



Marketing Communication Strategy of Wardah Products for Multigenerational Consumers in Medan City

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Abstrak

Tujuan penelitian ini adalah untuk menganalisis strategi komunikasi pemasaran produk Wardah pada konsumen multigenerasi di kota medan. Persaingan industri kosmetik yang semakin kompetitif menuntut perusahaan untuk mampu menyesuaikan strategi komunikasi pemasaran dengan karakteristik konsumen multigenerasi, mulai dari Generasi X, Milenial, hingga Generasi Z. Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan teknik pengumpulan data melalui wawancara mendalam, observasi, dan dokumentasi. Informan penelitian dipilih secara purposive berdasarkan pengalaman menggunakan produk Wardah dan keterlibatan dalam menerima pesan komunikasi pemasaran produk tersebut. Data dianalisis melalui tahapan reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa Wardah menerapkan strategi komunikasi pemasaran terintegrasi melalui kombinasi media digital dan media konvensional. Media sosial seperti Instagram, Tiktok, Facebook, dan YouTube menjadi sarana utama dalam menjangkau Generasi Z dan Milenial melalui konten interaktif, edukatif, dan kreatif, sedangkan iklan televisi, promosi di took, dan komunikasi interpersonal masih efektif bagi Generasi X. Penelitian ini juga menemukan bahwa citra halal, keamanan produk, dan nilai religius menjadi faktor utama yang mampu membangun loyalitas konsumen multigenerasi. Selain itu, penggunaan influencer dan *Brand Ambassador* terbukti efektif dalam meningkatkan *Brand Awareness* dan memperkuat citra merek Wardah di tengah persaingan industri kosmetik.

Kata kunci: Komunikasi Pemasaran, Wardah, Konsumen Multigenerasi, Media Sosial, Brand Awareness.

Abstract

The purpose of this study is to analyze the marketing communication strategy of Wardah products to multigenerational consumers in Medan. The increasingly competitive cosmetics industry demands companies to be able to adjust their marketing communication strategies to the characteristics of multigenerational consumers, starting from Generation X, Millennials, to Generation Z. This study uses a qualitative descriptive approach with data collection techniques through in-depth interviews, observation, and documentation. Research informants were selected purposively based on their experience using Wardah products and their involvement in receiving the product's marketing communication messages. Data are described through the stages of data reduction, data presentation, and conclusion drawing. The results of the study indicate that Wardah implements an integrated marketing communication strategy through a combination of digital and conventional media. Social media such as Instagram, Tiktok, Facebook, and YouTube are the main means of reaching Generation Z and Millennials through interactive, educational, and creative content, while television advertisements, on-the-go promotions, and interpersonal communication are still effective for Generation X. This study also found that halal image, product safety, and religious values are the main generations that are able to build multi-consumer loyalty. Furthermore, the use of influencers and brand ambassadors has proven effective in increasing brand awareness and strengthening Wardah's brand image amidst the competitive cosmetics industry.

Key words: Marketing Communication, Wardah, Multigenerational Consumers, Social Media, Brand Awareness.



INTRODUCTION

The beauty and personal care industry in Indonesia continues to grow rapidly. Stable economic growth, rising average incomes, and public awareness of appearance and skin health make the cosmetics industry a highly attractive and competitive market. In this highly competitive environment, companies need not only to produce quality products but also to build long-term relationships with customers. Good communication design enables companies to convey information consistently, clearly, and accurately to consumers through various promotional media. Among the many competing cosmetic options, Wardah stands out as a local brand that has successfully established a position in the Indonesian market. The company was founded in 1995 by Nurhayati Subakat and is known as a pioneer of halal cosmetics in the country. By focusing on products that comply with Islamic principles, Wardah has been able to gain consumer trust, especially Muslim women who demand safe, halal, and high-quality products. This focus on halal certification makes Wardah a distinct brand and has a strong appeal in attracting consumers.

Furthermore, Wardah has upheld sustainability and women's empowerment since its inception. Various initiatives such as the Inspiring Movement campaign and the launch of eco-friendly products demonstrate Wardah's ability to align with consumer values and expectations. Delivering messages through social media platforms like Instagram, YouTube, and TikTok in an interactive, educational, and emotional way helps Wardah build brand awareness and strengthen relationships with users. This approach allows the brand to reach consumers across various age groups and backgrounds in a more personal way. The Wardah Signature Beauty concept demonstrates the company's long-term commitment to supporting Indonesian women's natural beauty, in accordance with their true nature. Each Wardah product is developed using modern technology and supervised by experts and dermatologists. With the slogans "Inspiring Beauty" and "Halal from the Beginning," Wardah strives to provide inspiration that goes beyond physical appearance, bringing peace to the user's mind and body. Therefore, monitoring the delivery of product information and how to use it is a crucial part of the company's marketing communications strategy.

Currently, Wardah's cosmetic products are gaining popularity due to increasing sales and the variety of products offered, including body series, skincare, and makeup suitable for all ages. These products help strengthen Wardah's image among Indonesians, especially young women who prioritize affordability and skin type. Furthermore, Wardah actively engages with the community through collaborations with high school and vocational school students, universities, and various communities. Various activities such as public speaking training, career tips, self-branding, skincare education, and beauty tutorials conducted offline or online are part of Wardah's steps in expanding its communication and introducing halal cosmetic products to the wider community. The formulation of this research is How is the Marketing Communication Strategy of Wardah Products for Multigenerational Consumers in Medan City. The purpose of this research is to determine how the marketing communication strategy of Wardah products for multigenerational consumers in Medan City maintains message relevance, brand value consistency, and the adaptability of marketing communication strategies to reach and influence consumers from various generations. As a long-established local cosmetic brand, Wardah uses various marketing communication strategies, such as conventional advertising, endorsements, and digital activities on social media. Wardah's ability to adapt communication messages to cultural and social values in Indonesia is the main focus of this research. The concept of the existence of marketing communication emphasizes that the meaning of a brand message is not only determined by the content of the message itself, but also by the socio-cultural context, the personal experiences of consumers, and the interaction between the brand and consumers from various generations.



METHODS

In this research, the author chose to use a qualitative descriptive approach. In short, as explained by Mukhtar (2013), this method helps to explore new knowledge or theories relevant to current conditions. The data I collected were not statistical figures, but rather verbal explanations or narratives. According to Lenger (2019), this method is very effective because human behavior tends to be complex and unpredictable, so it cannot be measured solely with numbers.

The subjects in this study were Wardah product consumers in Medan City, who came from various generational groups (multigenerational), namely Generation Z, Millennials, and Generation X. The consumers who became the research subjects were individuals who had used or had used Wardah products and had experience receiving and evaluating Wardah's marketing communications, whether through digital media, social media, conventional advertising, sales promotions, or direct communication at the point of sale.

Data collection in this study was conducted through several methods, namely observation, interviews, and documentation. Observations were conducted to directly observe events or activities related to the research object. Interviews are used to obtain more in-depth information from informants regarding the phenomenon being studied, while documentation is used as supporting data in the form of photos, videos, and relevant written documents.

According to Sugiyono (2019), in qualitative research, data validity testing is a method used to ensure that data obtained in the field is valid or accurate. Research data is considered valid if the information aligns with the situation in the field. In qualitative research, researchers conduct several types of data validation tests, including: Source triangulation aims to test the validity of data by corroborating information obtained from various sources. After analyzing the data, researchers will draw conclusions that can be verified or agreed upon by all three data sources (Sugiyono, 2019). Technical triangulation is used to confirm the validity of data by comparing the same source using different methods. This method is similar to checking interview results, which are then strengthened through observation, documentation studies, or responses to questionnaires used in the research (Sugiyono, 2019).

RESULT AND DISCUSSION

Halal Identity as a Key Factor in Consumer Trust

This study used a descriptive qualitative method to examine the marketing communication strategies of Wardah products among multigenerational consumers in Medan. Data were obtained through observation, interviews, and documentation, which were then analyzed narratively using source and technical triangulation techniques to ensure the validity of the findings. The results indicate that Wardah has successfully maintained its presence and market relevance in the Indonesian halal cosmetics market through an adaptive and integrated marketing communication strategy. Interviews and observations with Generation X (April 29, 2026) revealed that they learned about Wardah products through television broadcasts and digital promotions on various social media platforms. In this regard, halal identity is a dominant factor in building consumer trust in Wardah products across all generational groups. However, each generation interprets the concept of halal differently based on their experiences and consumption patterns. For Generation X, the halal label is interpreted as a form of safety and comfort in using cosmetic products. Consumers of this generation tend to associate halal with the long-term quality of the products they use.

The halal label, brand, and price have a significant influence on consumer decisions. In this context, the uneven distribution of the halal certification process and the need for inclusive regulations are widely felt by the public. Therefore, the existence of a credible, transparent, and accessible halal certification system is urgently needed to support the growth of Muslim consumer confidence in the modern era. In general, research findings indicate that halal labeling, price, and product quality significantly influence consumer purchasing decisions. Public perceptions of halal certification vary; some consider it a guarantee of a product's halal status, while others consider a product halal even without certification, as long as the raw materials and production process



comply with Islamic law.

Informants from Generation Z and Millennials (May 4, 2026) also stated that they learned about Wardah products through social media, particularly Instagram and TikTok. Their initial interest in Wardah products stemmed from curiosity, which prompted them to try them. They explained that they frequently use Instagram to obtain information about Wardah products and promotions and frequently monitor their official Instagram account, @wardahbeauty. This shows that social media plays a significant role in influencing consumer decisions, particularly among younger generations such as Generation Z. Millennials and Generation Z view halal products not only as a religious aspect but also as part of their modern lifestyle identity. Younger generations view halal products as symbols of cleanliness, trustworthiness, and relevance to current beauty trends. These findings demonstrate that Wardah's communication strategy has successfully built a universal halal image that is acceptable across generations.

This research finding was also echoed by one of Wardah's Brand Ambassadors (May 1, 2026). In interviews and observations, the informant stated that Wardah's main potential lies in its segmentation as a halal cosmetics brand, which is highly attractive to Muslim women in Indonesia. Wardah's halal identity is considered to meet the interests of consumers who are increasingly sensitive to product safety and compliance with religious values. However, Wardah also faces challenges from intense competition in the cosmetics industry, particularly with the emergence of brands offering halal products.

To address this competition, Wardah implements a marketing strategy that capitalizes on growing public awareness of the importance of halal products while continuously improving product quality. In addition, Wardah is also trying to expand its market reach, especially to young people, by utilizing social media and Brand Ambassadors. This emphasizes that Wardah's product sales have reached high figures thanks to its extensive distribution network across various regions in Indonesia. Social media is believed to provide significant benefits for Wardah, especially as a means of product promotion and increasing brand awareness. However, the main challenges faced are the intense competition between brands on social media platforms and the difficulty in maintaining consumer attention amidst the rapid flow of information. Informants also mentioned that the Brand Ambassador program has a crucial role in increasing brand recognition through the distribution of attractive promotional content that is appropriate for target consumers.

Wardah's marketing communication strategy through social media utilizes various platforms such as Instagram and TikTok. On these platforms, Wardah provides information about products, promotions, and company activities or events. Furthermore, Wardah strives to maintain its brand by presenting creative content that attracts consumers, particularly young people. Wardah's promotional efforts include utilizing its Brand Ambassador program through social media and organizing various promotional activities. In its implementation, Wardah provides free product samples to Brand Ambassadors and encourages them to promote the product through short video content on social media. This promotional strategy is considered effective in increasing brand recognition while expanding the product's reach to consumers.

The results of this study are also consistent with the research conducted by Lestari Bunga Pratiwi, Wiratri Anindhita, and Dini Safitri Analisa (2024) on "Wardah Beauty's Brand Equity Communication Strategy Through the 'Colorfit Ultralight Matte Lipstick' Korean Edition Campaign Video on Instagram." The results demonstrate that previous research indicates that halal labeling, product quality, price, and communication strategy significantly influence consumer purchasing choices. Previous studies have also indicated that the strength of a halal identity combined with modern communication techniques, such as digital campaigns and emotional engagement, can improve brand image and value. Therefore, Wardah's success lies in its ability to create a halal identity with universal characteristics that is acceptable to various generations, despite challenges from competition in the cosmetics industry and changes in digital consumer behavior that must remain in mind.

Furthermore, this research aligns with the research conducted by Melia Febrianti and Wahyudi (2024) on "Digital Marketing Strategy of the Wardah Beauty Brand in Increasing Sales



Through Instagram in Polewali District." This study demonstrates that digital marketing methods through Instagram successfully increased sales of Wardah products by implementing promotional strategies such as advertising, sales promotions, direct marketing, public relations, and utilizing social media features to engage with customers. Similar results indicate that Wardah's communication success is based not only on its halal identity as a brand strength, but also on the company's ability to incorporate digital approaches that match the characteristics of its target market. Thus, it is understandable that Wardah's success in maintaining its position in the cosmetics sector is supported by a combination of a strong halal identity, product quality, and a digital marketing communication strategy that is flexible to media developments and changing consumer behavior across generations. However, the intense competition in the cosmetics industry and the challenge of maintaining customer interest in the digital age remain factors that require continuous attention and improvement.

Previous research, "Wardah Beauty's Brand Equity Communication Strategy Through the 'Colorfit Ultralight Matte Lipstick' Korean Edition Campaign Video on Instagram," focused on Wardah's communication strategy in building brand equity through a digital campaign on Instagram. A research gap exists because previous studies did not fully examine how consumers across generations receive and understand Wardah's marketing communication strategy. Previous research tended to focus on a single type of communication medium and strengthening brand equity, while the differences in consumer characteristics based on Generation X, Millennials, and Generation Z were not the primary focus of analysis. Each generation has distinct characteristics, media consumption patterns, levels of digital literacy, and perspectives on halal identity and the company's promotional strategies.

Based on this gap, the novelty of the study "Wardah Product Marketing Communication Strategy for Multigenerational Consumers in Medan" lies in its method, which integrates a multigenerational perspective to analyze Wardah's marketing communication strategies. This research focuses not only on the company's approach or media campaigns, but also examines how these strategies are received, understood, and interpreted by Generation X, Millennial, and Generation Z consumers. Furthermore, this study presents the perspective of halal identity as a factor in shaping cross-generational trust and links it to shifts in media consumption patterns from conventional to digital media.

Previous research conducted by Melia Febrianti and Wahyudi (2024), entitled "Digital Marketing Strategy of the Wardah Beauty Brand in Increasing Sales Through Instagram in Polewali District," focused on the implementation of Wardah's digital marketing strategy through the use of the Instagram platform to increase product sales. This study provides insight into Wardah's digital strategy through Instagram, but there are still research gaps that need further exploration. Previous research focused on digital marketing strategy and sales growth perspectives, thus failing to examine marketing communication strategies for multigenerational consumers in depth. Each generation has unique media consumption styles, communication preferences, digital behaviors, and ways of building trust in products. Generation X tends to be more influenced by conventional media and pays attention to product safety and quality, while Millennials and Generation Z are more familiar with social media and tend to associate product identity with lifestyle and digital trends.

Based on this gap, the novelty of the study "Wardah Product Marketing Communication Strategy for Multigenerational Consumers in Medan" lies in its approach, which examines Wardah's marketing communication strategy from the perspective of consumers across generations. This study not only prioritizes the use of digital platforms or increasing sales figures but also investigates how Generation X, Millennials, and Generation Z receive, interpret, and understand Wardah's communication strategy. Furthermore, this study presents halal identity as a crucial factor in building trust among consumers across generations and links it to the shift in communication methods from traditional to digital media. Thus, this study offers a new contribution in the form of a more comprehensive understanding of the effectiveness of Wardah's marketing communication strategy based on generational characteristics and the local context of Medan. This



novelty expands previous studies, which focused primarily on digital marketing and sales, to include a study that highlights the dynamics of multigenerational consumer behavior in responding to marketing communication strategies.

Based on the findings, it can be interpreted that Wardah's marketing communications have successfully maintained its presence across various generational segments through an adaptive strategy. Wardah does not rely solely on a single communication channel, but rather combines social media marketing, influencer marketing, culturally themed campaigns, and offline promotions. This approach aligns with the needs of the increasingly digital Indonesian cosmetics market while still respecting the socio-cultural context. Wardah's marketing strategy also demonstrates that high brand awareness not only expands market reach but also strengthens corporate image, which is crucial for building long-term consumer loyalty, especially in a multigenerational environment.

The findings of this study indicate that Wardah's marketing communication strategy has been effective in maintaining consumer trust and brand relevance across different generations in Medan. The study shows that Wardah successfully combines halal identity, product quality, and adaptive digital communication strategies to build a strong emotional and symbolic connection with consumers. For Generation X, halal labeling is primarily interpreted as a guarantee of safety, comfort, and product quality, while Millennials and Generation Z tend to interpret halal products as part of a modern lifestyle identity associated with cleanliness, credibility, and contemporary beauty trends. These differences demonstrate that consumer interpretations of halal branding are shaped by generational experiences, media exposure, and consumption behavior. Wardah's ability to present halal identity as both a religious value and a modern lifestyle symbol reflects the company's success in constructing a universal brand image that remains relevant across generations.

In addition, the study highlights that social media platforms such as Instagram and TikTok play a central role in shaping consumer awareness, engagement, and purchasing decisions, particularly among younger consumers. Wardah's use of Brand Ambassadors, influencer marketing, creative digital campaigns, and interactive promotional content demonstrates an integrated marketing communication approach that aligns with current digital consumer behavior. However, the findings also reveal that the increasingly competitive cosmetics industry and the rapid flow of digital information create challenges in maintaining audience attention and long-term brand loyalty. Therefore, Wardah's success cannot be separated from its ability to continuously adapt its communication strategies to evolving media trends and multigenerational consumer characteristics. This study contributes to the development of marketing communication studies by emphasizing that the effectiveness of brand communication in the digital era is not only determined by promotional intensity, but also by the company's ability to understand generational differences in interpreting brand identity, media messages, and halal values within local socio-cultural contexts.

CONCLUSION

Halal identity is a dominant factor in building consumer trust in Wardah products across various generational groups. However, each generation has a different interpretation of the halal concept. Generation X generally views the halal label as a sign of product safety, comfort, and quality for long-term use. Meanwhile, Millennials and Generation Z view halal not only as a religious aspect, but also as a reflection of a modern lifestyle that demonstrates cleanliness, trustworthiness, and compatibility with current beauty trends. The results of this study indicate that views on halal identity are influenced by experiences, characteristics of each generation, and varying media consumption patterns.



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