

Brand Equity Comparison: Make Over and Maybelline on TikTok App

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Submitted: 30th January 2025

Revised : 25th February 2025

Accepted: 20th March 2025

ABSTRACT

This study aims to analyze and compare the brand equity of Make Over and Maybelline on the TikTok platform. Using a descriptive qualitative approach with a case study method, this research examines four key brand equity dimensions: brand awareness, perceived quality, brand association, and brand loyalty. Data collection was conducted through online observation and online documentation, and analysis followed Miles and Huberman's framework, which includes data reduction, data presentation, and conclusion drawing. In addition, Brand24's media monitoring analysis tool was used to identify consumer interaction patterns, frequency of brand mentions, and brand popularity. The findings show that Maybelline outperforms Make Over in terms of brand awareness, perceived quality, and brand loyalty. Both brands exhibit strong brand association strategies in marketing their products, with Make Over accentuating local identity and Maybelline reinforcing global image, resulting in comparable performance in these dimensions. However, Make Over showed a slight edge in brand loyalty regarding video sharing, as users showed higher engagement with its content on TikTok. As such, these insights offer valuable implications for digital marketing strategies in Indonesia, particularly in improving brand equity.

Keywords: Brand Equity, Social Media Marketing, TikTok, Consumer Engagement, Digital Marketing Strategies

INTRODUCTION

The era of globalization has rapidly changed the business sector, creating opportunities and challenges for companies around the world. Advances in information and communication technology have significantly changed the way businesses manage operations, innovate, and

compete (Ayu et al., 2022). One of the obvious impacts of globalization is a business paradigm shift that encourages companies to become more competitive. This transformation affects the way businesses view markets, competitors and opportunities. As a result, companies must adapt to environmental changes and implement more flexible and responsive business strategies in line with market dynamics.

Advances in information and communication technology play an important role in business operations. The internet, social media, and other digital technologies have expanded access to the domestic market, allowing companies to connect with consumers, business partners, and global markets(W, I. A. K., Dwi, F., Afifah, N., Ruba, M. G., & Kediri, 2023). In addition, technology drives business innovation by facilitating the adoption of new tools and the development of more efficient products and production processes. Digital marketing is a business marketing strategy designed to promote brands and products over the internet using various digital media. It has become an essential component of modern marketing strategies. With the variety of methods and platforms, businesses must evaluate and compare their effectiveness in achieving marketing goals. Digital marketing combines traditional marketing principles with technological advancements, allowing businesses to reach new customers and increase brand awareness. Commonly used digital marketing channels include websites, emails, social media, and search engines. Companies can gain a competitive advantage by utilizing emerging technologies, media, and platforms such as mobile devices, tablets, live streaming on social media, and e-commerce platforms (Siti Mulasih & Aep Saefullah, 2024).

Although the globalization era brings many great opportunities for business growth, it can also pose many challenges that must be faced by the Company. Which, increasingly fierce competition, encourages companies to continue to create strategies that are able to build a brand image in the eyes of the public. Based on data from the Ministry of Industry, it is revealed that this sector grew significantly in 2020, with performance increasing by around 9.39%. Furthermore, this sector also contributed around 1.92% to the Gross Domestic Product (GDP) (Permata Sari, 2022). The rapid growth in this industry is driven by increased consumer awareness of self-care and appearance, as well as the growing product innovation among local and global cosmetic

companies. One of the leading brands such as Make Over as a representation of local cosmetic products and Maybelline as one of the world's recognized global cosmetic brands, has become an icon in the cosmetics industry by presenting a variety of innovative and high-quality products. Both brands compete on various platforms, including TikTok social media, which will strengthen the digital influence in building the brand equity of both brands.

Previous studies have tried to prove the importance of brand equity in determining the competitiveness of a company. (Jung & Sung, 2008) suggest that if a brand has strong brand equity, then the purchase interest in the product will be higher (Damayanti & Retnowati, 2019). Brand Equity allows companies to be more effective in marketing and understanding consumer desires. (Philip Kotler dan Kevin Lane Keller, 2009) emphasize that this concept will add value to a product or service and reflect the way consumers think, feel, and act towards brands, prices, target markets and the benefits that brands provide to companies (Radansyah et al., 2021). Local cosmetic products such as Make Over offer several advantages such as wider availability, offering more affordable prices, creating products that are easily found in various marketplaces and e-commerce in Indonesia and having a better understanding of the needs and preferences of local consumers. Meanwhile, Maybelline as a global cosmetic brand also offers various advantages in terms of product innovation, quality, and strong brand image. One of the main advantages in these cosmetic products is the established brand reputation that has been recognized globally.

Previous research has tried to show the impact of brand equity on purchasing decisions, both influenced by internal and external factors, or through several stages such as problem recognition, information search, alternative evaluation, purchase decisions, and post-purchase behavior. These studies indicate that brand equity has a positive effect on consumer purchasing decisions (Sukmarani, 2022). Although many studies have explored brand equity, research specifically comparing local and global cosmetic brands on TikTok in Indonesia is limited. Most studies focus on individual brand aspects rather than comprehensively analyzing consumer interactions with brands on digital platforms. Given the rapid advancement of information and communication technology, it is imperative to understand how consumers engage with brands on

social media and e-commerce, as this can affect brand awareness, perceived quality, brand association and brand loyalty.

Thus, a more in-depth empirical study is needed to understand the brand equity of Make Over and Maybelline brands in Indonesia. The focus of this research is to understand how the brand equity of the two brands compares in the Tiktok application, which plays a role in shaping consumer preferences. This research will provide deep insight into how local and global brands compete in building brand equity in an increasingly digital market.

RESEARCH METHODS

This research uses a qualitative approach with a case study method to analyze the brand equity comparison between Make Over and Maybelline on the TikTok application. The qualitative approach was chosen because this research aims to deeply understand how consumers interact with both brands through the TikTok social media platform as well as the factors that influence the brand equity of both brands. The case study method was used to explore the patterns of users' digital engagement in building Make Over and Maybelline brand equity, so as to provide a deeper understanding of the digital strategies undertaken by both brands in an effort to increase their competitiveness in the Indonesian cosmetics industry.

This research uses two main types of data, namely primary data and secondary data, which are obtained through various data collection techniques to ensure the completeness and validity of the information analyzed. The data collection techniques in this research were conducted using three main methods:

1. Online Observation

- a) Monitoring user interactions on content uploaded by the official accounts of the two brands, namely, @makeoverid and @maybelline_indonesia.
- b) Collecting data on the level of consumer engagement based on the number of followers, likes, shares, comments, and user generated content related to the two brands.

- c) Examine trends in hashtag usage and popularity of content related to both brands.
- 2. Online Documentation
 - a) Collect and record qualitative data related to the number of followers, user interactions, and sentiments in comments.
 - b) Screen capture or log relevant TikTok uploads to support the analysis.
- 3. Media Monitoring Analysis with Brand24
 - a) Used Brand24 to analyze user sentiment towards Make Over and Maybelline based on online comments and reviews.
 - b) Identified the amount of user-generated content.
- 4. Literature Study
 - a) Literature study from scientific journals, cosmetic industry articles, academic reference books, and publications related to digital marketing trends and consumer behavior.

The data collected will be analyzed using Miles & Huberman's qualitative analysis model, which includes:

1. Data reduction

Selection and filtering of data relevant to aspects of brand equity (brand awareness, perceived quality, brand association, and brand loyalty) and elimination of irrelevant data or duplication of information to make the analysis more focused and accurate.

2. Data Presentation

Data is presented in the form of tables, graphs, and descriptive narratives to clarify the comparison between Make Over and Maybelline, where interpretation is done by looking at the pattern of digital user interaction and the effectiveness of each brand's digital marketing strategy.

3. Inference

Identifying key trends in user interactions with both brands and drawing conclusions about the strengths and weaknesses of each brand in building brand equity through TikTok.

This research uses the brand equity framework developed by Aaker in the book *Managing Brand Equity* (Ekuitas et al., 2009) which includes four main elements:

1. Brand Awareness
 - a) The number of followers, likes, and shares of the TikTok accounts of both brands.
 - b) Frequency of hashtag usage associated with each brand.
 - c) The number of content uploads made by user-generated content.
2. Perceived Quality
 - a) The level of consumer satisfaction with Make Over and Maybelline products based on TikTok comments and reviews.
 - b) Evaluation of product quality based on consumer opinions that often appear on social media.
3. Brand Association
 - a) Marketing and branding strategies used by both brands
 - b) Collaboration with celebrities or influencers and its impact on brand perception.
4. Brand Loyalty
 - a) Number of video shares related to both brands.
 - b) The level of engagement in the form of positive reviews.

RESULT AND DISCUSSION

Results

1. Brand Awareness

Brand Awareness refers to how well known a brand is by consumers and the extent to which it appears in consumers' memories, searches and interactions. Here is a comparison of the brand awareness of the two brands:

Brand	Followers	Likes	Hashtag (#)
Make Over	867.5k	4.1M	93.1k
Maybelline	2.1M	26.6M	127.8k

Table 1. Comparison of Brand Awareness of Make Over and Maybelline on TikTok

From the data conducted within 30 days from November 2, 2024 to December 2, 2024 above, Maybelline has a higher level of brand awareness than Make Over. This can be seen from the number of followers, likes, and the use of more hashtags. In addition, the amount of user-generated content is also higher for Maybelline than Make Over.

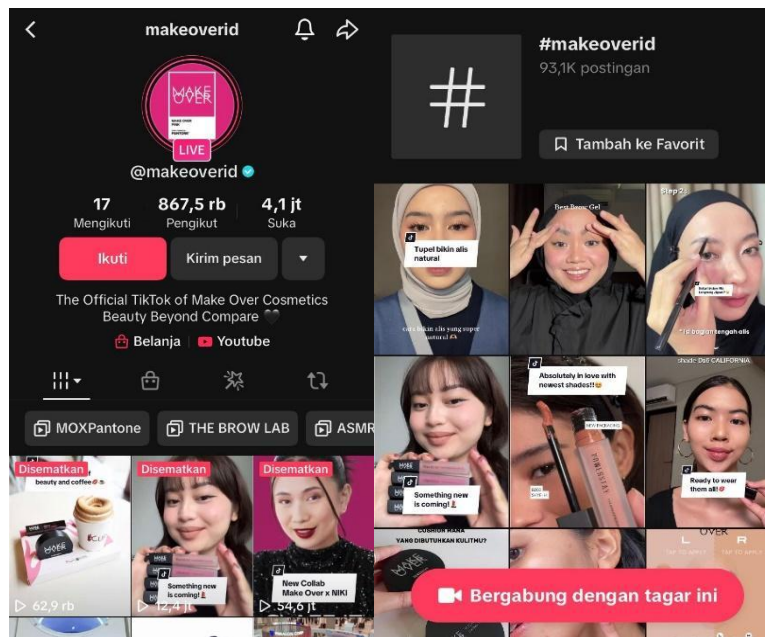


Figure 1. Online Documentation on TikTok Account @makeoverid

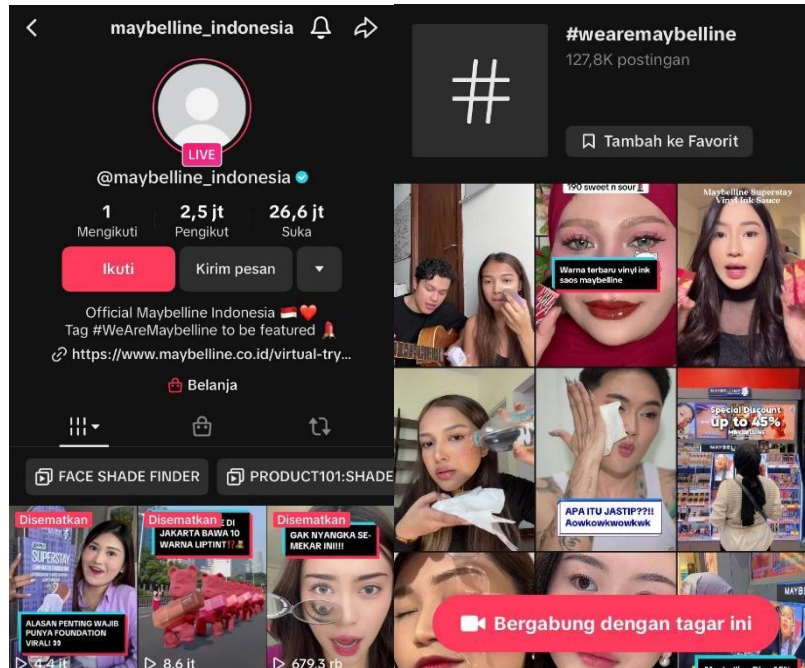


Figure 2. Online Documentation on TikTok Account @maybelline_indonesia

2. Perceived Quality

Perceived Quality refers to how consumers assess product quality based on experience and reviews on TikTok. The following is an analysis of consumers' perceived quality of Make Over and Maybelline:

Brand	Positive (%)	Negative (%)	Top Products
Make Over	69%	5%	Make Over Powerstay Transferproof Matte Lip Cream, Make Over Cushion, and Make Over Powerstay Matte Powder Foundation
Maybelline	78%	3%	Maybelline Superstay Teddy Tint, Maybelline Superstay Lumi Matte Foundation, and Maybelline Fireworks Waterproof Mascara

Table 2. Analysis of Consumer Perceived Quality of Make Over and Maybelline

Based on the results of sentiment analysis on TikTok, Maybelline received more positive reviews than Make Over. 78% of comments related to Maybelline were positive, while Make Over received 69% positive comments. This shows that consumers have a better perception of the quality of Maybelline products than Make Over.

	@makeoverid	@maybelline_indonesia
Total mentions ⓘ	97	119 ★
Social media mentions ⓘ	97	119 ★
Non-Social media mentions ⓘ	0	0
Positive mentions ⓘ	69% (66)	78% (92) ★
Negative mentions ⓘ	5% (4)	3% (3) ★
Social media reach ⓘ	25M ★	1.0M
Non-Social media reach ⓘ	0	0
Presence score ⓘ	15/100 ★	9/100
AVE ⓘ	\$ 2.4M ★	\$ 98k
User generated content ⓘ	97	119 ★

Figure 3. Brand24 Analysis Results on Make Over and Maybelline Comparison



Figure 4. Consumer reviews of Make Over products on TikTok



Figure 5. Consumer reviews of Maybelline products on TikTok

3. Brand Association

Brand association relates to the image associated with a brand based on its marketing strategy and collaboration. Here's a comparison of Make Over and Maybelline's brand association strategies:

Brand	Brand Association Strategy
Make Over	#GetGlazedWithNiki campaign with Niki Zefanya
Maybelline	#MaybellinexPeggyGou campaign with DJ Peggy Gou

Table 3. Comparison of Make Over and Maybelline Brand Association Strategy

Both Make Over and Maybelline use collaboration strategies with celebrities or influencers to strengthen their brand association. Make Over emphasizes local identity by collaborating with Niki Zefanya, while Maybelline strengthens its global image by collaborating with DJ Peggy Gou.

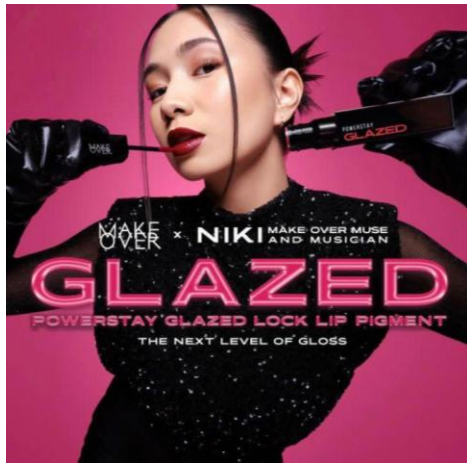


Figure 6. #GetGlazedWithNiki campaign



Figure 7. #MaybellinexPeggyGou campaign

4. Brand Loyalty

Brand loyalty measures the extent to which consumers remain loyal and engaged and interact with a brand. The following is a comparison of Consumer Brand Loyalty to Make Over and Maybelline:

Brand	Video Share	Positive Reviews (%)	User Generated Content
Make Over	4.9k	69%	97 content
Maybelline	2k	78%	119 content

Table 4. Comparison of Consumer Brand Loyalty towards Make Over and Maybelline

From the data above, although Maybelline is superior in positive reviews and user-generated content, Make Over has a higher number of video shares than Maybelline. This identifies that users are more active in spreading content related to Make Over than Maybelline.



Figure 8. Number of Video Shares on Make Over Content on TikTok



Figure 9. Number of Shares Video on Maybelline Content on TikTok

Discussion

Based on the research results that have been obtained, several key trends in user interaction with the Make Over and Maybelline brands on the TikTok platform can be identified. This analysis includes how each brand builds its equity through brand awareness, perceived quality, brand association, and brand loyalty.

1. Brand Awareness

Make Over has a lower level of brand awareness than Maybelline, as seen from the smaller number of followers, likes, and hashtag usage on TikTok. Nonetheless, Make Over has a loyal community of users and relies more on natural engagement than using paid advertising. Some of the factors that influence Make Over's brand awareness level are:

- a) Community-based marketing strategy, where Make Over relies more on user generated content rather than paid promotions.
- b) Focus on local influencers, who have a more specific and engaged audience in the Indonesian beauty industry.
- c) Less frequency of digital campaigns compared to Maybelline, making Make Over's exposure on TikTok not as strong as its competitors.

On the other hand, Maybelline has higher brand awareness, which is influenced by several key strategies:

- a) Extensive use of TikTok Ads and paid promotions to reach a larger audience.
- b) Collaborations with global influencers, such as DJ Peggy Gou which strengthened Maybelline's presence in international markets.
- c) More frequent and larger-scale campaigns, making Maybelline easier to find in TikTok searches and recommendations.

Thus, for Make Over to increase brand awareness, improvements in digital marketing strategies are needed, such as selectively optimizing paid campaigns and increasing the frequency of collaboration with influencers who have broad appeal.

2. Perceived Quality

Perceived product quality is an important factor in building customer loyalty and encouraging repeat purchases. Make Over is known as a local brand with premium quality that is often used by professional makeup artists. Products such as Make Over Powerstay Transferproof Matte Lip Cream, Make Over Cushion, and Make Over Powerstay Matte Powder Foundation get many positive reviews regarding their durability and finish. Based on the analysis of the data obtained, no significant negative comments were found on Make Over products, which indicates that consumers have a high level of satisfaction with this brand. The following advantages stand out in the perceived quality aspect:

- a) Claims of product durability that have fallen short of expectations, as mentioned in some consumer reviews.
- b) Higher product price compared to other local brands, which makes some consumers feel that Make over products are less competitive in terms of value for money.
- c) Uneven product availability throughout Indonesia.

Maybelline also shows a high level of perceived quality, with many positive reviews of their products. Some of the factors that support Maybelline's reputation in this aspect include:

- a) Consistency between product claims and user experience, especially on flagship products such as Maybelline Superstay Teddy Tint, Maybelline Superstay Lumi Matte Foundation, and Maybelline Fireworks Waterproof Mascara.
- b) More competitive pricing compared to Make Over, which makes consumers feel like they are getting better value from their purchase.
- c) Wider distribution, both in e-commerce and physical stores, making it easier for consumers to get Maybelline products.

3. Brand Association

Make Over builds a strong brand association by highlighting a premium local identity. The #GetGlazedWithNiki campaign with Niki Zefanya is one of the strategic steps that strengthens the brand image as a high-quality local product. The advantages of Make Over's brand association include:

- a) Strong local identity that makes it more relatable to Indonesian consumers.
- b) A more niche target audience with positioning as a brand suitable for professional makeup results.
- c) Collaboration with Indonesian icons can strengthen emotional attachment with local consumers.

Meanwhile, Maybelline uses a more global approach in building brand association. The collaboration with DJ Peggy Gou through the #MaybellinexPeggyGou campaign strengthens the brand image as a product that is modern and in line with international trends. Maybelline's brand association strategy includes:

- a) Collaboration with global icons that attract international audiences.
- b) Broader, global trend-oriented campaigns allowed Maybelline to adapt its image to various markets.
- c) A more consistent digital strategy keeps the brand relevant in various beauty trends.

Thus, Make Over can further expand its brand association, which requires an expansion strategy through collaborations with international influencers and increasing the reach of overseas digital campaigns.

4. Brand Loyalty

Make Over has an advantage in the aspect of brand loyalty over Maybelline, especially in the number of video shares on TikTok. The following factors make Make Over users' loyalty higher:

- a) Tighter community, where Make Over users are more active in various experiences with their products.
- b) Stronger involvement of local influencers, which makes engagement with consumers more personalized.
- c) Higher number of video shares compared to Maybelline, indicating that consumers are more encouraged to share their experiences with Make Over products.

In contrast, although Maybelline has higher brand awareness, it still has room to improve brand loyalty. Some of Maybelline's advantages in this aspect are:

- a) Greater amount of user generated content, indicating that more TikTok users are creating content about Maybelline products.
- b) Wider product diversity, which makes the brand more inclusive to different types of consumers.
- c) Although Maybelline has a larger global community, the engagement rate per user is lower than Make Over, which has a smaller community but is more active in sharing content.

To increase brand loyalty, Make Over can strengthen its community-based marketing strategy and provide more incentives for users who share their experiences with the products.

CONCLUSION

This study shows that in the digital era, the huge influence of social media platforms such as TikTok has significantly shaped the competitive landscape for brands especially in the cosmetics industry in Indonesia which is experiencing significant growth due to increasing consumer awareness of self-care and appearance, as well as growing product innovation among local and global cosmetics companies. This study analyzes and compares the brand equity of Make Over and Maybelline on the TikTok platform based on four main elements: brand awareness, perceived quality, brand association, and brand loyalty. The research observed 30 days of digital user interactions and conducted media monitoring analysis with Brand24.

The results show that Maybelline is superior in brand awareness and perceived quality, with more followers, likes, and hashtags and a higher level of customer satisfaction than Make Over. In terms of brand association, both brands have a balanced performance, where Make Over emphasizes local identity through collaboration with Niki Zefanya in the #GetGlazedWithNiki campaign, while Maybelline builds a global image through collaboration with DJ Peggy Gou in the #MaybellinexPeggyGou campaign. However, Make Over excels in brand loyalty, as seen from the higher number of video shares, indicating stronger community engagement than Maybelline. Overall, Maybelline can be said to have the upper hand in building broad brand equity, mainly due to its more dominant brand awareness and stronger global image, however, Make Over has the advantage in building a tighter community and higher user loyalty, which is an important factor in maintaining brand equity in the local market. The findings are expected to serve as a guide for developing digital marketing strategies in Indonesia, especially to strengthen brand equity, and can provide strategic insights for local and global companies.

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