

Introduction of Rice Bran Skin Toner in Indonesia

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ABSTRACT

Known as a component of chicken feed in Indonesia, rice bran has been recognized as a residue of rice processing and as a subject that has no value as a consumer product. However, Japanese traditional pickles using rice bran have been highlighting its nutritious values and recent physiological studies are proving its benefits as a skincare product. Along with a cascade of K-pop culture popularity, rice bran can be leveraged into skincare toner to penetrate the Indonesian cosmetic market. According to such backgrounds, the Generation Z segment is a main target of rice bran skin toner. The product will be branded as a made in Japan with a relatively low price and sold at convenient retail outlets using SNS-oriented ads and sales promotions. Challenges lie in how to alter the consumer image of rice bran from chicken feed to casual cosmetics for youth. Effective marketing promotions should mention repeatedly that rice bran skin toner is a fashionable and sustainable brand from Japan contributing to the universal surge in SDGs.

Keywords: *Rice Bran, Whitening Effect, Cognitive Bias*

1. INTRODUCTION

The worldwide cascade of the SDGs movement in various social and economic sectors has altered the perspectives on our relation to nature. Several goals out of seventeen related to food security and sustainable agriculture (#2), ensuring sustainable consumption (#12), and promoting sustainable use of terrestrial ecosystems (#15) have posed questions to us about how we will be able to manage natural resources to meet the expectations of modern consumers' needs now and future [1].

Our marketing proposal on the potential product that can penetrate the consumer market in Indonesia has a backbone philosophy of sustainability. We focus on the problem of food waste and how to reduce the residue of food processing. After thorough discussions, we selected the outer skin of brown rice that peeled when polished, which is called, rice bran. It contains almost 80% of nutrients of brown rice, however, it has been recognized as a residue when white rice is produced [2].

Hence, the product using rice bran as an ingredient was brainstormed in the team. The final idea of the product is the skin care toner made of rice bran.

2. BACKGROUNDS

2.1 Traditional Usage of Rice Bran in Japan

Rice bran has been commonly utilized to make pickles in Japan for over three hundred years. Blending rice bran, water, and salt makes a "bed" for pickling vegetables. When vegetables such as cucumbers, eggplants, or turnips are pickled in a container bed, vitamins particularly B1 and minerals in the pickled vegetables will be three times higher than in ordinary vegetables [3]. Its fermentation process transfers such nutrients of rice bran into vegetables. Hence, rice bran contains nutritional value.

2.2 Effect on Human Skin

Rice bran may help to whiten our skin [4][5]. There are three components that help whiten skin, namely, γ -oryzanol, fatty acid sodium, and ferulic acid. Γ -oryzanol has antioxidant properties. Fatty acid sodium absorbs ultraviolet rays which is the cause of sunburn. And ferulic acid suppresses the production of melanin.

Also, rice bran tones the balance of the skin and works well for oily skin. According to the survey conducted by the Japanese cosmetics trading company in 2023 in Indonesia, 40% of respondents have oily skin, 21% of them have trouble with acne [6]. Hence, it is a perfect target market for rice bran skin toner.

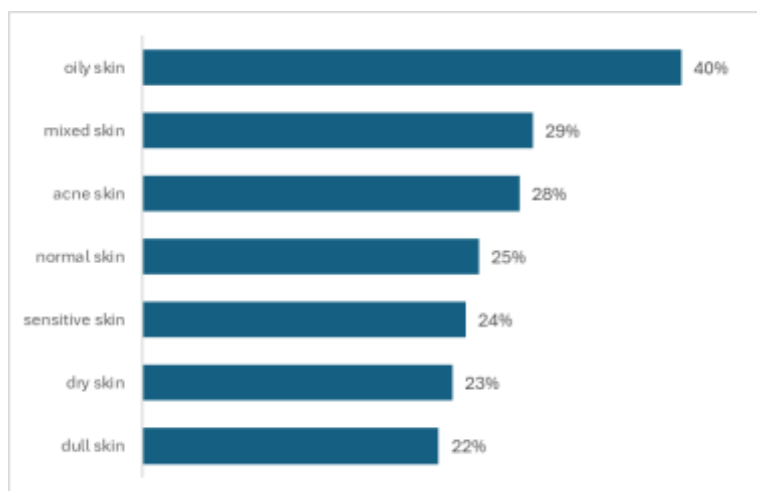


Figure 1 Skin type of Indonesians

(<https://prtimes.jp/main/html/rd/p/000000009.000093780.html>)

2.3 Popularity of Korean Products and Culture in Indonesia

Currently, the popularity of Korean pop culture has been increasing in Indonesia. Along with exposure to K-pop music and drama, young segments such as Generation Z in Indonesia tend to seek fashion market trends in Korea. Korean cosmetics, as one of the representations of such trends, has become quite popular in Indonesia. Korean beauty standards created demand for products and brands that promote whitening in the Indonesian cosmetic market. The volume of exports of Korean cosmetics demonstrates amplification of the market in the future as well [7].

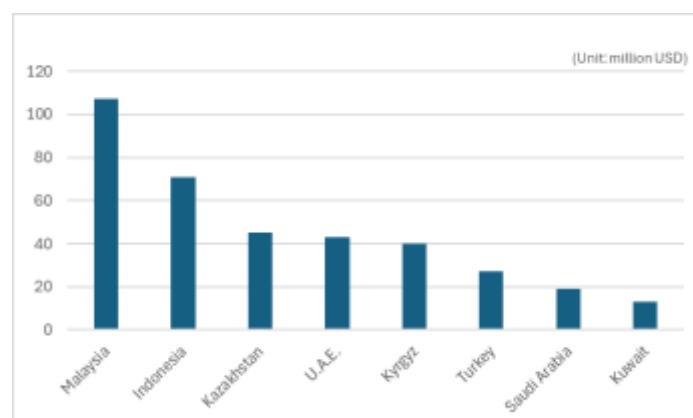


Figure 2 Export of Korean cosmetics to OIC countries by country in 2021

(<https://salaamgateway.com/story/exports-of-south-korean-cosmetics-to-oic-countries-surge-28>)

3. TARGET SEGMENTS

Due to the whitening effect of rice bran and popularity of Korean cosmetics, we are targeting females of Generation Z and up to middle age group, who have oily skin or have been troubled with related skin issues. Compared to the competitors from Korea and China, we can place our product in a relatively stronger position.

4. MARKETING STRATEGIES

4.1 Product Development, Branding, And Price Setting

To sell rice bran toner in Indonesia, we emphasize the brand as "made in Japan" qualified product. Hence, exporting, at the initial stage of business, should be preferred. Favoring attitudes toward Japanese brands among Indonesians in general, the Japan made can be one of the strengths of the brand.

According to the survey [8], Generation Z and middle age group have found that 100,000 to 250,000 rupiah would be affordable for skin care products. Hence, the price of the toner will be set at around 120,000 rupiah per small bottle. During the campaign, testing samples should be prepared as a gift.

4.2 Channel Building and Market Communications

As a channel, convenience stores, drug stores and supermarkets are selected for offline channels. And for online channels, E-commerce platforms such as Tokopedia or Zalora should be adequate for selling the products. When the electronic word of mouth (e-WOM) spreads about rice bran toner, channels can be expanded in the future.

As per market communication, social media such as Instagram, WhatsApp, and TikTok are the main communication channels to reach the target segments. For the middle age group, persuasion at the retail outlet seems to be the best-fitted promotion methodology.

5. PROSPECTS AND PROBLEMS

Owing to the skincare market expansion in Indonesia [9], sales of toner are expected to rise in the future. If the young segment in Indonesia as our target continues to pursue the trend of “K-pop-star wannabe,” our brand which has promotional value of whitening skin solution will maintain its market position as we strategically design.

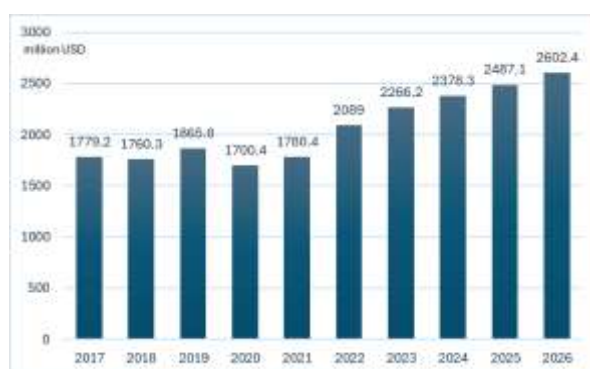


Figure 3 The size of skin care market in Indonesia
(<https://www.indonesiasoken.com/news/about-indonesian-beauty-products-market-2022/>)

However, rice bran is commonly used for chicken feed in Indonesia [10], thus we need to challenge to change the cognitive bias of local consumers.

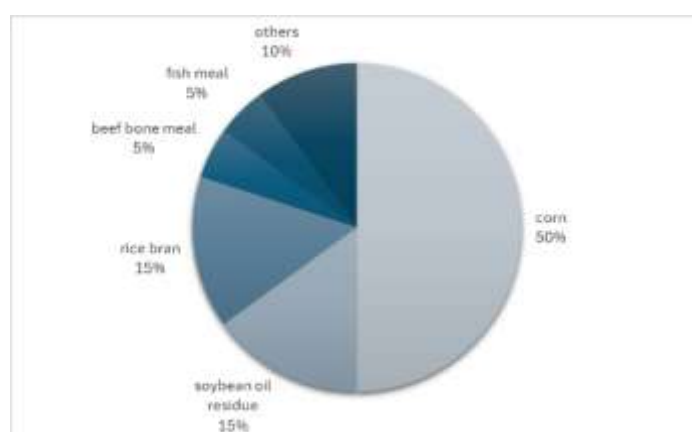


Figure 4 Percentage of raw materials in compound feed for broiler chickens
(<https://lin.alic.go.jp/alic/month/domefore/2018/jun/wrepo02.htm>)

To conclude, by effective marketing communications, our skin toner can be regarded as a fashionable, sustainable Japanese brand that contributes to promote SDGs initiatives in the future.

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