

## Research Article

# Implementation of Essentials Sustainable Branding on Local Skincare Product, Study Case on Indoganic Beauty

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## Abstract.

The need for beauty products is increasingly being met by the local sector due to increasing consumer demand. Also, as consumers become more conscious of the implications of climate change, they are becoming more interested in switching to beauty products that emphasize sustainability. Branding has a big role in determining the concept and implementation to consumer's trust, and is important that it will be used by a product so that it can be in demand by consumers. The brand image aspect then becomes essential in strengthening the branding. The development of local beauty products is the main attraction because their development is now in great demand by consumers. This research uses qualitative methods to show how these aspects relate to the concept of sustainability in a beauty product. The result shows that Indoganic seeks to convey the concept of its sustainable products by fulfilling aspects of branding strategy implementation.

**Keywords:** beauty product, branding, sustainability

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## 1. Introduction

Beauty products have become a daily necessity, especially for women. With this high need, the presence of local brands is now growing to fulfil it. The emergence of these local brands offers quite innovative product variants, from the combination of ingredients to packaging in very attractive and unique packaging [1]. This newly emerging local brand is trying to show the value of its products by carrying out various massive promotions by maximizing the various uses of platforms that are now easily accessible to reach a wider range of consumer interest and loyalty.

The development of need for beauty products is now also experiencing rapid development along with the popularity of holistically sustainable lifestyles [2] this occurs



because of the human factor which is facing concerns about the high environmental crisis which is also related to global social problems. These factors have also started to encourage beauty products to have the concept of sustainability as the strength of their products. So that consumers who are now interested in the concept of sustainable design tend to look for beauty products that are in harmony with their values and beliefs and categorize eco-friendly brands that are compatible with their lifestyle [3].

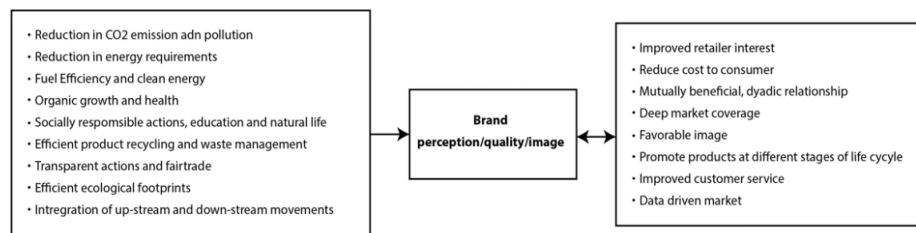
The development of brands in beauty products raises various concepts that influence consumers to choose each product they will use. Then this can no longer be separated from how a brand can convey the values that are understood by the brand. The brand then does not only become a name but more than that now the brand can become an agent of changing habits [4], the role of design in it is also an instrument of change that can change the environment and life [5]. Because a design has the power to also regulate how products are delivered, used, and disposed of by consumers [6].

Sustainable design moves as a creative problem-solving process that can specifically solve problems on the spectrum of sustainable life [7]. This can be applied to form a design strategy that is present in urban situations [8]. The continuous design process forms a brand image as a powerful force of meaning. The brand image can also affect consumer loyalty. In this case, the aspect of consumer involvement also involves involvement in the concept of the brand [7], as one of the strengths of the concept of sustainable design. The design thinking process is an important part where design becomes a method for bringing together the concept of sustainability and attractive strategic business needs so that it can turn a need into a recurring request [9]. Sustainable design implemented in a brand is also inseparable from a sustainable relationship between aspects of its economic, social and env, and environmental values [10] which aims to continue to grow in harmony. With efforts to fulfill these aspects, the brand then has legitimacy from consumers [11] as part of a sustainable life.

The concept of sustainable design for beauty products is then attempted to be conveyed by a local brand from Bandung named Indoganic. Indoganic as a brand that later appeared amidst the growing need for cosmetic products seeks to build sustainable values in its products to be able to demonstrate its resilience and competitiveness compared to other products. This can be an indication of how a local beauty product that is currently developing can make the concept of sustainable design the strength of its product.

## 2. Research methods

This research uses qualitative methods to show how these aspects relate to the concept of sustainability in a beauty product, also uses a descriptive analysis method about the design research framework of the sustainability relationship with the brand image as the “Essentials Of Successful Sustainable Branding Strategy” [4], which includes aspects of sustainability in an overall design strategy to find out how the fulfilment of beauty product aspects in this research as a sustainable design strategy.



**Figure 1:** Sustainability relationship framework design with a brand image.

The aspects contained in the research framework show that there is a mutually sustainable relationship to increase the visibility of sustainable design strategies in the implementation of a product that can strengthen its brand image.

## 3. Result and discussion

Indoganic as a local beauty product with a sustainable product design concept is then observed to obtain the results of an analysis of the aspects contained in the design of the sustainability relationship framework with the brand image as follows

The data obtained show how indoganic as a developing local beauty product fulfills most of the aspects contained in the design framework “Essentials Of Successful Sustainable Branding Strategy” [4], and demonstrates how a beauty product’s brand image continues to pursue and implement elements of carrying out the concept of sustainable design. This shows the existence of the power of a sustainable concept that can be implemented in a beauty product, this aspect strengthens the product which is not only about sales but can strengthen the brand through understood concepts and values that are implemented with good design.

TABLE 1: Analysis of the aspects contained in the design of the sustainability relationship framework with the brand image.

Sustainability	Relationship	Design	Sustainability	Relationship	Design
Improved retailer interest	This increase in interest comes from how Indoganic transparently informs its customers by using natural ingredients as a form of its commitment to the concept of sustainability through several delivery aspects.	 <p>Source: Ayuningtias, 2023</p>	Favorable image	There are "Indoganic sustainability commitment" and "clean beauty Indoganic" campaigns on various social media posts as an effort to build customer confidence and loyalty	 <p>Source: <a href="https://www.instagram.com/indoganic_official">https://www.instagram.com/indoganic_official</a></p>
Reduce cost to the customer	Indoganic efforts not to use boxes as secondary packaging to reduce marketing prices and the concept of minimizing waste	 <p>Source: Ayuningtias, 2023</p>	Promote products at different stages of the life cycle	Indoganic develops its products with refill products by trying to extend the service life of its products to reduce the amount of waste produced when using its products	 <p>Source: <a href="https://www.instagram.com/indoganic_official">https://www.instagram.com/indoganic_official</a></p>
The mutually beneficial, dyadic relationship	Indoganic collaborates with the Bersinar Waste Bank to collaborate on post-consumption waste processing from Indoganic packaging that has been returned by consumers after use. Other collaborations are also carried out with environmental organizations for tree planting programs as a commitment to the concept of sustainable products	 <p>Sumber foto: <a href="https://www.instagram.com/indoganic_official">https://www.instagram.com/indoganic_official</a></p>	Improved customer service	Indoganic's efforts to hold a "return used bottles" campaign to improve customer service on the concept of sustainable design as a form of responsibility	 <p>Sumber foto: <a href="https://www.instagram.com/indoganic_official">https://www.instagram.com/indoganic_official</a></p>

## 4. Conclusion

The development of local beauty products which are now growing has led to quite high competition so a beauty product must have the strength of a brand image to be present and survive for consumers. This development is related to the significant and growing sustainability problem brought on by climate change. The connection between the two creates new strengths so that a beauty product has a concept that can fulfill both aspects. This can be seen from how Indoganic seeks to convey the concept of its sustainable products by fulfilling aspects of branding strategy implementation.

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