

Abstract

The rapid growth of digital technology and social media has transformed the way brands communicate with consumers and build market awareness. Social media marketing has become an essential strategy for skincare brands seeking to increase visibility and strengthen brand awareness in a highly competitive industry. This study examines how social media marketing influences the brand awareness of Illuminare, a skincare brand operating in Indonesia. A qualitative research approach was employed through in-depth interviews with internal stakeholders, existing customers, and potential customers. The findings reveal that Illuminare faces several challenges in building brand awareness, including unclear communication of its brand identity, low social media engagement, and limited exposure through influencers and third-party collaborators. Many respondents were unfamiliar with Illuminare's positioning as a Japanese-formulated skincare brand, while existing customers reported discovering the brand primarily through word-of-mouth recommendations and personal research rather than social media. The study concludes that social media marketing positively influences brand awareness; however, its effectiveness depends on consistent brand communication, engaging content, and strategic external collaborations. The findings provide practical recommendations for improving Illuminare's digital marketing strategy and strengthening its brand awareness in the Indonesian skincare market.

Keywords: *Social Media Marketing, Brand Awareness, Digital Marketing, Skincare Industry*