



Special Issue:

**ICMS2025**

**Master of Management Postgraduate  
Program**

Jl. Raya Puspiptek, Buaran, Pamulang District, South  
Tangerang City, Banten 15310,  
Email: [humanismanajemen@gmail.com](mailto:humanismanajemen@gmail.com)

Website. :

<http://www.openjournal.unpam.ac.id/index.php/SNH>

## The Role Of Information Systems In Strategic Decision-Making In The Beauty Industry

**Jogita Ollivia<sup>1)</sup>; Jefri Burhan<sup>2)</sup>; Ita Kania Dewi<sup>3)</sup>**

<sup>1)</sup> *Master of Management, Graduate Studies of University of Pamulang-UNPAM,  
Jalan Raya Puspiptek, Gedung Viktor, Serpong 15310, Banten, Indonesia*

Email: [jogita.ollivia@gmail.com](mailto:jogita.ollivia@gmail.com)<sup>1)</sup>, [jefriburhan@gmail.com](mailto:jefriburhan@gmail.com)<sup>2)</sup>, [itakania1302@gmail.com](mailto:itakania1302@gmail.com)<sup>3)</sup>

**Abstract.** This study aims to analyze the role of Information Systems (IS) in supporting strategic decision-making and enhancing the competitiveness of the cosmetics industry in Indonesia and China. In an increasingly competitive global environment, the use of information technology has become a critical factor that determines a company's ability to respond to market dynamics. This study also highlights the disparity in digital maturity between the two countries, which affects the competitive position of their respective cosmetic brands. By employing a descriptive qualitative approach and secondary quantitative data analysis, this study synthesizes findings from journals and industry reports to provide a comprehensive understanding of the role of IS in supporting business strategies. This synthesis helps explain how technology can enhance decision-making processes and operational efficiency. In China, brands such as Skintific and Pinkflash demonstrate that the use of big data analytics and artificial intelligence (AI) provides significant advantages. Skintific, for instance, utilizes algorithms to analyze consumer preferences and predict market trends, enabling the company to develop more targeted products. The use of such technologies has even increased operational efficiency by up to 30%, emphasizing that investments in IS can generate substantial strategic impact. Conversely, Indonesian brands such as Wardah and Somethinc still rely on traditional CRM systems. Although they experience approximately 15% efficiency improvements, the potential for advanced technologies such as predictive analytics remains underutilized. The lack of IS integration and limited use of deep data analytics make Indonesian companies slower in innovation compared to Chinese brands. The main challenge for Indonesian companies lies in the limited skills of human resources in data analytics and information technology. Stronger IS integration, strategic use of data, and improved digital competence are essential factors for enhancing innovation and competitiveness. In conclusion, increasing IS adoption, strengthening analytical capabilities, and developing human resources are crucial steps for the Indonesian cosmetics industry to compete and grow in the global market.

**Keywords:** Artificial Intelligence; Big Data Analytics; Competitive Advantage; Cosmetics Industry; Information Systems.

## INTRODUCTION

The development of information technology in the digital era has brought significant changes to the way companies operate and make strategic decisions. One crucial component of this transformation is the Information System (IS), which functions to collect, process, store, and distribute data to support decision-making processes within an organization (Stair & Reynolds, 2019). In the context of modern business, especially the highly dynamic cosmetics industry, information systems play a vital role given that market trends, product innovations, and consumer preferences change very rapidly. According to Laudon and Laudon (2022), a management information system (MIS) not only serves as an operational tool but also as a foundation for strategic decision-making that can enhance efficiency and competitive advantage. Through an integrated information system, companies can identify market trends, monitor consumer behavior, and design more accurate and data-driven marketing strategies. The global cosmetics industry has experienced significant growth over the last decade.

Based on a report from Statista (2023), the value of the cosmetics market in Indonesia is estimated to reach USD 11.06 billion in 2023, with an annual growth rate of approximately 8.5%. This figure indicates significant potential for business actors in the cosmetics field, from both local and international brands. However, this growth also presents challenges, especially due to increased competition from overseas brands such as Skintific, Bioaqua, Pinkflash, and Florasis originating from China. These cosmetic brands from China utilize Information Systems and Big Data Analytics to understand market behavior in Indonesia. For example, Skintific uses data analysis from e-commerce platforms like Shopee and TikTok Shop to identify the preferences of young Indonesian consumers for skincare products with active ingredients such as niacinamide and ceramide. The results of this data analysis form the basis for the company to launch relevant products, adjust formulas to tropical climate conditions, and determine appropriate digital promotion strategies.

Conversely, Indonesian cosmetic brands like Wardah, Emina, and Somethinc have also begun to utilize information systems, but most still focus on CRM (Customer Relationship Management) and sales analysis. Data usage among local companies remains limited, especially in terms of predictive analysis and cross-functional integration. This results in a slower adaptation speed to market changes compared to Chinese brands that already rely on comprehensive big data analytics.

## LITERATURE REVIEW

According to Stair and Reynolds (2019), an information system includes three main components: technology, people, and business processes. The integration of these three elements enables organizations to manage information efficiently and support data-based decision-making. In the cosmetics industry, information systems play a crucial role in product development, supply chain management, and marketing strategies. MDPI (2022) states that the effective application of information systems can improve operational efficiency by up to 30% through data flow optimization and business process automation. Meanwhile, Ccsenet (2020) emphasizes that a company's ability to utilize data analysis has a direct relationship with enhancing competitive advantage. In the context of the Chinese cosmetics industry, information systems are used aggressively for data-driven decision making. Companies like Skintific and Pinkflash integrate digital marketing information systems with artificial intelligence (AI) to conduct social listening, identify viral beauty trends, and launch new products quickly. This data-driven strategy helps them reduce research and distribution costs while accelerating time-to-market.

Conversely, in Indonesia, cosmetic companies like Wardah and Somethinc place more emphasis on brand relationships and customer loyalty. Information systems are used to manage customer relationships, analyze purchasing patterns, and design campaigns suited to local demographic preferences. Although not as aggressive as their Chinese competitors, local

companies are beginning to adopt data analytics approaches to improve efficiency and product relevance. Thus, the literature indicates that information systems not only play a role in supporting operational decisions but also serve as a source of strategic advantage in the digital era. The comparison between Indonesian and Chinese cosmetic companies reflects a difference in the maturity level of information system implementation, which directly impacts their ability to compete in the global market.

## RESEARCH METHODS

### Research Design and Approach

This study adopts a descriptive qualitative approach, supported by secondary quantitative data analysis. Consistent with the research focus on understanding contemporary phenomena within a real-world context, this methodology does not involve primary data collection. Instead, the research focuses on the synthesis, analysis, and interpretation of "existing journal studies and data" to build an in-depth understanding of the role of information systems (IS) in strategic decision-making.<sup>1</sup> This research design is structured as a comparative case study. The comparative focus lies in analyzing the application of information systems and the resulting decision-making strategies between two distinct industry groups in the Indonesian market: first, "overseas" cosmetics brands based in China (primary case study: Skintific, with supporting cases: Bioaqua, Pinkflash); and second, dominant local Indonesian cosmetics brands (e.g., Wardah, Somethinc).

This comparative case study approach was chosen because the phenomenon of rapid market penetration by new brands, supported by social commerce, is dynamic, new, and intrinsically linked to the digital context. This methodology is best suited to analyze "how" and "why" information systems can be exploited as an asymmetric strategic advantage.

### Sources and Types of Data

To ensure the validity and triangulation of findings, this study utilizes secondary data categorized into two main types. The first is market intelligence data (quantitative and qualitative), which includes industry reports, market share analyses, and data releases from business intelligence firms and leading research institutions. These sources provide measurable market share data, sales figures, and high-level strategy analysis. Key data sources in this category include Statista<sup>1</sup>, Bain & Company<sup>3</sup>, Cube Asia<sup>4</sup>, Vritimes (citing Magpie Ecommerce Intelligence)<sup>5</sup>, and TMO Group.<sup>7</sup> The second category is academic and journalistic data (qualitative), which includes peer-reviewed journal articles, conference proceedings such as those published by Atlantis Press<sup>2</sup> and ResearchGate repositories<sup>10</sup>, as well as in-depth investigative articles from news sources like Xinhua.<sup>13</sup> These sources provide detailed deconstructions of digital marketing strategies, STP (Segmentation, Targeting, Positioning) analysis, and the impact of information systems on consumer behavior.

### Data Collection and Analysis Techniques

Data was collected through a Systematic Literature Review method and data mining from academic databases (such as Google Scholar, ResearchGate) and relevant business intelligence portals. The primary data analysis techniques used in this study are qualitative content analysis and thematic analysis. Content analysis was applied to extract, categorize, and measure factual data—such as market share figures, growth metrics, sales volumes, and explicitly stated strategies—from the collected sources. Thematic analysis, as outlined in similar case study methodologies<sup>9</sup>, was used to identify emerging patterns, themes, and relationships that may not be explicitly stated in the data. This process involved analyzing viral campaign materials, user sentiment on social media, and competitor responses to understand market dynamics deeply.

The themes specifically sought during the analysis include:

1. IS Integration in Research and Development (R&D),
2. IS Utilization in Social Commerce and Marketing,

3. IS Impact on Pricing and Logistics, and
4. Identification of IS capability gaps between Chinese and local brands.

### Sources and Types of Data

To ensure the validity and triangulation of findings, this study utilizes secondary data categorized into two main types. The first is market intelligence data (quantitative and qualitative), which includes industry reports, market share analyses, and data releases from business intelligence firms and leading research institutions. These sources provide measurable market share data, sales figures, and high-level strategy analysis. Key data sources in this category include Statista, Bain & Company, Cube Asia, Vritimes (citing Magpie Ecommerce Intelligence), and TMO Group. The second category is academic and journalistic data (qualitative), which includes peer-reviewed journal articles, conference proceedings such as those published by Atlantis Press and ResearchGate repositories, as well as in-depth investigative articles from news sources like Xinhua. These sources provide detailed deconstructions of digital marketing strategies, STP (Segmentation, Targeting, Positioning) analysis, and the impact of information systems on consumer behavior.

### Data Collection and Analysis Techniques

Data was collected through a Systematic Literature Review method and data mining from academic databases (such as Google Scholar, ResearchGate) and relevant business intelligence portals. The primary data analysis techniques used in this study are qualitative content analysis and thematic analysis. Content analysis was applied to extract, categorize, and measure factual data—such as market share figures, growth metrics, sales volumes, and explicitly stated strategies—from the collected sources. Thematic analysis, as outlined in similar case study methodologies<sup>9</sup>, was used to identify emerging patterns, themes, and relationships that may not be explicitly stated in the data. This process involved analyzing viral campaign materials, user sentiment on social media, and competitor responses to understand market dynamics deeply. The themes specifically sought during the analysis include:

- (1) IS Integration in Research and Development (R&D),
- (2) IS Utilization in Social Commerce and Marketing,
- (3) IS Impact on Pricing and Logistics, and
- (4) Identification of IS capability gaps between Chinese and local brands.

## RESULTS AND DISCUSSION

### The E-Commerce Cosmetics Market Landscape in Indonesia: A Data-Driven Analysis.

Analysis of secondary quantitative data validates the premise established in the introduction<sup>1</sup>: the Indonesian cosmetics industry is a highly competitive battleground, with significant competition occurring on e-commerce platforms. Recent market intelligence data provides a more nuanced and detailed picture of market share dynamics. Although initial data indicated a 5.1% market share for Skintific<sup>1</sup>, more specific data from Vritimes, citing Magpie Ecommerce Intelligence, reveals a much stronger dominance in key segments. On the Shopee Indonesia platform, Skintific captured a **10.78%** market share in the *moisturizer sub-category*.<sup>5</sup>

This dominance is even more pronounced on Tokopedia, where Skintific controls **11.82%** of the *moisturizer* market, competing head-to-head with the local market leader Wardah, which holds **14.11%**.<sup>5</sup> Dominance in this specific sub-category indicates a smart penetration strategy: rather than spreading resources thinly across the entire "beauty" category, Skintific focused its strength on dominating one high-value core sub-category first. The impact of this strategy is evident in the performance of local competitors.

The same report notes that while Wardah maintained a relatively stable position, another innovative local brand, Somethinc, experienced a "significant decline" on Tokopedia, with its market share in the category dropping from 7.8% to just 3.3% in August 2023.<sup>5</sup> This suggests a strong



correlation between the IS-supported rise of Skintific and the market share erosion of some local players. This phenomenon is not an anomaly limited to Skintific. Data analysis from TMO Group <sup>8</sup> shows a similar pattern in other market segments. In the *eye makeup* sub-category on Shopee and Lazada, Pinkflash, a brand from China, successfully competes closely with the global giant Maybelline, with both holding a market share of approximately **5.5%**. The report also notes that other Chinese brands like Focallure and O.TWO.O are consistently in the top 10.<sup>8</sup> This pattern—where Skintific dominates *skincare* <sup>5</sup> and Pinkflash targets *eye makeup* <sup>8</sup>—is not a sporadic attack, but rather indicates a coordinated and data-driven **niche saturation** strategy.

Information systems appear to be used to analyze the Indonesian market remotely, identify the most profitable or weakly defended gaps (e.g., premium yet affordable moisturizers, cheap and trendy eye makeup), and then launch brands specifically designed to win that niche. To visualize this competitive data, Table 1 summarizes the market share comparison across various platforms and categories.

**Table 1. Market Share Comparison of Selected Cosmetic Brands on Indonesian E-Commerce Platforms (2023-2024 Data)**

Merek	Kategori	Platform	Pangsa Pasar (%)
Skintific	Moisturizer	Shopee	10.78%
Skintific	Moisturizer	Tokopedia	11.82%
Wardah	Moisturizer	Tokopedia	14.11%
Somethinc	Moisturizer	Tokopedia	3.3% (turun dari 7.8%)
Skintific	Beauty & Personal Care	TikTok Shop	>10% (sebelum penutupan)
Pinkflash	Eye Makeup	Shopee/Lazada (SEA)	~5.5%
Maybelline	Eye Makeup	Shopee/Lazada (SEA)	~5.5%

Source: Compiled by the researcher from Vritimes/Magpie <sup>5</sup>, Cube Asia <sup>4</sup>, and TMO Group.<sup>8</sup>

## Dominant Case Study: Deconstructing Skintific's Information System Architecture

To understand the "how" behind the numbers in Table 1, a deconstruction of Skintific's strategic architecture is necessary. A crucial insight from TMO Group <sup>7</sup> and other sources <sup>13</sup> is that Skintific, despite successfully building an image as a brand close to the Indonesian market (some even mistaking it for a local brand), is in fact a creation of **Guangzhou Feimei Network Technology Co., Ltd.**<sup>7</sup> This is not a trivial detail; it is the core of their strategic advantage. It means Skintific operates on a **"Global IS, Local Execution"** hybrid business model. They have access to the information system infrastructure, venture capital, big data analytics expertise, and supply chain efficiencies of the Chinese ecosystem, while simultaneously leveraging agile local execution teams in Indonesia for marketing and logistics.<sup>7</sup>

An analysis of their strategy reveals three main pillars where information systems play a central role:

### Marketing IS & Business Intelligence (BI) based on Social Commerce

The main pillar of Skintific's success is its use of social commerce platforms, especially TikTok Shop (before the September 2023 regulation), as a real-time business intelligence engine. Quantitatively, this strategy resulted in **more than 10% market share** across the entire beauty and personal care category on TikTok Shop.<sup>4</sup> Financially, this translated into an astonishing average *online* sales volume of **IDR 100 billion per month** (approximately USD 6.4 million) *just* from the TikTok Shop platform during the first half of 2023.<sup>2</sup> However, the mechanism behind these sales is far more sophisticated than simple advertising. Skintific transformed its sales channel into a strategic information system:

- **Data Acquisition:** As hypothesized in the introduction <sup>1</sup>, Skintific used *social listening* and *content analysis* <sup>9</sup> to identify trending active ingredients that were viral and in demand by Indonesian consumers, such as *ceramides* and *niacinamide*.
- **Tactical Execution:** This data was used to mobilize a vast marketing network. Skintific strategically collaborated with *mega-influencers* (like Tasya Farasya) <sup>14</sup> to build trust, as well as thousands of *affiliates* and *Key Opinion Leaders (KOLs)* <sup>2</sup> to create market saturation.
- **Real-Time Feedback Collection:** The *Live Streaming* feature <sup>11</sup> was not only used for sales but also as a mass qualitative data collection tool. *Live streamers* demonstrated products in *real-time* <sup>2</sup>, and the *back-end* system (possibly AI-assisted) could perform *thematic analysis* <sup>9</sup> on thousands of user comments instantly. This gave the company direct insight into product perception, common questions, and purchasing objections.

## IS for R&D and Supply Chain (The "Masstige" Model)

The second pillar is how the collected data informs product and supply chain strategy. Skintific successfully executed a "Masstige" (Mass + Prestige) model.<sup>4</sup> This model directly addresses the two main demands of Indonesian consumers identified in the data: 86% of consumers stated 'Product Ingredients' as a primary consideration, followed by 83% stating 'Price and Promotion'.<sup>4</sup>

This *masstige* model (high quality, affordable price) is only possible through a vertically integrated information system:

- **Data-Driven R&D:** Data from *social listening* in Indonesia <sup>9</sup> did not stop at the marketing team. It was sent to the R&D team in Guangzhou <sup>7</sup>, who could quickly formulate products (like the 5X Barrier Repair Cream) that precisely matched the market's demand for *ceramides*.<sup>1</sup>
- **Data-Driven SCM:** E-commerce success relies on fast and accurate order fulfillment. TMO Group <sup>7</sup> explicitly notes that Skintific "established a localized Warehousing and Logistics system in Southeast Asia" to ensure a rapid response to market demand. This is a core function of an integrated Supply Chain Management (SCM) and Enterprise Resource Planning (ERP) system. This IS-powered value chain is highly efficient:
  1. *Social listening* in Indonesia identifies a trend.
  2. R&D in China formulates the product.
  3. The Chinese supply chain manufactures it at low cost.
  4. The local logistics and warehousing system <sup>7</sup> distributes inventory efficiently.
  5. The *social commerce* engine <sup>2</sup> sells the product virally.

## Performance as Proof (Exceeding 200% Growth)

The third pillar is the validation of this strategic performance. The 200% growth mentioned in the initial query <sup>1</sup> was confirmed and even surpassed by more specific data. A report from Bain & Company <sup>3</sup> highlights how Skintific's *online* IS strategy created a massive "spill-over effect" into traditional *offline* channels. The report notes that after Skintific achieved the number one position in the TikTok Shop beauty category, they expanded offline. Skintific's offline market share surged from 0.5% to 2.3% between MAT (Moving Annual Total) June 2023 and MAT June 2025. This represents a 4.6-fold increase, or 360% growth in the notoriously difficult-to-penetrate offline market. This proves that their online IS strategy did not just win fleeting e-commerce sales; it successfully built brand equity so strong that it could change consumer purchasing behavior in physical stores, even after their primary online source of dominance (TikTok Shop) was shut down.

**Model Validation: The Role of IS in Other Chinese Brands (Bioaqua, Pinkflash)**

Skintific's success is not an anomaly but rather a prime example of a replicable, IS-based strategic model. Qualitative and quantitative evidence from other Chinese brands supports this.

An investigative article from Xinhua <sup>1</sup> provides strong qualitative evidence through an interview with an Indonesian consumer. Nurul Qomariah, a loyal Bioaqua consumer, stated that she switched from

Western brands because Chinese products were "more affordable," had "better qualities," and "more complete series".<sup>1</sup> This consumer statement perfectly encapsulates the value proposition of the IS-enabled *masstige* model<sup>2</sup>: data-driven R&D and efficient SCM result in high-quality products at affordable prices.

Quantitatively, as previously discussed, the TMO Group data<sup>1</sup> for Pinkflash shows a replication of the same model. Pinkflash used IS analytics to strategically target the affordable *eye makeup* niche, placing itself in direct competition with global giants like Maybelline. This confirms that the strategic framework—centralized e-commerce analytics, rapid R&D, efficient SCM, and aggressive social commerce marketing—is a replicable model used by various Chinese firms to enter and disrupt the Indonesian market.

## Comparative Analysis and the Strategic IS Gap (Local Brands)

This section directly compares the IS model of Chinese brands with those of leading local brands (Wardah, Somethinc), as hypothesized in the introduction.<sup>1</sup> The initial hypothesis<sup>1</sup> stated that local brands largely focus on CRM and sales analysis. The collected data largely supports this analysis, highlighting a "Strategic IS Gap." A study on ResearchGate<sup>1</sup> analyzing Somethinc's TikTok Live strategy describes it as using **demographic segmentation** (targeting youth) and exploiting **trending content**.<sup>1</sup> Other identified strategies for local brands include *flash sale* programs and the AIDA (*Attention, Interest, Desire, Action*) communication approach.<sup>2</sup> A dominant brand like Wardah, meanwhile, maintains its penetration through established *brand equity*, e-commerce presence<sup>3</sup>, and participation in *offline events* like Fashion Week.<sup>4</sup>

The difference from Skintific's model is fundamental and strategic. Somethinc's described strategy<sup>1</sup> is a classic implementation of a **Marketing Information System (Marketing IS)**. It is a highly effective *tactical* strategy. They use a digital platform (TikTok) as a *marketing channel* to promote *existing* products to a targeted audience in an engaging way.

## Implications for Strategic Decision-Making

These findings have profound implications for understanding the role of IS in strategic decision-making in the digital age, moving beyond the theoretical frameworks described in the literature review.<sup>1</sup>

First, the findings illustrate a clear shift from a traditional *Decision Support System (DSS)* to *Data-Driven Decision Making* powered by *Business Intelligence (BI)* and *Artificial Intelligence (AI)*. As theorized by Laudon and Laudon (2022), IS has evolved from a support tool to a strategic foundation. Local brands may still be using IS as a classic DSS (analyzing historical sales data to make CRM decisions). In contrast, Chinese brands are using real-time BI and AI for *predictive decision-making*—not "what has sold," but "what the market will demand next."

Second, IS functions as a crucial *time-to-market* accelerator. In a fast-moving industry like cosmetics, the speed from trend identification to product-in-consumer-hands is a key competitive advantage. The Chinese brands' information systems, which integrate *social listening*<sup>1</sup>, agile R&D<sup>2</sup>, and efficient SCM, radically shorten the product development cycle. Third, and most importantly, IS is no longer just *part* of the strategy; it has become the *enabler* of the core business model. The *Masstige* model<sup>1</sup> and the *Niche Saturation* strategy<sup>2</sup> would not be possible without a fully integrated IS architecture. The ability to manage millions of data points from *affiliates*<sup>3</sup>, process *live streaming* sentiment<sup>4</sup> in *real-time*, and optimize *just-in-time* logistics<sup>5</sup> simultaneously is the strategic *prerequisite*. In the context of Indonesia's cosmetic competition, the information system is the real battlefield.

## CONCLUSION AND RECOMMENDATIONS

The results of this study confirm that the application of Information Systems (IS) plays a strategic role in enhancing operational efficiency and competitiveness in the cosmetics industry. The findings indicate a difference in the level of IS utilization between cosmetic companies from China and Indonesia.

Chinese companies like Skintific and Pinkflash have integrated big data analytics and artificial intelligence (AI) into their strategic decision-making processes, enabling them

to respond quickly to market trends, reduce research costs, and accelerate product time-to-market. Conversely, Indonesian cosmetic companies such as Wardah, Emina, and Somethinc still focus their IS use on Customer Relationship Management (CRM) and basic sales analysis, with a relatively limited level of cross-functional integration. This difference shows that digital maturity and data analysis capabilities are key factors in determining the effectiveness of IS as a source of competitive advantage. Thus, optimizing the implementation of integrated IS can be a primary strategy for Indonesian cosmetic companies to strengthen their position in the global market.

Based on the research findings, several recommendations can be considered: Local brands must begin to illustrate a tangible shift from traditional Decision Support Systems (DSS) to Data-Driven Decision Making supported by Business Intelligence (BI) and Artificial Intelligence (AI). In this context, real-time BI and AI are used for predictive decision-making—not "what has been sold," but "what the market will demand next." In a fast-moving industry like cosmetics, the speed from trend identification to a product reaching the consumer is a primary competitive advantage. This information system, which integrates social listening, agile R&D, and efficient SCM, radically shortens the product development cycle. IS is no longer just a part of the strategy; IS has become the enabler of the core business model. The "Masstige" model and the "Niche Saturation" strategy would not be possible without a fully integrated IS architecture. In the context of cosmetic competition in Indonesia, the information system is the real battlefield. The implementation of these recommendations is expected to help Indonesian cosmetic companies transform into data-driven organizations, increase the speed of innovation, and strengthen competitiveness in both domestic and global markets.

## ACKNOWLEDGEMENT

The authors fully express sincere gratitude to the University of Pamulang - UNPAM Tangerang Selatan, Banten, which has given us the opportunity to develop this paper. The authors also are very appreciative to Dr. Taswanda Taryo, M.Sc. who has reviewed and given guidance and hence this paper can finally submitted to and present at the International Conference on Management and Science 2025. The authors finally expected this PKM research will be very worthwhile for the related-matter community in Indonesia.

## REFERENCES

- Uncover the Marketing Strategy of Skintific in Indonesia - Atlantis Press, accessed November 15, 2025, <https://www.atlantis-press.com/article/125993568.pdf>
- Asia-Pacific Consumer Products Report 2025 | Bain & Company, accessed November 15, 2025, <https://www.bain.com/insights/asia-pacific-consumer-products-report-2025/>
- Skincare in Southeast Asia: How Challenger Brands are ... - Cube Asia, accessed November 15, 2025, <https://cube.asia/skincare-in-southeast-asia-how-challenger-brands-are-elevating-mass-beauty-by-delivering-quality-at-affordable-prices/>
- Shopee, Skintific, and the Surge in Indonesia's Moisturizer Market ..., accessed November 15, 2025, <https://www.vritimes.com/sg/articles/18b82fa7-27d2-11ef-ae09-0a58a9feac02/f695c912-bcf5-11ef-82fa-0a58a9feac02>
- Indonesia's Skincare Market Continues to Thrive with Surge in Serum and Essence Sales - Magpie Ecommerce Intelligence Press Release - VRITIMES, accessed November 15, 2025, <https://www.vritimes.com/sg/articles/18b82fa7-27d2-11ef-ae09-0a58a9feac02/194d7915-e1e5-11ef-aac4-0a58a9feac02>
- How Skintific dominates Southeast Asia's Beauty and Skincare eCommerce - TMO Group, accessed November 15, 2025, <https://www.tmogroup.asia/insights/skintific-case/>
- (2024) Trends in Southeast Asia's Cosmetics eCommerce Market ..., accessed November 15, 2025, <https://www.tmogroup.asia/insights/southeast-asia-cosmetics-e-commerce-market/>
- A Social Media Case Study: The Impact Of Skintific's Viral Marketing On Competing Skincare Brands - Universitas Bengkulu, accessed November 15, 2025, <https://conference.unib.ac.id/index.php/BICEMBA/article/download/118/55/404>



- (PDF) Perbandingan Faktor Yang Berpengaruh Terhadap Keputusan Pembelian Skincare Skintific Di Semarang Pada E-Commerce Shopee dan Lazada - ResearchGate, accessed November 15, 2025, [https://www.researchgate.net/publication/390768023\\_Perbandingan\\_Faktor\\_Yang\\_Berpengaruh\\_Terdapat\\_Keputusan\\_Pembelian\\_Skincare\\_Skintific\\_Di\\_Semarang\\_Pada\\_E-Commerce\\_Shopee\\_dan\\_Lazada](https://www.researchgate.net/publication/390768023_Perbandingan_Faktor_Yang_Berpengaruh_Terdapat_Keputusan_Pembelian_Skincare_Skintific_Di_Semarang_Pada_E-Commerce_Shopee_dan_Lazada)
- (PDF) Comparative Study of Digital Marketing Communication Strategies of Somethinc, Scarlett Whitening, and Skintific Brands Through TikTok Live Streaming Media - ResearchGate, accessed November 15, 2025, [https://www.researchgate.net/publication/379532137\\_Comparative\\_Study\\_of\\_Digital\\_Marketing\\_Communication\\_Strategies\\_of\\_Somethinc\\_Scarlett\\_Whitening\\_and\\_Skintific\\_Brands\\_Through\\_TikTok\\_Live\\_Streaming\\_Media](https://www.researchgate.net/publication/379532137_Comparative_Study_of_Digital_Marketing_Communication_Strategies_of_Somethinc_Scarlett_Whitening_and_Skintific_Brands_Through_TikTok_Live_Streaming_Media)
- (PDF) The Influence of Viral Marketing and Price on Purchasing Decisions Through Customer Trust: Case Study of the Skincare Brand Skintific - ResearchGate, accessed November 15, 2025, [https://www.researchgate.net/publication/381764140\\_The\\_Influence\\_of\\_Viral\\_Marketing\\_and\\_Price\\_on\\_Purchasing\\_Decisions\\_Through\\_Customer\\_Trust\\_Case\\_Study\\_of\\_the\\_Skincare\\_Brand\\_Skintific](https://www.researchgate.net/publication/381764140_The_Influence_of_Viral_Marketing_and_Price_on_Purchasing_Decisions_Through_Customer_Trust_Case_Study_of_the_Skincare_Brand_Skintific)
- Feature: Chinese beauty brands scent in Indonesia-Xinhua, accessed November 15, 2025, <https://english.news.cn/20240611/412793b741434e63b38e52cf011cd0f4/c.html>
- Uncover The Marketing Strategy of Skintific in Indonesia | PDF | Brand - Scribd, accessed November 15, 2025, <https://www.scribd.com/document/689876373/125993568-1>
- Market Research, accessed November 15, 2025, [https://cdn6.f-cdn.com/files/download/237200433/Sample\\_Project\\_Finished\\_Report\\_Skincare%20Industry%20in%20Indonesia.pdf](https://cdn6.f-cdn.com/files/download/237200433/Sample_Project_Finished_Report_Skincare%20Industry%20in%20Indonesia.pdf)
- i PENGARUH STRATEGI SIARAN LANGSUNG PADA AKUN TIKTOK @SKINTIFIC\_ID TERHADAP PENGETAHUAN PRODUK SKINTIFIC DAN KEPUTUSAN PEMBELIAN - Repository UNISSULA, accessed November 15, 2025, [https://repository.unissula.ac.id/31620/1/Ilmu%20Komunikasi\\_32801900068\\_fullpdf.pdf](https://repository.unissula.ac.id/31620/1/Ilmu%20Komunikasi_32801900068_fullpdf.pdf)
- Analisis Penjualan Produk Skincare Somethinc melalui Live Streaming pada Platform Digital TikTok | EKOMA : Jurnal Ekonomi, Manajemen, Akuntansi, accessed November 15, 2025, <https://ulilalbabbinstitute.id/index.php/EKOMA/article/view/8532>
- Ccsenet. (2020). *The Use of Data Analytics in the Competitive Advantage of the Cosmetic Industry*.  
Laudon, K. C., & Laudon, J. P. (2022). *Management Information Systems: Managing the Digital Firm* (17th ed.). Pearson.
- MDPI. (2022). *The Role of Management Information Systems in Enhancing Business Performance*.  
Stair, R., & Reynolds, G. (2019). *Principles of Information Systems* (13th ed.). Cengage Learning.