

ABSTRACT

A high demand of skincare needs created by the dynamic expansion of the beauty industry causes an increase in supply companies which generates a high competition between brands. Increasing Brand Equity by commencing the right strategy elements of Integrated Marketing Communication. IMC indicators used in this study contains, Advertising, Sales Promotion, Public relations, Direct marketing, Word-of-mouth Marketing, and Social Media Marketing. This study uses mixed methods, with 120 survey samples and 5 semi-structured interview participants, and multiple linear regression analysis. This study found that Integrated Marketing Communication simultaneously has positive and significant value to Brand Equity. Partially other variables, such as Social Media Marketing, Sales Promotion, and Word-of-mouth marketing have a positive and significant value to Brand Equity, while other variables, such as Advertising, Public relations, Direct marketing only give positive value but insignificant. Studying from consumer's perspectives, this research hopes it can provide an evaluation from the consumer for Skingame's brand to choose the most effective IMC elements to increase the brand equity.

Keywords : *Integrated Marketing Communication, Brand Equity, Skingame*