

**UTILIZING FOUNDER'S PERSONAL BRANDING AS PROPOSED STRATEGY
TO INCREASE BRAND AWARENESS: CASE STUDY IN LOUISSE CHOICE
BEAUTY**

**MEMANFAATKAN BRANDING PRIBADI PENDIRI SEBAGAI STRATEGI
YANG DIUSULKAN UNTUK MENINGKATKAN KESADARAN BRAND:
STUDI KASUS DI LOUISSE CHOICE BEAUTY**

Annisa Fara Nabila¹, Novika Candra Astuti²

Master of Bussiness Administration. Program, Institut Teknologi Bandung^{1,2}

Annisa_nabila@sbm-itb.ac.id¹, novika.candra@sbm-itb.ac.id²

ABSTRACT

This research aims to formulate and propose a digital marketing strategy that can be used by Louisse Choice Beauty to increase brand awareness given that the current state of Louisse Choice Beauty has lower engagement compared to the popularity of its founder, Louisse Scarlett. This research seeks to utilize founder's personal branding as a digital marketing strategy. The method used in this research is a qualitative method that combines primary and secondary data to provide an in-depth understanding of the topic under the study. Data collection was carried out in two events, namely primary data collection conducted by in-depth interviews with internal and external stakeholders including founders, marketing leaders, digital marketing teams, and consumers. Then secondary data collection in the form of document studies of industry reports on the beauty market, academic journals, beauty market phenomenon, and media coverage and consumer reviews on social media and marketplaces. The theory used in this research is the AFI framework which used as the basis for preparing digital marketing strategies. In the analysis stage, Porter's Five Forces theory is used to analyze external environments and VRIO with 4P are used to analyze internal conditions. At the formulation stage, TOWS Matrix is used to formulate a digital marketing strategy by aligning the strengths and weaknesses of Louisse Choice Beauty. After that, the marketing strategy was formulated at the implementation stage using personal branding as main approach. The RACE framework is used at this stage to check the success indicators of the digital marketing strategy. This research also used brand awareness theory. The result of this research, Louisse Choice Beauty is advised to integrate the founder's personal branding into its digital marketing strategy to represent a rare and valuable resource in creating authentic emotional connections with consumers. The team should create a content calendar to create consistency and align content with storytelling, product education, and founder engagement on social commerce platforms such as TikTok Shop and Instagram. These targeted and organized strategies were able to increase brand awareness of Louisse Choice Beauty.

Keywords: *Louisse Choice Beauty, Founder's Personal Branding, Brand Awareness, AFI Framework.*

ABSTRAK

Penelitian ini bertujuan untuk merumuskan dan mengusulkan strategi pemasaran digital yang dapat digunakan oleh Louisse Choice Beauty untuk meningkatkan kesadaran merek, mengingat kondisi saat ini Louisse Choice Beauty memiliki tingkat keterlibatan yang lebih rendah dibandingkan dengan popularitas pendirinya, Louisse Scarlett. Penelitian ini bertujuan untuk memanfaatkan branding pribadi pendiri sebagai strategi pemasaran digital. Metode yang digunakan dalam penelitian ini adalah metode kualitatif yang menggabungkan data primer dan sekunder untuk memberikan pemahaman mendalam tentang topik yang diteliti. Pengumpulan data dilakukan dalam dua tahap, yaitu pengumpulan data primer melalui wawancara mendalam dengan pemangku kepentingan internal dan eksternal, termasuk pendiri, pemimpin pemasaran, tim pemasaran digital, dan konsumen. Kemudian pengumpulan data sekunder berupa studi dokumen laporan industri pasar kecantikan, jurnal akademik, fenomena pasar kecantikan, serta liputan media dan ulasan konsumen di media sosial dan pasar daring. Teori yang digunakan dalam penelitian ini adalah kerangka kerja AFI yang digunakan sebagai dasar untuk merumuskan strategi pemasaran digital. Pada tahap analisis, teori Lima Kekuatan Porter digunakan untuk menganalisis lingkungan eksternal, sedangkan VRIO dengan 4P digunakan untuk menganalisis kondisi internal. Pada tahap formulasi Matriks TOWS digunakan untuk merumuskan strategi pemasaran digital dengan menyelaraskan kekuatan dan kelemahan Louisse Choice Beauty. Setelah itu, strategi pemasaran dirumuskan pada tahap implementasi dengan menggunakan personal branding sebagai pendekatan utama. Kerangka kerja RACE digunakan pada tahap ini untuk memeriksa indikator keberhasilan strategi pemasaran digital. Penelitian ini juga menggunakan teori

kesadaran merek. Hasil penelitian ini menyarankan Louisse Choice Beauty untuk mengintegrasikan personal branding pendiri ke dalam strategi pemasaran digitalnya sebagai sumber daya langka dan berharga dalam menciptakan koneksi emosional autentik dengan konsumen. Tim harus membuat kalender konten untuk menciptakan konsistensi dan menyelaraskan konten dengan storytelling, pendidikan produk, dan keterlibatan pendiri di platform perdagangan sosial seperti TikTok Shop dan Instagram. Strategi yang ditargetkan dan terorganisir ini berhasil meningkatkan kesadaran merek Louisse Choice Beauty.

Kata Kunci: Louisse Choice Beauty, Branding Pribadi Pendiri, Kesadaran Merek, Kerangka Kerja AFI.

INTRODUCTION

As a secondary need, the beauty industry seems to show a significant growth rate, especially in Indonesia. As revealed by Market Research (2024), the skincare segment is a burgeoning slice of the Indonesian beauty industry. Accounting for approximately 30% of the beauty market, skincare in Indonesia is a ritual for consumers. This segment includes a broad spectrum of products, from daily moisturizers and sunscreens to specialized facial, hand, and foot treatments.

Based on Mintel's Observation (2025), the development of the beauty industry in Indonesia is partly due to the fact that more than half of Indonesia's population is 30 years old, which is a great opportunity for beauty brands to offer their products with various innovations that suit these segments. Consumers, especially women under the age of 30, are now increasingly aware of the need and importance of maintaining facial health with skincare.

In addition to the increasing awareness of the importance of skincare, the high increase in social media users has also triggered the expansion of the target market. Detiknet (2005) revealed that DataReportal calculated that there are at least 143 million Indonesians active on social media. This number is equivalent to 50,2% of the Indonesian population. In total, 80% of Indonesians are using social media, as seen on the figure below. One strategy that can be done by a company or beauty brand is to build good personal branding from the owner. Unlike the branding of a

corporate company, the founder branding of this beauty brand focuses on the founder's personal story, values, and experiences (Godey et al., Moulard et al., 2021). This can increase consumer perceptions of the products being marketed. Strong trust in the founder figure can increase brand recognition so that it becomes an effective promotion. Then the most important thing is, it facilitates differentiation in this already very crowded market. Authenticity and novelty in storytelling become a golden bridge in building emotional connections with consumers.

In the case of Louisse Choice Beauty, a relatively new skincare and cosmetic brand in Indonesia, this phenomenon is particularly evident. The brand was founded by Lina Amelia, a beauty influencer known for her engaging content on skincare routines and beauty tips. Lina Amelia is publicly known as Louisse Scarlett. Interestingly, the social media account of Louisse Scarlett (louissescarlettfamily) as the founder has significantly more followers than the official brand account of Louisse Choice Beauty itself. This certainly indicates that the popularity of the founder's personal account has a higher effectiveness than the brand account. Consumers are more interested in the authentic story of the owner's personal branding. This indicates that consumers are potentially more attracted to the personal brand of the founder than the brand itself. This phenomenon ultimately raises crucial questions for practitioners and academics. *Could*

leveraging the founder's personal branding become an effective digital marketing strategy to enhance brand awareness for Louisse Choice Beauty and help the brand compete in Indonesia's crowded beauty market? Therefore, this research aims to explore how digital marketing strategies, including the proposed use of the founder's personal branding, could be developed to improve brand awareness for Louisse Choice Beauty. The findings are expected to contribute practical insights for emerging beauty brands and advance academic understanding of personal branding's role in modern digital marketing strategies.

IMPLEMENTATION METHOD

This research will employ a qualitative method that combines primary and secondary data to provide an in-depth understanding of the topic under study. Qualitative research itself is a methodological approach designed to explore and understand the individual's perceptions, experience, and social contexts (Creswell&Poth, 2018; Denzin&Lincoln, 2018). The qualitative approach is different from quantitative research which focuses on numerical data and statistical analysis. This approach aims to capture the richness and complexity of human meaning, and often through words and narratives rather than numbers (Patton, 2015).

This research will explore business issue faced by Louisse Choice Beauty including low brand awareness, limited marketing budgets, and the gap between the founder's strong personal branding and the brand's lower engagement. The situation analysis will be conducted using Porter's Five Forces to external industry dynamics and the VRIO framework to evaluate the brand's internal resources and capabilities. The insight from both analyses will be

integrated into a TOWS Matrix to identify strategic alternatives.

The data collection method that will be used in this research is in-depth interviews. This method is the most commonly used technique in qualitative research. This method contains one on one conversations with the aims of obtaining detailed insights into the experiences, perceptions, and knowledge of participants (Guest et al., 2020). This research will involve internal and external stakeholders including the founder, head of digital marketing, digital marketing teams and consumer.

After conducting face-to-face interviews with the respondents, the researcher transcript the interviews and the data will be analyzed using a Thematic Analysis Approach. This approach is suitable for a qualitative method which focuses on identifying, analyzing and classifying the data. The data analysis will follow the stages developed by Braun and Clarke (2006) which the steps are familiarization with the data, generating initial codes, searching for theme, reviewing theme, defining and naming the themes, and producing the final reports.

RESULTS AND DISCUSSION

A. Porter's Five Forces

The analysis of Porter's Five Forces based on the interview transcripts. It reveals that Rivalry Among Existing Competitors is the most dominant force impacting the company. The threat of new entrants that also ranks high, indicating that low barriers allow new brands to emerge through e-commerce and social media. Bargaining power of customers is also significant as well. The Threat of Substitutes appears moderately strong, suggesting that customers can easily switch to other local skincare brands, DIY treatments, or

clinical options. However, Bargaining Power of Suppliers is the weakest force, as Lousse Choice Beauty has access to many suppliers and does not depend heavily on any single one. Overall, the

competitive landscape demands strategic differentiation and a stronger emotional connection with customers to enhance brand awareness.

Table 1. Lousse Choice's Porter's Five Forces

S	Level	Implication
Competitive Rivalry	High	Highly saturated market, strong competitors, and low-cost switching.
Threat of New Entrants	High	Easy market entry, similar product offerings, low brand loyalty early on.
Threat of Substitutes	High	Many affordable alternatives; storytelling and brand trust are essential.
Buyer Power	Moderate-High	Customers are value-conscious and compare brands frequently.
Supplier Power	Moderate	Dependent on premium ingredients but still flexible in narrative strategy.

Source: Author, 2025

Competitive Rivalry

From the findings, it can be concluded that the level of competitive rivalry in Indonesia's beauty industry is high. The market is a very blue ocean, with a mix of established brands and the new one, which make it harder for smaller players to stand out. Another challenge is that major competitors, especially other bigger brands have higher marketing budgets, enabling them to dominate through large-scale advertising and paid collaborations with high-profile influencers.

Lousse Choice Beauty, on the other hand, faces difficulty in maintaining brand visibility due to its limited budget and low engagement on the brand's official social media accounts. The digital marketing lead and team stated that even though the trends are followed, the brand's content often underperforms except it is featured with

the founder. Additionally, both the founder and team highlighted the pressure to keep up with rapidly evolving trends such as storytelling formats and live shopping. These factors show that the competitive rivalry is very high, driven by low switching costs, high product similarity, and marketing strategies from other brands.

Threat of New Entrants

Based on the interviews, the threat of new entrants in Indonesia's beauty is relatively high. It is because of the low barriers to entry and growing demand for skincare and cosmetic products. Everyone can enter the market freely, especially on the online platforms. The digital marketing lead stated this concern as the continuous rise of new competitors. These new entrants often replicate the trending concepts and compete on pricing, making it harder for the existing brand to maintain especially

that they do not have differentiation. The combination of increasing brand saturation, similar product offerings, and low barriers to entry confirms that the threat of new entrants is very high, and it forces Louisse Choice Beauty to consistently innovate and highlight the unique brand assets such as the founder's personal branding to remain competitive.

Threat of Substitutes

The threat of substitutes in the beauty industry is high due to the many number of similar products offered especially for its functions, such as moisturizers, serums, and sunscreens. The market is filled with both local and international brands, many of them compete on price, packaging, and trend rather than their unique formulations. This situation creates a low switching cost for consumers, so they can try a different product easily which is more affordable, available, or more appealing through influencers, peer groups, etc. Additionally, the rise of digital platforms and e-commerce create a stronger threat, as consumers are exposed to many alternative options through targeted ads, social media content, and user reviews. For Louisse Choice Beauty faces pressure to maintain differentiation. Without a strong and unique value proposition, customers can shift to other brands, making the threat of substitution a critical strategic concern.

Bargaining Power of Buyers

From the findings, it can be concluded that the bargaining power of buyers in the beauty industry is medium to high due to many product choices, low switching costs, and well-informed consumers. There are many local and international beauty brands available through online platforms which consumers can easily compare its features, ingredients, price, and reviews

before purchasing it. Additionally, social media and peer reviews can influence the consumer preferences, which make it harder for the brands to only rely on traditional messaging. Buyers are also more sensitive to the authenticity and brand values, especially in industries like skincare which trust and credibility is very important. For this company, it means that they must create an affordable price, demonstrate the product's effectiveness, and communicate the unique value proposition to consumers. If a brand fails to meet these expectations or does not engage effectively with its audience, customers can switch to competitors that offer more compelling or trustworthy products. As a result, buyers hold high influence over marketing strategies, pricing models, and even product development direction.

Bargaining Power of Suppliers

According to the founder, there are many suppliers available in the market but the company still needs to carefully select partners who provide high-quality ingredients, maintain trustworthiness, and demonstrate reliability. The crucial part is the supplier selection as the company prioritizes high quality products and differentiation. So, the company is willing to allocate additional capital to obtain the best possible ingredients, viewing it as a long-term investment in brand credibility and customer satisfaction. Additionally, the digital marketing lead explained that premium ingredients from reputable suppliers can enhance the brand's storytelling and compete in the market. Meanwhile, the digital marketing team discussed the operational impact of supplier relationships, stating that delays in ingredient delivery could delay the content production and marketing campaign schedules especially when

timelines are tight. Since there are many suppliers available, Lousse Choice Beauty does not rely on a single source.

B. VRIO Analysis

When conducting the interview to find out the VRIO, all the three interviewees agree that Lousse scarlett’s personal brand is very strategic assets. The value lies in the consistently high engagement it generates, as the digital marketing lead stated that if they upload the face of Lousse Scarlett, the engagement is high and other value added is that many people trust her in a person. It’s confirmed by the Digital Marketing Team, the number of shares and likes increased significantly. This makes her personal brand not only

valuable, but also rare, as not all brands have a founder with an established digital following and beauty industry credibility. The Founder emphasized the inimitability of her connection with followers. She has been building the connection since 2022 with her audience, they followed her from the beginning. Validated by the customers, most of them have been following the founder since the beginning. It highlights the long-term emotional bond she has cultivated, which competitors cannot easily replicate. Although this resource was initially underutilized, all interviewees recognize the need for it to be organized and integrated into the brand’s strategy. The Founder admitted.

Table 2. VRIO Analysis of Lousse Choice

Resources	V	R	I	O	Competitive
Founder’s Personal Brand	V	V	V	X	Temporary
Loyal Customer Community	V	V	V	V	Sustainable
Organic Digital Engagement via Lousse’s Personal Account	V	V	V	X	Temporary
High-Quality Ingredients & Packaging	V	X	X	X	Competitive Parity

Source: Author (2025)

The founder’s personal brand, as a public figure and former beauty influencer is a core strategic asset that provides temporary competitive advantage. First, it is valuable because it directly contributes to increased engagement, brand visibility, and consumer trust. They are very essential for awareness and conversion in this

competitive industry. This engagement creates marketing efficiency by generating organic reach, reducing dependency on paid ads, and strengthening emotions with consumers. Second, it is rare, not all competitors have founders who have the ability as industry expertise and have an existing loyal audience that is built through

authentic content and long-term interaction. Third, it is inimitable, the trust and emotional connection developed between the founder and her followers over time cannot be replicated easily by the competitors. The authenticity in her personal story, style, and content carries an intangible value that is difficult to copy, even by brands with larger budgets. These assets can be sustainable as competitive advantage when it's organized for strategic use. The company needs to integrate it more systematically into content planning, product launches, and digital campaigns. This demonstrates growing internal alignment and resource utilization. Altogether, the founder's personal brand is a highly differentiated internal capability that, when it's already organized and meets all VRIO criteria, it will be a long-term competitive in the brand's growth strategy.

C. Marketing Mix (4P)

Product

Louisse Choice Beauty's product strategy is to combine premium-quality ingredients, elegant packaging, and accessible pricing to deliver a differentiated skincare experience. This approach enhances both functional value and emotional value, which are essential for building brand loyalty and perceived credibility in Indonesia's competitive beauty market.

Price

Louisse Choice Beauty adopts a value-based pricing strategy, the price within the IDR100,000 range. This is designed to be affordable yet the brand ensures that the product still delivers a premium experience functionally and emotionally. The brand does not

compete on price with low-cost skincare brands, nor does it place itself among high-end luxury labels. Instead, it creates a hybrid value proposition, where consumers feel they are receiving more than what they paid for.

Place

Louisse Choice Beauty adopts a digital-first distribution strategy which focuses on e-commerce platforms and social commerce channels to reach its target consumers. This approach aligns well with both brand's resources and customer behavior who are increasingly comfortable and active in purchasing beauty products online. By prioritizing e-commerce and social commerce, Louisse Choice Beauty eliminates the geographic limitations associated with traditional retail distribution. In a large archipelagic country like Indonesia, where access to beauty products can be limited, this strategy supports both market penetration and inclusivity.

Promotion

Louisse Choice Beauty's current promotion strategy centers on official brand-owned social media channels, specifically Instagram and TikTok, these platforms highly relevant to its target market of young women and young mothers. This is the right channel to build awareness, showcase product benefits, and engage with audiences through visual storytelling, short-form video content, and trend-based formats. It reflects an alignment between platform behavior and consumer habits, especially in a category like beauty where visual appeal, tutorials, and real-life testimonials significantly influence purchase decisions.

D. Bussines Solution (TOWS Strategy Formulation)**Table 3. TOWS Strategy of Louise Choice Beauty**

	Opportunities (O)	Threats (T)
	O1. Rise of social commerce and influencer-led content O2. Growing beauty market among young women/mothers in Indonesia O3. Consumer trust in authentic storytelling O4. E-commerce and digital reach expansion	T1. Intense competition from well-funded brands T2. Easy market entry & imitation T3. High threat of substitutes T4. Strong buyer power and fast-shifting trends
Strengths (S)	a. Maximize founder's personal brand (S1) via structured storytelling and presence on social media and e-commerce (O1) to enhance reach and credibility by doing live on social commerce b. Optimize loyal customer community (S2) to support brand advocacy, especially in the growing beauty segment (O2). c. Use premium product design (S4) and authentic storytelling to capitalize on trust-driven purchase behavior (O3). d. Align founder's content with e-commerce and brand's social media (O4) to drive traffic and conversion.	a. Use emotional content and trust in S1 & S2 in the intense competitive market (T1) and substitutes (T3). b. Maximize the community and authenticity (S2, S3) to differentiate from mass marketing by other brands. c. Maximize founder's influence (S1) to respond to the trends (T4) faster than competitors. d. Highlight product quality (S4) to reduce the competitors to imitate (T2).
Weakness (W)	a. Formalize and	a. Build a content

W1. Founder's brand not yet fully used	schedule content using the founder's personal account (W1) to align with social commerce (O1).	framework (W4) to maintain relevance in the fast trends (T4).
W2. Limited marketing budget		b. Train internal teams to generate consistent engagement to reduce reliance on the founder's activity (W1, W3).
W3. Low brand account engagement	b. Due to budget limitation, focus on organic (W2) while utilizing the e-commerce boom (O4).	(long terms objective)
W4. Unstructured content strategy	c. Improve content structure (W4) to better communicate product uniqueness (O3) and appeal to the expanding market (O2).	c. Explore micro-influencer partnerships to solve budget constraints (W2) while staying competitive in a market (T1).

Source: Author (2025)

In response to the opportunities, the company can use its strength. As the founder has a strong personal brand, loyal customer community, and organic digital engagement, the company can create authentic, emotionally, content that aligns with the rise of social commerce and influencer-driven marketing. The company can also utilize the live shopping formats and testimonial-based storytelling, targeting young women and mothers. The brand's premium product quality and packaging, with affordable price can also be highlighted in the engaging narratives and content, capitalizing on the market's increasing interest in the accessible luxury and authentic brand values.

To minimize the threats, Lousse Choice Beauty can rely on its authenticity and the founder's strength to differentiate itself from the competitors. The brand's community can minimize the threat of substitutes and low brand loyalty. The company can build a brand identity and connections to the customers which is harder to imitate. Lousse can protect itself from the new players and retain its existing customers.

To overcome internal weakness and catch available opportunities, the brand should begin actively utilizing the founder's personal account as a part of structured content and promotional strategy. It can launch consistent digital campaigns, implement live shopping schedules and engage more frequently with micro-influencers who align with the brand's values. By doing this, it can help address low engagement and expand its presence in social commerce platforms to increase visibility and reach.

Finally, the company should also mitigate the weakness against market threats, Lousse Choice Beauty must create content that is more different, emotionally engaging, and founder-driven to avoid becoming imitated with other products. Through cost-effective platforms like TikTok Shop and Instagram live can help compete against other brands that have higher marketing budgets. The brand should also implement an internal process to ensure agility in responding to the trend shifts and customer preferences. Customer segmentation and offering personalized

content can help reduce the impact of buyer power and shifting expectations.

E. Implementation Plan and Justification

To implement the strategy for Louisse Choice Beauty, it is structured using the RACE Framework (Reach, Act, Convert, Engage) and within a 12-month period, aligning strategic actions with the insight which derived from the Porter's Generic Strategies, VRIO, and Marketing Mix.

In the Reach Phase (Month 1-4), the focus is on expanding brand visibility by formalizing a content calendar for the founder's personal account, training internal team to produce engaging content, and identifying suitable micro-influencers to support the reach. These early actions cover key weaknesses such as unstructured content (W4), underutilized founder branding (W1), and budget constraints (W2), while taking advantage of the opportunities in influencer-led and social commerce growth (O1, O4).

Moving into the Act Phase (Month 4-6), the strategy aims to encourage audience interaction and brand engagement such as launching weekly live shopping sessions hosted by the founder, motivating the loyal customer community to share testimonials and skincare journeys, and initiating co-created content with micro-influencers. These initiatives are designed to deepen emotional connection (S1, S2), strengthen authenticity and trust (O2, O3), and minimize the high rate of substitution risks (T3) in the competitive beauty market.

During the Convert phase (Month 6-8), the goal is to turn engagement into sales by doing storytelling content that is aligned with product listings and e-commerce platforms to drive conversions. Calls-to-Action (CTAs)

will be embedded within the founder's content (this may be implemented since the first month) and product bundles will be introduced to increase purchase intent. This phase strengthens the brand's differentiation based on product quality (S4), aligns with the digital buying behavior (O4), and minimizes imitation risk from competitors (T2).

Last, the Engage phase (Month 9-12) focuses on customer retention and advocacy. The company should do a simple loyalty or referral program, the community appreciation campaigns will run periodically, and the brand will actively produce the trend-based contents to maintain the audience's engagement. From this phase, content creation is expected to be original by the internal team, utilizing the product's uniqueness or other factors to reduce the dependency on the founder while maintaining the authenticity. These activities aim to ensure sustained engagement (S2, S3), responsiveness to buyer expectation (T4), and help build long-term brand equity.

4. CONCLUSION

The conclusions of this research are:

The External Analysis Using Porter's Five Forces Strategy

External competitive forces in Indonesia's beauty industry present significant threats for Louisse Choice Beauty since it has an intense rivalry, high buyer power, and ease of substitution. However, these forces also reveal strategic opportunities for differentiation through the personal branding of the founder, authentic content, community and engagement, and digital expansion. By understanding and responding to these conditions effectively, Louisse Choiche Beauty can position itself as a niche, emotionally attached brand in a crowded market.

Internal Resources and Capabilities to Create Competitive Advantage

Louisse Choice Beauty can build a potential competitive advantage by strategically the three internal assets which are the founder's personal brand as a storytelling and engagement engine, loyal customer community as a brand advocate network, and organic digital engagement through the founder's account to overcome the limited marketing budget and compete with brands that have higher. These assets, when formalized into a content strategy and supported by consistent execution, will offer the company the ability to compete not on budget but on authenticity, trust, and emotional value. These elements are harder to imitate in the crowded market.

Strategic Alternatives be Formulated

Strategies are analyzed by using TOWS Matrix that align its unique internal assets such as founder's personal brand, product quality, and community, etc with opportunities in Indonesia digital beauty landscape, while addressing its limitations. The result is a more agile, authentic, and focused strategy to help the brand grow organically and remain resilient in the competitive market.

Marketing Strategy Development

Louisse Choice Beauty develops a marketing strategy to optimize its resources and enhance brand awareness in the competitive market by maximizing its existing strengths, especially the founder's personal brand and customer trust, while focusing on low-cost and high engagement digital channels. Combining authentic storytelling, social commerce, community advocacy, and consistent product messaging, the brand can maximize the visibility, competitiveness, and emotional

connection with audiences in the online platforms.

Recommendation

Based on the research findings, the company is recommended to integrate the founder's personal branding into its digital marketing strategy to represent a rare and valuable resource for creating an authentic emotional connection with consumers. The team should create a content calendar to create consistency and align the contents with storytelling, product education, and founder engagement in social commerce platforms like TikTok Shop and Instagram. Activating the loyal customer community through referral programs, testimonials, and user-generated content can help to maximize the cost-effective strategy to build brand trust and expand reach. While the marketing budget is limited, the brand should focus on micro-influencer partnerships and live shopping formats, which are more affordable and highly engaging. To ensure sustainable growth, internal teams should be empowered to take over consistent content creation and engagement, reducing over-reliance on the founder.

For future research, it would be valuable to explore the long-term impact of founder-driven branding on brand equity. Researchers also can investigate the comparative effectiveness of micro-versus macro-influencers in the beauty industry. Additionally, studying how online communities influence brand loyalty and purchase behavior could provide deeper insight.

REFERENCES

Mintel. (2024, March 14). *Indonesia's beauty market booms: Key trends driving growth*. Mintel. Accessed from <https://www.mintel.com/press->

[centre/beauty-market-trends-indonesia/?utm_source=chatgpt.com](https://www.beauty-indonesia.com/centre/beauty-market-trends-indonesia/?utm_source=chatgpt.com)

- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). *Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior*. *Journal of Business Research*, 69(12), 5833–5841.
<https://doi.org/10.1016/j.jbusres.2016.04.181>
- Creswell, J. W., & Poth, C. N. (2018). *Qualitative inquiry and research design: Choosing among five approaches* (4th ed.). SAGE.
- Denzin, N. K., & Lincoln, Y. S. (Eds.). (2018). *The SAGE Handbook of Qualitative Research* (5th ed.). SAGE.
- Guest, G., Namey, E. E., & Mitchell, M. L. (2020). *Collecting qualitative data: A field manual for applied research* (2nd ed.). SAGE Publications.
<https://doi.org/10.4135/9781506374680>
- Patton, M. Q. (2015). *Qualitative research & evaluation methods: Integrating theory and practice* (4th ed.). SAGE Publications.
- Porter, M. E. (1980). *Competitive strategy: Techniques for analyzing industries and competitors*. Free Press.
- StrategyPunk. (2024). *Strategic planning with the TOWS Matrix: A framework for decision-making* [Free PowerPoint template]. From <https://www.strategypunk.com/strategic-planning-with-the-tows-matrix-a-framework-for-decision-making-free-ppt/>