing marketing communication strategies through E-Commerce, Laneige itself has an online store commonly known as the official store on the Tokopedia and Shopee platforms. The differences in the main characteristics possessed by each of these platforms give Laneige a different approach to marketing communication strategies. At Tokopedia, Laneige focuses more on presenting easy-to-understand information about the products offered, which is encouraged by the use of short product descriptions to provide an understanding of the benefits of the products offered. Meanwhile, through the Shopee platform, Laneige emphasizes presenting complete information about the products offered by emphasizing attractive visuals through images or videos, as well as detailed and easy-to-understand descriptions in presenting information about the benefits of the products offered.

This is supported by the research (Kangean & Rusdi, 2020). In this modern era, the primary needs of humans who initially only needed clothing, food, and shelter are now also developing other needs that are used to meet the desires of diverse humans. The existence of the internet as a renewable technology makes people's shopping patterns shift, from conventional shopping activities slowly penetrating to shopping activities using internet technology, commonly known as online shopping. Online shopping itself can be done through digital applications called e-commerce.

Based on the results of research conducted by (Ngan and Sari, 2022), it is stated that the use of e-commerce in Indonesia has increased drastically every year. According to (Irawan, 2022), the rapid development of e-commerce, in addition to providing benefits in the ease of transacting online, also presents new challenges for entrepreneurs in carrying out their activities. It is necessary to form a correct and planned marketing communication strategy so that all forms of marketing communication can be in accordance with the intended target in a relatively short time and at cheaper costs.

Research Methods

Theoretical Review of Methodology

In writing scientific papers, the use of appropriate methods is essential in answering the problems raised in research. In theory, research methods are several stages used by researchers to obtain correct and verifiable data sources (Creswell & Creswell, 2017). In this case, Creswell also explained that one of the research methods that can usually be used is qualitative research methods. Qualitative research itself is a research method that

aims to understand individuals or groups in various aspects of life, including social problems that occur around the subject for a set period.

The qualitative research process itself is usually carried out by emphasizing the questions and problems to be raised by researchers. According to Denzin and Lincoln (2011), qualitative research is an approach used to understand and explain social phenomena in depth. This research is usually used to explain social attitudes and thoughts on an event and culture in a group that wants to be studied (Yin, 2016).

Data collection methods in qualitative research involve a descriptive data collection process, focusing on the context and social meaning of the phenomenon and environment under study. Standard methods used in qualitative research include in-depth interviews, participatory observation, content analysis, document analysis, and case studies. Qualitative research places participants as subjects who play an active role in revealing their experiences, perceptions, and understanding of the phenomenon under study, so this method of data collection allows researchers to explore the complexity and diversity of individual views and interpretations.

With this approach, qualitative research facilitates a deep understanding of the social context and underlying qualities of human phenomena (Merriam & Tisdell, 2015). In this study, Laneige's marketing strategy was observed through the Tokopedia and Shopee platforms for two months, from October 31, 2023, to December 31, 2023.

Results and Discussion

The Effect of Using E-commerce in Laneige's Marketing Communication Strategy

Laneige, one of the beauty product brands, is known for its high-quality skincare and cosmetic products. The popularity built by Laneige is inseparable from the communication strategy used by this brand to market the products it offers by interacting with consumers in general.

Laneige is one of the beauty product brands that takes a complete approach to building their brand image. Laneige uses various active marketing communication channels. Among them, such as through advertising, sales promotion, and online marketing activities to increase public awareness and popularity of the products they have, which aim to influence purchasing decisions by consumers. Laneige's marketing communication strategy is considered quite successful because it is able to identify the needs of its target consumers and apply the right preferences regarding skincare to its target audience and consumers. This can be seen in the consistency of this brand in delivering messages that emphasize quality, innovation, and information in every product it offers. As a form of positive response from Laneige to the progress and development of technology itself, it can be seen in the presence of Laneige in various e-marketplaces that exist today. With the presence of Laneige on the Tokopedia and Shopee platforms, Laneige is considered to have been able to reach consumers more widely and effectively than before.

This is in line with the theory of Kotler and Keller (2015), which underlines that the Internet can create more interactive communication between a company and its

consumers, allowing them to communicate in real-time. One form of direct communication referred to here is the use of review features and personal messages that each party can use based on their respective needs.

The review feature here is often used by consumers who want to share the results of reviews or experiences they have on the goods or services purchased. This itself has a good impact because the company admin can respond to it if there are questions or complaints. The personal message feature itself is usually used to provide information about promos, payment reminders, package status notifications, and so on. The personal message feature itself can also be used as a forum for exchanging information about products that want to be asked from the consumer to the company, which will be replied to by each E-Commerce admin.

As a leading cosmetics brand, Laneige often uses effective communication strategies to reach potential consumers by using various e-commerce platforms. This strategy includes the use of various marketing elements to influence consumer views, attitudes, and behavior by packaging messages to their target audience and adjusting each of the e-commerce characteristics used in the marketing activities that this brand undertakes.

Laneige Marketing Communication Strategy on Tokopedia

Tokopedia, one of the largest e-commerce companies in Indonesia, has become Laneige's main marketing stage. Laneige uses marketing mix elements—4P (Product, Price, Place Promotion)—to achieve the objectives of its marketing activities on Tokopedia.

Product

Laneige products are known to have innovative and high-quality formulas for their users. This makes one of the main attractions that Laneige has in the eyes of its users, who usually have the same view about their primary goal of ensuring the health of their facial skin. Laneige imports products from their only factory in Korea to maintain and ensure quality products. Where To ensure the authenticity and origin of the product used, users can check the bottom or back of the Laneige product packaging, which always has a label that says "Made in Korea".

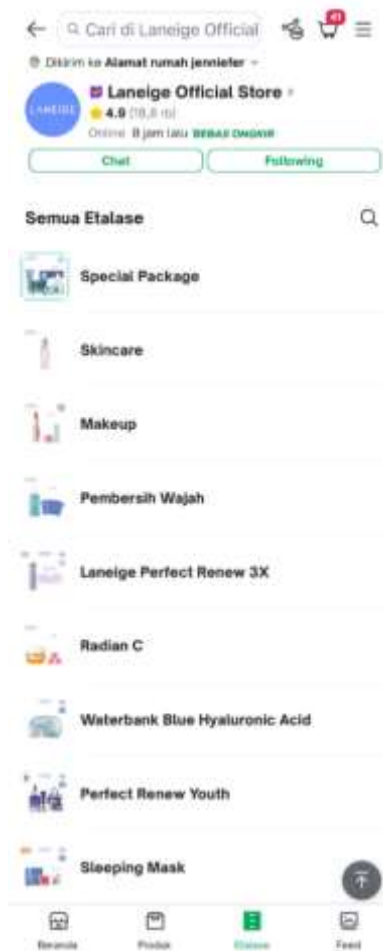


Figure 1
Various Laneige products on the Tokopedia storefront

"Laneige Official Store" on the Tokopedia platform offers a complete range of skincare products and cosmetics for various needs and the intended age group. The products offered themselves are pretty complete, starting from skin care products such as facial cleansers, toners, serums, face creams, and night creams. In addition, they also offer cosmetic products such as cushions, foundations, talcum powder, and so on.



Figure 2
One of Laneige's products on Tokopedia

In marketing products offered through the Tokopedia platform, Laneige focuses on providing essential information that is packaged briefly through photos for product pages with sentences that potential customers quickly understand. The example of Figure 2 above explains how Laneige markets its products through Tokopedia in a short and easy-to-understand way. In the "Product Description" column, Laneige briefly explains the product's usefulness, its benefits, the contents of the package, and the content contained in the skincare products it offers.

Price

The price of products offered by the "Laneige Official Store" on Tokopedia is considered quite competitive because the quality of the products matches the price offered. Laneige itself often provides discounts on the products it offers through its online store on Tokopedia.

Figure 3, the Tokopedia product page below, shows two examples of Laneige products that are getting discounts. The discounts also seem to show different percentage figures for the products offered. This product page also shows the number of product transactions that Tokopedia platform users have purchased at that time.

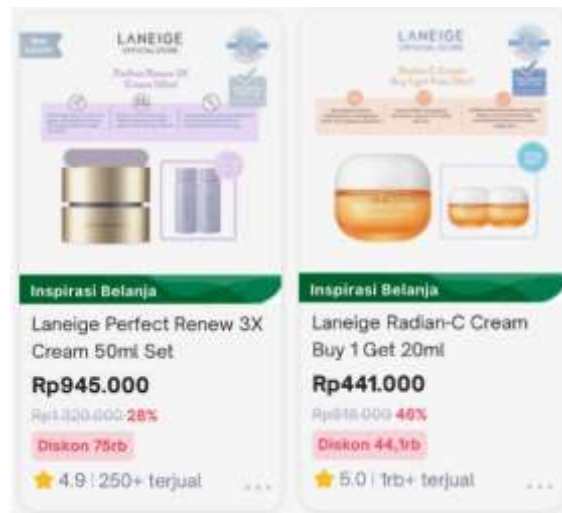


Figure 3
Laneige products discount on Tokopedia

Figure 3 above shows (1) Laneige Perfect Renew 3X Cream 50ml Set, given a discount of 28% and priced at IDR 945,000.00. This product has also sold more than 250 packages (2) Laneige Radian-C Cream Buy 1 Get 20ml product, given a discount of 46% and priced at Rp. 441.000,00. This product has also sold more than 1,000 packages sold.

However, the price of Laneige products on the Tokopedia platform does not always mean that they will be lower than the products offered at Shopee. There is a particular time when some products offered on Tokopedia will have higher prices than products offered on Shopee and vice versa.

Place

Tokopedia is one of the largest e-commerce companies in Indonesia. It provides an overview of its promotional ads, which have a broad reach in various small areas. With the presence of the "Laneige Official Store" on Tokopedia itself, Laneige means that the products they offer can be readily accessed and accepted by consumers in all places in Indonesia. This is supported by the many choices or delivery methods that consumers can use when they order goods.

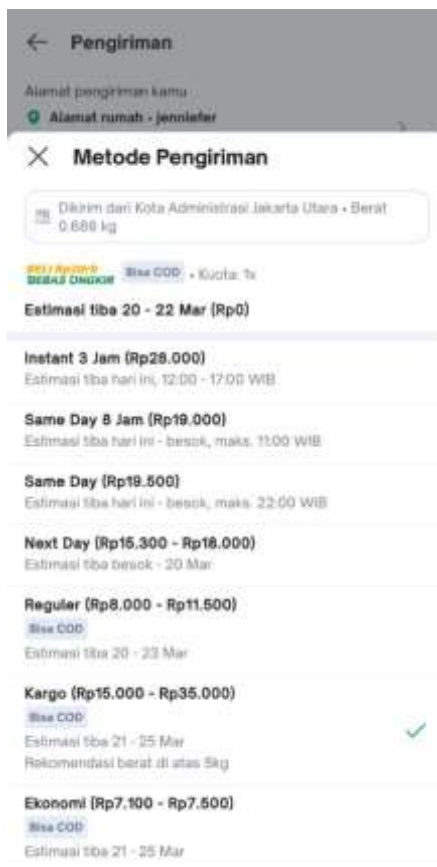


Figure 4.
Shipping Method on Tokopedia

The many shipping methods offered by Laneige on the Tokopedia platform itself make it a preference for consumers who want to buy products by adjusting the time they have. In addition, the free shipping program also makes a unique attraction for consumers when purchasing products because consumers do not need to add more costs than the value of the ordered product and can receive products to arrive at the destination set by consumers.

Promotion

Promotional activities carried out by the "Laneige Official Store" on Tokopedia itself are pretty diverse, such as using paid advertisements, discount products, discount programs, payment cashback programs, shopping vouchers, and exclusive offers for Tokopedia users.

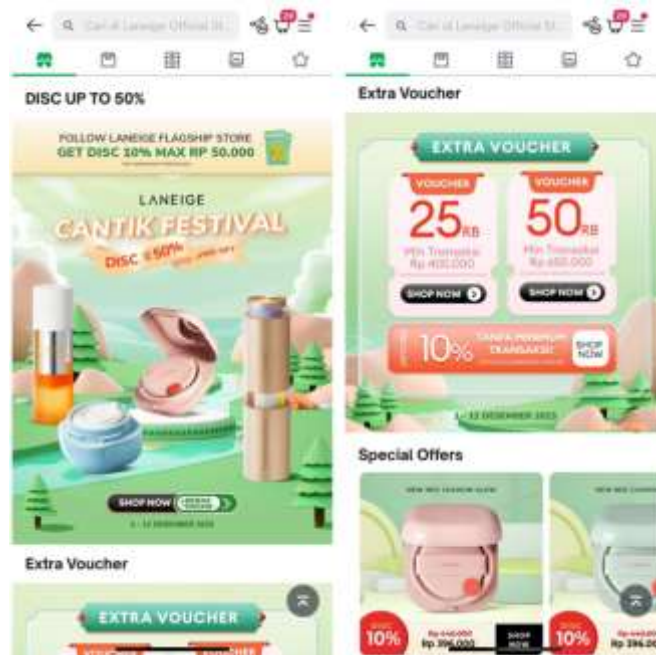


Figure 5
Promotion at 12.12 Laneige event on Tokopedia

On the main page of "Laneige Official Store" on Tokopedia, the promotion carried out by Laneige itself uses a relatively simple design by combining the dominance of green (an identical color from Tokopedia) with Christmas nuances (fir trees) inserted by several products from Laneige in it. In carrying out promotional activities on the beautiful date of 12.12 yesterday, seen on his own Tokopedia account, Laneige emphasized product discounts of up to 50% and cashback vouchers with a minimum transaction of a certain amount of a maximum of IDR 50,000.00.

In addition, Laneige usually conducts promotional activities through the main page; Laneige also promotes its products by providing cashback vouchers that can be obtained by making and completing transactions with a certain nominal. In Tokopedia itself, the "Laneige Official Store" will collaborate with parties from Tokopedia and Gopay to provide cashback in the form of Gopay coins to users who make purchases with a certain nominal amount. Where Gopay coins themselves will be returned to the user after the user has completed the order and can be used by deducting the next transaction in the amount of 100% of the points owned by the user.

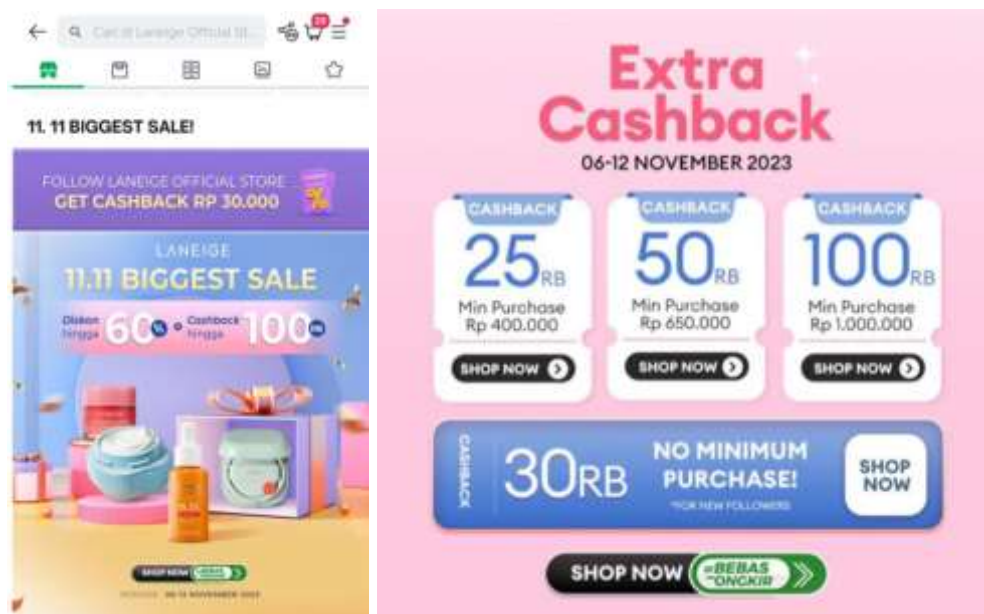


Figure 6
Promotion at 11.11 Laneige event on Tokopedia

In Figure 6. In addition to Laneige providing product discounts of up to 60% from average prices, Laneige also informed about the extra cashback program which has several categories including; (1) users are entitled to cashback of IDR 25,000.00 by making a minimum purchase of IDR 400,000.00; (2) users are entitled to get cashback of IDR 50,000.00 by making a minimum purchase of IDR 650,000.00; (3) users are entitled to cashback of IDR 100,000.00 by making a minimum purchase of IDR 1000,000; (4) users are entitled to get cashback of IDR 30,000.00 by making a minimum purchase of IDR 0.00. with special conditions for new followers. This will undoubtedly be attractive to users who want to make purchases, considering the benefits of the number of transactions they will make.

Laneige Marketing Communication Strategy at Shopee

Shopee, one of the largest e-commerce companies in Indonesia, is also present as a buying and selling platform with unique characteristics. Laneige uses marketing mix elements—4P (Product, Price, Place Promotion)—to achieve the goals of its marketing activities at Shopee.

Product

"Laneige Official Shop" on the Shopee platform offers a range of skincare and cosmetic products similar to those provided through the Tokopedia platform, from the variety and types of the products provided to the origin of the products used.

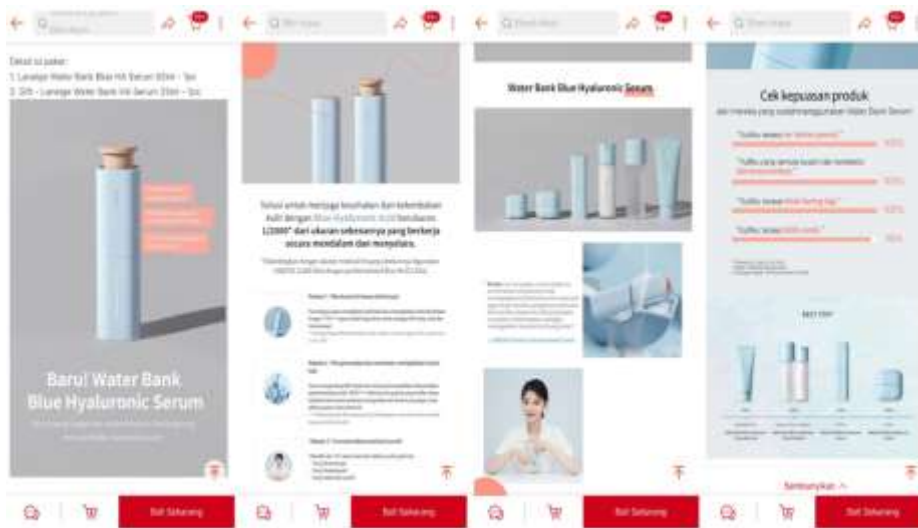


Figure 7
Laneige Product Description on Shopee

In marketing the products offered through Shopee, Laneige focuses on providing essential information packaged through beautiful visuals and complete descriptions, be it through videos, product photos, or in the product description column. The example of Figure 7. above explains how Laneige markets its products on the Shopee platform in a coherent and easy-to-understand manner. In the "Product Description" column, Laneige explains the usefulness of the product, the content contained in their product, the contents of the package offered, complete with detailed benefits and explanations of how this product works, the results of product satisfaction surveys and up to the demands of using the Laneige product itself.

Price

The price of products offered by the "Laneige Official Shop" at Shopee is considered quite competitive because it offers the same product quality as Laneige products offered through Tokopedia. Like through the Tokopedia platform, Laneige on the Shopee platform also often discounts products offered to its users.

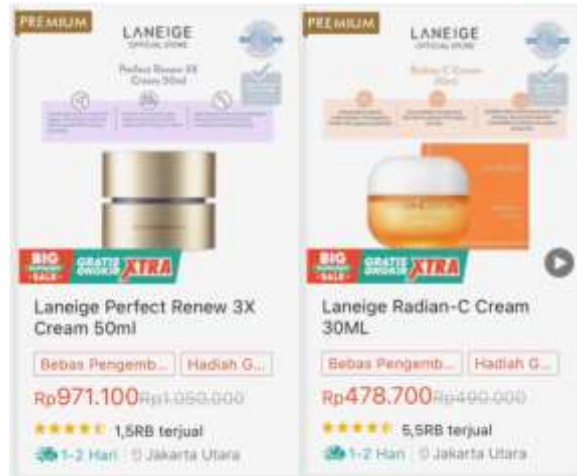


Figure 8
Laneige products discount on Shopee.

The example of Figure 8. above shows the Shopee product page, which displays two examples of Laneige products that are being discounted, as follows: (1) Laneige Perfect Renew 3X Cream 50ml product, priced at IDR 971,000.00 (after discount). This product has also sold around 1,500 packages: (2) Laneige Radian-C Cream 30ML product, priced at Rp. 478,700.00. This product has also sold around 5,500 packages sold. If the product in Figure X and the product in Figure Y are compared alone, there is a difference in price and sales. In terms of the best price, Laneige products are held on Tokopedia, while the best sales are held on Shopee.

Place

With its unique characteristics, Shopee is one of the large and widely used by many people in Indonesia. It is considered able to reach various consumer groups at the level of society. The presence of Laneige on Shopee, especially Shope Mall itself, is considered one of the benefits that Laneige can obtain.

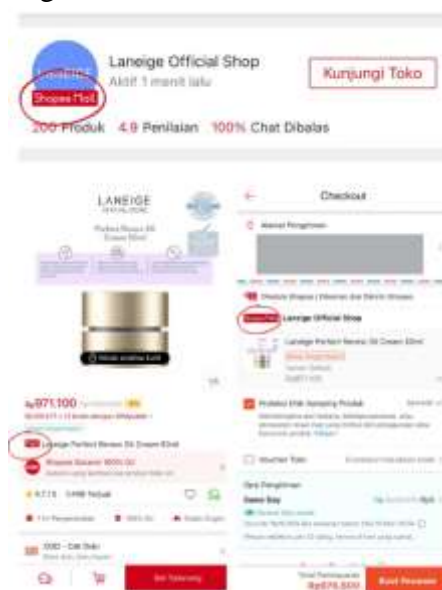


Figure 9

Use of the icon "Shopee Mall" on Shopee

This is reinforced by consumers' understanding of a brand that collaborates with Shopee and uses the unique feature "Shopee Mall" to provide more confidence to consumers in the authenticity of the products offered. This is supported by embedding the "Shopee Mall" icon on every page when we want to see Laneige products on Shopee, which can be seen in Figure 10, which shows a brand's " exclusivity " when running this program. In addition, the claim from Shopee regarding "Shopee 100% Ori Guarantee – Money back guarantee if the product is not original", which is usually done together with the "Shopee Mall" program, further increases the trust of users to buy products that have been labeled "Shopee Mall".

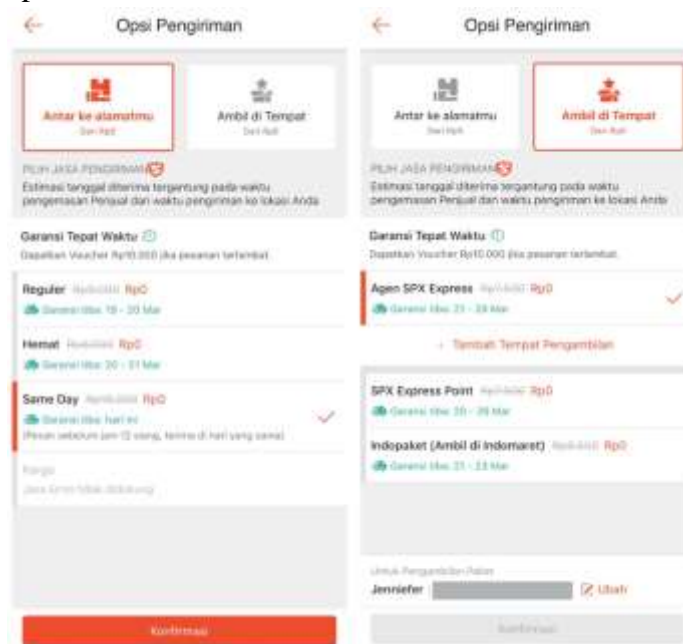


Figure 10
Shipping Method on Shopee

Slightly different from the shipping method offered by the Laneige account on Tokopedia, the Laneige account on Shopee itself has a shipping method that is no less interesting. The method is divided into two options, which can be seen in Figure 10. The first option gives users the option to receive goods directly at their destination or pick them up at a place determined by Laneige-Shopee beforehand.

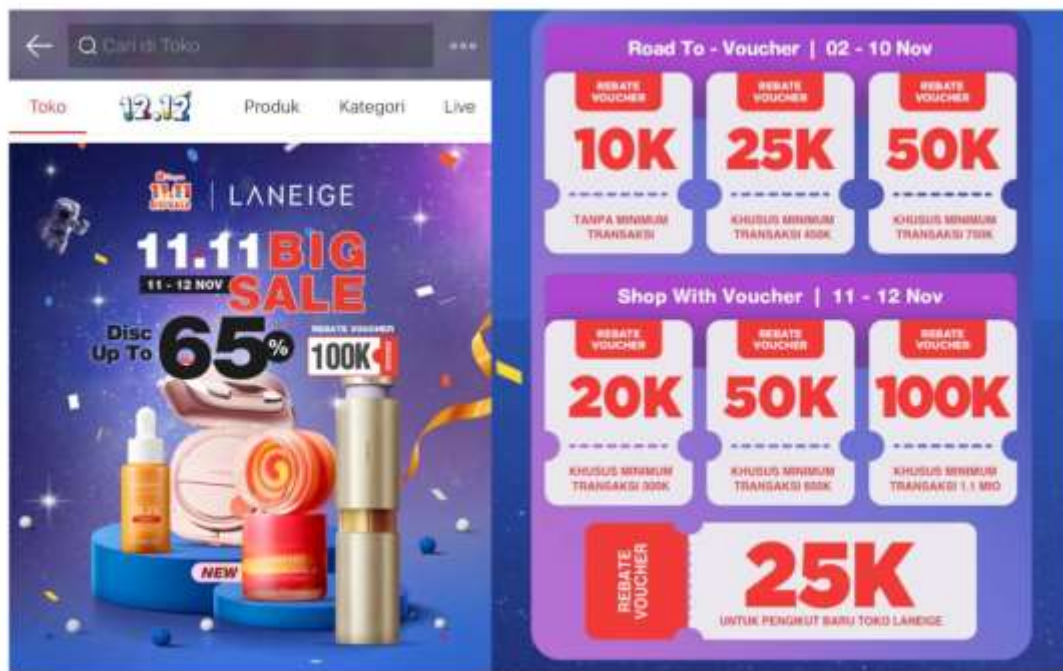
Promotion

The promotional activities carried out by the "Laneige Official Store" at Shopee itself are pretty diverse and almost the same as the programs on Tokopedia. In the process itself, the difference that users can feel the most is in the visuals, which on the Shopee platform are considered more attractive than the visuals on Tokopedia. The visual itself generally depends on and is adjusted by the brand owner based on each characteristic of the e-commerce used.



Picture 11.
Promotion at 12.12 Laneige event at Shopee

In Figure 11. shows the main page of "Laneige Official Shop" on the platform. Shopee has an attractive visual design by combining the dominance of orange (the identical color of Shopee) with the nuances of Christmas (fir tree) and holidays that look very fun (gift boxes that open, accompanied by balloons that come out), in carrying out promotional activities on the beautiful date 12.12. Yesterday, seen on Shopee's account, Laneige emphasized price promotions in the form of product discounts of up to 60% and cashback vouchers with a minimum transaction of a certain amount with a maximum value of IDR 120,000.00. When comparing promotions made by Laneige on the Tokopedia platform (Fig.5) with through the Shopee platform (Fig.11), on the Shopee platform, Laneige provides a 10% greater discount and also various cashback coupons with different and larger minimum purchases when compared to promos provided through the Tokopedia platform. This will undoubtedly be an attraction for users who want to make purchases by considering the benefits of the number of transactions they will make.



Picture 12.
Promotion at 11.11 Laneige event at Shopee

In Figure 12. Laneige provides a 5% bigger discount and also various cashback coupons with different minimum purchases from Tokopedia (Figure 6). In the promotion carried out at the 11.11 event yesterday, Laneige also informed about the extra cashback program, which has several categories, including the first period (02-10 November 2023): (1) users are entitled to get a rebate voucher of IDR 10,000.00 with conditions without a minimum transaction; (2) users are entitled to get rebate vouchers of IDR 25,000.00 by making a minimum transaction of IDR 450,000.00; (3) Users are entitled to get K voucher rebate of IDR 50,000.00 by making a minimum transaction of IDR 750,000. In the second period (November 11-12, 2023), (1) users are entitled to get a rebate voucher of IDR 20,000.00 with a minimum transaction of IDR 300,000.00; (2) users are entitled to get rebate vouchers of IDR 50,000.00 by making a minimum transaction of IDR 650,000.00; (3) users are entitled to get rebate vouchers of IDR 100,000.00 by making a minimum transaction of IDR 1,100,000; (4) users are entitled to a rebate voucher of IDR 25,000.00 with conditions valid only for new followers of Laneige stores. This itself will undoubtedly be attractive to users who want to make purchases, considering the benefits of the number of transactions that users will make.

Conclusion

The results of this study show that Laneige is able to implement 4P marketing elements (Product, Price, Place, Promotion), especially in Product, by adjusting the characteristics of the platform used. Through Tokopedia, Laneige makes visual adjustments to offer products with simpler designs and shorter product explanations so

that users can easily understand them. Unlike Shopee, Laneige emphasizes visual beauty for its users. In addition, the use of videos and complete descriptions also gives users the convenience of getting the information needed about the product.

The understanding and application of the theories and discussions discussed earlier explain that the use of the Internet today is not only intended for today's digital world. One of the keys to success for companies like Laneige in achieving marketing goals is to implement the right marketing mix (4P) according to the channels used by entrepreneurs.

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