

## ***Abstract***

*The use of technology development advances in the era of the industrial revolution 4.0 in Indonesia occurs in all industries, including the creative industry. Social media is often utilized as a promotional medium. Visual marketing is one of the strategies used by brands to increase brand equity. There is a significant increase in the use of skincare products and the development of the local cosmetics industry in Indonesia. Somethinc and Avoskin are two local cosmetic brands, which successfully occupy the top of mind of consumers. This is proven by the results of institutional surveys, pre-research questionnaire results, and the many eWOM activities of the two brands on social media. This research was conducted to find out the impact of negative eWOM in depth and to design a reform strategy that can minimize the disadvantages of negative eWOM on local skincare brands. This research used a qualitative case study method with data collected through observation, interviews, and literature study. The findings in this study are that visual marketing content on social media is a medium in conveying messages. There is potential for negative eWOM to occur in the audience and vendors. Several criteria of negative eWOM are known that need to be followed up. Active interaction from the brand plays an important role in controlling and maintaining the spread of eWOM on social media. In creating visual marketing content on social media, a special attention to audience eye-tracking is required. This relates to composition, use of color, use of props, model selection, and creative implementation of implicit messages through visuals. This research also presents a design of guidance for visual content as a preventive act for the continuity of negative eWOM on social media for local skincare brands with a similar target market to the object of research.*

***Keywords:*** eWOM, visual marketing, brand equity, local skincare