

ABSTRACT

A large number of active users of social media in Indonesia make companies use social media as a place for marketing and branding. Sociolla, Makeupindo, Makeupuccino, and Beautyhaul actively use social media for promotion and get the most followers. These brands are competing in the minds of consumers especially the four beauty e-commerce sales products with the same characteristics.

Therefore, the four beauty e-commerce companies must be able to compete to create strong brands in the minds of consumers and build strong brand equity as well. This study aims to map the positioning of beauty e-commerce based on elements of brand equity.

The quantitative method was used in this study with a survey of 385 respondents who had bought at e-commerce beauty Sociolla, Makeupindo, Makeupuccino, and Beautyhaul. With a purposive sampling method. The analysis technique used is multidimensional scaling.

The results of the study showed that Sociolla in first ranked in all elements of brand equity, namely brand awareness, brand association, perceived quality, and brand loyalty. Then followed by Makeupuccino in second place, Beautyhaul in third place and Makeupindo in fourth place.

Keywords: Beauty E-Commerce, Brand Equity, Positioning Brand