

THE BRANDING OF WARDAH ON E-COMMERCE SHOPEE TO ENHANCE SALES AMONG FEMALE CONSUMERS IN MEDAN

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ABSTRACT

This study examines Wardah's branding strategy on the Shopee e-commerce platform to increase sales among female consumers in Medan. Employing a qualitative case study approach, the research involved in-depth interviews, observations, and documentation with eight female participants who had previously purchased Wardah products via Shopee. This study examines use digital marketing theory and brand identity theory and visual design. The results show that Wardah implements an integrated digital branding strategy by maintaining a consistent visual identity, leveraging Shopee features such as live streaming and flash sales, and promoting its halal brand image. Key visual elements—such as the brand's signature turquoise color, organized storefront layout, and tailored product personas—effectively shape positive consumer perceptions and influence purchasing decisions. Primary factors driving purchases include competitive pricing, attractive promotions, ease of access, and trust in halal certification. Furthermore, active engagement through chat features and customer reviews enhances consumer trust and loyalty. Overall, Wardah's branding efforts on Shopee not only boost sales but also cultivate emotional connection and long-term consumer loyalty among women in Medan.

1. INTRODUCTION

The development of digital technology and communication has brought significant changes to various aspects of life, including beauty industry. Azruddin and Nursapia (2023: 89) state that nowadays, the increase of internet users shows that people heavily influenced by various forms of digital innovation. E-commerce, as a form of digital innovation, has become a significant tool for beauty companies to reach consumers more broadly and efficiently. The growth of e-commerce in Indonesia has also increased rapidly, especially in recent years. According to Sari and Wijaya (2021: 11), Indonesian E-Commerce Association (IDEA) has reported significant rise in the value of e-commerce transactions in Indonesia driven by the widespread adoption of digital technology. This phenomenon is unlimited to major metropolitan areas or economic centers such as Jakarta, but is also evident in other big cities, including Surabaya, Bandung, and Medan. Medan, as the economic center of North Sumatera, holds substantial market potential, particularly due to its stable demographic purchasing power. Additionally, many women in Medan exhibit high demand for various lifestyle and beauty products.

The presence of e-commerce as a platform that provides access to secondary and tertiary products, such as beauty products, enables consumers to explore various brands and products without the need to visit the physical stores directly. Advanced e-commerce algorithms, combined with attractive and

diverse promotional offers, make it easier for consumers to find products that match their needs and preferences. This shift in shopping behavior increasingly drives the development of the beauty industry in the digital space and heightens consumer interest in online shopping, particularly among women in Medan. The existence of a dynamic lifestyle and greater emphasis on personal care has led many women to use e-commerce platforms to fulfill their cosmetic and skincare needs (Richard & Rajiv, 2023: 601).

In the development of the beauty industry, particularly women's cosmetics in Indonesia, Wardah stands as one of the leading brands that has played a significant role in raising consumer awareness and promoting the growth of the local cosmetics industry tailored to the needs of Indonesian women. Since its inception, Wardah has embraced a concept that deeply resonates with Indonesian women by emphasizing halal, natural, and high-quality products. This approach has successfully attracted female consumers from diverse backgrounds, especially Muslimah in Indonesia. The halal concept is notably important, as Widiyaningrum (in Hidayati & Yuliandani, 2020: 67) notes that Wardah's identity as a halal-certified beauty brand significantly enhances its marketing strategy, reflecting the increasing consumer awareness and preference for halal-labeled products in the marketplace.

Wardah beauty products are manufactured by PT. Paragon Technology and Innovation, a well-established Indonesia company founded in 1985. According to Hantika Sindi (2022: 47), this company was started by a married couple named Mr. Drs. H. Subakat Hadi, M.Sc. and Mrs. Dra. Hj. Nurhayati Subakat, Apt. Nurhayati's educational background in pharmacy, along with her personal spiritual journey as a Muslim became the driving force behind Wardah's pioneering focus on halal beauty products. Her commitment to innovation has helped Wardah not only become a halal-certified cosmetics brand but also a pioneer of halal beauty, gaining widespread popularity among Indonesian women. Wahyuni and Trianasari (2020: 41) highlight Wardah's success through various awards, such as Campaign of The Year at the Beautyfest Asia 2017 for its creative marketing and Top Brand Award in 2018 in the hair care category. In addition, in 2023, Wardah received 3 awards at the LPPOM MUI Halal Award 2023 for Long Life Achievement (Cosmetic Category), Best Social Contribution on Halal Ecosystem, and Favorite Halal Brand for the Wardah Brand (Cosmetic Category).

As a pioneer in the beauty industry catering to Indonesian Muslimah, Wardah relies heavily on strong brand awareness, especially in today's digital era, where local brands face significant challenges. Prasetyo et al. (2020: 13) point out that Wardah also inevitably competes with international giant brands like Maybelline, L'Oréal, and Sephora. The global beauty industry, particularly in the digital space, has a major impact on consumer awareness and shapes how beauty is perceived in countries like Indonesia. Beyond international competition, emerging local brands have begun to chip away at Wardah's market share, despite its iconic status. This makes it essential for Wardah to continuously refine its marketing strategies, with a strong emphasis on leveraging e-commerce platforms to sustain and grow its long-standing sales and brand presence.

Wardah is currently expanding its digital presence by utilizing the e-commerce Shopee to reach a broader market. Shopee is one of Indonesia's most popular e-commerce platforms. According to Haerunisa et al. (2021: 21), Shopee was founded by Forrest Xiaodong Li from Singapore and is based on a social concept that enables users to interact with each other through instant messaging, while also exploring a wide range of products such as clothing, bags, shoes, cosmetics, electronics, and more. Shopee's mission is to support the growth of global retail e-commerce in Indonesia by offering a comprehensive shopping experience. This experience encourages social interaction between sellers and buyers, overcoming barriers of distance and time. Nowadays, an integrated marketing strategy that utilizes e-commerce platforms like Shopee is essential. Kotler and Keller (2016: 14) argue that a successful marketing strategy should consider multiple distribution and communication channels to

effectively reach consumers. As a beauty product brand, Wardah needs to develop a marketing approach that goes beyond sales, also focusing on creating value and positive experiences for its customers. This study aims to examine how Wardah's marketing strategy on Shopee contributes to increasing sales and building consumer loyalty among women in Medan.

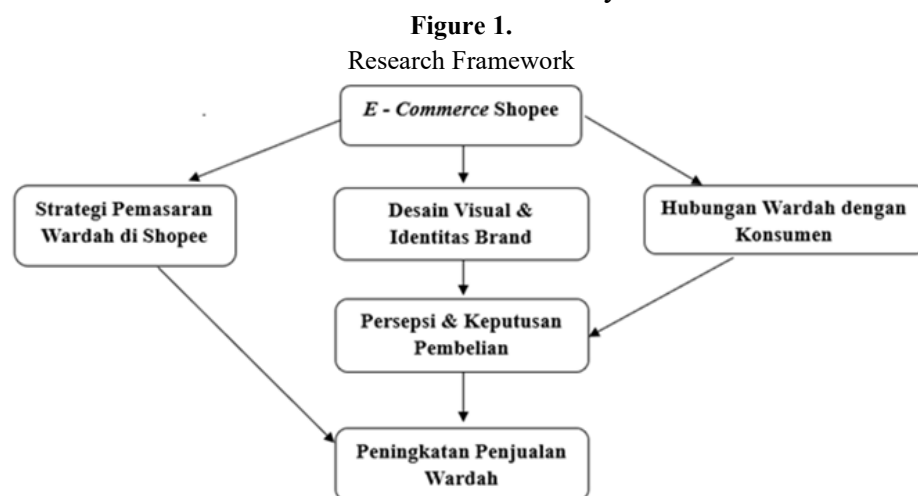
According to Yang et al. (2021: 31), in addition to marketing strategies, visual design and brand identity elements also play an important role in building consumer perceptions. Brand identity includes visual and auditory elements such as logos, brand names, taglines, colors, jingles, and designs. Collective visual design can form the value and foundation for brand image and help consumers identify and differentiate a brand from the competitor. This study also aims to analyze how Wardah's visual design and brand identity displayed on Shopee e-commerce influence the perceptions and purchasing decisions of female consumers in Medan.

2. METHOD

This study utilizes a qualitative research approach with a case study methodology. According to Nursapia (2020: 52), the purpose of a case study is to examine the interaction between the environment, position, and field conditions of the research unit such as a social or educational unit, within its real-life context. This method can be applied to individuals, community groups, or institutions. It was chosen for this study because the aim is to gain an in-depth understanding of specific phenomena within a particular context, Wardah's marketing strategies, visual design, and the brand's interaction with female customers in Medan who use the e-commerce Shopee.

This study applies digital marketing theory, which is highly relevant given Wardah's marketing tactics on Shopee, such as discounts, flash sales, and data-driven advertising. The theory helps analyze how Wardah utilizes interactive Shopee features, like chat and reviews, to build relationships with consumers. Additionally, it provides a framework to assess the effectiveness of Wardah's digital marketing campaigns on Shopee, including metrics such as conversion rates and engagement.

Furthermore, this research employs brand identity and visual design theories to explain how these elements influence consumer perceptions, including emotional connections, quality, and perceived value. Strong and consistent visual design, as noted by Pramesthya Praba Sari and Hasbi (2020: 3), helps brands differentiate themselves by creating a unique and recognizable identity. Positive consumer interaction fosters trust and loyalty, which in turn supports purchasing decisions. Based on this, the study assumes that the combination of marketing strategy, visual design, and consumer engagement on Shopee positively affects brand perception and ultimately contributes to increased sales of Wardah products among female consumers in Medan. The framework for this study is outlined as follows:



The subjects of this study were female consumers in Medan who had purchased Wardah products through the e-commerce Shopee. The focus of the study included Wardah's marketing strategies, visual design, and efforts to build relationships with consumers via Shopee. The selection of both subjects and focus areas was guided by the study's aim to understand the dynamics of Wardah's digital marketing among female consumers.

To ensure the validity of the data, this study employed both source and method triangulation techniques. Source triangulation involved comparing data collected through interviews, observations, and document analysis. In-depth interviews were conducted with eight informants, female consumers aged 18 to 22 living from various parts of Medan, including Medan Maimun and Medan Tembung. These informants were regular Shopee users that familiar with online beauty product shopping, and they possessed good knowledge of Shopee's features such as official stores, product searches, discounts, and live streaming. Observations focused on Wardah's marketing activities and interactions with consumers on the Shopee platform. Document analysis examined promotional materials, product reviews, and the brand's engagement with consumers on the platform. The research was conducted in Medan over a period of approximately four to six weeks.

3. RESULTS AND DISCUSSION

1. Wardah Branding Strategy on Shopee

The branding strategy implemented by Wardah on the e-commerce Shopee is carried out in an integrated and systematic manner. Based on interviews with eight female consumers in Medan, it was found that Wardah actively leverages e-commerce features to foster relationships with consumers and reinforce its brand identity. The branding strategies employed include:

- **Consistent Use of Brand Visuals**

The informants described the Wardah Official Mall on Shopee as an attractive and well-organized online store with an eye-catching layout. Wardah maintains consistency in its visual elements, including the logo, signature toska-green or turquoise-green color, typography, graphic design color schemes, and style of product photography, all of which contribute to the brand's distinct visual identity. This consistency enables active Wardah consumers to easily recognize and locate Wardah stores on Shopee based solely on these visual cues. As such, maintaining this visual coherence forms a crucial component of Wardah's brand identity strategy, helping to establish a strong and lasting public perception of Wardah as a leading Indonesian beauty brand for women, especially in the highly competitive environment of the Shopee e-commerce platform.

Figure 2.

Visual brand at Wardah store on Shopee



- **Ease of Searching and Accessing Products**

In the digital marketplace like Shopee, consumers can't physically see or touch products. Therefore, Wardah ensures clear and transparent product visuals, along with well-organized catalog structures, to maintain effective brand representation. Most informants accessed Wardah products either through the search function or by directly visiting the official store at e-commerce Shopee. This indicates that Wardah provides clear and organized information, supported by intuitive navigation and appropriate keyword use, which positively influences the purchasing decisions of female consumers in Medan.

Figure 3.
Wardah Product Category View on Shopee



The image above clearly demonstrates how Wardah strategically employs layout design, icons, and product images organized in clickable columns to serve as effective navigation aids. This approach helps consumers locate the products they are searching for in a faster, more efficient, and more precise manner. By presenting products in a well-structured and visually appealing way, Wardah simplifies the online shopping experience, reducing the time and effort consumers need to make purchasing decisions. According to the perspective of Chaffey and Chadwick (2022: 289), maintaining a structured and professional brand appearance is crucial in building consumer trust and credibility. A polished and consistent visual presentation reduces the chances of negative perceptions arising among consumers, which can otherwise harm a brand's reputation. Furthermore, such an appearance increases the attractiveness of the brand, encouraging consumers to feel more confident in choosing and purchasing the products offered. This combination of clear navigation and a strong professional image supports Wardah's efforts to strengthen its brand presence and foster positive consumer relationships in the competitive digital marketplace.

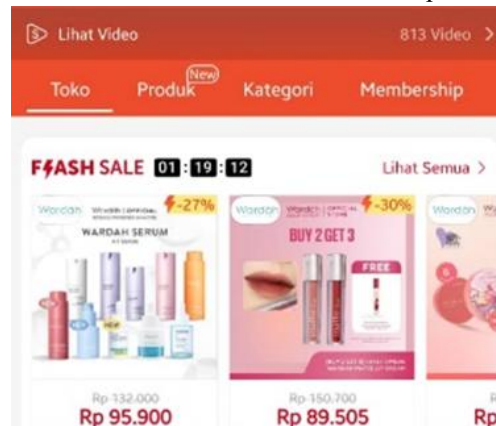
- **Utilization of Shopee Live Features and Discounts.**

In today's digital economy, marketing strategies that incorporate live streaming and discount promotions play a crucial role. These tactics not only help increase sales efficiently but also enable Wardah to build stronger engagement and relationships with consumers, while reinforcing its brand image in the digital marketplace, especially e-commerce Shopee. Informants mentioned that Wardah's promotions on Shopee, such as flash sales, special offers during live streaming sessions, and exclusive discounts, often influence their purchasing decisions. One informant shared, "I often watch Wardah's live streaming because I can ask questions directly and get cheaper prices." Flash sales that offering limited-time price reductions

or stock availability are strategic tools designed to accelerate consumers' buying decisions. This approach creates a sense of urgency and scarcity, triggering a psychological response known as FOMO (Fear of Missing Out), which effectively drives more traffic to the store, attracts new customers, and strengthens loyalty among existing ones.

Figure 4.

Wardah Flash Sale Feature on Shopee



The use of flash sales and live streaming features in e-commerce Shopee, according to the digital marketing framework proposed by Chaffey and Chadwick (2022: 398-402), has been shown to increase the likelihood of purchase conversions and enhance active consumer engagement with the brand. Price-based promotions such as exclusive discounts and flash sales, whether conducted directly or during live streaming sessions by Wardah, encourage prompt consumer responses in a highly competitive digital environment like Shopee.

Wardah's live streaming sessions on Shopee provide an opportunity for direct interaction with potential consumers. During these sessions, live streamers explain product details, benefits, pricing, and usage, while responding to consumer questions in real time. This approach effectively builds consumer trust and reduces uncertainty regarding the products. Furthermore, active interaction during live streaming fosters a stronger emotional connection between the brand and its consumers, helping to establish a sense of proximity and loyalty.

Figure 5.

Live Streaming Wardah on Shopee



2. The Influence of Visual Design on Perception and Purchasing Decisions

Wardah employs visual design that effectively captures attention and conveys a professional brand image. Informants noted that the Wardah Official Mall on Shopee appears attractive, well-organized, and user-friendly, which facilitates their online shopping experience for Wardah products. This observation aligns with the theory of brand identity and visual design presented by Chaffey and Chadwick (2022: 398-402), which emphasizes that consistency in visual appearance significantly shapes consumer perceptions of a brand's quality and professionalism. Clear product images, distinctive color schemes, and orderly layouts contribute to building consumer trust in the Wardah brand.

Moreover, Wardah's creative and relevant product visuals on the Shopee platform play a vital role in optimizing consumer purchasing decisions by fostering emotional connections and meaningful associations between the products and the consumer's identity. The brand carefully selects a color palette that resonates with the character and personality of its target consumers, matching this with product ranges such as cushions, blush on, and lip products designed to suit that persona. This strategy encourages consumers to purchase multiple product types, thereby strengthening their emotional attachment to the brand and enhancing its perceived relevance. The combination of strong visual branding and product alignment with market segmentation serves as a powerful stimulus, prompting consumers to make swift and confident purchasing decisions.

Figure 6.

Visual Introduction to Wardah Products on Shopee



3. Factors Influencing Purchasing Decisions

The purchasing decisions of female consumers in Medan regarding Wardah products on the Shopee platform are shaped by several important factors. Among these, price and discount offers stand out as the primary motivators that encourage consumers to make purchases. Every informant in the study mentioned that the availability of frequent promotions and significant price reductions strongly influenced their decision to buy Wardah products. This indicates that competitive pricing strategies play a crucial role in attracting and retaining customers in a highly competitive digital marketplace.

Maintaining the consumer engagement, Wardah implements a program known as "Warday." This program consists of a carefully planned calendar of offers and promotional activities that occur throughout the month. These include flash sales, exclusive discounts, special bundle deals, new product launches, and other promotional events tied to holidays or significant dates. By providing a steady stream of attractive incentives, Wardah successfully keeps consumers interested and encourages repeated purchases. This ongoing engagement through "Warday" program not only boosts sales but also helps

strengthen the relationship between the brand and its customers, fostering brand loyalty in a high competitive e-commerce environment like Shopee.

Figure 7.

Wardah Sales Offers Warday Calendar on Shopee



When analyzed through the lens of brand identity and visual design theory, Wardah's approach with the Warday program represents an effective branding strategy that optimizes sales conversion on Shopee. By providing a scheduled series of promotions and special offers, it enables consumers to anticipate and plan their purchases around these specific moments. This structured approach helps make the purchasing decision process more focused, efficient, and purposeful. Additionally, Warday fosters a deeper sense of loyalty among consumers by nurturing both short-term engagement and long-term relationships between the Wardah brand and its customer base.

The second significant factor influencing purchasing decisions is the ease of access and overall convenience offered by online shopping, particularly through Shopee. The platform provides a user-friendly and practical shopping experience that includes detailed consumer reviews and a variety of payment options, making it simpler for buyers to make informed choices. Wardah further supports this convenience by implementing special shipping programs tailored to various regions, including Medan. Such initiatives effectively reduce common barriers related to price and delivery logistics, especially in cities outside of Java, such as Medan, thereby enhancing consumer purchasing power and strengthening customer loyalty. This strategy reinforces Wardah's image as a brand that prioritizes consumer experience beyond merely selling products. The combination of affordability, convenience, and reliability in the purchasing process significantly increases the likelihood of repeat purchases. Female consumers in Medan, in particular, perceive these advantages as opportunities to save both time and costs, which plays a crucial role in their decision to continue choosing Wardah products.

Figure 8.

Wardah Free Shipping Offer on Shopee



Thirdly, credibility as a halal-certified brands plays a significant role in influencing the purchasing decisions of female consumers. Several informants expressed that their preference for purchasing Wardah products was largely driven by the confidence that these products are safe, reliable, and aligned with their religious and cultural values as Muslimah. This dimension of trust reflects not only a practical consideration but also an emotional connection to the brand, where the alignment with personal beliefs becomes a key factor in consumer loyalty. One informant remarked, “Wardah is very Muslim-friendly; it suits me perfectly. The products are safe to use and have been officially certified halal.” This statement highlights how the combination of rational factors, such as affordability and convenience, with emotional and spiritual values, contributes to a well-rounded consumer decision-making process. The halal certification, therefore, becomes more than just a label, it serves as a mark of assurance and identity that strengthens Wardah’s position in the market among Muslimah consumers, particularly in Medan.

Figure 9.

Wardah Biography on Shopee Store Details



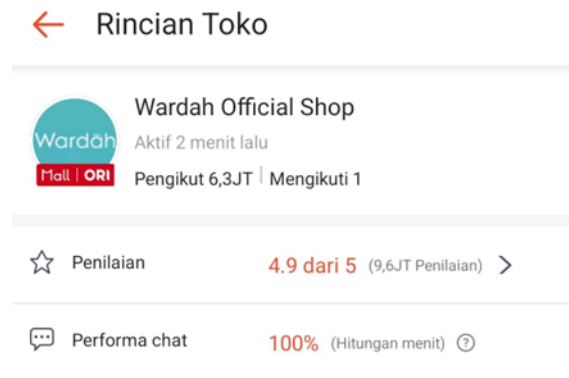
According to the Wardah biography on Shopee, the brand clearly positions itself as a pioneer of halal-certified beauty products, emphasizing its commitment to integrating the principles of a halal lifestyle with modern beauty needs. This emphasis on halal certification provides consumers with assurance that Wardah products are free from prohibited (haram) substances, are produced in accordance with Islamic law (syariah), and adhere to strict hygiene standards. Such positioning not only enhances Wardah’s credibility from a spiritual and ethical standpoint but also serves as a distinct competitive advantage or unique selling point in the increasingly saturated global beauty market. This aspect holds particular relevance in Medan, where approximately 87% of the population identifies as Muslim. For consumers in this context, the presence of a halal label is a significant factor that shapes purchasing decisions, especially on platforms like Shopee where a wide variety of beauty brands compete for consumer attention.

4. Consumer Interaction and Loyalty to Wardah on Shopee

The relationship between consumers and a brand is not built solely through the quality of the products offered, but also through meaningful digital interactions. Findings from the interviews indicate that the majority of informants have engaged with Wardah's Official Mall on Shopee, whether through the chat feature, product reviews, or live streaming sessions. These interactions contribute to a sense of connection and trust between the brand and its consumers. Many informants expressed that they felt comfortable providing feedback and believed their opinions were valued. Notably, seven out of eight informants stated that they regularly gave five-star ratings and left positive comments, citing satisfaction with both the products and the level of service provided. Such responses suggest that digital engagement plays an important role in reinforcing consumer loyalty and enhancing the overall brand experience.

Figure 10.

Wardah Store Chat & Rating Performance on Shopee



Wardah's positive performance on Shopee e-commerce can be seen from its chat performance data and store rating. The 100% chat performance reflects Wardah's speed and responsiveness in serving prospective buyers, fostering trust and satisfaction that encourage consumers to complete their purchases. A high store rating, such as 4.9 out of 5, signals that Wardah products are well received, trusted, match their descriptions, and are supported by excellent service. According to Chandra (2024: 56), reviews, ratings, and seller responsiveness are key factors influencing purchasing decisions. Higher ratings and positive feedback increase the likelihood of purchases and can drive repeat buying behavior. All informants expressed their intention to repurchase due to their trust and comfort with Wardah products on Shopee. This indicates that Wardah has successfully built consumer loyalty through a responsive and interactive approach aligned with modern digital shopping behavior. Wardah also utilizes Shopee's banner feature to highlight customer testimonials, reinforcing social proof and reducing hesitation among potential new buyers.

Figure 11.

Wardah Testimonial Display on Shopee



Buyer testimonials displayed by Wardah also contribute to a sense of community by involving consumers who provide reviews as part of a shared user experience. This not only strengthens loyalty toward individual products but also reinforces brand loyalty more broadly. Over time, the positive brand image shaped through consistent, favorable testimonials becomes a valuable asset for Wardah. It supports sustained consumer trust, encourages deeper engagement with the brand, and fosters a sense of ownership among users. These outcomes reflect the effectiveness of Wardah's digital marketing strategy on Shopee in building long-term relationships with its customer base.

4. CONCLUSIONS

The branding strategy implemented by Wardah through Shopee is carried out using an integrated and cohesive approach. Wardah effectively utilizes various Shopee features such as flash sales, Shopee Live, discounts, and vouchers to capture consumers' attention and stimulate engagement. This strategy has proven successful in fostering brand awareness and enabling direct interaction between the brand and its consumers. Key visual design elements, including Wardah's distinctive turquoise color, a well-organized product category layout, and the professional appearance of its official store, contribute to shaping positive consumer perceptions regarding the quality and credibility of Wardah's products.

Purchasing decisions among female consumers in Medan are influenced by several dominant factors: affordable prices driven by promotions, ease of access and special shipping offers, and strong trust in the halal certification of products, supported by reliable customer testimonials. Two-way interactions via chat features, live streaming, and product reviews further enhance the consumer experience by fostering a sense of closeness and satisfaction with the brand's service ultimately building loyalty. All informants indicated that they would repurchase Wardah products through Shopee, citing product suitability, satisfaction, and confidence in the quality provided. Thus, Wardah's digital branding strategy on Shopee not only drives sales growth but also strengthens long-term relationships with female consumers, particularly in Medan.

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