

***ANALYSIS OF THE INFLUENCE OF AYUREIRA'S INFLUENCER CONTENT STRATEGY ON BRAND AWARENESS OF BODY CARE PRODUCTS AMONG GENERATION Z IN SIDRAP REGENCY***

**ANALISIS DAMPAK STRATEGI KONTEN INFLUENCER AYUREIRA TERHADAP KESADARAN MEREK PRODUK PERAWATAN TUBUH DI KALANGAN GENERASI Z DI KABUPATEN SIDRAP**

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**ABSTRACT**

*This study investigates the effect of local influencers' content strategies on brand awareness of body care products among Generation Z consumers in Sidenreng Rappang Regency, Indonesia. The increasing use of social media as a marketing platform and the growing influence of local content creators have transformed the way consumers perceive and recognize brands, particularly in the beauty and personal care industry. Using a quantitative research design, data were collected from 200 Generation Z respondents selected through purposive sampling. The participants were active social media users who had been exposed to body care product promotions delivered by local influencers. Data were gathered through a structured questionnaire and analyzed using descriptive statistics, validity and reliability tests, simple linear regression, t-tests, and coefficient of determination (R<sup>2</sup>) analysis with the support of SPSS software. The results show that local influencers generally employ effective content strategies characterized by relevance, creativity, consistency, high-quality information, and strong audience engagement. The findings also indicate that respondents exhibit a moderate level of brand awareness toward body care products promoted through social media. More importantly, the regression analysis demonstrates that influencers' content strategies have a positive and statistically significant effect on brand awareness. This suggests that well-designed and engaging content plays a crucial role in enhancing consumers' ability to recognize, recall, and differentiate brands. The study contributes to the growing body of digital marketing literature by providing empirical evidence on the effectiveness of local influencer marketing in shaping brand awareness among Generation Z consumers. The findings offer practical insights for marketers and business owners seeking to strengthen brand positioning and consumer engagement through strategic influencer-driven content on social media platforms.*

**Keywords:** *influencer marketing, content strategy, brand awareness, body care products, Generation Z, social media marketing*

**ABSTRAK**

Penelitian ini mengkaji pengaruh strategi konten influencer lokal terhadap kesadaran merek produk perawatan tubuh di kalangan konsumen Generasi Z di Kabupaten Sidenreng Rappang, Indonesia. Meningkatnya penggunaan media sosial sebagai platform pemasaran serta pengaruh yang semakin besar dari kreator konten lokal telah mengubah cara konsumen memandang dan mengenali merek, terutama di industri kecantikan dan perawatan pribadi. Dengan menggunakan desain penelitian kuantitatif, data dikumpulkan dari 200 responden Generasi Z yang dipilih melalui sampling purposif. Para peserta merupakan pengguna media sosial aktif yang telah terpapar promosi produk perawatan tubuh yang disampaikan oleh influencer lokal. Data dikumpulkan melalui kuesioner terstruktur dan dianalisis menggunakan statistik deskriptif, uji validitas dan reliabilitas, regresi linier sederhana, uji-t, serta analisis koefisien determinasi (R<sup>2</sup>) dengan dukungan perangkat lunak SPSS. Hasil penelitian menunjukkan bahwa influencer lokal umumnya menerapkan strategi konten yang efektif, yang ditandai dengan relevansi, kreativitas, konsistensi, informasi berkualitas tinggi, dan keterlibatan audiens yang kuat. Temuan ini juga menunjukkan bahwa responden menunjukkan tingkat kesadaran merek yang moderat terhadap produk perawatan tubuh yang dipromosikan melalui media sosial. Yang lebih penting lagi, analisis regresi menunjukkan bahwa strategi konten influencer memiliki pengaruh positif dan memiliki pengaruh yang signifikan secara statistik terhadap kesadaran merek. Hal ini menunjukkan bahwa konten yang dirancang dengan baik dan menarik memainkan peran penting dalam meningkatkan kemampuan konsumen untuk mengenali, mengingat, dan membedakan merek. Penelitian ini berkontribusi pada literatur pemasaran digital yang terus berkembang dengan memberikan bukti empiris mengenai efektivitas pemasaran influencer lokal dalam membentuk kesadaran merek di kalangan konsumen Generasi Z. Temuan ini menawarkan wawasan praktis bagi pemasar dan pemilik bisnis

yang ingin memperkuat posisi merek serta keterlibatan konsumen melalui konten strategis yang didorong oleh influencer di platform media sosial.

**Kata Kunci:** pemasaran influencer, strategi konten, kesadaran merek, produk perawatan tubuh, Generasi Z, pemasaran media sosial

## INTRODUCTION

The rapid advancement of digital technology and the widespread adoption of social media have fundamentally transformed marketing communication, shifting it from traditional approaches toward digitally driven strategies. This transformation has encouraged businesses to leverage social media platforms as primary channels for engaging with consumers and promoting their products and services (Kotler et al., 2021). Among the most notable developments in this digital landscape is the rise of influencer marketing, in which influencers serve not only as sources of information but also as opinion leaders capable of shaping consumer perceptions, attitudes, and purchasing behaviors through the content they create and share (Freberg et al., 2011). As consumers increasingly place greater trust in recommendations from individuals perceived as authentic and relatable rather than in direct corporate advertising, influencers have become an essential component of contemporary marketing strategies (De Veirman et al., 2017).

The impact of social media marketing is particularly prominent within the beauty and body care industry, which has experienced remarkable growth alongside increasing public awareness of personal care, health, and physical appearance. Body care products are among the most frequently promoted items on social media because their benefits can be effectively demonstrated through product reviews, tutorials, before-and-after comparisons, and user testimonials (NielsenIQ, 2024). At the same time, Generation Z has emerged as one of the most influential consumer segments in the digital era. This generation relies heavily on platforms such as Instagram, TikTok, and YouTube to obtain product information, evaluate alternatives, and make purchasing decisions

(Rahmawati et al., 2025). Previous research has consistently demonstrated that influencer-generated content plays a significant role in influencing consumer attitudes and purchasing intentions, particularly in the beauty and personal care sectors (Fatihin, 2026; Pandurang et al., 2023).

Despite the increasing popularity of influencer marketing, the growing number of competing body care brands has intensified the challenge of establishing and maintaining strong brand awareness. Consumers are constantly exposed to a vast amount of promotional content, making them more selective and critical when assessing influencer recommendations. In particular, Generation Z consumers tend to value authenticity, transparency, relevance, and meaningful engagement over mere influencer popularity or follower count (Puspita Sari, 2014). Consequently, the effectiveness of influencer marketing depends not only on an influencer's audience reach but also on the quality and strategic design of the content used to communicate product information and foster audience engagement (Priporas et al., 2017).

In the context of digital marketing, brand awareness refers to consumers' ability to recognize, recall, and distinguish a brand within a particular product category. A high level of brand awareness increases the likelihood that a brand will be included in consumers' consideration sets during the purchasing process (Arwin et al., 2025). One of the key factors contributing to stronger brand awareness is the implementation of an effective content strategy that delivers relevant, informative, consistent, and engaging content capable of generating meaningful interactions with target audiences (Abidin, 2018). Furthermore, consumers' responses to influencer promotions are often shaped by

additional considerations, including trust in the influencer, perceptions of product quality and safety, personal needs, and purchase motivations (Munir et al., 2025).

This phenomenon is also observable in Sidenreng Rappang Regency (Sidrap), where the increasing use of social media among young people has contributed to the emergence of local influencers who possess strong cultural and social connections with their audiences. Compared with national or celebrity influencers, local influencers are generally perceived as more relatable, trustworthy, and authentic in delivering promotional messages because they share similar social backgrounds, lifestyles, and experiences with their followers (Fera Anggraini & Mirzam Arqy Ahmadi, 2024; Rizal et al., 2025). One notable example is the Instagram account @ayureiraa, a local

micro-influencer who actively shares body care product reviews, personal experiences, and product recommendations. Through a combination of personal storytelling, credibility, and creative visual content, this influencer exemplifies how local influencer content strategies may contribute to enhancing brand awareness among Generation Z consumers in Sidrap. Therefore, investigating the effectiveness of such content strategies is essential for understanding how local influencers can shape consumer awareness and strengthen brand positioning within the increasingly competitive body care market. The characteristics of local influencer content strategies and Generation Z consumer behavior in Sidrap are presented in Tables 1 and 2.

**Table 1. Local Influencer Content Strategy (@ayureiraa)**

Strategy Aspect	Indicators
Communication Style	Natural, relatable, and non-commercial communication style
Review Content	Personal experiences, before-and-after demonstrations, and body lotion product reviews
Credibility	Honest testimonials and transparent endorsement practices
Audience Interaction	Responses to comments, question-and-answer sessions, and live interactions
Product Information Delivery	Information regarding product benefits, ingredients, BPOM registration, and halal certification

*Source: Preliminary observation of the Instagram account @ayureiraa.*

**Table 2. Generation Z Consumer Behavior in Sidenreng Rappang Regency (Sidrap)**

Behavioral Aspect	Indicators
Interest	Interest in products after viewing influencer reviews or testimonials
Trust	Trust in products because the influencer has personally used them
Health Consideration	Consideration of BPOM registration and product safety
Halal Consideration	Preference for halal-certified products that do not contain harmful ingredients
Purchase Decision	Purchasing decisions influenced by influencers or other factors such as price, peer recommendations, and personal needs
Product Usage	Actual use of body lotion products due to influencer recommendations or other motivating factors

**Source:** *Preliminary survey and literature review (2026).*

The phenomenon of influencer marketing is also increasingly evident in Sidenreng Rappang Regency (Sidrap), where the growing use of social media among young people has fostered the emergence of local influencers who maintain strong cultural, social, and emotional connections with their audiences. Compared with national or celebrity influencers, local influencers are often perceived as more relatable, trustworthy, and authentic in communicating promotional messages because they share similar lifestyles, experiences, and social environments with their followers (Fera Anggraini & Mirzam Arqy Ahmadi, 2024; Rizal et al., 2025). One notable example is the Instagram account @ayureiraa, which actively creates and shares content related to beauty and body care products, including product reviews, personal experiences, recommendations, and educational information regarding product benefits, ingredients, and usage. Through a combination of personal storytelling, credibility, and visually appealing content, Ayureiraa exemplifies how local influencers can effectively attract, engage, and influence Generation Z audiences through social media platforms (Djafarova & Rushworth, 2017). Furthermore, the high level of audience engagement reflected in comments, likes, shares, and other forms of interaction highlights the relevance of influencer-generated content in capturing consumer attention and fostering meaningful engagement with promoted brands (Munir et al., 2025).

The effectiveness of influencer content strategies in building brand awareness is closely associated with consumers' evaluation and decision-making processes. In the body care industry, consumers do not rely solely on influencer recommendations but also carefully assess various product attributes, including safety, legality, quality, affordability, and compatibility with their personal needs and preferences (Munir et al., 2025). Since body

care products are applied directly to the skin, consumers tend to place considerable importance on BPOM registration, ingredient transparency, and product safety assurances. In addition, halal certification remains a significant consideration for many consumers in Sidenreng Rappang Regency, where the majority of the population is Muslim (Campbell & Farrell, 2020). Consequently, influencer content strategies primarily function as an initial stimulus that introduces products, increases exposure, and strengthens brand awareness, while final purchase decisions are shaped by a combination of promotional influences and rational evaluations of product characteristics.

Despite the growing scholarly interest in influencer marketing, several important research gaps remain. Existing studies have predominantly examined the effects of influencer marketing on purchase intention, purchasing decisions, consumer trust, and brand image (Fatihin, 2026). In contrast, research specifically investigating the impact of influencer content strategies on brand awareness, particularly within the body care industry, remains relatively limited. Furthermore, most previous studies have focused on national influencers or consumers residing in large metropolitan areas, providing little insight into the effectiveness of local influencers in regional settings (Ibrahim, 2024). The literature also presents mixed findings regarding influencer effectiveness, with some studies reporting a direct and significant impact on consumer behavior, while others emphasize that credibility, authenticity, and content quality are the primary determinants of marketing success (Audrezet et al., 2020; Talker Staff, 2026). Therefore, this study aims to examine the influence of Ayureiraa's content strategy on the brand awareness of body care products among Generation Z consumers in Sidenreng Rappang Regency. By addressing this research gap, the study contributes to the expanding body of

influencer marketing literature while offering practical insights for businesses seeking to develop more effective and targeted digital marketing strategies through local influencers.

## LITERATURE REVIEW

### Content Strategy

Content strategy is a digital marketing approach that focuses on the creation, management, and distribution of relevant, valuable, and engaging content aimed at attracting audiences and building long-term relationships with consumers. Kotler et al. (2017) define content strategy as a structured process of producing and distributing meaningful content to capture consumer attention and strengthen relationships with target markets. Similarly, Pulizzi (2023) describes content strategy as the consistent delivery of valuable and relevant content designed to attract, engage, and retain a clearly defined audience over time.

In digital marketing practice, content strategy functions not only as a promotional instrument but also as a communication mechanism that enhances interaction, engagement, and consumer relationship building (Pulizzi, 2023). Well-designed content that is creative and informative can significantly increase audience interest while expanding the reach of marketing communication (Surbakti, 2024). The effectiveness of content strategy is commonly reflected in audience responses such as views, likes, comments, and shares, which indicate the level of engagement between consumers and digital content (Deantoni & Erdiansyah, 2026). Therefore, content strategy plays a crucial role in strengthening brand positioning and maintaining competitiveness in the digital marketing environment (Telaumbanua et al., 2026).

According to Pulizzi (2023), the effectiveness of content strategy can be assessed through several key indicators, namely: (1) content relevance, which refers to the alignment between content and

audience needs, interests, and characteristics; (2) content consistency, which reflects the regularity of content publication to maintain audience engagement and communication continuity (Kennixson & Nigar Pandrianto, 2025); (3) information quality, which includes clarity, completeness, and usefulness of the content in enhancing consumer understanding and trust (Nuraini et al., 2026); (4) content creativity, which refers to the ability to produce innovative, unique, and trend-relevant content that captures audience attention (Zahra Fadilla et al., 2025); and (5) audience engagement, which measures the level of interaction between audiences and content, such as likes, comments, shares, and views (Surbakti, 2024).

### Brand Awareness

Brand awareness is a fundamental component of marketing strategy as it reflects consumers' ability to recognize, recall, and identify a brand within a specific product category. A high level of brand awareness increases the likelihood that a brand will be included in consumers' consideration set during the purchasing decision process, thereby strengthening its competitive position in the market.

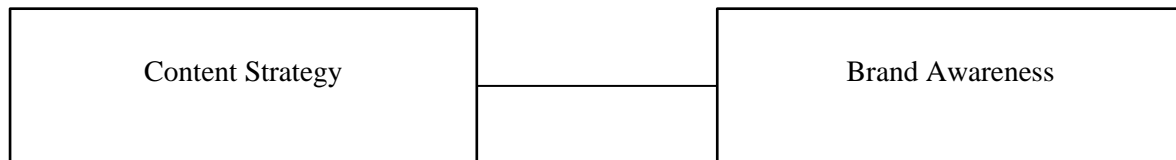
Aaker (2021), as cited in Wardhana (2022), defines brand awareness as consumers' ability to recognize and recall a brand as part of a specific product category. Similarly, Kotler and Keller (2016) describe brand awareness as the extent to which consumers are able to identify a brand under different conditions and associate it with a particular product category. These definitions highlight that brand awareness goes beyond simple recognition of a brand name or logo; it also reflects the extent to which a brand is embedded in consumers' memory when they think about a specific product or service.

In the digital era, social media plays a vital role in strengthening brand awareness through consistent, creative, and engaging promotional content. High levels of digital

interaction such as views, likes, comments, and shares contribute to increased brand exposure and improved brand recall among consumers. Moreover, continuous digital promotion helps companies build a stronger brand identity and enhance differentiation from competitors (Kennixson & Nigar Pandrianto, 2025). Based on these perspectives, brand awareness can be defined as consumers' cognitive ability to recognize, recall, and associate a brand with a specific product or service category, thereby positioning the brand as a preferred option in consumers' minds.

According to Aaker (2021), as cited in Wardhana (2022), and supported by Kotler and Keller (2016), brand awareness

can be measured through several key indicators that reflect the strength of a brand's position in consumer memory: (1) brand recognition, which refers to consumers' ability to identify a brand when exposed to visual cues such as logos, colors, slogans, or brand names; (2) brand recall, which reflects consumers' ability to remember a brand without external stimuli when thinking about a product category; (3) ease of recognizing brand name or logo, which indicates how quickly consumers can identify a brand's visual identity elements; and (4) top-of-mind awareness, which represents the first brand that comes to consumers' minds when they think about a specific product category.



**Figure 1. Research Model**

**RESEARCH METHOD**

This study employed a quantitative research design to examine and analyze the influence of local influencers' content strategies on Generation Z consumers' responses toward body care products in Sidenreng Rappang Regency. The quantitative approach was chosen to measure the relationship between variables objectively using statistical analysis. The target population of this study consisted of Generation Z individuals living in Sidenreng Rappang Regency who actively use social media and have been exposed to promotional content related to body care products delivered by local influencers. This population was considered relevant because Generation Z represents one of the most active consumer groups in digital platforms and is highly exposed to influencer-based marketing content.

Given limitations in time and research resources, a sample of 200

respondents was selected using purposive sampling technique. This non-probability sampling method was applied to ensure that respondents met specific criteria relevant to the research objectives. The inclusion criteria for respondents were as follows: (1) belonging to Generation Z, (2) residing in Sidenreng Rappang Regency, (3) actively using social media platforms such as Instagram or TikTok, (4) having been exposed to promotional content on body care products from local influencers, and (5) being familiar with at least one body care brand promoted through social media platforms. This sampling approach ensured that the selected respondents had relevant experience with influencer-generated content, thereby enabling more accurate and meaningful analysis of the relationship between content strategy and brand awareness.

**Table 1. Operational Definition of Variables**

No	Research Variables	Operational Definition	Indicators
1	Content Strategy (X)	A digital marketing strategy that focuses on creating and distributing relevant, valuable, and engaging content to attract audiences, enhance interaction, and strengthen brand awareness (Pulizzi, 2022).	<ol style="list-style-type: none"> <li>Content Relevance</li> <li>Content Consistency</li> <li>Information Quality</li> <li>Content Creativity</li> <li>Audience Engagement</li> </ol>
2	Brand Awareness (Y)	Consumers' ability to recognize, recall, and identify a brand, as well as position it in their memory when considering a particular product category (Aaker, 2021; Kotler & Keller, 2022).	<ol style="list-style-type: none"> <li>Brand Recognition</li> <li>Brand Recall</li> <li>Ease of Recognizing the Brand Name or Logo</li> <li>Top of Mind Awareness</li> </ol>

Data were collected through questionnaire distribution, supported by observation and a review of relevant literature. The questionnaire served as the primary research instrument for capturing respondents' perceptions of Content Strategy (X) and Brand Awareness (Y). Data analysis was conducted using the Statistical Package for the Social Sciences (SPSS). The analytical procedures included validity and reliability testing, descriptive statistical analysis, and classical assumption tests consisting of normality, multicollinearity, and heteroscedasticity tests. In addition, simple linear regression analysis was employed to examine the effect of Content Strategy on Brand

Awareness (Hardani et al., 2022). Hypothesis testing was carried out using the t-test and the coefficient of determination ( $R^2$ ) to assess the significance and explanatory power of the independent variable on the dependent variable.

## RESULTS

### Validity Test

The validity test was conducted to determine whether each questionnaire item accurately measures the intended research variables. An item is considered valid if its calculated correlation coefficient (r-count) is greater than the critical value (r-table), which is 0.138.

**Table 2. Validity Test Results**

Variable	Item Correlation (r-count)	r-table	Result
Content Strategy (X)	0.736**	0.138	Valid
	0.732**	0.138	Valid
	0.723**	0.138	Valid
	0.772**	0.138	Valid
	0.635**	0.138	Valid
Brand Awareness (Y)	0.732**	0.138	Valid
	0.601**	0.138	Valid

Variable	Item Correlation (r-count)	r-table	Result
	0.711**	0.138	Valid
	0.776**	0.138	Valid
	0.742**	0.138	Valid

*Source: Researcher (2025)*

Table 2 shows that all questionnaire items used to measure the Content Strategy and Brand Awareness variables obtained correlation coefficients higher than the r-table value of 0.138. The correlation coefficients for the Content Strategy variable ranged from 0.635 to 0.772, while those for the Brand Awareness variable ranged from 0.601 to 0.776. Since all calculated correlation coefficients exceeded the required threshold, all items

were deemed valid and appropriate for further statistical analysis.

**Reliability Test**

The reliability test was conducted to assess the internal consistency of the research instrument. An instrument is considered reliable when it achieves a Cronbach’s Alpha value greater than 0.70, indicating that the measurement items consistently reflect the constructs being studied.

**Table 3. Reliability Test Results**

Cronbach’s Alpha	Threshold Value	Result
0.893	0.70	Reliable

*Source: Researcher (2025)*

The results presented in Table 3 indicate that the questionnaire achieved a Cronbach’s Alpha value of 0.893, which exceeds the minimum acceptable threshold of 0.70. This demonstrates a high level of internal consistency among the measurement items. Therefore, the research

instrument is considered reliable and capable of producing consistent and stable results across repeated measurements.

**Descriptive Analysis Results**

**a) Content Strategy**

**Table 4. Respondents’ Responses on Content Strategy Variable**

No	Statement	SA	A	N	D	SD	Total Score	Mean
1	The content shared by local influencers is relevant to my needs and interests regarding body care products.	24	80	79	11	6	725	3.63
2	The promotional content created by local influencers is creative and visually appealing.	15	74	62	34	15	746	3.73
3	Local influencers consistently upload content related to body care products on their social media accounts.	5	30	46	62	57	702	3.51
4	The information provided by local influencers about body care products is clear, complete, and easy to understand.	4	56	64	53	23	666	3.33
5	The content posted by local influencers encourages audience engagement, such as likes, comments, shares, and discussions.	12	84	56	34	14	739	3.70
Average							3578	3.58

*Source: Researcher (2025)*

Descriptive analysis was employed to describe respondents' perceptions of each statement included in the questionnaire. The evaluation was conducted using a five-point Likert scale, where a higher mean score indicates a stronger level of agreement with the statement. Based on Table 4, the Content Strategy variable obtained an overall mean score of 3.58. This finding indicates that, in general, respondents held a moderately positive perception of the content strategies implemented by local influencers in promoting body care products through social media.

The first statement, which assessed the relevance of content shared by local influencers to respondents' needs and interests regarding body care products, obtained a mean score of 3.63. Most respondents selected Agree (80 respondents or 40.0%) and Neutral (79 respondents or 39.5%). These results indicate that respondents generally perceived the content as relevant to their personal needs and interests.

The second statement, related to the creativity and visual appeal of promotional content created by local influencers, recorded a mean score of 3.73, which was the highest among all indicators. A total of 74 respondents (37.0%) selected Agree, while 62 respondents (31.0%) selected Neutral. This suggests that respondents largely viewed influencer-generated content as creative and visually engaging. The third statement, concerning the consistency of local influencers in posting body care-related content, obtained a mean score of 3.51. The largest proportion of respondents selected Disagree (62 respondents or 31.0%) and Strongly

Disagree (57 respondents or 28.5%). Although the average score remains in the moderate range, these results indicate that content consistency is perceived as an aspect that requires improvement.

The fourth statement, which examined the clarity, completeness, and comprehensibility of information provided by local influencers regarding body care products, recorded a mean score of 3.33, the lowest among all indicators. Most respondents selected Neutral (64 respondents or 32.0%), followed by Agree (56 respondents or 28.0%). This finding suggests that the perceived quality of information delivered by influencers is moderate and still needs enhancement. The fifth statement, related to the ability of influencer content to stimulate audience engagement such as likes, comments, shares, and discussions, obtained a mean score of 3.70. A total of 84 respondents (42.0%) selected Agree, while 56 respondents (28.0%) selected Neutral. This indicates that respondents generally perceived influencer content as effective in encouraging audience interaction.

Overall, the descriptive analysis reveals that the Content Strategy variable is categorized as moderately positive, with an average mean score of 3.58. The highest-rated aspect was content creativity and visual appeal, while the lowest-rated aspect was information quality. These findings suggest that although local influencers have generally implemented effective content strategies in promoting body care products, improvements in content consistency and information quality are still needed to further enhance effectiveness among Generation Z consumers.

**b) Brand Awareness**

**Table 5. Results of Respondents' Responses on Brand Awareness Variable**

No	Statement	SA	A	N	D	SD	Total Score	Mean
1	I can easily recognize body care products promoted by local influencers on social media.	24	80	79	11	6	639.5	3.20

No	Statement	SA	A	N	D	SD	Total Score	Mean
2	I can remember the names of body care brands promoted by local influencers.	15	74	62	34	15	464	2.32
3	I can identify a body care brand when I see its logo, packaging, or visual identity on social media.	5	30	46	62	57	565	2.83
4	Body care brands promoted by local influencers are among the first brands that come to my mind when I think about body care products.	4	56	64	53	23	646	3.23
5	I am familiar with the body care products promoted by local influencers on social media.	12	84	56	34	14	628	3.14
<b>Average</b>							<b>2942.5</b>	<b>2.94</b>

*Source: Researcher (2025)*

Descriptive analysis was employed to examine respondents' perceptions of Brand Awareness related to body care products promoted by local influencers. The assessment was conducted using a five-point Likert scale, where higher mean scores indicate stronger levels of brand awareness among respondents. Based on Table 5, the Brand Awareness variable obtained an overall mean score of 2.94. This result indicates that respondents' level of brand awareness toward body care products promoted by local influencers is at a moderate level. The first statement, which assessed respondents' ability to recognize body care products promoted by local influencers on social media, obtained a mean score of 3.20. Most respondents selected Agree (80 respondents or 40.0%) and Neutral (79 respondents or 39.5%). These findings suggest that respondents generally possess a reasonable ability to recognize body care products promoted by local influencers, although individual perceptions vary.

The second statement, concerning respondents' ability to remember the names of body care brands promoted by local influencers, recorded the lowest mean score of 2.32. A total of 74 respondents (37.0%) selected Agree, while 62 respondents (31.0%) selected Neutral. This indicates that respondents' brand recall ability remains relatively weak compared to other

dimensions of brand awareness. The third statement, which measured respondents' ability to identify body care brands through logos, packaging, or other visual identity elements on social media, obtained a mean score of 2.83. The majority of respondents selected Disagree (62 respondents or 31.0%) and Strongly Disagree (57 respondents or 28.5%). These results suggest that many respondents still find it difficult to identify body care brands based solely on visual identity.

The fourth statement, regarding whether body care brands promoted by local influencers are among the first brands that come to mind when thinking about body care products, obtained a mean score of 3.23, the highest among all indicators. Most respondents selected Neutral (64 respondents or 32.0%), followed by Agree (56 respondents or 28.0%). This indicates that the promoted brands have achieved a moderate level of top-of-mind awareness among respondents. The fifth statement, related to respondents' familiarity with body care products promoted by local influencers on social media, obtained a mean score of 3.14. A total of 84 respondents (42.0%) selected Agree, while 56 respondents (28.0%) selected Neutral. These findings indicate that respondents are generally familiar with the promoted body care products.

Overall, the descriptive analysis reveals that the Brand Awareness variable has an average mean score of 2.94, indicating a moderate level of awareness among Generation Z consumers. The highest-rated dimension was Top of Mind Awareness (mean = 3.23), while the lowest-rated dimension was Brand Recall (mean = 2.32). These results suggest that although respondents are generally aware of body care products promoted by local influencers, further efforts are needed to strengthen their

ability to recall and clearly identify specific brands.

**Simple Linear Regression Analysis**

Simple linear regression analysis was employed to examine the effect of the independent variable on the dependent variable. The regression equation was constructed based on the unstandardized coefficient values obtained from the statistical output. Based on the results presented in Table 6, the regression equation can be formulated as follows:

**Table 6. Simple Linear Regression Analysis**

Model	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	3.618	1.134	—	3.189	0.002
Content Strategy	0.620	0.062	0.580	10.019	0.000

**Dependent Variable:** Brand Awareness  
*Source: Researcher (2025)*

$$Y = 3,618 + 0,620X$$

The constant value of 3.618 indicates that when the Content Strategy variable is assumed to be constant or equal to zero, the predicted value of Brand Awareness is 3.618. Meanwhile, the regression coefficient of 0.620 indicates a positive relationship between the two variables. This implies that each one-unit increase in Content Strategy is associated with an increase of 0.620 units in Brand Awareness. Therefore, the more effective the content

strategy implemented by local influencers, the higher the level of brand awareness among Generation Z consumers.

**t-Test**

The t-test was conducted to determine whether the independent variable has a significant partial effect on the dependent variable. The hypothesis is accepted if the significance value is less than 0.05.

**Table 7. t-Test Results**

Model	t	Sig.
(Constant)	3.189	0.002
Content Strategy	10.019	0.000

*Source: Researcher (2025)*

The results presented in Table 7 indicate that the Content Strategy variable obtained a t-value of 10.019 with a significance level of 0.000. Since the significance value is below 0.05, the proposed hypothesis is accepted. These findings demonstrate that Content Strategy has a significant positive effect on Brand Awareness. This result suggests that effective content strategies characterized by

relevance, creativity, consistency, and audience engagement contribute significantly to increasing consumers' awareness of body care brands promoted by local influencers. Accordingly, local influencers play an important role in shaping and strengthening brand awareness among Generation Z audiences.

**Coefficient of Determination**

The coefficient of determination was used to measure the extent to which the

independent variable explains the variation in the dependent variable.

**Table 8. Coefficient of Determination (Model Summary)**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.580	0.336	0.333	3.485

*Predictors:* (Constant), Content Strategy

*Dependent Variable:* Brand Awareness

*Source:* Researcher (2025)

Based on Table 8, the R Square value is 0.336 (33.6%). This indicates that 33.6% of the variation in Brand Awareness can be explained by Content Strategy, while the remaining 66.4% is influenced by other factors not included in this research model. In addition, the correlation coefficient (R) is 0.580, indicating a moderate positive relationship between Content Strategy and Brand Awareness. This finding suggests that improvements in influencer content strategies are associated with higher levels of brand awareness, although other external variables also contribute to shaping consumers' awareness of body care products. Overall, the results of the regression analysis, t-test, and coefficient of determination consistently demonstrate that Content Strategy has a positive and significant effect on Brand Awareness among Generation Z consumers in Sidenreng Rappang Regency.

**Discussion****Content Strategy of Local Influencers in Promoting Bodycare Products**

Based on the descriptive analysis results presented in Table 4, the Content Strategy variable indicates that respondents generally hold a moderately positive perception of the content strategies implemented by local influencers in promoting body care products through social media. These findings suggest that influencer-generated content has been effective in attracting audience attention and stimulating interaction among Generation Z consumers. This result is consistent with previous studies

emphasizing that effective content strategies can enhance audience engagement and strengthen long-term relationships between brands and consumers in digital environments.

The most prominent aspect of this variable is the creativity and visual attractiveness of the promotional content produced by local influencers. Respondents perceived that the content contains appealing visual elements that help differentiate promoted products from competing brands. Creativity in content presentation is a critical component of digital marketing because it enhances audience attention while simultaneously increasing engagement. Recent studies confirm that visual quality and content creativity are among the dominant determinants of audience engagement on social media platforms.

In addition, respondents considered the content shared by local influencers to be relatively relevant to their needs and interests regarding body care products. Content relevance is a key factor in influencer marketing, as audiences are more likely to engage with information that aligns with their lifestyle, preferences, and personal needs. Vonezyo (2024) explains that relevant influencer content significantly enhances consumer engagement by creating a stronger psychological connection between audiences and promoted products.

Regarding audience engagement, respondents indicated that influencer content is capable of encouraging interaction in the form of likes, comments,

shares, and discussions. This shows that audiences are not merely passive recipients of information but active participants in digital communication processes. These findings support previous research highlighting engagement as a core indicator of successful content strategies because it strengthens the relationship between audiences and brands.

However, information quality remains a critical area for improvement. Some respondents perceived that information provided about body care products is not yet fully clear, complete, or easy to understand. This suggests that Generation Z consumers do not only seek entertaining content but also require credible and detailed product information before forming judgments. Studies on Generation Z consumer behavior indicate that this group is increasingly critical and places strong emphasis on clarity, authenticity, and transparency in promotional content.

Another aspect that requires attention is content consistency. Some respondents noted that body care-related content is not consistently published by local influencers. Consistency is an essential element of an effective content strategy because it ensures sustained brand exposure and strengthens long-term audience relationships. Digital marketing literature highlights that consistent posting helps maintain audience attention and increases the likelihood of building enduring brand awareness.

Overall, the findings indicate that local influencers' content strategies in promoting body care products are relatively effective. The main strengths lie in content creativity, relevance, and engagement. However, improvements are still needed in information quality and content consistency to maximize the impact of influencer marketing on brand awareness among Generation Z consumers. These findings reinforce the notion that the success of influencer-based marketing depends not only on popularity but also on the quality and continuity of content strategies.

### **Brand Awareness of Body Care Products Among Generation Z Consumers**

Based on the descriptive analysis presented in Table 5, Brand Awareness of body care products promoted by local influencers is categorized as moderate. This finding indicates that Generation Z consumers are generally aware of the promoted brands; however, these brands have not yet achieved a strong and dominant position in consumers' memory. According to Aaker (2021), brand awareness refers to consumers' ability to recognize and recall a brand within a specific product category, which plays a crucial role in purchase consideration (Wardhana, 2025).

The strongest dimension identified in this study is Top of Mind Awareness. The findings show that several body care brands promoted by local influencers have successfully entered consumers' top-of-mind recall when thinking about body care products. This demonstrates that repeated exposure through influencer content contributes to strengthening brand memory. Previous studies also confirm that social media exposure and influencer recommendations significantly influence top-of-mind awareness among Generation Z, who heavily rely on digital platforms for product information.

The study also reveals a relatively good level of brand recognition among respondents. Many participants reported being able to recognize body care products promoted by influencers on social media. This suggests that influencer content has been effective in introducing brands and increasing consumer familiarity. According to Kotler and Keller (2016), brand recognition represents the initial stage of brand awareness, where consumers can identify a brand when exposed to its visual or verbal identity.

In addition, respondents demonstrated a moderate level of familiarity with the promoted products. Familiarity plays an important role in shaping consumer trust, as repeated

exposure tends to increase perceived reliability. Fitriyani et al. (2025) state that continuous exposure to influencer content can strengthen familiarity and encourage more favorable consumer attitudes toward beauty and personal care products. However, brand recall appears to be the weakest dimension. Although respondents can recognize products, many struggle to recall specific brand names without visual cues. This indicates that exposure alone is insufficient to ensure long-term memory retention. Wardhana (2025) explains that brand recall requires deeper cognitive processing and stronger brand associations to be effectively stored in memory.

A similar limitation is observed in visual brand identification. Many respondents reported difficulty recognizing brands based solely on logos, packaging, or visual identity. This suggests that visual branding may not yet be distinctive or consistently communicated. Previous research emphasizes that strong visual identity including logos, colors, and packaging consistency is essential for improving brand recognition in competitive digital environments (Pratiwi et al., 2025).

Overall, brand awareness of body care products promoted by local influencers among Generation Z in Sidenreng Rappang Regency is at a moderate level. While top-of-mind awareness and recognition are relatively strong, challenges remain in brand recall and visual identification. These findings indicate the need for stronger brand storytelling, more memorable content, and consistent visual identity to enhance long-term consumer awareness.

### **The Effect of Content Strategy on Brand Awareness**

The findings of this study reveal that Content Strategy has a positive and significant effect on Brand Awareness among Generation Z consumers in Sidenreng Rappang Regency. This indicates that the quality of influencer-generated content plays an important role in shaping consumer awareness of body care brands on social media. When content is

perceived as relevant, creative, informative, consistent, and engaging, consumers are more likely to recognize, remember, and associate a brand with its product category. This aligns with the view that content marketing functions not only as promotion but also as a mechanism for building brand memory (Pulizzi, 2023).

This relationship can be explained through repeated exposure to brand-related content delivered by influencers. According to Aaker (2021), brand awareness develops through continuous exposure that strengthens recognition and recall. In this context, local influencers serve as intermediaries who integrate brand messages into consumers' daily digital experiences, thereby increasing familiarity and strengthening memory retention (Wardhana, 2025).

Content relevance is one of the key drivers in this relationship. Generation Z responds more positively to content that aligns with their interests and lifestyle. Relevant content increases attention and improves information retention. Dharomesz and Adyantari (2026) state that relevance enhances engagement because consumers perceive content as personally meaningful. Content creativity also significantly contributes to brand awareness. Creative content helps differentiate brands in a saturated digital environment and increases memorability. Jefriansyah et al. (2025) found that visually engaging and innovative content improves brand recall and recognition due to stronger cognitive impressions.

Audience engagement further strengthens this relationship. Active interaction through likes, comments, and shares encourages deeper cognitive processing of brand information. Yousuf and Mathory (2025) explain that engagement transforms audiences from passive viewers into active participants, thereby improving brand retention.

Content consistency also plays an important role in maintaining brand visibility. Repeated exposure ensures that

brands remain present in consumers' memory structures. Kennixson and Nigar Pandrianto (2025) emphasize that consistent content delivery strengthens long-term brand recall. Finally, information quality is crucial for building trust and awareness. Generation Z consumers prioritize transparency, accuracy, and clarity in promotional content. Fitriasari (2025) notes that high-quality information enhances perceived credibility, which in turn strengthens brand associations in consumer memory.

Overall, the findings confirm that effective content strategies significantly enhance brand awareness. Local influencers function not only as promotional channels but also as key actors in shaping consumer perception, recognition, and memory. Therefore, brands aiming to target Generation Z should prioritize content that is relevant, creative, informative, consistent, and engaging to maximize brand awareness outcomes.

## CONCLUSION

This study was conducted to examine the role of local influencers' content strategies in promoting body care products and their impact on brand awareness among Generation Z consumers in Sidenreng Rappang Regency. The findings indicate that the content strategies implemented by local influencers are generally perceived positively by respondents. The strongest aspects of these strategies are content creativity, content relevance, and audience engagement, suggesting that local influencers are effective in producing attractive and interactive promotional content. However, aspects related to information quality and content consistency still require improvement to further enhance the effectiveness of influencer marketing activities.

The study also shows that the level of brand awareness toward body care products promoted by local influencers is moderate. Respondents are generally able to recognize

the promoted products and associate them with the body care category. Nevertheless, weaknesses remain in brand recall and in the ability to identify brands through logos, packaging, and other visual elements. This indicates that stronger brand associations and more consistent visual branding communication are still needed to improve long-term consumer memory. Furthermore, the results confirm that content strategy has a positive and significant effect on brand awareness. This demonstrates that content which is relevant, creative, informative, consistent, and engaging can strengthen consumers' ability to recognize, recall, and differentiate body care brands promoted through social media. Therefore, local influencers play an important role in shaping and enhancing brand awareness among Generation Z consumers.

Overall, this study contributes to the development of digital marketing and consumer behavior literature, particularly in the context of influencer marketing in regional areas. However, the study is limited to Generation Z consumers in Sidenreng Rappang Regency and only examines content strategy as the independent variable. Future research is recommended to include additional variables such as influencer credibility, consumer trust, purchase intention, electronic word-of-mouth (e-WOM), and brand image, as well as to expand the geographical scope in order to obtain more comprehensive and generalizable findings.

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