Digital marketing communication of skincare products to develop men's consumptive behaviour

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Abstract Having an attractive appearance is now not only for women but also for men. Taking care of the body, especially the face has become a new culture that has shifted the masculine side towards metrosexuals. To get an attractive appearance, a series of treatments are needed, one of which is skincare which requires much money. Such self-care behaviour, of course, also encourages men's consumerism. This study determines how digital marketing communication for skincare products builds men's consumptive behaviour on Instagram. Content analysis of Instagram posts related to the consumption of skincare products collected through the hashtag #scarlettlakilaki was used in this study. The results obtained that the element of dependence is 0.94 or 94 per cent. Then the result is considered credible because it exceeds the minimum threshold. This research concludes that Scarlett transforms masculinity into metrosexuality, blur a gender bias, and builds on the idea that the body of men who use Scarlett is depicted with a pure white body resembling a women's body.

Keywords: digital marketing communication; skincare products; Scarlett; men's consumptive behaviour; Instagram.

INTRODUCTION

As in the media, media creates body discipline, which is knowledge expansion Instagram fans or followers to create dress simulation (Putranto et al., 2020). The media are used to create a disciplined body by industrial capitalists (Putranto et al., 2021). The media gives fantasy for men to take care of body condition (Putranto, Suyanto, & Ariadi, 2021) so that the body becomes an entity that can satisfy both women and men.

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Body dissatisfaction is primarily caused by sex and physical condition. There is, in fact, a strong link between gender and variations in body dissatisfaction circumstances. Abstract contemplation predicts the greatest increase in body dissatisfaction among women, while concrete contemplation predicts the greatest increase among men (Rivière et al., 2018). Body dissatisfaction is linked to negative body beliefs fuelled by the disparity between one's imagined ideal appearance and one's actual appearance (Grieve et al., 2007). This paradigm has ultimately opened the door for capitalist enterprise, especially human bodily discipline in daily life. However, this situation requires efforts to communicate effective digital marketing communications to consumers.

The human body is not autonomous; both the concept of the body and human sexuality is governed by a powerful force (Butler, 1988). Through a large narrative about the body and sexuality that has been constructed by cultures, whether intentionally or unconsciously, civilisations have powerfully shaped the point of view of individuals in terms of their body and sexuality (Habib et al., 2020). Mating is a combination of femininity and masculinity when viewed through the lens of traditional sexuality, resulting in a new name for masculinity: metrosexuality (Zarwell et al., 2019). When examined through the lens of Herbert Marcuse, the concept of masculinity, which is based on the search for the perfect men in this world, is a concept of uniformity in the world's ideal human body in one dimension. Furthermore, the global large capitalists' plan to expand their businesses, particularly in cosmetics, is the primary tale behind the emergence of ideal men in uniform (Habib et al., 2020). In the capitalist industry's disciplinary efforts, men's bodies are considered as having the same opportunities as women's bodies (Falomir-Pichastor et al., 2019). Keeping a men's body in check, on the other hand, necessitates extra work due to the masculine attitude of being unconcerned about one's appearance.

In this age of technology and internet upheaval, social media has created a new reality (Aljuboori et al., 2020). The Internet has had a huge impact on many facets of human existence, particularly commerce (Wijaya, 2018). The tremendous expansion in the number of customers using the Internet as a media project for shopping has resulted in a significant surge in virtual world sales. Many sellers find that trading electronics (e-commerce) and related virtual enterprises provide excellent chances (Sari et al., 2020). Technological advancements in the internet age are causing changes in daily life, including a shift in Indonesian consumer behaviour toward more immediate and practical items, fuelling the online shopping model (Kama, 2018), and demands digital marketing.

The era of disruption will change the way businesses operate and the basis of their operations, from cost structures to culture and even industry ideology. Business change is evident in the era of disruption, and what was once a very important way of doing business has become the sharing of roles and the collaboration of resources (Suripto, 2019).

Digital marketing communication between firms and consumers via digital or electronic media is quickly expanding (Shankar et al., 2021). In high-involvement product categories, digital marketing communications can even prompt need recognition. According to the findings, consumers are pleased about digital communication, are affected by other customer reviews, and express their post-purchase thoughts through digital channels (Dahiya & Gayatri, 2018). Social media marketing has had a huge impact on business image and trust.

Furthermore, brand image and trust have substantially impacted purchase intent (Sanny et al., 2020). Normative Influences and Attitudes for Applying Skincare are two factors that influence the behaviour of men consumers purchasing skincare goods in Suwon, South Korea. Beliefs in Product Aspects, Self-Image Aspects, and Aging Effects are among the elements that influence men's purchasing behaviour in Bandung, Indonesia (Ridwan et al., 2017); one of the skincare products is Scarlett.

Figure 1. Scarlett product
Source: (Instagram, 2021c)

In Figure 1, we can see some Scarlett products that are right for routine maintenance. There are products for hair health, facial skincare for acne or brightening, and body skincare, which have beneficial ingredients for skin health and moisture. Moreover, the good news is that all these products can be obtained for IDR 75,000 per item. Since the cosmetics industry began selling the product in terms of beauty and femininity, cosmetics or skincare products have been mostly associated with women. Today, however, the situation has changed, and men of all ages, from young to elderly, are increasingly aware of the value of attractiveness, youthful charm, and fitness, which characterises the market for men customers. Their thinking is associated with youthful and appealing appearances, which would allow them to build their trust and reputation at work (Yuen et al., 2018). Self-esteem, body image, peer support, and skincare consumption behaviour are related (Khumaira & Restu, 2018). This illustrates that men also play an active role in consumptive behaviour in body care.

Consumptive behaviour carried out by metrosexual men is relatively different from most people, so metrosexual men become potential targets for many capitalist industries, especially products that women usually consume into products consumed by metrosexual men (Rahardjo & Silalahi, 2012). This circumstance presents a huge opportunity for skincare makers as the number of men using cosmetics increases. The percentage is high in Western countries, and it is rapidly rising in developing countries (Khan et al., 2017). Because fair-haired beauty is constantly emphasised on TV shows and magazine covers and enhanced through social media, having smooth and brilliant skin is seen as an essential indicator of beauty for both men and women in Indonesia and three other Asian nations. The internet-savvy people and the young country. The men consumer is becoming increasingly important to cosmetics companies worldwide (Sanny et al., 2020).

Instagram is one of the most popular social media platforms for promoting a wide range of daily activities. Instagram's impact on body contentment has been mitigated by developing self-planning and self-discrepancy. The negative consequences of Instagram's self-confidence and self-discrepancy on the body are more pronounced for persons with low self-esteem (Ahadzadeh et al., 2017). Using the Insta Stories feature and submitting photos and videos to feeds, Instagram can be used for self-disclosure (Setiadi, 2019). Internet users' willingness to self-disclose their actions by uploading them is determined by their mood and the requests of third parties for their content to be presented in a way that suits their demands (Mahardika & Farida, 2019). Although society continues to hold the perception that men who use cosmetics are not manly, macho, or deviant, the use of cosmetics by men has increased following their orientation and need for care (Juliarty, 2020). There is a shift in the pattern, with an increasing number of guys utilising cosmetics. In 2010, 76 per cent of men in the world used women's cosmetics on themselves (Basyarahil, 2017). Men's involvement with women's cosmetics is increasing as users and advocates for cosmetics on social media (Putranto, 2015).

Instagram is a new phenomenon that aims to overcome the masculine stereotype that has existed for a long time, in which guys are uninterested in beauty and cosmetics (Dwiatmaja & Perbawani, 2021). Instagram is being used to create fantasies about men's bodies controlled by the capitalist industry to convey a macho image (Putranto et al., 2020). By juxtaposing metrosexual images of clean and bright skin with manly portrayals of beard growth, Erto's Men, as a men's facial skincare product, generates a disciplining influence on men's bodies. As a result of this representation, Erto's Men contributes to developing a manly health discourse for men (Putranto et al., 2021). Information about MS Glow For Men and the advantages of using MS Glow For Men as an Instagram promotion (Susilo et al., 2021). Men can also look after their skin, and wearing a Scarlett is the right choice (Fauzulandim.com, 2020). In previous studies, the focus on facial skincare products studied

was more specifically for men. However, in this study, researchers focused on Scarlett, a skincare product that is used for men and women.

As a result of various changes in lifestyle, education, xenophobia, and LGBT activism in the twenty-first century, the "metrosexual" stereotype grew more prevalent. Metrosexuality is linked to decreased masculinity, not femininity or gay tendency (Mitchell & Lodhia, 2017). The adoption of conventional men conceptions, adherence to masculine norms, aggressive sexism, and kind sexism are favourably linked to one's implicit men self-definition, which is unrelated to external expectations (Mattos Feijó et al., 2018). Even though men's bodies are becoming increasingly eroticised, periodicals continue to represent masculinity as traditional men clothed in formal attire (Khoo & Karan, 2007). The media also plays an important part in creating new portrayals of sexuality and gender, attracting attention with androgynous, macho, feminine, frilly, or very sexy characters (Mercer & Attwood, 2018). As a result, where masculinity was once associated with physical talents such as men's physical strength, it is now associated with mental abilities, the meaning of masculinity has shifted to metrosexual. Masculinity, on the other hand, has an impact on how people feel about themselves now. As a result, men are frequently perplexed when deciding where they fall on the masculine-metrosexual spectrum. metrosexuality, on the other hand, is Lower levels of masculinity, but not femininity, are linked. Meanwhile, other gender-related outcomes, such as adherence to masculine ideals, adoption of traditional concepts of masculinity, aggressive sexism, and good sexism, are all positively connected with masculinity and does not result from individual expectations outside. The results are then shared on social media to demonstrate conformity to the standards that oppose the concept of masculinity.

Furthermore, the number of men used as study subjects for skincare products is still relatively small. In previous studies that focused on men, men's environmental involvement was more closely associated with masculinity (Landry et al., 2019), and women's attraction for macho men is reliably shown by reproductive and mating practices (Niu & Zheng, 2020). In this context, the researcher tries to determine how digital marketing communication for skincare products builds men's consumptive behaviour on Instagram. This study applied Foucault's theory of power, which holds that power is inextricably linked to knowledge: there is no power without knowledge and no knowledge without power. On the other hand, knowledge is not the same as power. Knowledge has a tremendous impact on the one hand, while power demands knowledge on the other (Foucault, 1993).

METHODOLOGY

Content analysis is a technique for systematically examining message content and delivery and an analytical tool for tracking and analysing specific communicators' available communication activities (Krippendorff, 2018). This study used the content analysis method to

describe the aspects and characteristics of the post content. Content analysis is a systematic method for evaluating message content and transmission and an analytical tool for monitoring and analysing accessible communication activity from a local group of communicators (Kim, 2019). In this study, the content analysis method was used to describe the elements and characteristics of the post content (Susilo & Putranto, 2018).

The researcher used two coders to ensure objectivity in coding and data collection. The reliability test was used to determine the accuracy of the data, and two coders were used to assess the authenticity of the data obtained. In addition, Krippendorff content analysis was applied to analyse Instagram posts. Researchers employed content analysis to know how Scarlett as a skincare product builds men's consumerism on Instagram with #scarlettlakilaki and looked at 18 posts.

The Holsti formula calculates data from the two coders (Samiei & Mehrabi, 2019). The researchers used the content analysis approach because they intended to see the content of Instagram posts statistically, then analyse the content, read symbols, and interpret the symbolic interaction content of Instagram posts with #scarlettlakilaki. In this content analysis method, the researcher follows: The researcher began by looking at #scarlettlakilaki's Instagram posts. Second, based on Scarlett's Instagram digital marketing plan, the developer will sort the posts after they have been collected. Finally, in the third stage, the data that has been collected is processed.

$$PAo = 2A/ (N1+N2)$$

PAo represents A denotes the number of decisions made by the two coders, whereas N1 and N2 reflect the number of decisions made by the coder.

This study's digital marketing strategy focuses on promotion. Promotions include 1) advertising, 2) sales promotion, 3) public relations and publicity, 4) personal selling, and 5) direct marketing (Kotler & Armstrong, 2010). Any non-personal presentation and promotion that costs money and promotes the sponsor's ideas, goods, or services is advertising. Sales promotions are short-term incentives to encourage purchasing or selling a product or service. Building strong relationships with many public companies with several methods to profit, building a positive company image through publicity, and addressing or correcting rumours, stories, and terrible events are part of public relations and publicity. Personal selling is a tailored presentation created by a company's sales department to generate sales and strengthen customer relationships. Direct marketing creates one-on-one relationships with specific customers to elicit an immediate response and establish long-term client relationships.

RESULTS AND DISCUSSION

Researchers utilised the Holsti technique to verify data dependability after collecting 18 posts from Instagram with #scarlettlakilaki. Digital marketing strategies include 1) advertising, 2) sales promotion, 3) public relations and publicity, 4) personal selling, and 5) direct marketing.

Table 1. Post analysis by two coders

Post	1st Coder					2nd coder				
	A	B	C	D	E	A	B	C	D	E
1	1	-	-	-	-	1	-	-	-	-
2	1	-	-	-	-	1	-	-	-	-
3	1	-	-	-	-	1	-	-	-	-
4	1	-	-	-	-	1	-	-	-	-
5	1	-	-	-	-	1	-	-	-	-
6	1	-	-	-	-	1	-	-	-	-
7	1	-	-	-	-	1	-	-	-	-
8	1	-	-	-	-	1	-	-	-	-
9	1	-	-	-	-	1	-	-	-	-
10	-	1	-	-	-	-	1	-	-	-
11	-	1	-	-	-	-	1	-	-	-
12	-	-	1	-	-	-	-	1	-	-
13	-	-	1	-	-	-	-	1	-	-
14	-	-	1	-	-	-	-	1	-	-
15	-	-	1	-	-	-	-	1	-	-
16	1	-	-	-	-	-	-	1	-	-
17	1	-	-	-	-	1	-	-	-	-
18	-	1	-	-	-	-	1	-	-	-
Total	**11**	**3**	**4**	**-**	**-**	**10**	**3**	**5**	**-**	**-**

* **A**: Advertising, **B**: Sales Promotion, **C**: Public Relations and Publicity, **D**: Personal Selling, and **E**: Direct Marketing
Source: (Author, 2021)

Table 1 displays the results of coder one and coder two coding 18 posts split by date and their corresponding indicators. In addition, Table 2 below provides a summary of these indicators.

Table 2. Coder output

Variable	Coding Output		
	1st Coder	2nd Coder	Two coders come to an agreement
Advertising	11	10	10
Sales promotion	3	3	3
Public relations and publicity	4	5	4
Personal selling	-	-	0
Direct marketing	-	-	0
Total	**18**	**18**	**17**

Source: (Author, 2021)

$$Pao = 2A/ (N1+N2)$$
$$= 2(17)/18+18$$
$$= 34/36$$
$$= 0,94 \ (94\%)$$

If the data can achieve a tolerance value of at least 70% or more than 0.7 per cent, it is a dependable (Holsti, 1969). For example, data computations utilising the Coder Holsti reliability formula yielded the following results: the dependability element is 0.94 or 94 per cent. As a result, the collected data is deemed credible because it surpasses the minimum threshold.

Power relationships through digital marketing communications
The five indicators that were coded were 1) advertising, 2) sales promotion, 3) public relations and publicity, 4) personal selling, and 5) direct marketing. The #scarlettlakilaki in Instagram posts are dominated by advertising signs.

Figure 2. Instagram posts with Scarlett ads (1)
Source: (Instagram, 2021a)

Figure 2 shows a post on Instagram with #scarlettlakilaki, which shows one of the products featured by Scarlett, namely Serum. Two serum bottles are displayed in this post, namely Scarlett Acne Serum and Brightly Ever After Serum. Where Acne Serum contains 1) Tea Tree Leaf Water, 2) Salicylic Acid, 3) Jeju Centella Asiatica, 4) Liquorice Extract and Vitamin C. While Brightly Ever After Serum contains 1) Phyto Whitening, 2) Glutathione, 3) Vitamin C, 4) Niacinamide and 5) Lavender Water.

The Scarlett Acne Serum serves to help heal stubborn acne on the face. Content of Tea Tree Leaf Water can soothe the skin caused by acne inflammation. Salicylic Acid for acne-prone skin and Jeju Centella Asiatica can reduce skin inflammation. Liquorice Extract and Vitamin C function as antioxidants and anti-pollutant.

The Brightly Ever After Serum is claimed to provide benefits for brightening the skin and fading blemishes on the face, helping control excess oil levels on the skin and shrinking pores, helping to nourish and moisturise the skin, helping the skin to relax and as an antioxidant. Content of Phyto Whitening helps whiten the skin and provides moisture to the skin. Glutathione and Niacinamide can give benefits to brighten the skin and disguise blemishes on the face, such as acne scars and black spots. Vitamin C is one of them to help disguise acne scars and black spots on facial skin and inhibit the process of melanin formation.

Lavender Water helps soothe troubled skin and acts as an anti-inflammatory.

Figure 3. Instagram posts with Scarlett ads (2)
Source: (Instagram, 2021b)

Figure 3 shows a post on Instagram with #scarlettlakilaki, which offers one of the products featured by Scarlett, namely Body Care Scarlett Whitening. Two serum bottles are displayed in this post, namely 1) Scarlett Whitening Body Scrub, 2) Scarlett Whitening Shower Scrub, and 3) Scarlett Whitening Body Lotion.

Body Scrub Romansa contains 1) Glutathione (Mother of Antioxidant), 2) Vitamin E and 3) fine scrub granules, which are suitable for maximising the skin regeneration process, moisturising, and brightening the body's skin optimally. Scarlett Whitening Shower Scrub contains 1) Glutathione (Mother of Antioxidant), 2) Vitamin E and 3) fine and soft scrub granules that can remove dead skin cells and dirt to maximise the body's skin when cleaned. Scarlett Whitening Body Lotion can brighten the skin quickly with one use because it contains Glutathione (Mother of Antioxidant) and Vitamin E, which are very good and effective for brightening while helping to treat the body's skin from within.

So that Scarlett, one of the skincare products, does digital marketing communication through advertisements known through #scarlettlakilaki by highlighting serum products, scrubs, and lotions to attract men consumers. This situation arises because of the desire of men to get clean and white skin. The capitalisation industry uses the expectations of metrosexual men who prioritise physical appearance in building metrosexual men's interest in body discipline.

Shifting body discipline into the concept of body needs
As a result, where masculinity was once connected with physical characteristics such as masculine physical strength, the concept of masculinity has shifted to be metrosexual. On the other hand, masculinity has an impact on how people feel about themselves now. As a result, men are frequently perplexed when attempting to distinguish

between men and metrosexuals. On the other hand, metrosexuality is linked to decreased degrees of masculinity but not feminisation. Meanwhile, masculinity is positively associated with various aspects of gender, such as adherence to masculine norms, adoption of traditional conceptions of masculinity, aggressive sexism, and good sexism, rather than external expectations. The findings were then disseminated through the media to demonstrate conformity to the concept of masculinity's norms. This shift has finally contributed to the change in the preferences of metrosexual men, from the initial discipline of body discipline to the concept of fulfilling needs. Metrosexual men's awareness of physical appearance and body needs to be maintained led to a shift in this concept.

According to Foucault, Scarlett organises authority over the body as the object of capitalist enterprise. Scarlett's efforts to instil knowledge in men's minds, particularly metrosexual males, have resulted in the concept of a branching body. Scarlett takes advantage of the concept of a ruffled physique to attract new customers by carrying out the macho concept while keeping the metrosexual concept intact. Men's dissatisfaction with their bodies that is not in line with what Scarlett creates as a capitalist enterprise will cast a shadow that aids in the creation of knowledge as part of the imagination of the sought body by men.

As a capitalist industry, Scarlett wants men who wish to develop a metrosexual side by involving them in activities that maintain their physical attractiveness, such as facial skincare. Scarlett uses dissatisfaction with the body as a capitalist industry, which she exploits as a force in generating knowledge for metrosexual men to be persuaded and men to use Scarlett to achieve the main purpose of capitalist industry.
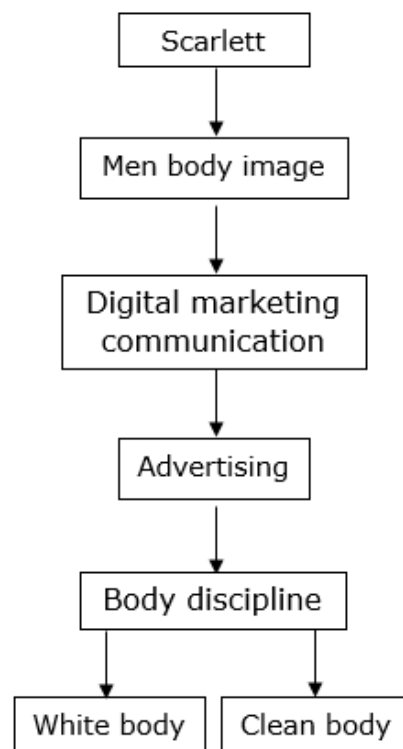
Men's fantasy of using skincare products
Dissatisfaction with the body becomes the basis for men's attractive appearance. The face as a part of the human body becomes an essential part in humans to appear more confident when dealing with other people. Scarlett uses men who have an indifferent nature in appearance as opportunities and power as a capitalist industry. Scarlett as a care product does not make gender specificity its target market. This makes men think that Scarlett is used by women and by men. Usually, facial care products between men and women will see the difference in the product's name that is devoted to one gender only. However, the absence of such labelling on Scarlett makes the image of men using Scarlett products.

Based on Foucault's perspective, knowledge about the benefits of using Scarlett is raised by showing men that Scarlett is safe and can be used by men and women. Men and women have different skin conditions, so the treatment for men and women should also be different. The content in each treatment product, especially facial

skincare, also differs between men and women because the content in each product is also different. This situation also obscures the gender bias in the minds of men who use Scarlett. Scarlett does not show partiality to one gender and makes men not bound by gender boundaries in using Scarlett as a skincare product.

This gender bias respects the true definition of healthy skin. For example, understanding white skin is still the benchmark for beautiful skin or good skin. If you look back at Indonesia's climate, which is different from other countries with more than two seasons, of course, Indonesians' basic skin colour is brown. Unfortunately, the doctrine can still not break the imagination and fantasy built by care products, one of which is Scarlett. White skin is still the definition of good and beautiful skin for Indonesians, so Scarlett still uses that knowledge as a strength for both men and women.

Figure 4. Research findings flowchart
Source: (Author, 2021)

Based on Figure 4, the image of the men's body built by Scarlett as a skincare product builds the fantasy of men users of Scarlett products to build knowledge about the ideal body of men today. Men's masculinity in Scarlett is shifted into metrosexuality without uprooting the roots of a man's masculinity. The image of a man's body with white and clean skin was built by Scarlett and used as a power by Scarlett in carrying out her goals as a capitalist industry. This can be seen from the Instagram post in #scarlettlakilaki, which shows Scarlett's products, namely 1) Scarlett Acne Serum, 2) Brightly Ever After Serum, 3) Scarlett

Whitening Body Scrub, 4) Scarlett Whitening Shower Scrub, and 5) Scarlett Whitening Body Lotion. Scarlett's products reinforce that Scarlett builds understanding for its users. Through the labelling of each Scarlett product, the concept of a clean, white, bright body after using Scarlett was built to be a power for Scarlett in attracting the attention of men who crave a body that fits their expectations.

CONCLUSION

Based on the data that has been collected and analysed, answering the question research in this study that Scarlett as a skincare product builds men's consumptive behaviour through giving an image of a white, clean body like a women's body. The fantasy of men using Scarlett is used as a power for Scarlett as a capitalist industry that shifts masculinity to metrosexuality. The expectation of white skin is still the doctrine of Indonesian men and women towards the ideal skin. So that efforts to foster denial of satisfaction with the ideal body, one of which is skin colour, are still raised and used as opportunities in building men's consumptive behaviour in getting the ideal body. The theoretical implication of this research shows that the capitalist industry has exploited the consumptive behaviour of men towards skincare products. Scarlett (skincare) focuses on advertising that shifts masculinity to metrosexuality through digital marketing communications. This research has implications for making the skincare industry, especially for appearance-oriented men, in carrying out the right digital marketing communication strategy.

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