



# The Emergence of Skin Minimalism Trend on TikTok and Its Revolutionary Influence on Skincare Product Purchasing Behavior Changes

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## ABSTRACT

Skin minimalism is a social media trend that advocates for reducing the number of skincare products used. It aims to improve skin health while protecting the environment by minimizing plastic waste. Despite the skincare industry's growth, it contributes to environmental harm due to the increasing plastic waste generated. This study investigates the impact of the skin minimalism trend on changes in consumer behavior regarding skincare product purchases. Quantitative research methods were employed to test existing hypotheses and analyze the results. Several factors influence consumer attitudes, particularly the environment and social media. In Indonesia, one of the most influential social media platforms is TikTok. The findings indicate that the skin minimalism trend positively affects consumer behavior when buying skincare products. This conclusion is based on data collected from questionnaires distributed to teenagers familiar with the trend of skin minimalism on TikTok. The most significant shifts in consumer attitudes include a reduction in skincare products and an increased focus on product quality. Given these changes in consumer attitudes, it is essential to continue promoting the trend of skin minimalism, as it benefits both skin health and the environment.

## Keywords

attitude change; customers; purchase; skin minimalism; social media

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## INTRODUCTION

The skincare trend is growing, with a market share of around 57% in Indonesia, and facial care is the dominant beauty trend (Market Research Indonesia, 2024). This growth certainly has a good impact on the Indonesian economy but also poses a particular threat to environmental health. This happens because not all skincare packaging can be recycled; it can also be said to contribute to the high amount of plastic waste in Indonesia (Apriana et al., 2023). To maintain the company's brand image, the skincare industry develops various solutions to the problem of waste generation from skincare products. One is corporate social responsibility (CSR), a business commitment to building a sustainable economy (Marnelly, 2012). Research by Setianingsih et al. (2023) said that the role of CSR in cosmetics can also affect customer loyalty.

A study by Sari and Masreviastuti (2024) said that brand image and lifestyle significantly affect customer loyalty for skincare products. Various things can be a factor in the growth of customer

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loyalty. Brand loyalty is the extent to which a consumer shows a positive attitude toward a brand, is committed to a particular brand, and will continue to use and buy products in the future. According to research by Fatimah (2014), brand loyalty significantly affects purchasing decisions. Brand loyalty plays an essential role in a consumer's decision to buy a product. While lifestyle is also one of the factors that can influence brand loyalty, various things can shape consumer lifestyles. Several factors can influence consumer lifestyles, including social media and the social environment, which will also affect consumer attitudes when purchasing products (Hasanah et al., 2023).

Social media can be understood as a digital platform providing tools for each user to engage in social activities. Various social media activities can be done, such as communicating, interacting, providing information, or posting text, images, and videos. On the surface, social media is the result of the rapid development of the internet that allowed it to expand as quickly and widely as it has today. According to Setiadi (2016), social media is a place of interaction and information because social media can form networks between users that do not just expand friendship or follower relationships but must be built with interactions between these users. In addition, information is an essential entity on social media because social media users create representations of their identity, produce content, and interact based on information. Information and interactions created on social media can also cause a trend to spread massively and can become something that affects consumers' lifestyles.

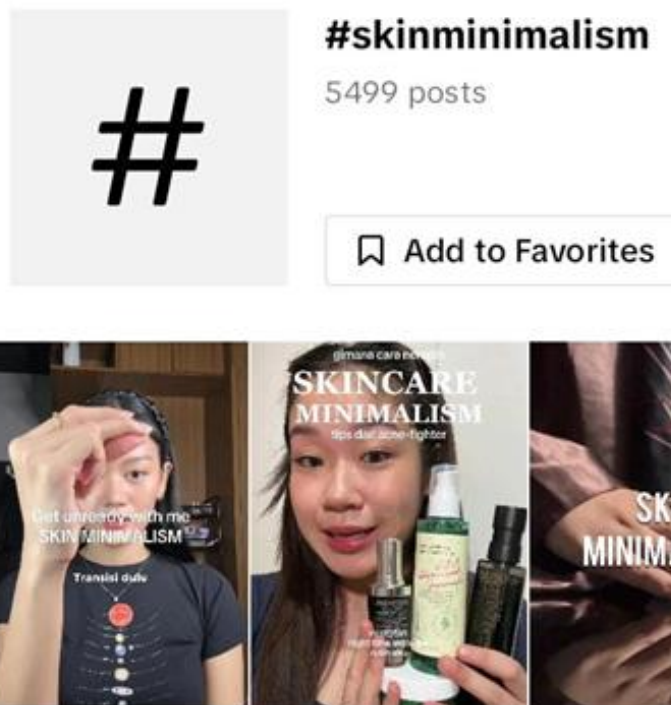
An example of a trend that emerged on social media and led to consumer lifestyle changes is the rise of Korean fashion. As stated in the study by Jannah et al. (2023), women are gradually becoming less interested in formal wear as they relate to the Korean fashion trend. This has evolved into a relaxed, uncomplicated dress code that is ideal for everyday wear for children since it is easy to put on and takes little effort to follow. In another case, research by Nurhanifah and Supartono (2024) indicates that Korean fashion trends significantly impact Indonesian consumer behavior. This is one example of how a social media train might influence the general public's way of life. In addition to the fashion industry, several trends also emerge in the fields of hair care and makeup. One trend that has recently gained much attention in social media is minimalist skin care. Skin minimalism is a skincare approach that emphasizes minimal use of skincare products. Applying skin minimalism includes using skincare products that suit your skin's needs and focusing on quality over quantity.

According to research by Kalwat (2023), the minimalist trend educates consumers to be prudent towards excessive consumerism. Skin minimalism has the benefit of making consumers tend to be more frugal, stimulating the skin, and contributing to environmental pollution because skin minimalism not only assumes limiting the number of products used daily but also reducing the amount of cosmetic packaging used. It is important to remember that the trend does not require us to drastically reduce the quantity of cosmetics we utilize. Instead, it concentrates on the most important products carefully chosen for the customer's skin and its constituent parts. Experts claim that because of the limitations of skincare used in the skin minimalism trend, the skin regains its condition and reduces inflammation and many dysfunctions, at least in the early stages. This trend is growing increasingly popular on social media because of numerous testimonials from people who have followed it to success.

If the skin minimalism trend can influence consumer attitudes, it can be an opportunity to reduce the amount of waste from skincare in the environment. However, whether this trend can directly change consumer behavior when buying skincare products is still uncertain. Several studies have discussed changes that occur in consumers because of social media trends outside of Korean fashion trends. In research by Hasdiansa et al. (2023), social media influences 74% of millennial generation consumer purchasing decisions, which is the generation with the highest purchasing power and the most activity on social media is the generation because, in this age range, relationships with others are very important. It has been proven that using social media accounts to connect with millennials is the best strategy for advertising products. Meanwhile, other studies also say that social media can influence Generation Z's environmentally friendly purchasing habits by displaying environmentally friendly products on social media (Indriyani & Suri, 2020). According to an article by Nada (2024), communication on social media influences consumer behavior by influencing perception, motivation, and trust. Social media can influence consumer motivation to buy products by displaying product reviews, photos, and videos that motivate purchases. Social

media influences consumer perceptions about products by displaying information and reviews from other users, and social media increases consumer trust in brands by displaying relevant and interactive content. So, trends in social media are good communications that take consumer confidence in something.

Social media plays a significant role in changing consumer behavior. One example is TikTok social media because Indonesia has a large percentage of digital media usage, with around 65.8% of internet users. The TikTok application is one of Indonesia's most popular digital media applications, especially among teenagers aged 14-24 (Chandra, 2023). TikTok influences consumer behavior by displaying content containing information about products, such as unboxing, attractive reviews, and other things that can increase the level of consumerism of consumers, especially in the millennial generation (Triyanti et al., 2022).



**Figure 1.** Hashtag Skin Minimalism on TikTok Application (Source: personal screenshot on TikTok application)

Discussing the trend of skin minimalism in Indonesia, it is evident that this phenomenon is also significantly prevalent on social media platforms such as TikTok. As illustrated in the image above, the hashtag #skinminimalism on the TikTok application has garnered up to five thousand four hundred and ninety-nine posts featuring a wide array of content. The content includes tutorials, product reviews, and comprehensive discussions on the advantages of adopting a more straightforward skincare regimen. The implication of this trend, if it successfully alters consumer behavior, could be profound regarding environmental impact. Specifically, the reduction in the number of skincare steps—from the conventional ten-step routine to merely three to five steps—suggests a potential decrease in the environmental waste produced by skincare products. This reduction is discussed in greater detail in the article by Rieuwpassa (2023).

This research investigates whether the trend of skin minimalism on TikTok can significantly influence consumer behavior in their skincare purchasing decisions and routines. This study also delves into the broader implications of such behavioral shifts, mainly focusing on the potential reduction of environmental waste caused by excessive or unused skincare product packaging. The findings of this research could provide valuable insights into the environmental benefits of simplified

skincare routines and inform future strategies for promoting sustainable consumer practices in the skincare industry.

## METHOD

This research used causal explanatory methods that explain and describe the nature, distribution patterns, and volumes of data gathered in a quantitative study (Ghozali, 2016). Data collection was conducted through an online survey, with questionnaires distributed to skincare consumers who use TikTok and are familiar with the trend of skin minimalism. This study employs a non-probability sampling method, specifically convenience sampling. This method involves the researcher selecting individuals who are the easiest to reach or access for inclusion in the sample. However, initial filtering questions will be used to ensure that the selected participants know the trend of skin minimalism.

The questionnaire gathered information on respondents' perceptions, motivations, and trust related to the skin minimalism trend and changes in consumer attitudes toward purchasing skincare products. In this study, trends in skin minimalism serve as the independent variable (X), while shifts in consumer perceptions serve as the dependent variable (Y). While the dependent variable is evaluated using four indicators—inquiring about new products, buying new products, using products influenced by the skin minimalism trend, and using fewer products—the independent variable is measured using dimensions like perception, motivation, and trust.

Several tests were conducted to ensure the data's accuracy and reliability. Validity and reliability tests were first conducted to ensure that the questionnaire assesses the intended variables accurately and that the data collected is consistent. Hypothesis testing was then conducted using the t-test to ascertain whether there is a significant correlation between the skin minimalism trend (an independent variable) and shifts in consumer attitudes (a dependent variable). Furthermore, the degree to which the skin minimalism trend may account for the variance in changes in consumer attitudes was assessed using the coefficient of determination (R<sup>2</sup>) test. The R<sup>2</sup> test is used because, according to Saunders et al. (2012), this test allows researchers to quantitatively measure the extent to which the independent variables in the regression model can explain the variations or changes that occur in the dependent variable; this supports the objectives of this study to determine the effect of consumer attitudes in purchasing skincare products.

Alongside these tests, a casual explanatory was conducted to describe the demographic characteristics of the respondents. The demographic such as age, gender, TikTok usage, and to relate these characteristics to the results of the hypothesis testing. The data were analyzed using the statistical software SPSS, with both explanative and inferential statistical techniques used to interpret the findings and explain the relationship between the skin minimalism trend and changes in consumer attitudes toward skincare products. This method ensures a robust and valid analysis, enabling the research to provide a clear understanding of the effects of the skin minimalism trend on consumer behavior. The research framework of this study is shown below:



H1: The Skin Minimalism trend has a positive effect on Changes in Consumer Attitudes

**Figure 2.** The research framework of this study

## FINDINGS AND DISCUSSION

### Respondent Characteristic Analysis

The respondents in this study were predominantly aged 22-27 years, accounting for 47.4% of the total sample size, followed closely by those aged 19-22 years, who comprised 42.1% of the participants. From this data, it can be concluded that most individuals who are aware of the skin minimalism trend have either pursued higher education or are already part of the workforce. This trend is understandable, as the average individuals in these age groups are typically employed or attending college. These stages of life often come with a heightened awareness of self-care practices, including skincare routines. Furthermore, the study's data indicates that the highest percentage of skincare expenditure, at 44.7%, falls within the monthly spending range of 500,000-700,000 rupiah.

This significant expenditure on skin care products might be associated with the skin minimalism trend, where consumers opt to follow this movement to reduce their overall skincare costs or enhance the quality of their purchased products. The skin minimalism trend emphasizes using fewer but more effective skincare products, which can appeal to individuals looking to optimize their skincare routines financially and in terms of results.

### Determination Test Results (R<sup>2</sup>)

Table 1. R<sup>2</sup> Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.760 <sup>a</sup>	.578	.565	5.62363

Source: Researcher processed data on SPSS version 25

Based on the results of the determination test in Table 1 above, it can be seen from the Adjusted R square value of 0.565 or 56.5%. In other words, there is a correlation between the independent and dependent variables, which is classified as a strong correlation because it exceeds 50%. It can also be concluded that the variable of skin minimalism affects green purchase intention by 56.5%, with the remaining influence coming from other factors, which may include habits, environment, and consumer needs. The results are consistent with the research conducted by Indriyani and Suri (2020), which states that social media campaigns play an important role in influencing consumer decisions and changing attitudes toward purchasing fast fashion products. The trend of skin minimalism dominates the change in consumer attitudes toward purchasing skincare products because there is a tangible effect displayed by those who implement skin minimalism in their daily lives. Additionally, those who communicate and explain the trend of skin minimalism are considered trustworthy and competent in their field, which falls under the dimension of truth or belief in the accuracy of trends circulating on social media. This is supported by the tabulation results of respondents' answers, where most respondents strongly agreed with this statement. Therefore, trust is also a very strong factor in influencing consumers to change their behavior when purchasing skincare products.

### Partial Test Results (t-Test)

A partial test (t-test) aims to test how strong the influence of each independent variable (X) partially on the dependent variable (Ghozali, 2018). The basis for decision-making in the partial test is determined by determining the confidence level. This study uses a 95% confidence level or a maximum significance value of 5% with the following decision-making:

H1 Accepted: If t-count > t-table or significance value < 0.05

H1 Rejected: If t-count < t-table or significance value < 0.05

The formula of t-table:

$$t \text{ table} = t \left( \frac{\alpha}{2}; n - k - 1 \right)$$

$$t_{table} = t\left(\frac{0.05}{2}; 40 - 1 - 1\right)$$

$$t_{table} = t(0.025; 38)$$

$$t_{table} = 6,578$$

**Table 2.** Partial Test Results

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.953	4.277		2.327	.026
	Skin Minimalism	.778	.114	.760	6.821	.000

**a. Dependent Variable: Attitude Change**

Source: Researcher processed data on SPSS version 25

Based on the research results above, it can be stated that H1 is accepted because the partial test or t-test results get a smaller t table of 6.578 compared to the t count, which gets a result of 6.821. Based on the findings of the research conducted through the t-test, the skin minimalism variable significantly and positively influences changes in consumer attitudes. The skin minimalism variable positively impacts the consumer change variable, as seen from the t-test and r-square testing. Factors that support the results of this study are that know skincare becomes the object of the skin minimalism trend when passing through the homepage of consumers, tend to respond well to the skin minimalism trend, feel the skin minimalism trend suits their needs, feel encouraged to learn the skin minimalism trend, feel the skin minimalism trend is trustworthy, see concrete evidence of the skin minimalism trend, and believe the content creator of the skin minimalism trend looks competent. These are factors when consumers see the skin minimalism trend. The factors that influence consumer change cause consumers to seek information about new skincare products, buy new skincare products, reduce the range of skincare products, only use essential skincare, start using higher quality products, only use less than five types of skincare, tend to buy skincare products after the product runs out, feel satisfied when using fewer products and will continue the habit of using only basic skincare.

The findings of this study are consistent with the research conducted by Lloyd and Pennington (2020) on the minimalist lifestyle. In their interviews with participants, they described that minimalism allowed them to become more aware of their values and align their actions accordingly. They also illustrated how the concept of minimalism enabled them to have more meaningful experiences with their families. Essentially, when someone understands the minimalist lifestyle, as associated with this research on consumer skin minimalism, they become more conscious of the values of minimalism. The value of minimalism then influences their actions, including their purchasing decisions. In the skin minimalism campaign conducted on the social media platform TikTok, the primary factor causing changes in consumer attitudes was the presence of credible and trustworthy informants. This aligns with the research by Ferine et al. (2023), which states that influencers have become key factors in shaping consumer behavior, as their explanations and reviews can significantly impact purchasing decisions. The TikTok social media campaign had a positive effect, with another study finding that TikTok social media marketing positively influenced brand awareness and consumer interest in cosmetic products (Irlianti et al., 2023).

Unlike promotions conducted by companies aimed at driving consumers to buy products, the skin minimalism campaign aims to encourage consumers to reduce or refrain from purchasing many products. However, social media platforms like TikTok play a similar role in altering consumer attitudes toward purchasing, whether it is to buy more or to reduce purchases. This shift in consumer behavior occurs as habits change and evolve. Factors that can trigger changes in consumer behavior include the transition to using technology, personal consumer experiences, and stories heard from others (Rifai & Ohorella, 2022). These findings are highly consistent with this study, which found that technology, particularly TikTok social media, influences changes in consumer

behavior. Personal experiences, such as changes in skin quality and the perceived positive impacts of skin minimalism, lead to changes in consumer attitudes. Furthermore, the stories come from storytellers or influencers who promote the skin minimalism trend on social media.

### **Managerial Implications**

Based on the research findings, there are several critical managerial implications concerning branding, marketing, communication, and consumer culture that companies must adapt to keep relevant.

#### *Strategic Brand Positioning*

The significant influence of the skin minimalism trend on consumer behavior (56.5%) presents an opportunity for brands to realign their positioning and product offerings. Brands should consider developing or highlighting products that align with minimalist skincare routines, emphasizing quality over quantity. This shift requires careful consideration of product formulations and messaging that supports simplified skincare regimens.

#### *Marketing Message Evolution*

Marketing communications should be adapted to reflect the growing consumer interest in minimalist approaches. Rather than promoting extensive multi-step routines, marketing strategies should emphasize core products' efficacy and environmental benefits. The strong statistical correlation (t-value 6.821) between the trend and behavioral change suggests that consumers are receptive to messages promoting simplified routines.

#### *Integrated Communication Strategy*

Companies should develop comprehensive communication strategies that span multiple social media channels, with particular attention to TikTok, where the trend originated. The messaging should be multifaceted, addressing both skincare benefits, environmental sustainability, and cost-effectiveness. This approach allows brands to connect with different consumer segments, from environmentally conscious individuals to budget-minded consumers.

#### *Consumer Education and Value Proposition*

There is a clear opportunity to educate consumers about the benefits of skin minimalism beyond basic skincare. Companies should consider developing educational content demonstrating how minimalist routines can be cost-effective and environmentally responsible. This approach can help build brand trust while supporting the broader movement toward sustainable consumption.

#### *Long-term Market Adaptation*

Given the research findings suggesting this trend will continue to grow, businesses should consider long-term strategic adaptations to their product development and marketing approaches. This may include reformulating product lines, adjusting pricing strategies, and developing packaging solutions that align with environmental consciousness. Companies that successfully adapt to this shift in consumer behavior may gain competitive advantages in the evolving skincare market.

These implications suggest that businesses need to carefully balance commercial interests with growing consumer demand for simplified, sustainable skincare solutions. The strong statistical evidence of changing consumer behavior indicates that this is not a temporary trend but rather a significant shift in the market that requires strategic adaptation.

### **CONCLUSION**

Skin Minimalism is a trend on TikTok social media that comes in the form of a campaign that can have various benefits. The skin minimalism trend has various impacts, one of which is on consumer behavior. This study found that the trend of skin minimalism has a positive effect on changing consumer behavior in the sense that the skin minimalism trend can change the behavior of consumers who previously did not apply the skin minimalism trend to apply the skin minimalism trend. The coefficient determination test or the R square result is 0.565, which means that the

minimalism skin trend influences 56.5% of changes in consumer behavior. Meanwhile, in the hypothesis test or partial test (t test), the results of the hypothesis are accepted because the t value of 6.578 is smaller than the t value of 6.821. So, it can be concluded that the skin minimalism trend plays a role in changing consumer behavior when buying skincare, in this case, reducing the amount of skincare used.

From the results of this study, the trend of skin minimalism will continue to intensify on all social media channels to influence the wider community. In addition to being used to improve skin by improving quality and not focusing on quantity, reducing the amount of skincare used can also aim to save money for small and medium-sized communities. So, this trend can also be used by a wide range of people. In addition, this trend is expected to continue to grow, so people are increasingly aware that this trend can be a small step toward contributing to protecting the environment by reducing the amount of waste contribution to the environment. The communication carried out in spreading this trend is not only used to spread the benefits for the skin but also to communicate the benefits for the environment.

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