



# Branderpreneurship Framing Analysis of MSME Brand "Daviena Skincare"

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## Abstract

Few MSME skincare and cosmetics brands focus on developing brand value to build their business. Among them is Daviena Skincare in Indonesia. This article examines Daviena's entrepreneurship-based brand development strategy using the Branderpreneurship Framing Analysis (BFA) methodology approach. BFA systematically traces and details the value development strategy according to the elements in BrandCoVD (Branderpreneurship's Circle of Values Development), namely identifying, creating, delivering, communicating, maintaining, evaluating, and renewing values. The analysis shows that as a startup that cannot afford influencers and celebrities like other skincare brands, Daviena Skincare utilizes social media with self-demo techniques by the owner and models to convince consumers of the unique advantages of its products. This communication technique provides a domino effect for consumer users to express their experiences through organic testimonials. This study can inspire other MSME and startup brands to develop their brand value with limited resources.

**Keywords** *MSME, Skincare, Brand, Brand Entrepreneurship, BrandCoVD*

## INTRODUCTION

Indonesia has abundant natural resources and large human resources. This potential is a catalyst for the community to improve the Indonesian economy through Micro, Small and Medium Enterprises (MSMEs), so there needs to be support for developing MSMEs in developing countries to create economic progress. In developing countries, such as Malaysia, it is very committed to developing MSMEs that focus on development for the prosperity of the people and encourage a balanced economic structure (Mongid & Notodihardjo, 2011). Governments in developing countries such as Malaysia and Indonesia strongly support MSMEs as an economic pillar, especially during the global crisis (Suharyanti et al., 2017). The role of MSMEs in boosting or improving the economy is enormous (Dahiri, 2020). MSMEs have shown resilience and growth, even amid the COVID-19 pandemic crisis, as they are less affected by external pressures. They have a relatively high labour force and low investment, making them more adaptable to market changes (Saifulloh, 2021). These flexible entities boost the economy, increase employment opportunities, and enhance market stability (Tawingan, 2024).

According to data from the Ministry of Cooperatives and Small and Medium Enterprises (KUKM) in 2018, MSMEs have considerable labour absorption, covering around 117 million workers or 97% of the total labour force in the business sector (Sasongko, 2020). Every year, the rapid growth of the MSME sector reflects the growing entrepreneurial spirit. It has the potential to create many jobs, which in turn can reduce the unemployment rate in the country or countries that support the existence of MSMEs (Anggraeni et al., 2013). Many entrepreneurs compete fiercely to grow their businesses, requiring specific strategies to remain relevant in this competitive landscape. One important strategy that contributes significantly to this competition is a serious

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focus on developing brand value in their business (Suharyanti et al., 2017).

A brand represents an impression imprinted in consumers' minds and hearts, thus creating particular meanings and emotions (Wijaya, 2013). A brand is inseparable from the existence of a product. However, some brand owners still do not realize this awareness. Brands serve as product identifiers, especially in a competitive environment. The presence of many similar products makes it difficult for consumers to identify the attributes and benefits offered accurately. This is why branding becomes strategically essential as a guide for consumers regarding quality, durability, value, image, or style that other brands do not have (Keller, 2013). As revealed by Suharyanti et al. (2017), this phenomenon represents a paradigm shift in marketing communication, where the initial focus of sales shifts to branding with perception-forming communication. Branding strategies need to be implemented to improve the image and identity of products and services or products offered and can provide added value for business development. In this case, marketing communication or brand development can apply brand development attitudes or strategies in running their business. This is reinforced by the writing of Wijaya (2011), who explains that implementing a directed and integrated strategy in brand development, utilizing available resources to support business development, and adding value to entrepreneurship is very important.

Brand development becomes very important amid industry competition, such as the cosmetics industry, which is increasingly competitive with various domestic and international cosmetic products. The cosmetics industry has experienced significant growth over the years (Prakoso et al., 2017). This is influenced by the high awareness of the importance of cosmetics in beautifying one's appearance, resulting in the market potential of the cosmetics industry growing and expanding. The increasing competition in the Indonesian cosmetics market makes business actors in the cosmetics industry, including "Daviena skincare", prepare effective strategies to compete in Indonesia's highly saturated cosmetics business landscape. Therefore, the author integrates the theory of "branderpreneurship" in this research to build brand value in Daviena skincare. Branderpreneurship includes the implementation of a directed and integrated brand development strategy by utilizing existing resources to support business growth and provide added value to entrepreneurship (Wijaya, 2014).

Based on the explanation above, the author is interested in choosing cosmetics industry research because it is being carried out by small to medium entrepreneurs due to increased consumer awareness of the use of cosmetics, causing the author to want to know the strategies applied by Daviena skincare in developing its brand value in the rapid and large number of cosmetics businesses, especially in Indonesia by involving the theory of Branderpreneurship. Then, based on previous studies whose main focus is on developing brand value by Small and Medium Enterprises (SMEs). This research emphasizes the aspect of Branderpreneurship. This research has the novelty of digging deeper, concentrating on delivering, communicating, maintaining, and evaluating value. In addition, it involves analyzing various elements related to the brand value communication stage in the context of entrepreneurship (Wijaya, 2019). Furthermore, this research will be linked to the theory of branderpreneurship, which is rooted in brand development entrepreneurship (Wijaya, 2019).

## **LITERATURE REVIEW**

Branderpreneurship is not just a strategy but a mindset entrepreneurs must nurture. As a mindset, Branderpreneurship reflects a creative, innovative, and communicative mental attitude in utilizing and synergizing business potential and brand values. A Branderpreneur will always be in tune with trends, consumer preferences, and lifestyles, making it a reference to develop his business brand so that the values offered remain relevant and up-to-date (Wijaya, 2019).

Nowadays, not only do large corporations prioritize brand value or branding, but it is also crucial for MSMEs. Branding has a significant impact on the progress of a company or MSME. This is related to the desire of consumers to have a clear view of the product. The more people have a positive perception of a company or MSME, the demand for the products or services offered will also increase. Therefore, entrepreneurship can add value by integrating business development and brand development strategies or branding (Khairunnisa, 2020)

In marketing communication, branding plays an important role as a tool to form a positive image in the minds of consumers (Sitopu & Wahyuni, 2020). Therefore, understanding product branding is very important for MSMEs to ensure that the public or consumers remember their products within a certain period. Marketing communication is a complex process involving messages and product images conveyed by a company to potential consumers and other stakeholders (Kotler, 2009). The branding strategy carried out by MSMEs to improve the image and identity of the products offered can also be done for other types of businesses because branding strategies are widely used to increase consumer understanding of brands, convey brand values, and differentiate their goods and services from competitors. A strong brand will create familiarity and trust and reduce the resulting risk. The process of creating or leaving certain memories in the minds and hearts of consumers (Efendi, 2015) through various means and communication strategies to generate unique meanings and feelings that have an impact on consumers' lives. Brand communication strategies are implemented through branding activities, which are part of the brand value development process (Wijaya & Hanathasia, 2012).

In this case, marketing communication or brand development can apply brand development attitudes or strategies in running the business. This is reinforced by the writing of Wijaya (2011), which explains that the implementation of a directed and integrated strategy in brand development, utilizing available resources to support business development and add value to entrepreneurship, is critical. Brand development becomes very important in the midst of the increasingly competitive cosmetics industry with various cosmetic products available, both domestically and internationally. The cosmetics industry in Indonesia has experienced significant growth over the years (Prakoso et al., 2017). This is influenced by the high awareness of the importance of cosmetics in beautifying one's appearance, resulting in the market potential of the national cosmetics industry growing and expanding. The increasing number of cosmetic companies evidences the significant growth in cosmetic market competition. The Indonesian Food and Drug Administration reported an increase in the number of companies in the beauty industry by 20.6%, from 819 in 2021 to 913 in July 2022. This increase was mainly due to small and medium enterprises (SMEs), which accounted for about 83% of the total. Furthermore, the cosmetics market value in Indonesia in 2021 reached 6.3 billion US dollars or around 98 trillion Rupiah (Hamasy, 2022).

The increasing competition in the Indonesian cosmetics market makes business players in the cosmetics industry, including "Daviena skincare", must prepare effective strategies to compete in Indonesia's highly saturated cosmetics business landscape. Therefore, the author integrates the theory of "branderpreneurship" in this research to build brand value in Daviena skincare. Branderpreneurship includes the implementation of a directed and integrated brand development strategy by utilizing existing resources to support business growth and provide added value to entrepreneurship (Wijaya, 2014). Branderpreneurship is not merely a strategy but also a mindset that entrepreneurs must cultivate. As a mindset, Branderpreneurship reflects a creative, innovative, and communicative mental attitude in utilizing and synergizing business potential and brand values. A Branderpreneur will always be in tune with trends, consumer preferences, and lifestyles, making it a reference to develop his business brand so that the values offered remain relevant and up-to-date (Wijaya, 2019).

In the context of Branderpreneurship, the strategic stages of developing and managing value are critical for entrepreneurs. These stages enable brands to support business growth effectively. First and foremost, the initial stage involves "Identifying Value". Entrepreneurs must thoroughly explore consumer and market data before starting a business venture or launching a product or service. This process, known as consumer insights, helps uncover what consumers want, need, expect or like about the business concept, product, or service to be introduced. This deep understanding of consumers mitigates the risk of product launch failure and has the potential to create a strong emotional bond, as consumers feel truly understood. Next, the entrepreneur enters the "Creating Value" phase. Based on strong consumer insights, entrepreneurs refine their business, product or service by adjusting to the initial concept. These adaptations may include adding or changing product features, location, timing, packaging, consumption methods, or customer engagement. In essence, the values created based on consumer insights are closely linked to the content and context of the product. At this stage, entrepreneurs also carefully consider competitive factors, ensuring that their offerings not only align with consumer insights but also demonstrate clear differentiation and competitive advantage. Moving forward, the "Delivering Value" phase takes center stage. Once the idea is refined and the offering finalized, entrepreneurs focus on packaging and delivering their product or service to consumers through channels that align with consumer insights. Distribution channels and effective brand delivery play a crucial role in this stage. Entrepreneurs can manage their businesses efficiently and effectively by understanding consumer behaviour and choosing convenient locations and delivery methods. Consumer insights remain critical in identifying values and supporting success at every stage of value development.

With successful product or service delivery, communicating value becomes paramount. This involves effectively communicating the value, offerings, and benefits that consumers will receive. This communication should be done to increase brand awareness, knowledge, positive consumer perceptions, and overall brand experience. These elements foster brand loyalty, encouraging consumers to become loyal customers and advocates who spread the perceived values through various media, both online (such as social media) and offline (including traditional word-of-mouth and other communication channels). Consumer insights influence the choice of media so brands can customize their communication strategies creatively and effectively. After effective communication, the task at hand is maintaining values. This involves ensuring that consumers continue to enjoy the values the brand offers. The strategy involves fostering customer loyalty through retention programs, loyalty programs, and brand community initiatives. These programs make customers feel valued and connected to the brand, increasing loyalty and continuous engagement with the brand values.

In the long run, periodic value evaluations are important. Entrepreneurs need to assess the relevance of their product offerings in light of technological developments or events that might impact consumer perceptions. Brand audits and consumer research are essential tools for this evaluation, and consumer insights play an important role. Importantly, these evaluations are not costly and can be done by entrepreneurs themselves or with existing resources. Finally, value renewal becomes a continuous process. This involves improving the value proposition of the product, service, or business to deliver a fresh and enjoyable experience to consumers consistently. This may include adding new features and benefits, packaging changes, expansion strategies, the implementation of franchising systems, or creative communication methods, all designed to deliver new value to consumers.

In connection with this, the researcher conducted a literature search to compare it with previous studies related to Branderpreneurship and brand value. Research on communication strategies in building brand value is relatively limited, especially in the context of

Branderpreneurship. However, researchers have found some previous studies relevant to communication strategies in building brand value and branderpreneurship. One of the previous studies the author considers relevant to this context was [Harista's \(2015\)](#) study using the Branderpreneurship Framing Analysis (BFA) approach. This research focuses on how brand strategies are used to develop brand value from the perspective of branderpreneurship framing analysis. The results showed that Duo Langit, a newly launched SME brand in Indonesia, successfully applied the concept of Branderpreneurship to develop brand value for their business growth. This research provides insight into the strategies used by Duo Langit in building and communicating its brand identity, thus creating added value that positively impacts the SME's business development ([Harista, 2015](#)).

Another relevant previous research conducted by [Wijaya et al \(2016\)](#) this research uses a comparative case study method and explores the development of brand value through the lens of Branderpreneurship. The main focus of this research is to compare the outcomes achieved by the "Maicih" and "Waxing Corner" brands by using the Branderpreneurship approach, using a targeted and integrated branding strategy with the aim of generating added value for entrepreneurs. Research shows that proper use of branding can benefit entrepreneurs significantly and presents facts in this context ([Juliana, 2018](#)). Building on previous research by [Brahmana \(2017\)](#) focuses on developing brand value from a contemporary Branderpreneurship perspective. The research aims to delve deeper into the concept of Branderpreneurship, particularly in creating and communicating value through the analysis of various elements within the brand creation and communication process in entrepreneurial practices. [Brahmana's \(2017\)](#) findings reveal that the owner of "Waroenk Do", as the case study for her research, possesses theoretical knowledge and understanding of branding concepts, but this understanding lacks concrete implementation. As a recommendation, the study suggests that the owner of "Waroenk Do" adopt the Branderpreneurship approach to comprehend better and analyze the strategies used in entrepreneurship, ensuring that the implemented programs is effective and not wasted.

## RESEARCH METHODS

The phenomena in the study field are described directly through Daviena Skincare's social media accounts. This research uses descriptive qualitative research; the author uses descriptive qualitative research because descriptive data comes from the speech, writing, and behaviour of individuals observed during qualitative research. Qualitative research describes and analyses phenomena, events, social activities, attitudes, beliefs, perceptions, and human thoughts individually and in groups ([Ghony & Almanshur, 2020](#)). In this study, the authors conducted primary and secondary data collection. Primary source collection in this study is done through non-participatory observation. Non-participatory observation is data collection by the author by observing Daviena Skincare's social media, such as TikTok, Instagram, YouTube, and its website, but not directly involved in activities ([Hardani. et al., 2020](#)). Furthermore, data sources will be juxtaposed with secondary data collected, such as research journals, printed books, scientific articles, and online news ([Hardani. et al., 2020](#)).

The data analysis method that the author uses is to use Branderpreneurship framing analysis. Using Branderpreneurship framing analysis, data and information are tested from the perspective of Value Circle Development, which is the core of Branderpreneurship to find out the strategies carried out by Daviena Skincare. Then, the author connects the data obtained with the development of Branderpreneurship values, including identifying, creating, delivering, maintaining, evaluating, and renewing ([Wijaya & Hanathasia, 2012](#)).

This study uses data triangulation to strengthen the results of the author's research. This triangulation technique is used to ensure that data collected from various sources and methods are

correct (Sugiyono, 2019). Data triangulation consists of several types, namely First, Source Triangulation, which uses various data sources to verify and ensure that the research results are correct. Secondary data sources consist of research journals, literature studies such as printed books, digital books, scientific articles and online news, and primary data sources are ways of observing content from Daviena Skincare's social media. Second, the triangulation method is used to get a new point of view by collecting data in various ways.

This research uses a descriptive qualitative analysis method. Meanwhile, the triangulation method is used with the theory of brandpreneurship using Branderpreneurship framing analysis to interpret the data. Third, Time Triangulation is where data is collected over a period of time to ensure the research results reflect the relevant situation and context. This happens by collecting data on posts on online news sources within a certain period, showing responses to content at a certain time. Fourth, researcher triangulation involves multiple researchers collecting, analyzing, and interpreting data to reduce subjectivity and bias. The authors will work together to ensure appropriate results and analysis. Fifth, theory triangulation is used to confirm and strengthen the results of data analysis using theories from relevant scientific literature. In this study, the authors used the data triangulation described above, which connects each other, namely source triangulation, method triangulation, time triangulation, researcher triangulation and theory triangulation to strengthen the results of the author's research (Sugiyono, 2019).

## FINDINGS AND DISCUSSION

Building a strong brand takes a long time. However, with a focused and integrated strategy, the brand will grow rapidly, attract attention and win the hearts and minds of consumers. Therefore, the strategic stages or steps that can be associated with the Daviena skincare brand for the development and management of core values in Branderpreneurship include:

### Identifying Value

Daviena skincare was founded in 2018 by a 25-year-old woman from Palembang named Melvina Husyanti.



**Figure 1.** The Beginning of Daviena Skincare  
Source: Daviena (2023)

Melvina Husyanti explains on Daviena Skincare's YouTube channel that her skincare business started when she discovered high-quality products back then. She started selling them with an initial investment of IDR 3.500.000 (estimated USD 215) to support her family financially. Unexpectedly, many people found her skincare products suitable for them. Since then, Melvina saw a great opportunity to sell skincare products she could produce herself (Daviena, 2022a). This opportunity arose based on various insights gained during her sales journey. When she started her



business, Melvina Husyanti initially did not identify her target customers; she just experimented with selling and consistently marketed her products. Many people bought her products during this phase. However, this journey gave her valuable experience, and she started to refine each of her products to improve them. Finally, in 2020, she opened her first store in Palembang, located next to her house (Abridawaty, 2023). Daviena skincare brand value identification analysis is conducted through market insights, consumer insights, and brand insights.

Regarding market insights and brand insights, a closer look shows that Daviena Skincare recognizes market opportunities and makes improvements and developments accordingly. Daviena Skincare registered its products with BPOM and created competitive marketing content amidst the crowded skincare market in Indonesia. Daviena skincare understands and pays attention to the needs and requirements of its consumers towards facial skincare, thus encouraging them to introduce several additional products (Daviena, 2022b).

Based on the explanation above, the insight gained is that Melvina Husyanti, the founder of Daviena Skincare, successfully identified market needs and opportunities in skincare through experience and experimentation. This shows the importance of understanding the market and customer needs to build a successful brand.

### Creating Value

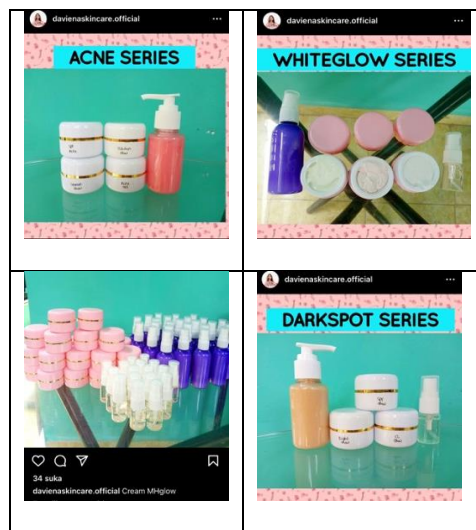
Based on various insights and past experiences, the Daviena brand underwent changes and developments. In 2020, Daviena successfully obtained legal approval and distribution license from BPOM, resulting in rapid growth that continues to this day. After obtaining BPOM approval, Daviena Skincare expanded its business opportunities by increasing the number of partners. Currently, 22 distributors and 129 agents help sell Daviena skincare products, with market coverage throughout Indonesia. The last record of Daviena skincare products sold was 150 thousand packages (Daviena, 2022b). Furthermore, Daviena's brand development includes packaging updates. Packaging plays an important role in attracting consumers to buy Daviena skincare products.



**Figure 2.** New Luxury and Comfortable Packaging  
Source: Daviena (2022c)

The new packaging not only offers a fresher and more luxurious look but also provides better protection for the product contents. As a growing reputable facial care cosmetics manufacturer, Daviena Skincare recognizes the importance of innovation in its products and brand. With the introduction of the new packaging, this micro, small and medium enterprise (MSME) aims

to provide consumers with a better usage experience. Attractive and luxurious packaging can increase the product's attractiveness, giving the impression that Daviena Skincare is a quality brand. Daviena skincare also hopes to meet increasing consumer expectations with this packaging update. With more protected packaging, Daviena skincare products can reach consumers in good condition, thus instilling confidence in consumers that Daviena skincare prioritizes product quality and safety. Therefore, the replacement of Daviena's skincare packaging is a crucial factor in attracting consumers to buy its products. Luxurious, fresh and better-protected packaging adds value to Daviena skincare products in the competitive cosmetics market (Daviena, 2022a). Furthermore, if observed from product development on Daviena's official social media account, @davienaskincare.official on Instagram.



**Figure 3.** Daviena's Prime Product  
Source: Instagram Posts of Daviena (n.d.)

As reported by her Instagram account (@davienaskincare.official), the development of the Daviena brand involves adding several products. Initially there were only four products, namely the dark spot series, acne series, MHglow cream, and whiteglow series. Brand Daviena expanded its business by introducing new products, including the anti-ageing series, gold series, Daviena Collaglow, Daviena Graoe Booster, Daviena coffee slim, Facemist, ceremide essential moisturizer, HA serum, lip serum, eye serum, aura bright serum, and getting into the nightwear business.

Based on the explanation above, the insight gained is that Daviena Skincare can increase its brand's credibility and reach by obtaining BPOM approval and expanding the distribution partner network. Efforts to create added value for customers include creating new products and improving packaging.

### Delivering Value

This value delivery relates to technological advancements and the exponential growth of the internet. Almost everyone has become obliged to use the internet, and almost everyone can access various services, whether social media, e-commerce, or other services, with a single click. E-commerce and social media have experienced a surge in popularity and are now one of the main mediums for commercial transactions through online shopping. The more customers turn to the internet, the more brands will be recognized by utilizing online platforms to increase branding which has an impact on increasing sales (Johnson et al., 2024). Based on this explanation, according to the author, the owners of Daviena Skincare understand technological advances by understanding

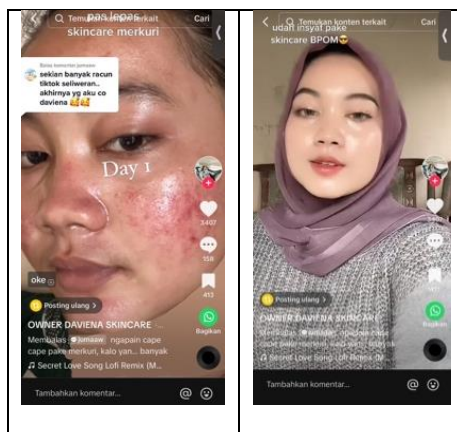


social media platforms that Indonesians widely use and utilizing them to introduce and inform consumers about the value of their skincare products. They package their content in a simple, fresh, and inspiring way to effectively attract consumers' attention. When analyzing the content on Daviena and Daviena Official's two social media platforms, TikTok and Instagram, we can see how they develop creative and branding ideas to appeal to consumers interestingly and straightforwardly. They achieve this by narrating and depicting the brand owner's daily activities while showcasing Daviena products, showing off many receipts, highlighting multiple sales, and more. Moreover, the owner of Daviena skincare has given a name to her account, making it easier for those unfamiliar with the Daviena brand to recognize it immediately.

Based on the explanation above, the insight gained is that Daviena Skincare innovatively conveys its brand values to its customers through social media platforms such as Instagram and TikTok. One of the best ways to convey brand value to consumers is through giveaways, customer reviews, and product promotions.

### Communicating Values

The Daviena brand effectively conveys and communicates its product values through consumer insights by presenting voluntary and non-coercive testimonials. This approach serves to inform others about the results of using Daviena products. In addition, they creatively communicate product benefits through social media platforms and promote Daviena products through giveaway strategies while maintaining consistent advertising efforts.



**Figure 4.** Testimonials Reuploaded by Tiktok Owner Daviena Skincare  
Source: TikTok Posts of [Owner Daviena Skincare \(n.d.\)](#)

As illustrated in the picture above, Daviena communicates its products through genuine testimonials from consumers who feel a significant improvement in their facial appearance by using Daviena skincare products. Consumers voluntarily provided these testimonials without any coercion from Daviena. The Daviena brand immediately captured and positively acknowledged the consumer reviews and testimonials, reposting them on their TikTok account. Furthermore, Daviena's social media accounts convey brand value by highlighting the benefits that consumers will experience. The information is presented creatively, often in the form of posters displaying the product along with the benefits that consumers can gain, as exemplified in the image below.



**Figure 5.** Product Advantages Presented in Image Format

Source: Instagram posts of [Daviena \(n.d.\)](#)

Daviena Skincare implemented a marketing strategy through giveaways, offering free skincare products for one year to individuals who stitched glowing skin-related videos on their Tiktok accounts. This approach proved very effective as it resulted in free promotion for the Daviena brand, as people were keen to remix the videos and mention the Daviena brand. It is worth noting that this giveaway was limited to three people. However, the reach of the branding effort was significantly expanded.



**Figure 6.** Branding through Giveaway Strategy

Source: TikTok Posts of [Owner Daviena Skincare \(n.d.\)](#)

Daviena Skincare's brand value communication includes a consistent advertising strategy, as featured in a video published on YouTube by @Trans7Official ([Trans7 Official, 2023](#)). In this video, Melvina, the owner of Daviena Skincare, reveals her marketing strategy, which eschews celebrity endorsements in favour of a unique marketing approach. She shares that she opted for cost-effective advertising services due to limited startup capital. Melvina's unconventional approach involves posting post-use photos of her products on celebrity gossip accounts. According to the brand owner, this consistent daily advertising presence gradually attracted people's interest over time, thus increasing brand appeal and recognition.

Based on the above, the insight gained is that to promote Daviena Skincare's brand values to the public, they use creative and consistent advertising strategies, such as customer testimonials, innovative product information, and giveaway strategies to expand brand reach.

## Maintaining Value

After careful observation and analysis, the skincare brand Daviena ensures that its customers continue to enjoy the value it offers by consistently improving the quality of its products and services. The brand implemented various strategies, including introducing a loyalty program for consumers and Daviena agents and distributors, a retention program communicated through its social media networks and establishing a community program.



**Figure 7.** Royal Celebration Award

Source: [Daviena \(2022b\)](#)

One of Daviena's skincare loyalty programs involves rewarding high-performing partners or agents with a grand event known as the "Royal Celebration Award". The event offers prizes such as cars, Umrah trips, precious metals, smartphones, and motorcycles, all presented annually. The main objective is to support partners and agents, encouraging them to maximize their performance ([Daviena, 2022b](#)). In addition, as shared on the brand's Instagram account @davienaskincare.official, Daviena encourages customer loyalty by informing the benefits of regularly using Daviena products ([Daviena, n.d.](#)). When the owner of Daviena notices that the skin of consumers who use her products is glowing, the cost of customer skincare is guaranteed. What we mean by "secure" is that Daviena often provides a year's supply of products to its loyal customers.

In addition, the brand retention program includes regular rewards for customers who provide testimonials regarding the benefits they feel from using Daviena products. The owner of Daviena often goes live on TikTok to interact with consumers and foster interactions between them. In addition, the brand offers responsive and effective customer support to assist consumers in solving problems or questions related to skincare issues, new users of Daviena skincare, and maintaining product consistency. High-quality customer service contributes to increased customer satisfaction and retention. [Tirtawati \(2021\)](#) supports this assumption, emphasizing that the quality of service between service staff and customers significantly impacts customer retention. Customer retention rates decrease when service staff lack experience and competence in meeting customer expectations and needs. [Tirtawati \(2021\)](#) argues that service staff must be able to identify customer needs and address any issues in a manner expected by customers.

Daviena also implemented a community program for the brand, featuring a dedicated blog and social media platforms to share information on product benefits, usage guides, skincare ingredient explanations, and brand profiles and history. These platforms allow customers to read and watch content, interact through comments, share experiences, and provide feedback regarding Daviena's skincare products.

It should be noted, however, that Daviena has not introduced a membership card or loyalty

program for its loyal customers that includes periodic discounts as a means to ensure customers continue to enjoy the value offered by the Daviena skincare brand.

Based on the explanation above, the insight gained is that Daviena Skincare successfully maintains customer satisfaction and loyalty through loyalty programs, responsive customer service, and online communities. This shows the importance of paying attention to the customer experience and building strong relationships with them.

### **Evaluating Value**

Skincare brand Daviena conducts an annual evaluation of its products, covering aspects such as packaging aesthetics and formulas in its skincare products. In terms of competitors, Daviena considers that there is a shortcoming, namely the absence of offline stores compared to some of its competitors who have already established offline outlets. Furthermore, in response to consumer inquiries regarding product registration at BPOM, Daviena conducted an evaluation and has successfully obtained the necessary legal approval from BPOM.

Based on the above insights, Daviena Skincare conducts regular product evaluations and customer feedback to improve the quality and relevance of its brand. They also demonstrate their commitment to brand growth and enhancement through strategic changes such as physical store openings, packaging overhauls, and product expansion.

### **Renewing Value**

Based on her assessment, Daviena Skincare has made developments and improvements, starting with registering and legalizing its products to BPOM. This strategic move has expanded its business opportunities, allowing collaboration with many product partners. Currently, Daviena Skincare has established partnerships with 22 distributors and 129 agents to support the sales of its skincare products throughout Indonesia. In addition, the brand has revamped its old packaging to look fresh and luxurious. The reason behind this packaging change is to improve product storage. For example, the previously simple face cream container has been replaced with a more ergonomic and classy option. In response to the growing cosmetics industry in Indonesia and to compete effectively, the skincare brand Daviena opened its first store. This strategic move has effectively positioned the brand amidst the rapid expansion of the cosmetics market in the country. In addition, Daviena implemented several marketing strategies that were aligned with social media trends to deal with market competition. This approach proved to be quite effective, involving marketing through viral and engaging content, coupled with occasional looks into the personal lives of Daviena's skincare owners. As a result, the skincare brand gained significant recognition through its content on platforms such as TikTok and Instagram.

### **CONCLUSION**

Daviena skincare brand understands the values that consumers want and continues to improve the quality of products and services. Daviena skincare attracts attention and captures consumers' hearts and minds through a strategic approach to value development and management, outlined in the Branderpreneurship theory. The brand implements several development strategies, starting with Identifying Value: Daviena Skincare identifies value through market, consumer, and brand insights. Based on market research, the brand understands consumer needs and makes product improvements and developments.

Daviena skincare creates value by refreshing its packaging to make it more attractive and provide better protection. The brand also develops a variety of new products according to consumer needs. In conveying value, Daviena Skincare uses various social media platforms, such as Instagram and TikTok, to communicate the value of its products attractively and straightforwardly.

The brand uses consumer testimonials, product benefit information, and giveaway strategies to promote its brand. In communicating values, Daviena Skincare actively communicates with consumers through various channels, including social media. They share consumer testimonials, convey product benefits, and run giveaway programs to strengthen brand value communication.

As for maintaining value, Daviena Skincare maintains product and service quality and offers loyalty and retention programs to consumers and partners. The brand also builds communities through blogs and social media to interact with consumers and share product-related information. In assessing value, Daviena skincare regularly evaluates its products, including packaging, formulas, and consumer feedback. The brand also monitors competitor developments and evaluates areas that need improvement or expansion. In updating values, Daviena Skincare makes developments and improvements based on its evaluations. The brand continuously updates its products, collaborates with partners, and follows market trends to stay relevant and thrive.

Based on the explanation above, according to the author, Daviena Skincare has reached its audience or target market, as indicated by the large number of evidence of packaged packages and printed receipts on its social media content. With the results of previous research, the current implementation of branding or marketing communication is still relevant to the way Daviena Skincare implements branding and marketing communication. This brand uses a focused and integrated approach to increase consumer awareness, communicate its values, and maintain customer loyalty. They also use a marketing approach that aligns with social media trends and focuses on customer interaction. Therefore, the actions taken by Daviena Skincare reflect the principles of branding and marketing that have been demonstrated in previous research.

The novelty and insight that the author can present in this research is that it provides a complete understanding of how skincare businesses like Daviena can build, manage, and update core values to build a strong and successful brand.

## **LIMITATIONS & FURTHER RESEARCH**

This research shows that Daviena Skincare can strengthen its brand through social media platforms such as Instagram and TikTok. However, there is still a need for further research on more specialized digital marketing strategies and quantitative analysis regarding how effective they are in reaching the target audience and increasing sales. The limitations and potential to be discussed in future research, namely customer testimonials and their influence on brand reputation, have already been mentioned. However, further research could concentrate on more detailed consumer research, such as purchasing behaviour, consumer preferences, and factors influencing customer loyalty to the Daviena skincare brand.

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