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Digital Technology Utilizer Strategy to Promote Manila Sapodilla Seed Oil Extract Emulsion Product as A Hair Growth Product

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Abstract: Using digital technology is an important step in promoting Manila Sapodilla Seed Oil Extract Emulsion as a product that helps with hair growth in today's world. Social media and online platforms are now key tools for reaching more people and building connections with consumers. This study looks at existing research on how digital promotion works for beauty and hair care products. The findings indicate that utilizing social media platforms like TikTok and Instagram, combined with strategies such as electronic word of mouth (eWOM), collaborating with influencers, and enhancing website performance, can increase brand recognition and foster greater consumer interest in purchasing the product. Also, new product features, eye-catching packaging, and engaging online interactions help build a better image and trust in the product. Therefore, a promotional plan based on digital technology is effective in introducing and growing the Manila Sapodilla Seed Oil Extract Emulsion in a competitive market.

Keyword: Digital Technology, Promotional Strategy, Sapodilla Seed Oil Emulsion, Hair Growth.

INTRODUCTION

The marketing mix strategy has been able to market its products and services for companies, as evidenced by its impact on the company's sustainability in achieving organizational and consumer goals (Sunantri, 2021). A previous review by Sugiyarti (2018) stated that the marketing mix strategy improves the company's sales efficiency by utilizing promotional strategies. Promotion through digital marketing is now a crucial strategy for companies (Mandal & Joshi, 2017). This is in line with the development of information technology and changes in digital behavior in society. Developing a marketing strategy aims to maintain competitiveness and remain competitive in the digital and global markets, while also facilitating the explanation of the company's products, especially in the current digital marketing era.

In the digital era, people have increasingly easy access to information, communication, and shopping. This convenience has changed people's behavior and resulted in a shift in company marketing strategies. Digital marketing has emerged as a solution to this shift in

strategy in marketing and promoting products. (Yasmin et al., 2015) explain that digital marketing is considered more effective and efficient than traditional marketing. Through digital marketing, companies can quickly plan campaigns, interact directly with audiences, and do so at a lower cost and time, while also gaining 24/7 exposure and feedback at any time. In this context, companies can leverage digital marketing as a promotional medium to maximize their potential advantages.

The role of digital marketing strategy can be crucial in keeping up with developments in digital technology and developing plans to attract and direct consumers through a combination of electronic and traditional communication (Febriyantoro & Arisandi, 2018). Digital marketing strategies have the potential to drive sustainable economic growth by making it easier for potential consumers to obtain product information and conduct transactions online. Commonly used digital platforms for product marketing today include Facebook, Instagram, TikTok, and the e-commerce platform Shopee.

According to the Ministry of Industry (2019), competition within the cosmetics industry is increasingly fierce, as evidenced by the wide variety of cosmetics available, both domestically and internationally. The development of the cosmetics industry in Indonesia can be categorized as increasing year after year. This phenomenon is fueled by the growing public awareness of the importance of cosmetics to enhance their appearance and enhance their appearance, thus increasing the market potential of the national cosmetics industry and rapidly expanding. According to data from the Indonesian Ministry of Industry, the cosmetics industry in Indonesia is growing rapidly, as evidenced by the 14.75% increase in cosmetics sales in 2013. This growth is projected to continue in line with population growth and consumer purchasing power.

According to research conducted by the Bizteka survey institute (2015), cosmetics industry players distributing their products in Indonesia are not only national and international companies but also small and medium-sized businesses. Furthermore, the cosmetics industry, largely comprised of micro, small, and medium-sized enterprises, has become a key national industry driving the national economy. Cosmetics that prevent hair loss or promote hair growth are an alternative way to maintain healthy and thick hair. Hair loss treatments have been around since ancient times and utilize natural ingredients such as candlenuts and aloe vera. Currently, many cosmetic industries are releasing various types of hair loss treatment products (Rosshelia et al., 2025).

Hair loss is caused by two factors: internal and external. Internal factors include genetic disorders, hormonal conditions, systemic diseases, and nutritional status. External factors include environmental stimuli and the use of hair cosmetics that are not suitable for the hair's condition (Shoviantari et al., 2019). Scalp and hair health is defined as a condition in which the scalp and hair are free from disruptive conditions such as dandruff, hair loss, dryness, oiliness, dullness, and difficulty in combing (Agustina, 2022).

Sapodilla seed oil is used to manage curly hair because it softens hair and is also used to treat hair loss (Milind & Preeti, 2015). Sapodilla seeds are known to have numerous uses in various ways. The seed oil contains many fatty acids, including oleic, stearic, palmitic, and linoleic acids (Kaur et al., 2020). Sapodilla seed oil extract emulsion has been shown to promote hair growth in rabbits, particularly in the formulation of a 5% (w/w) sapodilla seed oil extract emulsion. Evaluation of the sapodilla seed oil extract emulsion demonstrated good results as an emulsion. Stability testing showed the sapodilla seed oil extract emulsion to be stable at 40°C, room temperature, and 4°C (Fatta et al., 2023). This o/w hair emulsion is characterized by its non-sticky liquid consistency and does not leave a crust, thus preventing dandruff when applied. The emulsifier used in this study was a combination of Tween 80, which is more hydrophilic, and Span 80, which is more lipophilic. Both emulsifiers are frequently used in emulsion formulations (Rahmayanti et al., 2023).

However, there has been limited research on the use of digital technology to promote natural cosmetic products, particularly sapodilla seed oil extract emulsion as a hair growth enhancer. Therefore, this study was conducted to explore how digital promotional strategies can be used to introduce these products to the public. Based on this, the aim of this study was to expand the use of digital technology-based promotional strategies for hair care products, specifically sapodilla seed oil extract emulsion as a hair growth enhancer, by reviewing existing literature.

METHOD

This study employed a qualitative method based on a literature review. This method was chosen because the study did not directly collect primary data, but rather examined and reviewed various literature sources related to strategies for utilizing digital technology to promote natural cosmetic products, particularly in the hair care sector. Data came from various scientific materials such as national and international journals, books, research reports, and articles published between 2021 and 2025. The reason for selecting this timeframe was to ensure the research remains up-to-date and aligned with current digital marketing trends. The research began by searching for relevant keywords such as digital marketing, strategy, natural cosmetic marketing, social media for product promotion, sapodilla seed oil emulsion, and natural hair care. Data were analyzed using a descriptive-qualitative method, which involves processes such as identifying, categorizing, and combining information. The data compilation process included collecting and selecting relevant literature, and the final results were organized based on key topics such as benefits, challenges, supporting factors, and implementation strategies. The analysis results were then combined by connecting findings from various sources to form a more comprehensive understanding.

RESULTS AND DISCUSSION

A search of articles through various scientific databases, as described in the research methods section, yielded seven articles discussing strategies for utilizing digital technology in promoting natural cosmetic products. These articles served as the basis for analysis in this literature review.

Table 1. Literature Review

No	Article Title	Name & Year	Result
1	Pemanfaatan Media Sosial TikTok sebagai Sarana Edukasi dan Pemasaran Produk UMKM Haircare Kemaiu	(Hisyam et al., 2025)	Using TikTok to promote Kemaiu Haircare's MSME products for educational and marketing purposes has helped increase consumer awareness and interest. By sharing creative and informative videos, the product has become increasingly well-known, especially among young people. Teaching customers about the benefits and proper use of the product has also built greater trust. Features like hashtag challenges and collaborations with influencers have effectively expanded the reach of marketing efforts. Overall, TikTok has become a key platform for supporting MSME growth in the digital age.
2	Analisa Usability pada Website Produk Masker Rambut It's MyHoly	(Putri et al., 2025)	A usability analysis of the It's MyHoly hair mask website shows that ease of use and website navigation are crucial. The simple and flexible design helps users quickly find product details. However, there are several areas for improvement, such as site loading speed and the navigation menu, to enhance the user experience. Features like customer reviews and product usage guides help build trust and increase the likelihood of a purchase. Overall, the website is user-friendly, but still needs improvement to fully satisfy users.

No	Article Title	Name & Year	Result
3	Pengaruh Electronic Word Of Mouth (Ewom) Pada Media Sosial Tiktok Terhadap Minat Beli Produk Perawatan Rambut	(Nurhandayani et al., 2024)	Electronic word of mouth (eWOM) has a significant impact on people's interest in purchasing hair care products. When users or influencers share positive content and reviews through videos, it helps build trust in the product. Factors like the trustworthiness of the source, the quality of the information, and how often the message is shared all contribute to customer perceptions. The more people see positive reviews and recommendations, the more willing they are to try the product. Therefore, using eWOM on TikTok is a great way to influence purchasing decisions through digital marketing.
4	Pengaruh Merek, Inovasi Produk dan Promosi Terhadap Keputusan Pembelian Hair Care Makarizo	(Eliana et al., 2024)	Branding, product innovation, and promotion play a crucial role in a customer's decision to purchase Makarizo Hair Care products. A strong brand builds trust and keeps customers coming back. Maintaining product innovation, particularly in quality and variety, helps Makarizo stand out from the crowd. Furthermore, smart and targeted promotional efforts, both online and through traditional media, help attract more buyers. Together, a strong brand, continuous innovation, and effective promotion are key factors in shaping customer choice.
5	Pengaruh Brand Image, Celebrity Endorser, dan Kemasan Produk terhadap Minat Beli Produk Barenbliss di Kota Surabaya	(Nanda Oktavia, 2025)	Brand image, celebrity endorsers, and product packaging have a significant influence on Brand image, celebrity endorsers, and product packaging, all have a significant impact on Barenbliss product purchase intention in Surabaya. A good brand image makes people feel positive about the brand and believe that the product is high quality. When a celebrity liked by the target audience endorses a product, it will attract more attention and make the promotion more attractive, especially on social media. In addition, attractive and functional packaging helps people see the product as stylish and useful. These three factors together shape purchase intention and help Barenbliss reach more customers in the digital era.
6	Analisis Strategi Pemasaran Produk Kosmetik Obien Surabaya di Jawa Timur	(Eldwin , 2021)	Obien's marketing plan for its cosmetics products in Surabaya and East Java focuses on increasing brand awareness through digital methods and direct promotions. They use social media platforms like Instagram and TikTok to connect with more customers and build stronger relationships. Their online shopping strategy also makes it easier for people to purchase their products. Activities like contests, influencer reviews, and scheduled special sales help attract more customers. Thanks to these digital marketing efforts, Obien has become more competitive and strengthened its position in the local cosmetics market.
7	Model-model komunikasi bisnis sebagai upaya meningkatkan penjualan produk vivelle di shan hair beauty care	(Hakim, 2021)	Shan Hair Beauty Care uses a business communication model to increase sales of Vivelle products. Their strategy includes direct communication with customers and the use of social media for promotions. Platforms like Instagram and WhatsApp Business help share information, offer better customer service, and connect with more people. Reciprocal communication with customers also builds trust and keeps them loyal to Vivelle. The use of both face-to-face and online communication has proven effective in increasing relationships and sales.

In promoting Manila Sapodilla Seed Oil Extract Emulsion as a hair growth product, the use of digital technology is an important part of the strategy that helps the effectiveness of promotions in today's world. The digital approach not only shares information but also helps build product image, creates interaction, and builds consumer trust. Based on the analysis, six important factors support the success of this digital promotion strategy: the use of social media for promotion and education, website and digital platform optimization, the impact of reviews and recommendations (eWOM), the role of branding, innovation, and product packaging, an integrated digital marketing strategy, and the effectiveness of business communications in digital promotions. These six areas work together to create a strong and efficient promotion system that can increase consumer interest in these natural product-based products.

1. Utilizing Social Media as a Promotional and Educational Tool

Social media has become a key tool in digital marketing strategies because it can reach a wide and fast audience. Through platforms like TikTok and Instagram, promotional content can be presented creatively and informatively, such as demonstrating how to use a product or the benefits consumers will receive. An educational approach not only attracts attention but also builds trust in hair growth products made from Manila palm kernel oil extract.

2. Optimizing Websites and Digital Platforms

Websites and other online platforms act as tools that provide comprehensive information and make it easier for customers to purchase products. An attractive and user-friendly design enhances the overall shopping experience and helps present products professionally. This demonstrates the importance of ensuring a user-friendly website, as it plays a crucial role in keeping customers happy and returning.

3. The Influence of Review and Recommendation Content (eWOM)

User reviews and recommendations on social media play a significant role in influencing purchasing decisions. Positive videos or comments from other users will help new customers feel more confident about trying a product. Actions such as writing reviews, sharing testimonials, or participating in hashtag challenges can naturally increase the reach of promotional messages without spending a lot of money. This makes this method particularly beneficial for small businesses and local products.

4. The Role of Brand, Innovation, and Product Packaging

A clear brand image, creative product formulation, and eye-catching packaging play a major role in determining consumer purchase intentions. For sapodilla seed oil extract emulsion, modern packaging and the use of innovative natural ingredients can be key factors in making a product stand out. People are typically attracted to products that are high quality and attractive, especially when featured on social media and other digital platforms.

5. Integrated Digital Marketing Strategy

Developing a digital marketing plan that utilizes social media, collaborates with influencers, and supports online sales has been proven to increase product competitiveness. By utilizing various digital platforms, businesses can reach more customers and build better connections with them. Furthermore, open discussions through digital channels can lead to greater customer loyalty and satisfaction with the products they purchase.

6. The Effectiveness of Business Communication in Digital Promotion

Good business communication, both face-to-face and through digital channels, plays a significant role in increasing sales. Tools like WhatsApp Business, Instagram, and TikTok

help businesses connect with customers quickly, personally, and effectively. By delivering quick and friendly messages, companies can build long-term relationships and improve public perception of their products.

CONCLUSION

Based on the results of the literature review, digital technology plays a significant role in promoting cosmetic and hair care products. The use of platforms such as TikTok, Instagram, and other digital tools has been shown to expand promotional reach, increase brand awareness, and build consumer trust. Digital strategies that include educational content, influencer marketing, electronic word-of-mouth, and attractive packaging can help create a positive impression of the product and influence buyers. Therefore, the use of a digital technology-based promotional approach is highly relevant and effective for introducing and marketing Manila Sapodilla Seed Oil Extract Emulsion as a hair growth enhancer more widely and modernly.

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