
**CONSUMER PERCEPTION AND BUYING DECISION FOR INDONESIAN COSMETICS
PRODUCT IN MANADO***PERSEPSI KONSUMEN DAN KEPUTUSAN PEMBELIAN UNTUK PRODUK KOSMETIK
INDONESIA DI MANADO*

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Abstract: The cosmetics industry now is more global than ever and the cosmetics consumers continues to increase in popularity over time. Cosmetics has come with all kinds of variety to suit their facial features, starts from primer with foundation, lipstick, mascara, eyeliner and eyeshadow, eyebrows pencil, etc. There are many international companies also that produce cosmetics as their main products like Maybeline, Loreal, Revlon, and there are brands from Indonesia as well like Wardah, Purbasari, Sari Ayu. Consumers usually have perceptions about the final result of their make up work. With those perceptions, they can make evaluations to better increase their future work in doing their make up work. The purpose of this research is to know the perceptions of cosmetics consumers towards the products that they are using, in this case the products is local products produce by Indonesian cosmetics companies. The variety of cosmetic products is good enough for them, especially since they considered that the materials are made from all natural resources that it can be good for their skin. They also stated that the price is affordable that it really helps them in fulfilling their needs and wants..

Keywords: Consumer Perception, Buying Decision

Abstrak: Industri kosmetik sekarang lebih mendunia dari sebelumnya dan konsumen kosmetik terus meningkat popularitasnya dari waktu ke waktu. Kosmetik telah datang dengan segala macam variety sesuai dengan fitur wajah mereka, mulai dari primer dengan foundation, lipstik, maskara, eyeliner dan eyeshadow, pensil alis, dll. Ada banyak perusahaan internasional yang juga memproduksi kosmetik sebagai produk utama mereka seperti Ada merek dari Indonesia juga seperti Wardah, Purbasari, Sari Ayu. Konsumen biasanya memiliki persepsi tentang hasil akhir saat mereka menggunakan kosmetik. Dengan persepsi tersebut, Perusahaan dapat membuat evaluasi untuk meningkatkan kualitas produk mereka dengan lebih baik agar konsumen terus menerus membeli produk mereka. Tujuan penelitian ini adalah untuk mengetahui persepsi konsumen kosmetik Indonesia dan bagaimana sampai mereka dapat memutuskan untuk membeli produk kosmetik Indonesia, dalam hal ini produk adalah produk lokal yang diproduksi oleh perusahaan kosmetika Indonesia. Berbagai produk kosmetik cukup baik bagi konsumen, terutama karena konsumen menganggap bahwa bahan terbuat dari bahan yang ringan yang dapat baik untuk kulit mereka. Mereka juga menyatakan bahwa harganya terjangkau sehingga sangat membantu mereka dalam memenuhi kebutuhan dan keinginan mereka.

Kata kunci: Persepsi konsumen, Keputusan pembelian

INTRODUCTION

Nowadays, cosmetics (makeup) play an important role for both men and women. Even men have become more beauty conscious and are concerned about their looks. Cosmetics can be produced in the organic and hypoallergenic form to meet the demands of users. Indonesia's cosmetic industry remains attractive for foreign and domestic investors. Based on data from Beauty Market Survey (BMS), which were obtained through Nielsen and Euro Monitor, the value of Indonesia's cosmetics industry was estimated at IDR 36 trillion (approx. USD \$2.7 billion) in 2016, up around 12 percent from the value in the preceding year.

Indonesia has a big population that is seeing its per capita GDP rising, thus there is a rising number of mid-income and affluent consumers. In times of economic slowdown, Indonesian women continue to buy beauty products. Solid and structural growth of Indonesia's personal and beauty care market is reflected by the corporate performance of Unilever Indonesia.

The Importance of Cosmetics Today Cosmetics help to enhance our appearance and make us feel more confident. With more cosmetics on the market today than ever before, it becomes obvious to us that they play a great role in our everyday life. Cosmetics like face powder, BB cream, mascara, lipstick, foundation, eyeliner, blush on, and others are the importance for most girls in this universe.

In Indonesia, there are many cosmetics product, such as Wardah, Make Over, Viva, Sari Ayu, Mustika Ratu, La Tulip, etc. Most girls are searching the cosmetics that looks popular absolutely by their brand. But how they will recognize the quality of the product just by seeing the brand of the product itself. Manado is one of most city that identic with girls that have beautiful and pretty faces.

There are so many product that consumers can find, so the consumers must consider very carefully whether the products they buy in accordance with their wishes or not. They must make their perception between one product and the other product so they can realize which product that having a better quality or which one is better. In this era of increasingly fierce competition, one way to get loyal customers is to satisfy the needs of consumers consistently from time to time. Many ways that companies can use to satisfy the needs of consumers. Often companies compete to provide products with a cheap price with the assumption that consumers only consider the price in the purchase decision. This assumption is not entirely true.

Purchasing decisions and product choices are often influenced by psychological drives. Not infrequently, consumers decide to choose and consume certain products in the framework of self-actualization as well as a means of entry into the community that is expected. Suppose in cosmetic consumption. The product is not designed to meet its functional requirements but also satisfy social and psychological needs. However, what is the consumer's perception of Indonesian cosmetic products so the cosmetic products itself are considered to have the ability to meet consumer needs, so they can make the decision to buy their personal choice of cosmetics products. Based on the research background, it is interesting to share and to know about consumer perception and buying decision for Indonesian Cosmetics product in Manado. So, based on background above the title of this research is "Analyzing Consumer Perception and buying decision for Indonesian Cosmetics Product in Manado"

Research Objectives

The objectives of this research are:

"To know the consumer perception and buying decision for Indonesian Cosmetics Product in Manado"

THEORETICAL REVIEW

Marketing

According to Kotler and Armstrong (2010) said marketing is the social process by which individuals and organizations obtain what they need and want through creating and exchanging value with others. The definition is based upon a basic marketing exchange process, and recognizes the importance of value to the customer. According to American Marketing Association (2012) marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

Consumer Perception

Perception can be defined as the process by which a person chooses to organize and interpret stimuli received into reasonable interpretations. According to Setiadi (2003;160) perception is the process by which the stimuli are selected, organized, and interpreted. Meanwhile, according to Kotler and Keller (2007;228) said

perception is the process used by individuals to choose, organize, and interpret information inputs to create a meaningful world picture. Consumer perception plays a vital role in a company's ability to attract new customers and to retain existing customers. The good news is that companies have the ability to control many of the factors that build an individual's perception of the company/brand. The formal definition of customer perception is, "A marketing concept that encompasses a customer's impression, awareness and/or consciousness about a company or its offerings."

Customer perception is about feeling and fact. From the first touchpoint to last, the entire company is involved in this perception and can contribute to it in a positive way. Customers not only need to feel good about your brand/company and its service, they need to be treated well and the products and services need to perform as advertised. When problems occur, manage expectations, communicate effectively and work to resolve the issue while ensuring you make the customer feel valued and respected. It will always be easier and more cost effective to create an environment for positive customer perception from the beginning of the customer journey than it is to fix a negative perception.

Decision Making

Decision-making can be regarded as a problem-solving activity terminated by a solution deemed to be satisfactory. It is therefore a process which can be more or less rational or irrational and can be based on explicit or tacit knowledge. Human performance has been the subject of active research from several perspectives:

- Psychological: examining individual decisions in the context of a set of needs, preferences and values the individual has or seeks.
- Cognitive: the decision-making process regarded as a continuous process integrated in the interaction with the environment.
- Normative: the analysis of individual decisions concerned with the logic of decision-making, or communicative rationality, and the invariant choice it leads to.

A major part of decision-making involves the analysis of a finite set of alternatives described in terms of evaluative criteria. Then the task might be to rank these alternatives in terms of how attractive they are to the decision-maker(s) when all the criteria are considered simultaneously. Another task might be to find the best alternative or to determine the relative total priority of each alternative (for instance, if alternatives represent projects competing for funds) when all the criteria are considered simultaneously.

Previous Research

First Article from Samin Rezvani, Muhammad Sabbir Rahman and Goodarz Javadian Dehkordi, 2013 "Consumers' Perceptual Differences in Buying Cosmetic Products: Malaysian Perspective", focused on how to investigate effect of country image, product knowledge and patriotism on purchase intention in the context of buying cosmetic products. This study presented descriptive data analysis of demographic factors in the research instrument after data collection and described the relationship between the sample and population in terms of characteristics. The research presented personal data of 196 customers.

Second from Ahmad Sohail Khan, Salyha Yousaf, Dr. Sharjeel Saleem, 2014 "Customer Perception towards Imported Cosmetics" article focused on how to examine the factors influencing customer's perception towards imported cosmetic goods, to find the role of trust & security in establishing favorable perception in the customer's mind toward imported cosmetics and ultimately to know the customer's perception and views about imported cosmetics. Multiple Regression and Correlation are used to test hypothesized relationships amongst the variables. The questionnaire is used to collect the data from a sample 150 respondents. The findings show that imported cosmetics have a positive influence on a customer's perception.

Third article from Dr. S.Anandarajan, T. Sivagami, 2016 "Consumer Purchase Decision Behavior Towards Cosmetics Marketing", focused on consumer purchase decision behavior toward cosmetics product, Most of the consumers feel that there were chemicals in cosmetics, which cause many side effects, and started switching over to ayurvedic based cosmetics. This study highlights the Consumer Purchase Decision Behaviour towards Cosmetics Marketing

Fourth article from O.B. Kennedy, B.J. Stewart-Knox, P.C. Mitchell, D.I. Thurnham, 2013 "Consumer Perception of Poultry Meat: A Qualitative Analysis", focused on how the consumer perception of poultry meat using qualitative analysis. The aim of the present study was therefore, to understand factors perceived important in the selection of chicken meat, using qualitative methodology.

Fifth, article from Dr. Muhammad Turki Alshurideh, 2014 "A Qualitative Analysis of Customer Repeat Purchase Behaviour" in the UK Mobile Phone Market focused on how the customer repeat purchase behavior, through UK Mobile Phone market. By analysing mobile customer retention behaviour using a qualitative study, the determinants of customer retention are identified in the UK mobile telephone market. The probability that a subscriber will retain the same carrier is dependent on the interaction of behaviour setting and their positive experiences with anticipated positive utilitarian benefits.

RESEARCH METHOD

Type of Research

This research used a qualitative methodology to explore the Consumer Perception and Buying Decision of Indonesian Cosmetics product in Manado.

Place and Time of Research

This research conducted in Manado City, North Sulawesi. The time of the research and preparation of a final report is conducted from February – March 2018.

Social Situations and Informant

Spradley (1980) in Sugiyono (2007) in qualitative research there is no population term but only social situation, which consists of three elements: place, actors and activity. In this research, the population is the Consumer that using Indonesian Cosmetics product in Manado

Sugiyono (2007), sample in qualitative research is not called as respondents instead as a sources, participant, informant, friends and teacher in research process. The sample on this research is 15 the consumers from Manado that using Indonesian Cosmetics product that became informants in this research interview

Data Collection Method

The data used in this research are primary data. According to Hair, et al. (2006), Primary data are the result of conducting some type the data needed for this research were gathered through interview and observation in the social situation.

Data Analysis Method

The process of data analysis was done before entering the social situation while analysis process was done during collecting the data and after finishing the collecting data in certain period of time.

Data Validity and Reliability

Validation in qualitative research to be an attempt to assess the "accuracy" of the findings, as best described by the researcher and the participants. Validation as a distinct strength of qualitative research in that the account made through extensive time spent in the field, the detailed thick description, and the closeness of the researcher to participants in the study all add to the value or accuracy of a study.

In qualitative research, "reliability" often refers to the stability of responses to multiple coders of data sets. Reliability can be enhanced if this study obtains detailed field-notes by employing a good-quality tape for recording and by transcribing the tape.

RESULT AND DISCUSSION

Result

This research uses qualitative method and interview as the tool to gain the information. The population of this research is the female consumers that using Indonesian brand cosmetics/local brand in Manado City. In first step, questions were arranged and prepared before the interview.

Informant 1

The first informant is a 22 years old female student and she has been using cosmetics since she was 18 years old. According to her, her perception about Indonesian cosmetics is some cosmetics having a good brand also good quality. She use wardah product and she have more than one Indonesian cosmetics item, but she prefer wardah because she more satisfy with that product. She pick Wardah because she found that there are some good

review about that product and the price is affordable to college student to buy. She uses Wardah product for over one year and she choose that product over the others because that product is fit her skin. She just staying with Wardah product and better not to change it, and she said she is fine if not using cosmetics cause she have confidence enough if not using cosmetics, she said. She have a little bit worried about side effects that may caused by the cosmetics but she said because wardah contained light materials so she said she is fine till now, and she decide to keep use this product because she said she already feel comfort with this product.

Informant 2

The second informant is a 22 years old female student. She has been using Cosmetics since 19 years old. According to her, her perception about Indonesian Cosmetics is good because there are contained light materials. She use Wardah product, and she just uses one item that is lipstick. And she satisfy with that product because she never tried another Indonesian Cosmetics product except Wardah. She choose Wardah because the price is cheaper and the quality of Wardah is suitable with the price. She uses Wardah for over two months. She choose to buy that product because there are some beauty blogger that recommend that product. She likes to change cosmetics product and wants to try another product that she thinks good and she feel more confidence when she using cosmetics especially when using eyebrow. She haven't any problems about any side effect that may caused by the cosmetics because she always used skincare and mask at night and diligently washes her face everyday. She wants to keep buy this product as long as the product is still available.

Informant 3

The third informant is a 19 years old female student. She has been using Cosmetics since 18 years old when she started to college. According to her, her perception about Indonesian Cosmetics is better than Imported Cosmetics. She use Indonesian Cosmetics brand Wardah and Viva. And she have more that 3 item Indonesian Cosmetics, but she prefer Wardah and Viva because she satisfy with the result and the price of the products. She's choose that product because it just fit with her skin and reduce acnes. She uses that product about one year, and she choose them over the other products because it just fit with her skin and she never try or change the other product. She fine if not using cosmetics, cause she have a confidence enough if not using cosmetics. But she have a little bit worried about side effect that may caused by the cosmetics but so far so good, she said. And she want continue to use those two product because she loved them, she said.

Informant 4

The fourth informant is a 21 years old female student. She has been using Cosmetics since 19 years old. According to her, her perception about Indonesian Cosmetics product is good, because Indonesian Cosmetics product has contained light materials for youth skin. She use Indonesian Cosmetics brand Wardah and Viva, she's using more than 3 item of Indonesian Cosmetics product but she prefer Wardah and Viva because she's satisfy with both of the product and the price is suitable with quality of the products itself. She's choose to buy that products because it fit with her sensitive skin. She already used that products over three years and she choose that products over the other because she already feel comfort with the products itself and she never tried to change it with another product and she feel more confidence when use cosmetics. She have a little bit worried about any side effect that may caused by the cosmetics because she has a sensitive skin, she said. She always buy that product since three years ago when she try those products for the first time

Informant 5

The fifth informant is a 20 years old female student. She has been start use Cosmetics since she was 19 years old. According to her, her perception about Indonesian Cosmetics is very good because it contained nature and light material and permitted. She use Indonesian Cosmetics brand Wardah, Viva, and Sariayu and she has more than four item of Indonesian cosmetics but she prefer Wardah, Viva, and Sariayu because she already feel comfort and satisfy with that products and she choose to buy that products because the price of these three products are suitable with their quality. She has been using those three products over 3 years. She choose these products over than the other products because the price is cheaper and the materials are safety. She never try or change the other products, and she has confidence enough without using cosmetics. And she not have a big worried about any side effect that may caused by the cosmetics itself because before she buy it, she always finding out first all the materials that contained in that cosmetics product. She wants to keep buying this product because she thinks this product is good, she said.

Informant 6

The sixth informant is a 25 years old female worker. She has been using Cosmetics product since she started to college in second semester. According to her, her perception about Indonesian Cosmetics product is good because nowadays there are many new cosmetics product and many variant so the competitors always try to improve their product. She's using Indonesian Cosmetics product brand Make Over and Wardah. She just have two items and she's satisfy with the result and the price are cheap, suitable and she's choose to buy those product because it fit with her skin. She has been using these product for over six month, and she choose these products over the others because these products are fit and light compared to other products that are too heavy especially for sensitive skin. And she better not to change the other product because she already satisfy with these product. She have more confidence when using cosmetics because it makes her looks different. She's haven't worried about any side effects that may caused by the cosmetics because she diligently washes her face everyday and before she take a rest and she said she always choose cosmetics product that contained light materials so she feels safety whe she using it. She wants to keep buying these product as long as this product will not change or the price doesn't go up.

Informant 7

The seventh informant is a 22 years old female worker. She has been using cosmetics product since she was in highschool. According to her, her perception about Indonesian Cosmetics product is good. She use Indonesian Cosmetics product brand Wardah, and she has 5 items of this brand cosmetics. She said she satisfy with this product and the price does makes sense, she decide to buy that product cause she just like to try it and she just start using that product from 1 month ago. She chose that product over the other because her friends give her the opinon and recommend that product beacuse the price of this product is cheaper and suitable. She often change any cosmetic products. She is fine if not using make up because she is not dependent with cosmetics, but she have a little bit worried about any side effects that may caused by the cosmetics and she said she will continue to buy this product and she have no reason, she just loved this product, she said.

Informant 8

The eight informant is a 22 years old female worker. She has been using cosmetics since 18 years old. According to her, her perception about Indonesian Cosmetics product is good, but she doesn't know with all Indonesian Cosmetics product because she just using one product and one item. Viva is Indonesian product that she use and she satisfy with the product especially with eyebrow item that she use and she thinks the price is absolutely suitable with the quality of the product. She choose to buy it because her mom give a recommendation to her, and the price of these cosmetics are suitable and cheaper than the other product. She has been using that product around 2 years, and she never change viva product with another because she thinks the product is longlasting and she already satisfy and comfort with it. She feels more confidence after using cometics, and she never worried about any side effects that may caused by the cosmetics because until now her skin is fine and there is no side effect that she found. And of course she will continue and always buy this product because she thinks only this one indonesian cosmetics product that fits with her.

Informant 9

The ninth informant is a 19 years old female student. She has been using cosmetics since 18 years old. According to her, her perception about Indonesian Cosmetics product is good because nowadays, indonesian cosmetics product is equivalent and more develop and be able to compete with product from outside the country. She use indonesian cosmetics product brand La Tulip, Make Over, and Wardah and she have more than 5 item of indonesian cosmetics. She is satisfy with the result because the variaty and colors from these product is fit with her volition. She choose to buy that product because her friend give her a recommendation about these product and about the quality of this product is suitable. She has been using these product about six months. She choose these product over the others because she thinks she is already feel comfort since she tries these product and she doesn't like to change her cosmetics product because she afraid if the other cosmetics doesn't fit with her skin and she said she's okay if doesn't using cosmetics and she's have a little bit worried about any side effect that may caused by the cosmetics because she has a sensitive skin. She will keep buys this product, she said.

Informant 10

The tenth informant is a 22 years old female worker. She has been using cosmetics since she started to college about 18 years old. According to her, her perception about indonesian cosmetics is sometimes there are originals and sometimes there are the fake ones that copying the originals. She has been using indonesian brand

cosmetics Wardah, Viva, and Purbasari. She is satisfy with these product because the product is comfort to use and have a good quality and also the price is affordable. She has been using these product for over three years and she decide to buy this product because she already feel comfort with these product since the first time she tries to use these product. She doesn't like to change these product with another product because she thinks these product are the one that fits with her skin, and she have a little bit worried about any side effect that may caused by the cosmetics because she has a sensitive skin and she said she always buy this product over and over again.

Informant 11

The eleventh respondent is a 25 years old female worker. She has been using cosmetics since 20 years old. According to her, her perception about Indonesian Cosmetics product is very good because she considered the price is cheaper. Her favorite product is Viva. She's very satisfied with the result of the make up. She has been wearing make up for over 5 years until now. She chose the product because it's cheaper and easy to find. She don't really switching to another products, she only did if the stock of it is out. She admit that wearing make up increase her self-confidence. She also adds that she do worry about the side effects of wearing make up that's why she always clean her face up after she done all her activity during the day. She always keep buying viva product because she already feel comfort since the first time she tries viva.

Informant 12

The twelfth respondent is a 21 years old female student. She has been wearing make up since late highschool. According to her, the Indonesian make wasn't as good as the import products because it doesn't last as long, but she did wearing indonesia make up products. Her favorite products is purbasari because she assume that said product is made of natural resources. Her final thoughts of indonesia make up products is rather average. She has been wearing make up for over three years now. She choose the product because it's easy to find. She do switching products to the import ones but for only special occations like a party or something. She stated that make up is already her lifestyle and dont really worried that much about the side effects as long as she took a well care of it. She thinks she wants to keep buy this product but she also wants to tries another product that she thinks good.

Informant 13

The thirteenth informant is a 17 years old female students who wear make up for only a year. She dont really have anything to say about indonesia make up because she just started using it and dont really have much experience. She using Make Over, and her favorite is the mascara and liptint. She do satisfied with her products because it's cheaper especially her a highschooler like her. She discovered make up through her older sister. She has been wearing make up for less than a year. She dont really chose the products she's using because it was her sister's. She do changing make up is her sister did. She adds that wearing make up increase her self confidence and dont really worried about any side effects becuas she minimize the use of her own make up and she wants to keep buy this product as long as the price are still also the quality itself.

Informant 14

The fourteenth repositent is a 20 years old female student that started wearing make up since the start of college. She using Viva's macara, eyeliner, and lipstick. She discovers make up through her new friends in college. She considered that Indonesian make up is affordable enough for her and very satidfied with the price and quality. She has been wearing make up for over year until now. She chose the product she's using because all her friends using the same products, and dont really switching to any other products. Wearing make up increase her self confidence. She do worry about the side effects that might cause by the make up, but for now it's all good and she said she will try another product if this product will no longer to be found.

Informant 15

The fifteenth respondent is a 20 years old female student that has been wearing make up since highchool. According to her, her perception about Indonesian cosmetics product is very good. She's using Indonesian products which is Viva includes mascara, eyelineer, and lipstick, which she discovered thourgh beauty blogger. According to her, Indonesian product is good enough for her, and satisfied with the result, especially the price to compare with the import products. She has been wearing make up for over 2 years now. She chose the products she's using now through the suggestions of the beauty blogger. For now she dont switching to any other products because the current one is good enough for her. She do admit that wearing make up increase her self confidence, but aside from that, she kinda worried about the side effects because she started using make up since really young

especially the effects of acne break outs. She will continue to buy this product as long as the product is still available.

To know the consumer perception for Indonesian Cosmetics Product in Manado.

Asides from all the satisfying results of the make up and the increase of self confidence, the informants do worried about the side effects of wearing make up, like informant 15 stated that she do admit that wearing make up increase her self confidence, but aside from that, she kinda worried about the side effects because she started using make up since really young especially the effects of acne break outs. But, although there are side effects that can be caused by wearing make up, the informants still doing it still as they took a good care of their faces like informant 12 she stated that make up is already her lifestyle and dont really worried that much about the side effects as long as she took a well care of it. Some informants has been using make up for years, and some informants that rae younger just started wearing make on their school days. They stated that they chose the products because they friends also using the same products, but some chose the prodcuts because the recommendation of beauty gurus. They tend to stay on their products and not switching because they already comfortable with the current product. The informants stated that wearing make up increase their self confidence, because wearing make make them look different and ratter even more beautiful than they actually are.

To know the consumer buying decision for Indoensian Cosmetics product in Manado

From all of the 15 informant that already been interviewed, all of them said that they will keep buying and keep continue too use the indonesian cosmetics product that they used because they already feel comfort and fit with their skin, and there are also some informants that buy the product because from the people influencer (from blogger/family and friends)

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on the result of the research from the previous chapter, the conclusions acquired in the research will be as follows:

The quality of Indonesian Cosmetic Products is good enough for them, because the cosmetics can lasts for as long as their activity may last also, they chose the local products because it said the products made of all natural resources that can be good for their skin. Some of the cosmetic brands that they are using includes Wardah and Viva. The kinds that they are using are lipstick, eyebrows, mascara, and foundation. Overall they are satisfied with the products that they are using. The price also affordable for them especially for the younger girls that just started to use make up. Some of them like the young girls discovered make through their friends or family members, and some discovered make through advertisements on beauty gurus on social media and streaming service. Most of the product have a good review and good recommendation from all the people that already used the product and all of the informants said that they will continue and keep buy the Indonesian Cosmetics product as long as the product is still good and still have more improvements.

Recommendations

Based on the research, here are some recommendations for Indonesian Cosmetic Products:

The quality of Indonesia Cosmetic Products is good enough for the informants. But, it would be good if the cosmetic producers improve the quality of their products so it can compete with the quality of the overseas products. Because if the quality is good enough to compete with overseas products, then the Indonesian people would buy local products even more instead of buying imported products. Moreover, if the products can be really good, it might as well be exportes overseas and go through the international market.

The informants stated that wearing make up can greatly increase their self confidence because it make them look different and make them look even more beautiful then they actually are. But asides from the increase of self confidence, they do worried about the side effects for their skin. So, it would be good for the cosmetic producers to try developing their products using all natural resources to decrease the side effects of wearing make up.

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