The Barbie Movie Collaboration

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ABSTRACT: The aim of this research is to find out strategies for success in entering the market through collaboration with local brands of Barbie products even though the film has not yet been released. Using qualitative research with a cyber phenomenology approach. This research model uses a simple design with Triangulation Theory. Data collection techniques used were observation, interviews and documentation. The data analysis technique used is Manual Data Analysis Procedure (MDAP). The results of this research found that 3 local brands ESQA, SOVLO, Day and Night use marketing strategies: Marketing Mix; Segmentation (Geography, Demographics, Psychography, Behavior); Cooperation Patterns Marketplace; Timing Strategy (Viral, Building Hype) with Co-Branding: Uniqueness; Awareness; Positive Customer Feelings (Consumer Rating); Favorable (Instagram Poll, Question Box); Positive Customer Judgment (Review Before Launching).

KEYWORDS: co-branding, viral Barbie, collaboration, local brands

I. INTRODUCTION

The release of the new Barbie film provides an excellent opportunity for Mattel (Chakraborty & Biswal, 2024), the company behind Barbie, to revive brand awareness because the Barbie film is currently one of the most talked about films (Mehta, 2024), not only in Indonesia but in various parts of the world. Recognizing the potential for cross-promotion, Mattel collaborated with other brands to promote the new Barbie film (Midla, 2021). Strategic partnerships with fashion designers, cosmetic companies such as barbie x esqa, barbie x sovlo, and day and night x barbie and even charitable organizations help Barbie expand her reach beyond traditional toy stores (Anderson & Long, 2024). These collaborations result in limited edition products and exclusive offers, attracting new customers and increasing overall marketing impact (Mishra & Bakry, 2021). Of course, this has had a big impact on marketing strategies. This film is considered to be a place for producers to provide stimulus as well as market and introduce their products. By collaborating with various brands, you can increase profits from both parties (Mattel Company and Brand Collaboration) even twice as much as usual, so this can improve the image of a product brand and can directly increase the selling power of the product (Steeves, 2020).

sovlo.id brand "SOVLO is an abbreviation for Local Souvenirs which is a forum for Local Illustrators with illustration work inspired by the richness of local Indonesian culture (Setiabudi & Iswanto, 2022)." Sovlo is a clothing and fashion retail industry, products from this brand include clothes, bags, accessories and other products with colorful and attractive designs. This brand has 15 stores spread across large malls in Jabodetabek, Bali, Medan and Surabaya.

ESQA is the first Vegan Cosmetics brand in Indonesia which provides beauty products such as Flawless Powder Foundation, Flawless Liquid Concealer, Goddess Eyeshadow Palette, Trio Goddess Cheek Palette, Brow Pomade Pencil, and Waterpass of Intense Eyeliner. ESQA products are distributed through an omnichannel platform and are widely available on marketplaces, e-commerce and direct-to-consumer (D2C) websites, and are sold at leading offline retailers such as Sociolla, Sephora, Watsons and local cosmetics stores in 47 cities in throughout Indonesia (Kusmaharani & Halim, 2020). This esqa product has even reached the Southeast Asian market, including Vietnam, Singapore and Malaysia.

Day and Night is a local Indonesian fashion brand founded by two brothers, Yelly Lumentu as Creative Director and Konny Lumentu as Brand Director (Sari et al., 2024). Day and Night represent the two sides of a day. When the sun rises then day comes, when the moon appears then night comes. The products from this brand are fashion products such as clothing for men and women, shoes and accessories. This local fashion brand is available on various online platforms including the official website, namely dayandnight-shop.com and also on popular e-commerce sites such as Tokopedia, Shopee Indonesia, and Blibli. Day and

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Night also has a physical or offline store located in the heart of Jakarta, Indonesia, on Jalan Rasuna Said Kav. 22, Kuningan, South Jakarta.

In this case, Co-branding is a concept used by the Mattel company in the Barbie film to improve products or services by collaborating with various brands (Murtas et al., 2024). According to Nguyen et al., (2020) "co-branding is marketing by combining their products with products from other companies in various ways". In co-branding (joint branding), also called establishing two brands (dual branding) or strengthening a combined brand (brand bundling) two or more well-known brands are combined into one joint product or more well-known brands are combined into one joint product or marketed together in Some of these co-branding methods are strategies used by companies by combining 2 existing brands into 1 superior brand that is offered back to the current market. A co-branding strategy is not only carried out between two brands but can also be carried out between a product brand and a personal brand (celebrity or famous expert) who advertises a product. According to Santo, (2021)"co-branding deal, two or more companies come together and strategically combine some of their own products, services, designs, colors or logos to come up with a new marketable product or service. "

The collaboration agreement between the Mattel company for the Barbie film and local brands was to combine their products in terms of shape, color and logo to create a new brand in the form of a product (Nguyen et al., 2020). Based on Sovlo's Instagram, the Sovlo brand is collaborating with Barbie. The Sovlo brand created a collaboration product with Barbie in the form of bags, shirts and outerwear with Barbie nuances. This of course makes fashion lovers very interested in this collaboration product, especially Barbie lovers (Czinkota et al., 2021). Esqa production brand in collaboration with barbie, its newest products in collaboration with barbie are Eyeshadow Palette, Cream Blush & Contour Duo, and Lip Stain, where these products come with premium vegan quality and versatile colors, not forgetting the barbie elements that are popular with the public , these products can be viewed and purchased via esqa e-commerce. Another local brand that collaborates with Barbie, namely Day and Night, which presents a variety of fashion products (Matenaer, 2022). Starting from tops, bottoms, outerwear, to inclusive dresses so that Indonesian women with all body shapes can be more confident. "Through this collaboration, we present collections such as Day and Night x Barbie the Movie, Day and Night x Barbie Dreamhouse and Day and Night x Barbie Limitless.

Co-branding is a combination of two or more brands to strengthen the brand so that it can attract the attention of new consumers (Hughes, 2022). This article contributes to the co-branding strategy for local Indonesian products in marketing strategies through a collaborative pattern for the launch of the film The Barbie 2023 by developing a framework that guides marketing strategies systematically and can be used by other producers in rejuvenating their products by implementing co-branding (Wagner et al., 2021).

This was achieved by conducting an in-depth review of four local product manufacturers who have collaborated with the management of the film The Barbie 2023 to explore what literature can convey and find out the impact of this co-branding collaboration. This paper also contributes to strategic marketing research by using cyber phenomenological approach. It is hoped that it can answer the obstacles or difficulties of producers who have difficulty rejuvenating their products, including exploring two research questions: RQ1. Barbie film collaboration pattern with local brands; RQ2. The impact of Barbie film marketing techniques on local brands.

II. THEORITICAL REVIEW

Marketing

Marketing is a series of work with the market which is the aim of realizing the exchange of goods and services that have the potential to meet human needs and can build mutually beneficial interactions and relationships. So marketing is a series of activities between marketers and potential consumers to meet consumer needs, and can establish profitable relationships between the two. The aim of marketing is to increase sales and be able to understand consumer needs so that the products sold can be adjusted to consumer desires so that sales can be increased. (Manggala, 2022)

According to Gunawan (2016), the marketing concept aims to provide satisfaction to the wants and needs of buyers/consumers. All activities in the company that adhere to the marketing concept must be directed to meet these goals. It can be definitively said that the marketing concept is a business philosophy which states that satisfying consumer needs is an economic and social condition for the survival of a company.

From the definitions above, it can be concluded that marketing is the physical and financial transfer of goods from producers to consumers through intermediary traders and marketing is a social and managerial process in which individuals and groups create and offer products of value to each other to get what they want. need. The goal of marketing is to sell goods and services that can meet human needs and foster mutually beneficial relationships. Marketing is a series of interactions with the market.

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Marketing Strategy Concept

Many marketing experts say that customer satisfaction is the main key to the marketing concept and marketing strategy (Sheth, 2021). In other words, each company has its own way of carrying out the marketing process, according to its own characteristics and capabilities (Paley, 2021). Basically, the final goal of marketing will still boil down to achieving consumer satisfaction. Here are 5 marketing strategy concepts: Market Segmentation, Every consumer definitely has different needs and habits (Li et al., 2021). Companies must classify markets that are heterogeneous in nature into only markets that are homogeneous. Market Positioning, No company can control the entire market (Varadarajan, 2020). That is the reason why companies must have a specific pattern to gain a strong position in the market, namely having the most profitable segment (Katsikeas et al., 2020). Market Entry Strategy, This is a company strategy to be able to enter certain market segments (Cozzolino et al., 2021). Some ways that are often done are: 1. Buy another company, 2. Internal development, 3. Collaboration with other companies (Onufrey & Bergek, 2021). Marketing Mix Strategy, Marketing mix is a collection of several variables that a company has used to influence consumer responses, some of these variables include: Products; Price; Place; Promotion; Participants; Process; Browse; Physical Evidence. Timing Strategy, Choosing the time to do marketing is also very important to pay attention to. Companies need to make various good preparations in the field of production (Olson et al., 2021), and determine the right time to distribute products to the market (Farida & Setiawan, 2022).

Co-branding

Co-branding is an innovation that has its own uniqueness (Paydas Turan, 2021). This is one way to increase brand influence, enter new markets, reduce costs through economies of scale and refresh the brand image (Xue & Chawdhary, 2023). Co-branding will have a positive impact on new brands that were previously created by the previous brand (Shan et al., 2022). The impact will be very good if the new brand can compete with the old brand in terms of co-branding (Suzuki & Kanno, 2022). Co-branding is an old phenomenon in the world of marketing, where two or more companies join forces and carry out all kinds of activities to provide added value to the products resulting from the co-branding (Tian et al., 2022). According to Zhang & Guo, (2023) "for co-branding to succeed, the two brands must separately have brand equity, adequate brand awareness and a sufficiently positive brand image". To create good co-branding, two brands must separately have sufficient brand equity and a good brand image (Zuhdi et al., 2020). Because then the new brand that has been combined will have more value or image in the eyes of consumers, making it easier for consumers to choose that brand.

Co-branding has six measurable dimensions that must be present, so that the collaboration can be said to be strong and successful. These dimensions include; adequate brand awareness, sufficiently strong brand, favorable, unique association, positive consumer judgment and positive consumer feelings (Rowley & Hanna, 2020).

1. Brand Awareness: Is the consumer's ability to recognize or remember that a brand is a member of a particular product category.
2. Sufficiently Strong Brand: This means that the two brands collaborating with each other must have a strong level of awareness in the eyes of consumers
3. Feelings of support or taking sides (Favorable);: Namely, there is a feeling of support and side by consumers towards Co-branding collaboration.
4. Unique association: This is how consumers assess the uniqueness of Co-branding compared to other brands.
5. Positive consumer judgment (Positive Consumer Judgment) : Used to determine the image, perception, opinion and performance of the brand by consumers.
6. Positive response from consumers (Positive consumer feelings) Used to measure consumers' more emotional response to the brand.

III. RESEARCH METHODS

In this research, the research method used by researchers is qualitative research (C. Rofiah, 2023), using a phenomenological approach. In this research, researchers used a cyber phenomenological approach (Rofiah, 2023). Phenomenology procedures (methods) are adapted for the social world that takes place in a cybercommunity mediated by communication media technology (CMT) devices. Phenomenology as a social research method which has been used to explore community life, exploring people's experiences in their social life, in their first life, in their basic social life, is no longer able to answer the challenges of human life in cybercommunity as a human's second life. The limitations of ontology and epistemology cause phenomenology to have obstacles that it cannot overcome without being innovated into a new approach. So, the new world faces new problems, and new problems require new approaches, to meet the challenges of humanity's new world. This is an opportunity to criticize phenomenology for becoming cyberphenomenology. That cyberphenomenology is a new method procedure that can be used as a research method

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in cyberphenomenology. Netnography previously existed as a procedural method in cybercommunity, which studied the culture of social groups in cybercommunity. The presence of cyberphenomenology is to study people's experiences. What they experience and how they experience it in the cybercommunity. What they experience and how they experience it in cybercommunity (Bungin et al., 2021).

This research uses Simple Research Design Methods With Triangulation Theory. Simple qualitative research can still be prepared without having to carry out long-winded discussions but can still be accounted for (Rofiah & Bungin, 2021). When modifying the model from a simple design to a simple design model with triangulation theory/simpleresearch design with triangulation theory. There are 7 main steps, namely the following is an explanation of these steps:
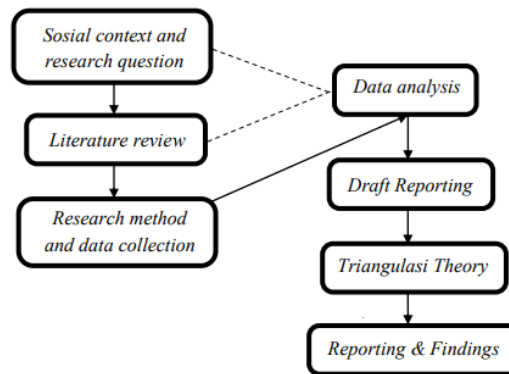
Source: Rofiah & Bungin, 2021

1. Select a social context and develop research questions.
2. Conduct a literature review, in which research questions about social context are answered based on the literature explored.
3. The literature review continues by exploring the research methods that will be used as well as using research methods to collect data in the field.
4. Researchers carry out data analysis in the field and use theory as a pen for data analysis.
5. Researchers prepare a draft report.
6. Researchers carry out theoretical triangulation.
7. Researchers report the results of their research while still including the findings that have been obtained in the field

Research Locus

The focus of the research is the object and data source from the place being studied so that the information obtained can provide accurate data and truth in the research. This research will be carried out online by researching related brands, namely @sovlo.id, @esqacosmetics,@dayandnight via Instagram and related websites. Starting February 2024 until this research was completed.

Data Collection Technique

To obtain data, researchers used the following techniques (B. Bungin, 2023) Cyberphenomenology Procedures :
1. Determining The Problem
2. An Interesting Phenomenon To Be Studied
3. Recognize And Determine
4. Broad Philosophical Assumptions Of Cyberphenomenology
5. Data Collected From Individuals Who Have Experienced Cyberphenomenon
6. Informants Are Asked General Questions
7. Cyberphenomenology Data Analysis Steps

Informants and Implementation of Data Collection

Data (Cyber-data) Obtained through online interviews, online questionnaires, online participatory and online sensing; Subject Cyberphenomenology What is experienced and how they experience it in cybercommunity; WHAT and HOW of people in this cybercommunity forms a cyberphenomenon. To reveal cyberphenomenon: Big Data; Non-Big Data data. Big Data: Data Mining. Non-Big Data data: Traditional / participatory data: online interviews, observations, online questionnaires, online materials, etc. Big Data/non-Big Data Data Can be used by Cyberphenomenology as primary or secondary data, depending on the research problem (B. Bungin, 2023). This research uses Instagram and related websites as a field (research area). and the accounts @barbie, @sovlo.id, @esqacosmetics,@dayandnight.official, as the community. The focus of this research is as follows; What are the

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cooperation patterns and marketing strategies carried out by Barbie with local brands? What impact do local brands get after collaborating with Barbie? The data sources in this research are primary data and secondary data. The primary data source in this research is. Secondary data sources in this research are information originating from previous research, books, journals, articles and the internet which are still related to this research. Data collection techniques in this research are observation and interviews. The researcher interviewed the informant who owned the account via social media accounts Instagram and Whatsapp and the researcher also made observations on the Instagram accounts @barbie, @sovlo.id, @esqacosmetics, @dayandnight.official, and also on websites related to this phenomenon.

Profile of Research Informants at Brand Collaboration Barbie The Movie :

No	Informant Code	Position	Long Time To Join
1	Lutfi Eka Ayu	Brand Ambassador Esqa Cosmetics	6 Years
2	Esqa Cosmetics	Admin Whatsapp	2 Years
3	Sovlo	Admin Whatsapp	3 Years
4	Day and Night	Admin Whatsapp	3 Years
No	Brand	Data Source	Publish
1	Esqa Cosmetics	Momsmoney.id	28 July 2023
		Fimela.com	25 July 2023
		Tokopedia.com	02 Agustus 2023
2	Sovlo	Tfr.news	31 May 2023
		Tokopedia.com	02 Agustus 2023
3	Day and Night	Tokopedia.com	02 Agustus 2023

Triangulation

Cyberphenomenology is a postcritical procedure (method) which also has a postmodern and pragmatism paradigm, where the need for triangulation is adapted to research needs (B. Bungin, 2023). Source triangulation and theory triangulation are two types of triangulation used in this research (Rofiah, 2021).

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4. Broad Philosophical Assumptions Of Cyberphenomenology
5. Data Collected From Individuals Who Have Experienced Cyberphenomenon
6. Informants Are Asked General Questions
7. Cyberphenomenology Data Analysis Steps

IV. DATA ANALYSIS TECHNIQUE

In this research, the data analysis used is the Manual Data Analysis Procedure (MDAP) by Rofiah, (2022). According to Rofiah, (2022), the proposed data analysis method is comprehensive and systematic but not rigid; providing a space that designs intuition and creativity as optimally and maximally as possible. This method makes researchers come out of their isolation and the analysis process is seen as a team activity rather than a purely individual process. The analysis process began immediately after the first interview and continued until the data saturation point had been reached. The analysis process consists of four parts: (1) Through preparation of the coding process;(2) Categorization process; (3)The process of determining the theme; (4) Proposition Formation Process.
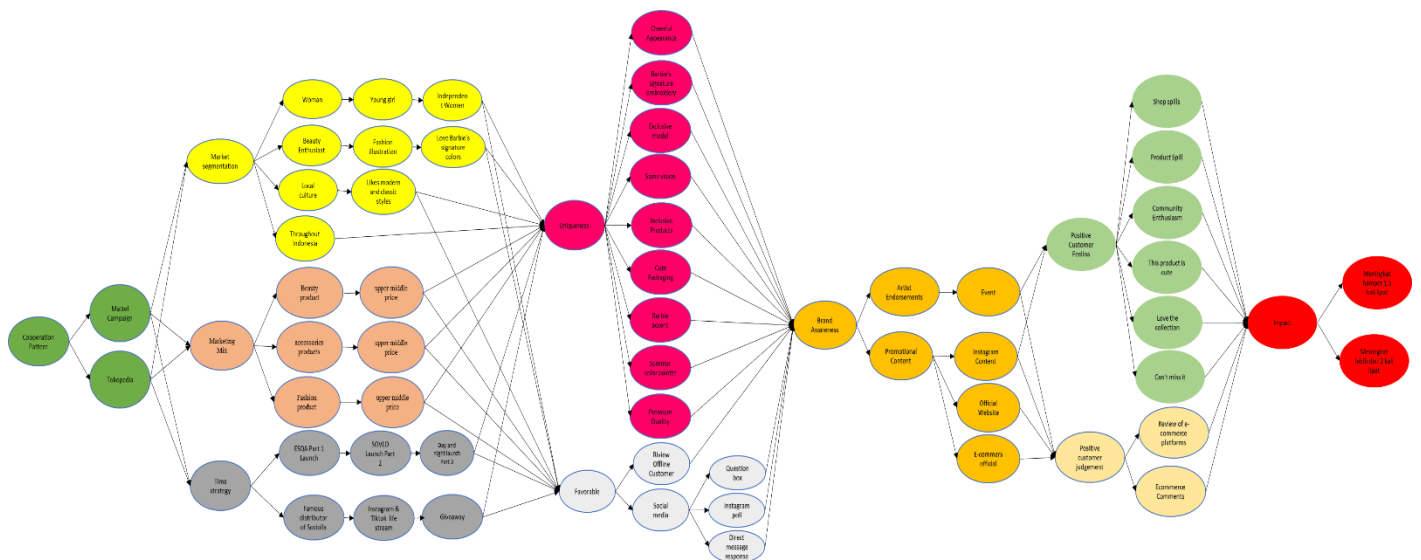
Research Line of Thought

The framework of this research can be described as follows:

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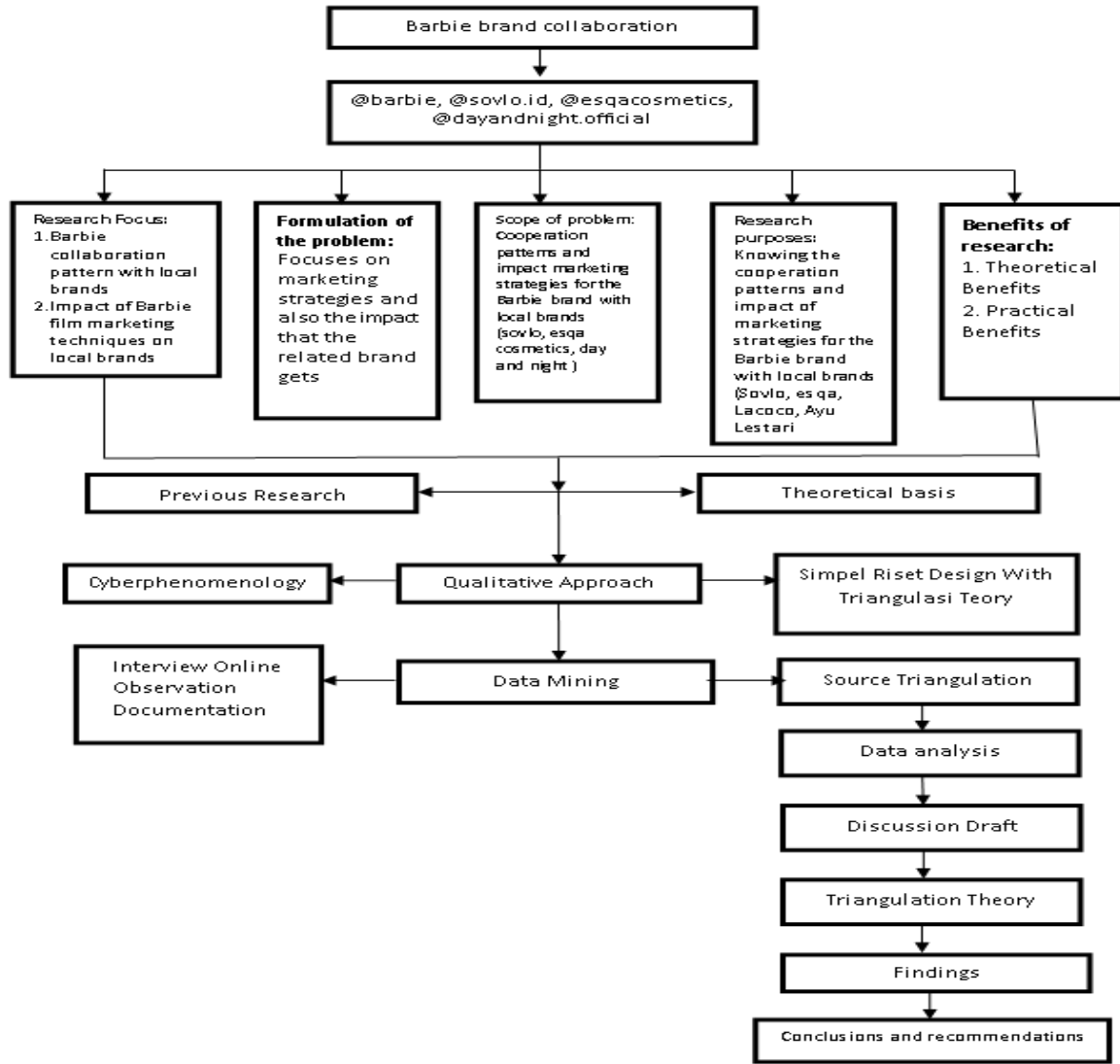
Source: Researcher, (2024)

V. RESULT AND DISCUSSION

Source: Research proposition, 2024

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DISCUSSION

1. Marketing strategy

According to Kurtz (2008), the definition of marketing strategy is the company's overall program in determining market targets and satisfying consumers by building a combination of elements from the marketing mix; product, distribution, promotion and price.

1. Cooperation pattern

The pattern of cooperation carried out by 3 local brands to increase sales insight is collaborating with Barbie.

"Melalui kampanye bersama Mattel, Tokopedia memberikan panggung khusus kepada sejumlah *brand* lokal yang memiliki kolaborasi spesial dengan Barbie™, seperti ESQA Cosmetics, SOVLO dan Day and Night, untuk menjangkau pasar yang lebih luas. Tokopedia sangat mengapresiasi *brand* lokal yang senantiasa berinovasi dan berkolaborasi, serta menginspirasi lebih banyak pelaku usaha di Indonesia untuk terus maju bahkan setara dengan *brand* kelas dunia," jelas Antonia.

Source: Tokopedia website, 2024

Image: Owner's campaign conversation

"Through a campaign with Mattel, Tokopedia is giving a special stage to a number of local brands that have special collaborations with Barbie™, such as ESQA Cosmetics, SOVLO and Day and Night, to reach a wider market. "Tokopedia really appreciates local brands that always innovate and collaborate, and inspire more business people in Indonesia to continue to progress and even be on par with world-class brands." (Tokopedia.com, 2024)

So the pattern of cooperation carried out by Barbie with local brands is through campaigns with Mattel companies and also intermediaries from Tokopedia which provide a special platform for local brands such as ESQA Cosmetics, SOVLO, and Day and Night, with the aim of being able to reach a wider market. It can also inspire more business people in Indonesia to continue to progress until they are on par with world-class brands.

2. Market Segmentation

a. Geographic Segmentation

"Well, if it's for the target market. He's all over Indonesia, sis. But, ee esqa has already entered Shephora. Hey, bro, you know what it's for her sehphora... No, it's not just local people who buy that, you know, and foreigners can buy it too" (Lutfi, 2024)

The 3 local brands collaborating with x Barbie have the same geographical market segmentation, namely being located in Indonesia, this is proven by the products of the 3 local brands collaborating with x Barbie being sold on the official website and e-commerce store Tokopedia whose users are Indonesian and can be reached throughout the region. Indonesia, and also has several offline stores spread across several regions in Indonesia. Not only that, the target market for the 3 local brands in the collaboration x Barbie also has an international scale target, by collaborating with Barbie, which is already very global, it can create Local brand names also rose and were noticed by outsiders. To support this, 3 local brands also use e-commerce shopee and social media TikTok and Instagram, because e-commerce and these platforms have a wide reach of users, not only in Indonesia but also abroad.

b. Demographic Segmentation

"Esqa products are available to all groups, because they are made from vegan makeup, so they are safe for the skin of teenagers, children, even sensitive skin. "So it's not just this age or not. The main target market for esqa Cosmetics is the millennial generation and Gen Z who like cosmetics products, So, with this collaboration product, our target market is women who like Barbie and beauty fans in Indonesia who are interested in makeup products that increase women's self-confidence and empowerment in accordance with the vision of the Barbie film." (Lutfi, 2024).

"The "SUMMER DREAMS" collection from Barbie™ x SOVLO is also seen as a tribute to imaginative little girls who have now grown into the independent and confident women they are today," (Tfr.news, 2024)

"We create a unique and different touch in materials and designs so that it is suitable for young girls who like fashion from day and dressing up to night.", (dayandnight-shop.com)

In demographic segmentation, 3 local brands (esqa, sovlo, day and night) also have similarities. This collaboration brand is aimed at all groups, especially women and young girls, because this product has a Barbie theme which tends to be female. This product is also aimed at the millennial and gen z generations, because this collaboration product has models/collections that suit the tastes of the millennial and gen z generations.

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c. Behavioral Segmentation

"So, with this collaboration product, our target market is women who like Barbie and beauty fans in Indonesia who are interested in makeup products that increase women's self-confidence and empowerment in accordance with the vision of the Barbie film." (Lutfi, 2024)

"In line with the positive ethos of both brands for women's empowerment, this collaboration brings joy through a collection that is bold, fresh, bright, feminine, and covered in beautiful Barbie colors.", the "SUMMER DREAMS" collection from Barbie™ x SOVLO also is likened to a tribute to imaginative little girls who have now grown into the independent and confident women they are today.", (tfr.news, 2024)

As explained by sources and also quotes from several websites, this collaboration product is aimed at independent and confident women, women who agree with Barbie's vision, namely "women's empowerment". The esqa brand added that this collaboration product is also aimed at women who are fans of beauty.

d. Psychographic Segmentation

"So, with this collaboration product, our target market is women who like Barbie and beauty fans in Indonesia who are interested in makeup products that increase women's self-confidence and empowerment in accordance with the vision of the Barbie film." (Lutfi, 2024)

"All groups who like fashion products with a touch of illustration inspired by the richness of local Indonesian culture,"
(sovlo.id, 2024)

"In line with the positive ethos of both brands for women's empowerment, this collaboration brings joy through a collection that is bold, fresh, bright, feminine, and dressed in beautiful Barbie colors," (Tfr.news, 2024)

"Through this collaboration, we present collections, such as day and night x barbie the movie, day and night x barbie dreamhouse and day and night x barbie limitless, we hope that these collections inspire more women to express themselves freely without limits," (Tokopedia.com, 2024)

Based on collaborative products offered by 3 local brands, these products reach women who like fashion/dressing up like Barbies, this of course cannot be separated from products that contain Barbie elements, such as products with typical Barbie colors. These 3 local brands have slightly different segmentation, Sovlo products are aimed at people who like fashion illustration products and of course still have a Barbie feel, EQA products are aimed at people who like makeup products with Barbie nuances and typical Barbie colors, and others. Lastly, day and night products are aimed at people who like modern fashion products and classic Barbie style products.

3. Marketing Mix

There are three bestsellers, there's the love-shaped eyeshadow palette that contains 12, then the cream blush and contour duo, and lip stain. Each product starts from Rp. 50,000 to Rp. 300,000. That's the normal price, bro, not to mention later if Promotion: You can take it with you, you can get esqa products. (Lutfi, 2024)

Esqa x Barbie products include various cosmetic items such as lipstick, eyeshadow palettes with designs and colors inspired by Barbie's characteristics. Barbie x Esqa has a price that is quite high compared to other Esqa products because it has added value from the Barbie brand collaboration, which is set at a price of 50,000-200,000. When there is an event/promo the price of the product from Esqa x Barbie will drop slightly to attract potential consumers.

"Sovlo has several products with Barbie nuances, namely Sovlo x Barbie bags, Sovlo x Barbie shirts, Sovlo x Barbie outerwear, Sovlo x Barbie mirror hangings. This product has various prices, starting from 49,900 – 259,900", (Wagmin, 2024)

Sovlo released several collaboration products with Barbie, namely Sovlo x Barbie Bags, Sovlo x Barbie Shirts, Sovlo x Barbie Outers, Sovlo x Barbie mirror hangings, these products are of course inseparable from Barbie accents, as the bags have Barbie accents and some products are made by adding models. which is identical to Barbie. This collaboration product ranges in price from 49,900 – 259,900 per item. The prices listed are not included in the promo category, so if there is a promo on e-commerce, of course the brand will provide a special price.

"The day and night brand released 3 Barbie collaboration series, namely Day and Night x Barbie the Movie, Day and Night x Barbie Dreamhouse, Day and Night x Barbie Limitless. The three series have varying prices, starting from 500,000 – 800,000," (Wagmin, 2024)

The Day and Night brand has 3 Barbie collaboration series, of course each series has its own characteristics in line with the Barbie brand image, by adding elements related to the Barbie concept, such as bright colors and feminine decoration. The price of each product is priced starting from 500,000 – 800,000.

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The three local brand products (ESQA, SOVLO, Day and Night) Barbie collaboration were made inclusively and exclusively to reach a wider market and also increase brand awareness of each brand. And also create die-commers promos to attract customers to buy this collaboration product.

4. Time strategy

"This local cosmetic product, which was launched on November 29 2022, comes with bold colors in each product. ESQA X Barbie appears via Eyeshadow Palette, Golden Girl Cream Blush & Contour Duo; 2-in-1, and ESQA x Barbie Sun Gold Lip Stain", (popmama.com, 2024)

There is, if you're offline, the store is on Sosiola, sis. Sosiola yesterday launched disosiola x barbie esqa. (Lutfi, 2024)

Launching the Esqa x Barbie collaboration brand on November 29 2022 at the Sociolla offline store which is divided into several regions in Indonesia. At the launch of Esqa "To celebrate the launch of this collaboration, SOVLO will hold a Barbie™ x SOVLO live stream and pre-sale on Instagram and TikTok Live on June 1 at 12.00 WIB," (Wagmin, 2024).

The Sovlo brand launched its collaboration product with Barbie on June 1 2023 via live on the Instagram and TikTok platforms. Not only that, the Sovlo brand is also holding a "Summer dreams party" launch party which will be held on July 21 2023 at the Sovlo store PIM 2 South Jakarta.

"For the launch of this new product, Day and Night has created a timeline of activities starting from a giveaway by guessing the collaboration product to attract people to be interested in this collaboration product, until the product launch on April 14 2023," (Wagmin, 2024).

These three collaboration brands were released before the Barbie film was released because they (the matter company) wanted to promote the film and increase public awareness of the film. By releasing collections inspired by films, these brands can build hype and enthusiasm among Barbie fans. This can also help increase product sales and increase the visibility of these brands in the fashion and entertainment industries.

Co-branding

According to Xue & Chawdhary, (2023) "co-branding is marketing by combining their products with products from other companies in various ways".

1. Uniqueness

"Consisting of Eyeshadow Palette, Cream Blush & Contour Duo, and Lip Stain, this ESQA x Barbie makeup collection comes with premium vegan quality and versatile colors that are suitable for cheerful looks and everyday use.", (fimela.com, 2024)

"The collection also features a beautiful summer color palette in shades of pink, blue and black. Plus pieces decorated with Barbie's signature embroidery," (tfr.news, 2024)

"Special collection 'Summer Dreams' which can be obtained through Tokopedia. "The Barbie™ x SOVLO collection in the form of shirts, outerwear and bags has rich patterns with abstract and bright patterns. 'Summer Dreams' is also a form of appreciation for imaginative little girls who have grown into independent and confident women," (Wagmin, 2024)

"Day and Night is a local brand on Tokopedia which also collaborates with Barbie. "Through this collaboration, we present collections, such as Day and Night x Barbie™ the Movie, Day and Night x Barbie™ Dreamhouse and Day and Night x Barbie™ Limitless. We hope that these collections inspire more women to express themselves freely without limits," (Wagmin, 2024)

To be able to occupy a market position, these 3 local brands (ESQA, SOVLO, Day and Night) make this collaboration product different from other products, by giving cute Barbie accents on each product, such as Sovlo products (Sovlo x Barbie bags). In this product, Sovlo gives accents. Barbie-shaped embroidery, making products with Barbie colors/feels, such as Esqa x Barbie products. Where the collaboration product has cute packaging and a versatile color palette that is identical to Barbie. Day and Night also provides cheerful collaboration products that can illustrate Barbie's vision of unlimited expression. Of course, each collaboration product is inclusive and exclusive so it cannot be found in any other product or brand.

2. Brand Awareness

"Well, so far, I'm not sure if I'm launching or want to... I want to promote a product. Yes, I'm always creating content. Now there's a lot of it, TikTok is like that, right? Well, they, they made it, the promo was on TikTok. Then there are also several artists who are endorsed by Esqa too, bro, We also promote on social media such as TikTok and Instagram, we also often do it. Esqa also often holds beauty classes like that, sis. With esqa, with esqa's own products, beauty classes and esqa events always take place" (Lutfi, 2024)

The strategy used by the Esqa brand so that this Barbie collaboration product can reach the minds of consumers is by creating content related to the collaboration product. To make this content reach the public, the Esqa brand uses digital platforms such as Instagram and TikTok as well as support from famous influencers. Not only that, the esqa brand also often takes part in events to attract interest from the public. To approach markets that are not yet familiar with this collaboration brand. Sovlo uses a

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promotional strategy by endorsing famous influencers such as Aurel Hermansyah and also the beautiful Nadya to introduce this collaboration product. With this, many people know and are familiar with the Sovlo x Barbie collaboration brand. Day and Night uses the services of famous celebrities/influencers such as Elxielvina and Anazsiantar to introduce this collaboration product so that people know that Day and Night releases exclusive products in collaboration with Barbie.

With a local brand collaborating with the Barbie brand, of course this is included in the strategy to build brand awareness and to support this. The three local brands collaborating with Barbie have the same thing in creating a strategy to make the public aware of this brand, namely with a campaign. social media. Through very popular digital platforms such as Instagram and TikTok, you can reach this promotional content widely. Apart from that, the role of influencers is also needed by the three local brands (ESQA, SOVLO, Day and Night) in reaching the market to make people aware of the collaboration brand.

3. Favorable (Feeling of support or partiality)

"Emmm... Through social media, there are actually lots of people like my customers who keep getting repeat orders. So every week or every month they definitely order again, some online, some just come straight to the shop again, something like that. They said, they said themselves that this product is good, sis, I last longer using this, like that. "Then on social media the reviews are also good." (Lutfi, 2024).

To be able to see the response of support from the community, the 3 local brands collaborating with Barbie created a poll and also a social media platform question box, this can help the brand find out whether this collaboration product has support from the community or not.

4. Positive Consumer Judgment

The level of consumer satisfaction can be seen from the reviews/assessments on the official e-commerce of the three brands, namely Dishopee and also Tokopedia. On e-commerce platforms, customers usually provide reviews. These reviews may include star ratings, written comments, or photos of products purchased. This assessment can provide other potential buyers with an idea of their experience using the product or service.

5. Positive Consumer Feelings

Collaborations between local brands (ESQA, SOVLO, Day and Night) and popular icons such as Barbie often create positive feelings among consumers, even before this collaborative brand is launched and is still in the "coming soon" stage, the public is very enthusiastic about welcoming this collaborative brand.

Likewise, when this collaboration brand was launched, positive comments from the public filled the comments column on the digital platforms of the 3 local brands. This can be seen in the picture above, there are lots of positive responses from the public and even reviews from influencers regarding the local Barbie brand collaboration.

6. Impact

"ESQA noted that there was an almost 1.5-fold increase in transactions on Tokopedia since the launch of the Barbie x ESQA collaboration product." (Wagmin, 2024)

"We noted that there was an increase in transactions of more than 2 times compared to the average daily transactions during 1 May-20 July 2023," (Wagmin, 2024)

The collaboration of 3 local brands (ESQA, SOVLO, Day and Night) with a well-known global brand such as Barbie can help local brands increase their brand awareness significantly. Barbie has a large and international fan base, so the presence of a local brand in this collaboration can attract the attention of new consumers who may not have previously been exposed to the local brand. The results of 3 local brands (ESQA, SOVLO, Day and Night) collaborating with Barbie had a very positive impact, namely an increase in transactions of 1.5 to more than 2x.

Triangulation Theory

Marketing Strategy

Based on the results of interviews and observations from various data sources, to be able to reach a wider market, 3 local brands (ESQA, SOVLO, Day and Night) use the following marketing strategy:

1. Cooperation pattern

Collaboration between local brands and Barbie is known as collaboration with strong international brands. The cooperation pattern used by the three local Indonesian brands (ESQA, SOVLO, Day and Night) is a campaign with the Mattel company and is also supported by Tokopedia which provides a special stage for local brands (ESQA, SOVLO, Day and Night). This certainly has a positive impact on local brands, namely expanding market reach and also increasing transactions.

2. Market Segmentation

The target market for this collaboration brand is Indonesian society and also on a national scale with market segmentation that focuses on young women/girls who have an interest in beauty, fashion and products related to Barbie.

3. Marketing mix

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Each local brand that collaborates with Barbie creates several exclusive products. Among them are:

a. Esqa cosmetics

Esqa cosmetics released collaboration products in the form of lip stain, eyeshadow palette, cream blouse and counter duo. The price for each product is set from IDR 50,000 - IDR 200,000.

b. Sovlo

Sovlo released several collaboration products with Barbie, namely Sovlo x Barbie Bags, Sovlo x Barbie Shirts, Sovlo x Barbie Outers, Sovlo x Barbie mirror hangings. This collaboration product ranges in price from 49,900 – 259,900 per item.

c. Day and Night

The day and night brand has 3 collaboration series, namely Day and Night x Barbie the Movie, Day and Night x Barbie Dreamhouse, Day and Night x Barbie Limitless. The price of each product is priced starting from 500,000 – 800,000

In these 3 collaboration brands, of course each product has the characteristics of Barbie, such as color, Barbie accents and also Barbie style fashion. With a higher price than usual products because the product focuses on quality and also has international brand image value (Barbie).

4. Time strategy

These three local brands collaborating with Barbie were launched before the Barbie film was released, namely before 19 July 2023, this is an effective way for local brands to build marketing momentum, reach audiences earlier, and increase brand awareness and overall sales.

Based on relevant findings made by Ruiyan Xu (2024), it was found that several marketing strategies were used, the first was market segmentation, where the segment of this collaboration product was for all groups (especially women) throughout the world or on an international scale, the target segment This is of course people who like everything about Barbie. The second thing is the marketing mix, in this case the product released certainly uses the same theme as the Barbie, namely in terms of coloring and model.

Co-Branding

According to Kotler and Keller (2012:334) "co-branding is marketing by combining their products with products from other companies in various ways:

1. Uniqueness

The uniqueness of these three collaboration brands is that each product has a Barbie accent, and also colors that are identical to Barbie. Apart from that, this collaboration brand can strengthen the message of inclusion by including various Barbie models that reflect the diversity of local communities, because Barbie has always been a symbol of strength and aspiration for many women because the theme taken contains messages about courage, independence and achievement for women in the region.

2. Brand awareness

By collaborating with Barbie, 3 local brands have been able to make people aware of these local brands, because Barbie's image itself has commercial value, it is not surprising that companies that collaborate with Barbie will have their own attraction for the public.

To support increasing brand awareness of this local Barbie collaboration brand, they have a strategy by creating content on every social media platform such as TikTok, Instagram, and also on the e-commerce shopee, Tokopedia, and also the official website. To support this, these three brands also use famous influencers to expand their market reach.

3. Favorable

The strategy used by the three local Barbie brands to be able to see the support response from the community is to create polls and also question boxes on social media platforms, this can find out whether this collaboration product has received support from the community or not.

4. Positive customer feeling

The response from the public regarding this collaboration brand was very good, even before this collaboration brand was released, people were very enthusiastic about waiting for this collaboration brand.

5. Positive customer judgment

The level of consumer satisfaction with this collaboration brand can be seen from the reviews/ratings on the official e-commerce of the three brands, namely Dishopee and also Tokopedia. On e-commerce platforms, customers usually provide reviews and reviews. These reviews are in the form of star ratings, written comments, or photos of the product purchased.

6. Impact

The results of this collaboration between local brands and Barbie have a very significant impact. The local brand collaboration with Barbie has increased transactions on Tokopedia, with transactions increasing more than 1.5 - 2 times compared to the average daily transactions during 1 May-20 July 2023.

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Based on relevant findings conducted by Ruiyan Xu (2024), several findings were obtained from the co-branding carried out, namely that there was a level of brand awareness regarding the collaboration with Barbie because the Barbie brand already has commercial value and is very global, and also collaboration products can found on various platforms to reach a wider market. This certainly has a very good impact. Sales levels have increased and even some of the products available on various platforms have sold out.

Findings
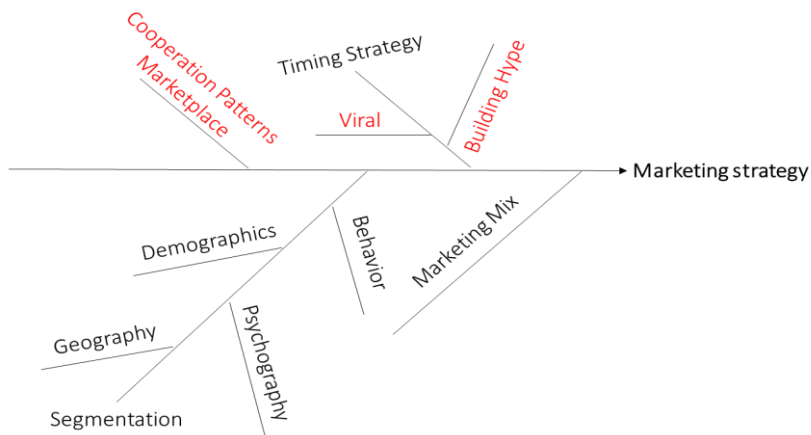
Source: researcher's findings, 2024

In this research and monitoring, it was found that the strategies carried out by 3 local brands (SOVLO, ESQA, Day and Night) to support popularity and expand market share are:

1. Cooperation pattern Marketplace

The collaboration pattern carried out by 3 local brands (ESQA, SOVLO, Day and Night) is a campaign with the Mattel Company and also support from Tokopedia which provides a special stage for local brands that collaborate with Barbie, such as ESQA Cosmetics, SOVLO, and Day and Night. This aims to reach a wider market and provide appreciation for local brands who always innovate and collaborate. Not only that, this can of course inspire more business people in Indonesia to continue to progress and be on par with world-class brands.

2. Marketing mix (Price)

To create interest, 3 local brands provide attractive prices for potential customers, create attractive promotions and create events on e-commerce such as twin dates (7.7), with this event of course customers get relatively cheap prices because they get discounts from the event.

3. Barbie's Viral Timing Strategy

This collaboration product was launched before the Barbie film was released because the Mattel company wanted to promote the film and also increase public awareness of the film. This can also be used by local brands to build awareness and enthusiasm among Barbie fans, thereby increasing product sales and also increasing the visibility of local brands (ESQA, SOVLO, Day and Night)..
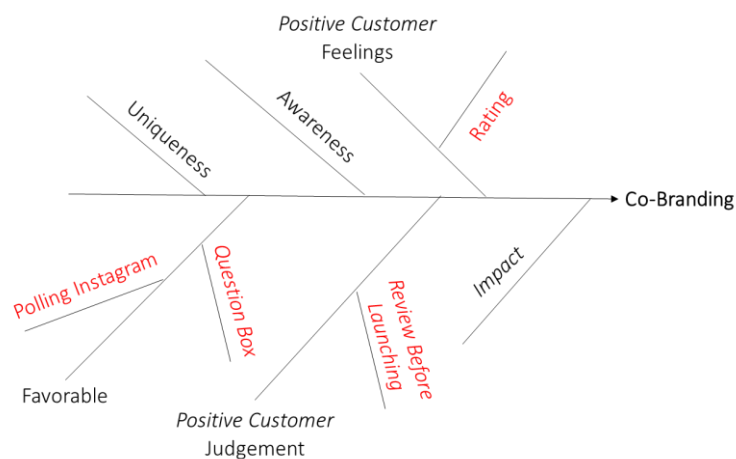
Source: researcher's findings, 2024

The Barbie Movie Collaboration

In this research and monitoring, it was found that the strategies carried out by 3 local brands (SOVLO, ESQA, Day and Night) to support popularity and expand market share are:

1. Favorable

To find out the level of public support for this collaboration brand, 3 local brands (ESQA, SOVLO, Day and Night) created an Instagram poll, question box and also looked at DMs on social media.

2. Positive Customer Feelings

Public enthusiasm for this collaboration brand is very high, positive responses filled the comments columns on various social media even before this product was launched, even influencers also reviewed the products from this collaboration brand that this collaboration brand was indeed very good.

3. Positive Customer Judgment

The positive response from customers after purchasing this collaboration product can be seen from e-commers of 3 local Indonesian brands (ESQA, SOVLO, Day and Night). On the e-commerce platform, many people gave good reviews such as "the color is cute, the packaging is cute", and many also gave a five star rating as a symbol of satisfaction with this collaboration product.

V. CONCLUSION

Based on the results of research and observations that have been carried out, it was found that: In increasing public awareness of the Barbie film, the Mattel company is opening up opportunities for local brands to collaborate with Barbie. This opportunity was of course taken by several local brands such as ESQA Cosmetics, SOVLO, and day and night to be able to increase popularity and also sales insight. The cooperation pattern used is through the Mattel campaign and is also supported by Tokopedia, so that it can inspire more local brands to continue to progress to become world class brands.In arranging the launch time, this local brand (ESQA, SOVLO, Day and Night) launched the product before the Barbie film was released, because the local brand wanted to build cellphone and enthusiasm among Barbie fans. To attract more customers, these 3 local brands (ESQA, SOVLO, day and night) provide promotions and also discounts at certain die-commers events such as (7.7).

Co-branding between local brands and Barbie is a marketing strategy that involves collaboration between local brands and Barbie, an iconic global brand. These 3 local brands use Instagram polls, question boxes on social media platforms to see how much support the community has regarding this collaboration product, the positive response from the community can also be seen from the comments on social media platforms, the community is very enthusiastic about this collaboration product, they can't even wait. Waiting for this collaboration product to launch. And to see customer satisfaction for this collaboration product, you can see the reviews/ratings on e-commerce (Shopee & Tokopedia), there are many positive reviews given and a 5 star rating which indicates that this product is really liked by customers.

SUGGESTION

After conducting observations and research on collaboration products between local brands (ESQA, SOVLO, Day and Night), the researchers provide the following suggestions:

1. Monitor Market Response by continuing to monitor market response to this collaboration product and use feedback for future improvements.
2. Conduct sales analysis: Evaluate sales data to measure the success of this collaboration and determine next steps.

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ATTACHMENT

Question Guidance

Topic	Question
Marketing strategy	1. Cooperation Patterns
	2. Marketing Mix
	3. Timing Strategy
	4. Cooperation Patterns
Co-Branding	5. Uniqueness
	6. Brand Awareness
	7. Favorite
	8. Positive Customer Feelings
	9. Positive Customer Judgment
	10. Impact