

**THE INFLUENCE OF BODY POSITIVITY MARKETING AND SOCIAL
MEDIA IN SHAPING CONSUMER PREFERENCES FOR SKINCARE
PRODUCTS IN BANJARMASIN**

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**STUDY PROGRAM
BACHELOR OF MANAGEMENT DEGREE
ECONOMICS AND BUSINESS FACULTY
LAMBUNG MANGKURAT UNIVERSITY
BANJARMASIN**

2026

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2026

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PREFACE

All praise and gratitude are due to Allah SWT for His endless blessings, mercy, and guidance, which have enabled me to complete this undergraduate thesis entitled “The Influence of Body Positivity Marketing and Social Media on Consumer Preferences for Skincare Products in Banjarmasin. This thesis is submitted as one of the requirements for obtaining a Bachelor's degree in Management at the Undergraduate Management Study Program, Faculty of Economics and Business, Lambung Mangkurat University.

The completion of this thesis represents not only the fulfillment of an academic requirement but also a valuable learning experience throughout my academic journey. Through this research, I have gained a deeper understanding of marketing management, particularly in the areas of body positivity marketing, social media, and consumer preferences for skincare products. This study has also broadened my knowledge of how body positivity marketing campaigns and social media influence consumers' preferences and decision-making processes when selecting skincare products. The completion of this thesis is the result of a long process involving critical reflection, extensive literature review, research instrument development, data collection, data analysis, and the invaluable support of many individuals who generously contributed their time, guidance, encouragement, and assistance throughout this research.

On this occasion, I would like to express my deepest gratitude to:

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ABSTRAK – BAHASA INDONESIA

Virrel Alif Daffa. 2026. *The Influence Of Body Positivity Marketing And Social Media In Shaping Consumer Preferences For Skincare Products In Banjarmasin*. Pembimbing: Dr. Hastin Umi Anisah, S.E., M.M; Prof. Laila Refiana Said, S.Psi., M.Si., Ph.D; Dr. R.R. Yulianti Prihatiningrum, S.E., M.Si., CMA, CPM (Asia)

Di era digital saat ini, pesatnya perkembangan media sosial serta meningkatnya penekanan terhadap *body positivity* telah mengubah secara signifikan strategi pemasaran yang diterapkan oleh merek-merek skincare. Perkembangan tersebut memengaruhi persepsi, sikap, dan preferensi konsumen dalam memilih produk skincare. Penelitian ini bertujuan untuk menganalisis pengaruh Body Positivity Marketing dan Media Sosial terhadap Preferensi Konsumen produk skincare pada mahasiswa Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Lambung Mangkurat di Banjarmasin.

Penelitian ini menggunakan pendekatan kuantitatif dengan teknik non-probability sampling melalui metode purposive sampling. Sebanyak 150 responden berpartisipasi dalam penelitian ini dengan mengisi kuesioner, dan data dianalisis menggunakan teknik PLS-SEM melalui perangkat lunak SmartPLS 4.0. Responden didominasi oleh perempuan, dengan mayoritas berasal dari angkatan 2023. Instagram merupakan platform media sosial yang paling banyak digunakan oleh responden. Karakteristik tersebut menunjukkan bahwa responden merupakan kelompok pengguna media sosial yang aktif dan secara rutin terpapar pemasaran berbasis *body positivity* serta konten terkait skincare, sehingga sesuai untuk mengkaji preferensi konsumen terhadap produk skincare.

Hasil penelitian menunjukkan bahwa: (1) *Body Positivity Marketing* berpengaruh positif dan signifikan terhadap Preferensi Konsumen produk skincare; dan (2) Media Sosial berpengaruh positif dan signifikan terhadap Preferensi Konsumen produk skincare.

Kata Kunci: *Body Positivity Marketing*, Media Sosial, Preferensi Konsumen, Produk *Skincare*, Banjarmasin

ABSTRACT – IN ENGLISH

Virrel Alif Daffa. 2026. The Influence Of Body Positivity Marketing And Social Media In Shaping Consumer Preferences For Skincare Products In Banjarmasin. Supervisor: Dr. Hastin Umi Anisah, S.E., M.M; Prof. Laila Refiana Said, S.Psi., M.Si., Ph.D; Dr. R.R. Yulianti Prihatiningrum, S.E., M.Si., CMA, CPM (Asia)

In today's digital era, the rapid growth of social media and the increasing emphasis on body positivity have significantly transformed the marketing strategies employed by skincare brands. These developments have influenced consumers' perceptions, attitudes, and purchasing preferences toward skincare products. This study aims to analyze the influence of Body Positivity Marketing and Social Media on Consumer Preferences for skincare products among Management students of the Faculty of Economics and Business, Universitas Lambung Mangkurat, in Banjarmasin.

This research employed a quantitative approach using a non-probability sampling technique through purposive sampling. A total of 150 respondents participated in this study by completing questionnaires, and the data were analyzed using the PLS-SEM technique through SmartPLS 4.0. The respondents were predominantly female, with most of them belonging to the Class of 2023. Instagram was identified as the most frequently used social media platform among the respondents. These characteristics indicate that the respondents represent an active group of social media users who are regularly exposed to body positivity marketing and skincare-related content, making them appropriate participants for examining consumer preferences toward skincare products.

The results of this study indicate that: (1) Body Positivity Marketing has a positive and significant effect on Consumer Preferences for skincare products; and (2) Social Media has a positive and significant effect on Consumer Preferences for skincare products.

Keywords: Body Positivity Marketing, Social Media, Consumer Preferences, Skincare Product, Banjarmasin

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