

The Influence of Somethinc Skincare Advertising Commodification on Consumer Purchasing Decisions

Neny Rahmawati¹, Didik Hariyanto^{2*}

Faculty of Business, Law and Social Sciences, Universitas Muhammadiyah Sidoarjo, Indonesia

*Correspondence Author Email: didikhariyanto@umsida.ac.id

Abstract. *This study aims to the effect of Somethinc skincare advertising commodification on consumer purchasing decisions. Commodification of communication is the process by which communication is transformed into a marketable commodity. In this context, Somethinc advertisements seek not only to market skincare products, but also to convey certain ideas, values and lifestyles to consumers. The research method used is quantitative, by circulating questionnaires to 85 respondents who are consumers of Somethinc products. The results showed that commodification in Somethinc advertising has a positive and significant influence on consumer purchasing decisions. t value (4.382) > t table (1.663). This figure indicates that H_0 is rejected and H_a is accepted. There is a significant influence between commodification in Somethinc skincare advertisements on consumer purchasing decisions. The figure is 18.8%, this shows that the relationship between the independent variable and the dependent variable is in the medium correlation category. In this finding that the commodification of advertising affects the purchasing decision of somethinc skincare.*

Keywords: *Commodification, Advertising, Somethinc Skincare, Purchase Decision*

I. INTRODUCTION

In today's digital age, advertising has become an inseparable element of everyday life. Ads not only serve to convey information about products or services, but also seek to influence and shape consumers' views. One skincare brand that is gaining popularity in Indonesia is Somethinc. This brand is known for its creative and attractive advertisements, which are thought to have a significant impact on consumer purchasing decisions.

The beauty industry is one of the growing industries in Indonesia. This women-related industry has great potential to grow further. Beauty products are used repeatedly every day and all over the body from hair to toe. The daily life of women who cannot be separated from beauty makes beauty manufacturers see a large enough market share so that various kinds of beauty brands are competing to present innovations in their products. (Salsabila & Harti, 2021)

Beauty is something that is always coveted by every woman which causes women to consider beauty as a necessity that can provide a perfect appearance and increase self-confidence. Various efforts are made by women to meet these needs, one of which is by taking care of themselves using care products. The use of cosmetic products in Indonesia has become a priority need that is stratified such as primary, secondary, and tertiary needs. Until now, the need for cosmetic products has been attached to a lifestyle and is a necessity that cannot be separated. With the need for beauty, causing sales of care products in Indonesia to increase which resulted in an increase in the growth of the beauty industry in Indonesia.

Skincare has become a primary need for many women, and the beauty industry continues to innovate to meet this need. Somethinc, which was established in 2019, has successfully entered the market with safe, halal, and high-quality products.(Umiyati, 2021) With the help of social media and

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collaboration with beauty influencers, Somethinc has increased consumer trust and loyalty to the brand.

Advertising has become a crucial element in the marketing strategies of various companies, including the fast-growing beauty industry. Skincare products are one of the segments that most actively use advertising, especially through digital platforms that can reach consumers more widely and efficiently. One of the local skincare brands that is gaining attention in Indonesia is Somethinc. Despite being relatively new, Somethinc has successfully utilized digital marketing strategies to increase its popularity, particularly through ad commodification.

One of the things that influences consumer purchasing decisions is promotion through social media. Social media promotion is a form of marketing a product, service, brand, or problem using social media by utilizing social media audiences (Rasyid, 2018). Social media is an internet-based application that contains content that is useful for communication, interaction, and exchanging information with fellow general audiences. In the current era, social media cannot be separated from humans, social media is used in all activities, including the marketing process. Social media is used as a marketing strategy to promote products or services, and create a company's brand.

Advertising is a form of marketing communication used to promote certain products, services, or ideologies to a target audience. Advertising can be in various forms of media, such as television, radio, internet, social media, and others. The main objectives of advertising are to increase awareness, build a positive impression, and increase sales of products or services (Kesaulya & Permatasari, 2023).

In the context of Somethinc skincare advertisements, they are used to promote high-quality skincare and makeup products that meet international standards. These advertisements often use persuasive language, attractive symbols, and effective marketing strategies to increase consumer interest. In addition, Somethinc also actively collaborates with local and international artists to expand the popularity of its products through social media platforms such as Instagram and TikTok (Ismi, 2023).

Skincare has gone from being a desire to an essential need for women. The cosmetics and skincare industry is one of the fastest growing sectors in Indonesia, with growth continuing to accelerate in recent years. The cosmetics industry in Indonesia is experiencing rapid annual growth, reaching 13%, and has become one of the world's leaders.

With its affordable price and tested safe and BPOM certified, Somethinc has become a mainstay product for many Indonesian women (Fimela.com). Reporting from Kompas.co.id, Somethinc is currently the best-selling skincare brand in e-commerce with a total revenue of 684.8k per year 2022 (Kompas.co, 2022).



Figure 1.

Research results from compas.co.id, a price comparison website, and an Indonesian market research institute show that Somethinc took first place in overall sales of facial serum category products from September 1-15, 2022. The results show that Somethinc took first place with total sales of Rp64.8 billion in 2022.

The videos uploaded on Tasya Farasya's YouTube channel vary, as do beauty influencers in general. The content includes makeup tutorials, beauty product reviews, and various challenges related to makeup. Tasya Farasya also collaborates several times with other Youtubers or celebrities to create content together on her YouTube channel. Among the various types of content uploaded, there is one that is most in demand by her followers, namely the “Tasya Farasya Beauty Awards” (Dian, et al, 2022).



Figure 2.

(<https://www.youtube.com/watch?v=rHwu2LH2oXI>)

Review something serum something texture and diamond glow skin. In the video, tasyafarasya reviews something serum products that are currently bestsellers, namely smoothens texture and diamond glow skin. Something Smooth Texture is a serum that helps smooth skin and reduce the appearance of pores, suitable for all skin types. Something Diamond Glow Skin is a liquid highlighter that gives the skin a natural glowing effect, ideal for highlighting certain areas of the face.

The advertising image features a recommended product with the nickname “Tasya Farasya Approved”. With the reputation and image that Tasya Farasya has built, makeup and skincare products that fall into this category are perceived by her audience as products with guaranteed quality (Dian, et al, 2022). This ad is a form of commodification through content that promotes products such as Something Smoothens Texture and Diamond Glow Skin, and includes the “Tasya Farasya Approved” logo which is now trusted by various skincare consumers. It's no wonder that beauty products recommended by Tasya Farasya are often the first choice of consumers. Seeing this opportunity, many makeup and skincare brands are competing to get the “Tasya Farasya Approved” label as part of their marketing strategy, in order to increase the attractiveness and selling value of the product. One brand that utilizes this label is Something, which uses “Tasya Farasya Approved” as a marketing tactic to strengthen its position in the market. This research measures the influence of Tasya Farasya and the commodification of advertising through the “Tasya Farasya Approved” logo on the commodification of advertising on e-commerce platforms, both online and offline.

Commodification is the attempt to turn anything into a commodity or merchandise as a means of profit. Three things are interrelated: Media content, audience and advertising. Vincent Mosco's theory of the political economy of media highlights how media, content, and media behavior are influenced by economic and political forces. Media commodification is a key concept that explains how content, audience and labor in the media are treated as commodities for economic gain. Large media companies tend to monopolize the market, homogenize content, and prioritize commercial interests. The media not only functions as a provider of information and entertainment, but also as an economic tool that supports capitalist power structures.

Vincent Mosco's theory explains how the media is not only a tool for information distribution or entertainment, but also an economic tool that serves the interests of capitalism. The process of commodification in the media creates a dynamic where content, audience and labor become part of the market economy. In this case, media behavior is determined more by economic and political forces than by the needs of society.

Indicators of Commodification of communication according to Vincent Mosco:

1. Media
2. Media content
3. Media behavior

Commodification is the process of turning goods, services, ideas, and people into commodities or merchandise. Basically, a commodity is “something intended for trade,” or anything that has economic value. Commodification is often criticized because there are some things that should not be commodified, such as water, education, data, information, and knowledge in the digital era.

Commodification is often defined as the practice of media managers who treat messages as

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commodities that can attract audience attention, invite advertisers, and extend the continuity of the media business (Karmida, 2021).

The practice of commodification in advertising media is characterized by the conversion of media content into merchandise to generate profits. One of the strategies to achieve this is by producing television programs that are in accordance with market tastes, so as to attract the attention of consumers. The appeal of advertising commodification is used as a measure of the success of an advertisement, as in the case of Somethinc skincare advertisements. Commodification serves as a tool to assess whether the content (text/media product) has selling value, which is measured based on the number of advertisers successfully obtained in each ad broadcast.

According to Manggaga (2018), commodification is the process of turning labor and products/services into economic value that can be traded in the market. Meanwhile, Ariono and Horkheimer in Fernando & Marta (2018) see that commodification arises due to the development of the cultural industry, which is defined as the process of producing objects. One example of commodification in advertising is the use of the logo “Tasya Farasya Approved,” which is currently in great demand and trusted by consumers.

Investors who have allocated a large budget to design advertisements certainly want to immediately disseminate them effectively to the public. To achieve this, mass media is needed as a means of spreading advertisements. According to Wahyudi (Saumantri & Zikrillah, 2020), mass media is a method used by mass communication to convey information or messages widely to the public through various media, including mechanical devices such as television, radio, and the internet.

A purchase decision is the final decision a customer makes to buy goods or services, after considering various factors (Agustina & Hinggo, 2023). The purchasing decision process involves a stage where consumers identify their problems and seek information about specific products or brands (Gunawan, 2022).

Kotler and Armstrong (2016) interpret purchasing decisions as an integral part of consumer actions to select, purchase, and use products, emphasizing the importance of careful consideration in ensuring that the product meets the expectations and needs of the buyer. Before making a purchase, consumers are very concerned about the quality and price of the product, because superior quality and availability at an affordable price significantly increase the chances of purchase. This opinion is also reinforced by Purnama & Rialdy (2021), who highlight product quality as the product's ability to perform its functions, including durability, reliability, accuracy, operational accessibility, maintenance, and other attributes. Hery (2018) also states that price is a major factor in customer decisions to purchase goods or services that have been offered.

The indicators used to measure purchasing decisions according to Kotler and Keller (2014) are:

1. Need recognition stage
2. Information search
3. Evaluation of alternatives
4. Buying decision
5. Post-purchase behavior

Previous research researched by (Hariyanto, 2021) entitled commodification of umrah

worship in umrah travel agency capitalism in Indonesia Commodification has given birth to the practice of capitalism in the implementation of umrah worship in Indonesia. Umrah travel agencies have capitalized Umrah worship into a very commercial worship. Capitalism has formed classes in Umrah travel agencies in premium class, executive class and economy class. This class of Umrah travel agency gave birth to Umrah packages that have an impact on the price that must be paid by the congregation. The higher the commodification, the higher the price that must be paid by the congregation to get the best service and facilities in performing Umrah in Indonesia.

Research by Didik Hariyanto and Maulia Figo Arian Difa with the title “Opinion Leader Communication in the Commodification of Contract Marriages in Kampung Nikah Siri in Pasuruan” aims to analyze the communication methods used by opinion leaders in Kalisat Village in the process of commodifying contract marriages. The method used is descriptive qualitative, with data collection through direct observation and free in-depth interviews. The results revealed that the commodification of contract marriages was carried out through face-to-face communication without using intermediary media. Opinion leaders apply persuasive communication techniques to persuade prospective brides, offering benefits as part of this practice. This finding is consistent with commodification theory, which explains how something that initially only has use value is transformed into an item that has selling value.

Research by Didik Hariyanto and Maulia Figo Arian Difa with the title “Opinion Leader Communication in the Commodification of Contract Marriages in Kampung Nikah Siri in Pasuruan” aims to analyze how opinion leaders in Kalisat Village bring up forms of commodification in contract marriages. This research uses descriptive qualitative methods, with data collection through direct observation in the field and free in-depth interviews.

The results of this study show that in the process of commodification of contract marriages, there is a form of face-to-face communication, where the communicator interacts directly with the communicant without using intermediary media. The communication technique used by opinion leaders to invite and convince prospective brides, both men and women, is persuasive communication. Opinion leaders try to persuade and offer various benefits to encourage them to follow the practice. This finding is in line with the basic principles of commodification theory, which transforms something that initially only has use value into goods that can be sold and have value in the market (Hariyanto & Difa, 2021).

Previous research researched by Fara Diva Novitasari and Didik Hariyanto entitled Commodification of Culture in Marjan Syrup. This research examines how Marjan syrup advertisements elevate folk culture through the stories of Lutung Kasarung and Purbasari, using Roland Barthes' semiotic theory and commodification from Vincent Mosco. This study aims to identify the commodification of culture in Marjan advertisements during the month of Ramadan, especially in the version of the Curse of Lutung Kasarung and Purbasari.

The method used is qualitative with Roland Barthes semiotic analysis. The results showed that Marjan's advertisement utilizes the folklore of Lutung Kasarung and Purbasari,

which actually has no direct relation to the product, as a form of cultural commodification. The story is adapted in the advertisement to create an emotional association with the experience of fasting starting with joy, facing trials, and ending with victory, which parallels the narrative in the Purbasari story (Novitasari & Hariyanto, 2022).

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This research, conducted by Aulia Kholqiana, Qoyyum Fauzianin, and Shafa Tasya Azzahra, is titled "Representation of Religious Symbol Commodification in Wardah Ads." The study discusses the commodification of religion in Wardah Tone Up Cream ads, emphasizing halal certification and the use of hijab-wearing women as symbols of religiosity. The method used is qualitative descriptive with a semiotic approach and a critical paradigm.

Research findings show that Wardah advertisements utilize three forms of religious commodification: first, the use of Islamic iconography; second, the selection of influential figures representing religiosity; and third, the use of Islamic messages in advertisement texts, though often irrelevant to the advertised product (Kholqiana et al., 2020).

Research Questions

1. How is commodification represented in SOMETHINC skincare advertisements?
2. How does advertisement commodification influence consumer purchasing decisions?

Research Objectives

1. To identify the forms of commodification in SOMETHINC skincare advertisements.
2. To analyze the influence of advertisement commodification on consumer purchasing decisions.

Research Benefits

1. The findings of this research are expected to help consumers make informed purchasing decisions for SOMETHINC skincare products, whether through e-commerce or in-store.
2. The research results are expected to improve advertisement commodification strategies. Understanding which communication elements are most effective can assist in designing stronger and more persuasive advertisements.

II. METHODS

This research uses a quantitative method with a descriptive and verification approach, examining two variables: advertisement commodification (X) as the independent variable and consumer purchasing decisions (Y) as the dependent variable. The sample was selected using a nonprobability sampling method with purposive sampling technique, according to Sugiyono (2020).

The study employs a four-point Likert scale: Strongly Agree, Agree, Somewhat Agree, and Disagree (Sugiyono, 2017). This scale is used to measure the influence of advertisement commodification on consumer purchasing decisions. Data collection was conducted through online questionnaires distributed via Google Forms (Sugiyono, 2019:113-119). The data analysis method used in this study is statistical analysis, using the computer software Statistical Package for Social Science (SPSS) version 25.

The subjects studied include ratings and reviews of one SOMETHINC skincare product, whether purchased through e-commerce platforms or offline stores. The population is unknown. In this research, the population consists of SOMETHINC skincare users who purchase the products either through offline stores or other e-commerce platforms, with an undetermined number of users.

Therefore, the sample size was calculated using Roscoe's formula $(20 \times 4) + 5$, resulting in 85

respondents. To determine the influence of the two variables being tested, the researcher used validity tests, reliability tests, and simple linear regression analysis according to Sugiyono (2017).

III. FINDINGS AND DISCUSSION

A. Validity and Reliability Tests

In this research, the validity test was used to assess the data from the research instruments. During the validity testing process, the researcher utilized SPSS software to evaluate the validity of the questionnaire results. The recapitulation of variables (X) and (Y) that were tested showed that all indicators used to measure these variables had a correlation coefficient (r-value) of 0.213, which is greater than the r-table value. Therefore, each indicator is deemed valid.

The researcher conducted the reliability test of the questionnaire items using IBM SPSS Statistics Version 25 as a tool.

Table 1. Realibility Statistics 1

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .832 | 6 |

Based on the table above, the results for the communication commodification instrument show a Cronbach's alpha value of 0.832. This value exceeds 0.6. Therefore, it can be concluded that all question items for the advertisement commodification variable are considered reliable.

Table 2. Realibility Statistics 2

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .868 | 9 |

Based on the table above, the results for the communication commodification instrument show a Cronbach's alpha value of 0.868. This value is greater than 0.6. Therefore, it can be concluded that all question items for the advertisement commodification variable are considered reliable.

B. Simple Linear Regression Test

Based on the research that has been tested using simple linear regression, the goal was to determine whether communication commodification (X) influences purchasing decisions (Y). The requirements for the simple linear regression test have been met. Additionally, two factors serve as the basis for using the simple linear regression test to make decisions: comparing the significance value with a probability value of 0.05.

Table 3. Coefficients a

| Coefficients ^a | | | | | | |
|---------------------------|-------------------------|-----------------------------|------------|---------------------------|-------|------|
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 14.525 | 3.917 | | 3.708 | .000 |
| | komodifikasi komunikasi | .812 | .185 | .433 | 4.382 | .000 |

a. Dependent Variable: keputusan pembelian

Based on the t-test that was conducted, the calculated t-value is 4.382, compared to the t-table value of 1.663. Therefore, it can be concluded that the t-value (4.382) is greater than the t-table value (1.663). This indicates that the null hypothesis (H0) is rejected, while the alternative hypothesis (Ha) is accepted. Thus, there is an influence of advertisement commodification on purchasing decisions.

Table 4. Model Summary

| Model Summary | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .433 ^a | .188 | .178 | 2.90025 |

a. Predictors: (Constant), komodifikasi komunikasi

The results show a correlation coefficient (R) of 0.433 and a coefficient of determination (R Square) of 0.188 or 18.8%. This means that the advertisement commodification variable contributes to the consumer purchasing decision variable for Somethinc skincare. The remaining 81.2% can be explained by other factors. Therefore, with an R value of 0.433, the relationship between the independent and dependent variables falls into the moderate correlation category.

Thus, the Somethinc skincare advertisements significantly influence the commodification of Somethinc skincare presented or displayed through advertisements in stores or e-commerce, thereby affecting the purchasing decisions of Somethinc skincare consumers.

IV. CONCLUSIONS

The results of this study reveal that the influence of commodification in Somethinc skincare advertisements on consumer purchasing decisions is highly significant, with a coefficient of determination (R Square) of 18.8%. This means that 18.8% of the variability in consumer purchasing decisions can be explained by the commodification of communication in Somethinc skincare ads. The remaining 81.2% is influenced by other factors. Based on the hypothesis test, the calculated t-value is 4.382 compared to the t-table value of 1.663. Therefore, it can be concluded that the t-value (4.382) is greater than the t-table value (1.663). This indicates a moderate correlation between the independent and dependent variables. There is a significant impact of commodification in Somethinc skincare ads on consumer purchasing decisions.

This shows that the commodification of communication in Somethinc skincare advertisements has a substantial effect on consumer purchasing decisions. However, it is important for consumers to

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remain critical and not be solely influenced by advertisements, but also to consider other factors such as product quality and personal needs.

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