

**ANALYSING THE SELF- IMAGE OF WOMAN USERS TOWARD
KOREAN SKIN CARE PRODUCT IN MANADO**

ANALISA SELF-IMAGE PADA WANITA PENGGUNA PRODUK PERAWATAN KOREA DIMANADO

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Abstract: Self Image is how people feel about themselves as a people, as human beings, it is who you are as a person from the soul and the most important sometimes people measure and make perception about the self image based on what they use or wear. Self image also is about how people feel about the appearance and every people have their own way to measure the self image. The aim of this study is to analyze the self -image and also to analyze how is the self image of woman user when using korean skin care product in Manado. In order to achieve these objectives the researcher got information from 10 respondents using qualitative study which is in-depth interview and uses purposive and snowball sampling. The results showed that self image on woman users or woman consumer has been increasing and refers to the positive side when woman consumer using the korean skin care product and the results is as the expectation which the product itself suit toward them, all the respondent gives a positive opinion towards the self image when using the korean skin care product or known as foreign products and the korean skin care product is a product that valuable among the consumer that have an experience of using the product itself cause the product mostly use natural ingredients. The recommendation, For the consumer, it is good for the consumer to know about the self image toward them and what factors that leads them to use korean skin care and whats increase the self image.

Keywords: *self image, woman user, korean product*

Abstrak: Citra diri atau self image adalah perasaan ketika dimana individu merasakan tentang diri mereka sebagai manusia, sebagai pribadi diri sendiri dari dalam diri dan terpenting saat dimana tiap individu menilai dan membuat persepsi dan opini ataupun tanggapan tentang citra diri mereka sendiri berdasarkan apa yang mereka gunakan dan pakai. citra diri juga adalah dimana individu menilai tentang penampilan mereka dan setiap orang memiliki cara untuk menilai citra diri mereka sendiri. Tujuan dari penelitian ini untuk mengetahui bagaimana citra diri dari wanita yang menggunakan produk kecantikan korea. Untuk mencapai tujuan dari penelitian ini maka peneliti mendapatkan informasi dari 10 informan menggunakan metode kualitatif dimana wawancara mendalam dan menggunakan teknik purposif dan snowball. Hasil menunjukkan bahwa citra diri oleh wanita pengguna produk kecantikan korea terus meningkat dan mengarah ke arah yang positif ketika mereka menggunakan produk kecantikan korea dan produk kecantikan korea sesuai dengan mereka. Semua informan memberikan tanggapan yang positif terhadap citra diri ketika menggunakan produk kecantikan korea. produk kecantikan korea sangat bernilai diantara konsumen yang sudah memiliki pengalaman menggunakan produk tersebut karena produk kecantikan korea menggunakan bahan natural. Rekomendasi untuk penelitian ini yaitu untuk konsumen baik untuk mengetahui citra diri terhadap mereka dan faktor yang membuat mereka menggunakan produk kecantikan korea dan apa yang meningkatkan citra diri.

Kata kunci: *citra diri, konsumen wanita, produk korea*

INTRODUCTION

Research Background

In this era of globalization there is a lot of people can create their own business, it also become easier for people to create their own business and sell a lot of product and many people are wanting to become an entrepreneur, nowadays business e-commerce has growing rapidly in Indonesia it easier for people to sell and buying their product through business e-commerce and there are some platform that can be used to sell and buying a product such as Instagram, Tokopedia, Shopee, Salestock, and others online platform, online platform known also as online shopping which is online shopping is a place where people can shopping everytime because it open almost everytime and also online shopping provide a lot of product such as fashion product, cosmetic product, food product and others people needs

Nowadays fashion product has growing rapidly in Indonesia and becoming some people lifestyle especially for the woman and the fashion segment in Indonesia is developing to become a global contender and in Indonesia is proving that their fashion industry has a great influence and is a significant driver in Indonesia's creative economy. And nowadays people will turn to fashion as a way to express themselves and be creative as much as they want in order to increasing their style. Fashion refers to the way a person dresses and appears physically. A person's taste in fashion will show their sense of style. Skin care products refer to all products used for cleansing, massaging, moisturizing etc. of the skin especially the face or hands. The aim of such products is to maintain the body in good condition and protect it from the harmful effects of the environment. Skin care products also fall into the general category of cosmetics. Skin care products include cleansers, facial masks, toners, moisturizers, sunscreen, tanning sets and lotions, skinlighteners, serums and exfoliants.

Nowadays Korean skin care is very famous among youth, not only the music and film that are famous, the Korean skin care also famous and known by many people especially among the female from the youth and ages. As people see in Korea almost all the female and male have a very good skin and most all Asian people wants to having a skin like them. Through the development of media social Korean skin care become very famous in Asia especially in Indonesia and many sellers want to import the product of skin care from Korea and sell it in Indonesia, not only the businessman or businesswoman also the company that sell cosmetic product want to sell the Korean product, all of the seller see the demand of Korean product is high and the import which are the seller the main distributor import the skin care.

The Korean skin care also sell not only in offline store but also in online store for example through social media like Instagram, Shopee and etc, and it makes more easier for the customer to find the product of Korean skin care. Also the things that make Korean skin care famous and most female wants to having it, it because most of the skin care using natural ingredients, that is why it become famous, the seller from Korea also use a famous artis to sell their product through social media, and it gave significant impact for the consumer, it also affect people to buy Korean skincare but nowadays there are a lot of skin care that exist, whether it is a cosmetic, skin care and other beauty product. But the problem is even Korean skin has a positive image but there are some women that put skin care differently sometimes the woman use Korean skin care and also use other skin care product in the same time, but there are some people or woman who has different perception and different behaviour when they are planning to buy and use Korean skin care.

Self image also is like appearance and the personality of someone. The most important people can measure the self image from the appearance and some people have their own way to measure the self image of themselves when using a product or anything else, people can measure the self image from inside and outside from what they wear or use. Buying behaviour is the decision making processes and acts of people involved in buying and using of products. Bock (2003) in his book described self-image as an element which can enhance the confidence level of an individual. People try to become the being they desire to be by consuming the items that they imagine will help to create & sustain their idea of themselves, their image, and their identity.

Self image also known as the judging behaviour when people see themselves from the appearance from what they wear or use, and nowadays people are talking about self image when they use a any kind of product, they will measure what are the benefit that they get from the product, is there any significant impact for themselves, is there any significant impact for the self image whether it is good or bad people will always measure anything especially for the woman when using a foreign product, and as the increasing of Korean cosmetic sales in Indonesia which is Korean skin care, Korean skin care is a foreign product which are very salable in Indonesia and the demand from the buyer or the woman users in Indonesia is very high.

This is the problem came from, looking by this case this study wants to know that how is the self image of woman users when using foreign product and how they measure the self image after using foreign product

which is korean product or korean skin care, because looking at the percentage of the korean sales product that is very high and the demand of woman users also high and in this case people can measure the self image from the appearance or when they use or wear a product.

Research Objectives

To know how is the self-image of woman users when using korean skin care product.

THEORETICAL REVIEW

Marketing

Marketing is the core and the main theory that affected all factors and variable in this research. Marketing is the action of a business of promoting and selling goods. Marketing according is the process by which companies create value for customers and build strong customer relationships in order to capture value from customer. 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 (Kotler, 2012:11).

Consumer Behaviour

According to Engel and Blackwell (2010:15) consumer behavior as the behavior that consumers display in searching for, buying, using, evaluating and disposing of product and services that they expect will satisfy their needs.. Consumer behavior is the attitude that consumer shows in order to adapt with the need and wants of the products that they want to buy and purchase in intention to understand deeper and to make sure the individual, groups, or organization satisfy or dissatisfy with the products that they purchase or even not. Consumer behavior is the study of the processes involved when individual or groups select, purchase, use, or dispose of the product, service, ideas or experiences to satisfy needs and desires (Solomon, 1998:12).

Self Image

Self image is how people feel about themselves as people, as human beings, it is who you are as a person from the soul; and the most important sometimes people measure their self-image based on what they use or what they wear (Shavelson, 2006). Self Image also is how you see yourself, how people see themselves, This may be how people see themselves physically or the opinion of who and what people in which is normally called self concept part of self image and it is important cause it also affect your self esteem and confidence. Self Image also include : what you think you look like, how you see your personality, what kind of person you think you are, what you believe others think of you, how much you like yourself, or you think others like you, the status you feel you have, what kind of thing you wear or use on yourself and etc. People can measure self-image is about the appearance and every people have their own way to measure the self image like example when people using some product or anything else.

Previous Research

Khan (2013). The title is A Study of the Impact of Self Image on Women Skin Care users In City of Gwalior. The findings obtained from the data collected shows that there is a substantial usage of skincare products by the women users in the city of Gwalior. The women buyers are using skincare products for different reasons. The different reasons are improving the skin , Personal hygiene, to look more attractive, self-confidence and medical reason. The other main finding of the study is the purpose of every consumer buying skincare product is to improve their self-image rather improving the self-image others having her.

Kodak (2012). The title is Consumer and Ideal Actual Image: An approach to protest against Brand Cosmetic stereotypes through beauty campaign and self-esteem program. The study assumes that cosmetic brands transfer messages similar to the ideal self, apart from the actual self; and cosmetic brand messages depend on consumers' ideal self. In addition, the study declares the facts that beauty promising brand messages are composed of analogical stereotyped models; and product and beauty messages repeat themselves number of times. In protest against this collective trend Dove initiated a campaign called 'Real Beauty Campaign' which emphasizes 'actual self' image. mpaigns and real self-esteem programs.

Nair (2016). The title is "Self Image and Self Esteem for a Positive Look. This study first focuses on the self image and the self esteem, all the explanation about the self image and self esteem on the concept, and the result is shows the self image self esteem as one concept that affect each other. o confirm that a consumer's style of decision making does impact on consumer confusion.

Kwan (2013). The title is "The Relationship between Self Image, Interpersonal Relationship, Social Support Psychological Well- Being and Hope among Hansen's disease Patients . The purpose of this study was to identify the relationship between self-image, interpersonal relationship and psychological well-being of persons affected by Hansen's disease through curve estimation of simple regression analysis. The results of the study firstly indicated that the communication, openness and understanding had a lower linear increase than 45 degree slope with increasing self-image. Despite the U shape increase of satisfaction and friendliness, confidence and susceptibility had an increased inverted U-shape showing a difference in the type of change. Second, positive well-being had an increase of < 45 degree slope with increasing self-image but as negative well-being increased in an inverted U-shape with the increase in self-image, it started decreasing after reaching the 3 points peak of self-image.

Simal (2011). The title is Education for a Positice Self Image in A Contemporary School. The review of literature review has the potential to remind teacher for a positice self image. Accordingly students positive self image is in a positive relationship with his or her social skills. conception of a contemporary scholl based on humanistic education can hardly be succesfull without positive education or positive pedagogy.

Conceptual Framework



Figure 1. Conceptual Framework
Source: Data Analysis Method (2019)

RESEARCH METHOD

Research Approach

The type of this study is qualitative research methodologies to analyze how is the self image of woman user of korean skin care product in Manado.. This research is qualitative research methodology which is descriptive research. According to Denzin and Lincoln (1994:22), qualitative research involves the studied use and collection of a variety of empirical materials - case study, 22 personal experience, introspective, life story, interview, observational, historical, interactional, and visual texts - that describe routine and problematic moments and meanings in individuals' lives.

Population, Sample and Sampling Technique

Population is identifiable group of elements (e.g, people, products, organizations) of interest to the researcher and pertinent to the information A population is a group of experimental data or persons. Population is generalization region consist of object/subject having certain quantity and characteristic that is fixed by researcher to studying and to gain conclusion (Sugiyono, 2005:34). The population of this research is all consumers who have been buying and using korean skin care product.

Sample is the subset or subgroup of population and A sample is the selected people chosen for participation in a study Sugiyono (2007:19), Sampling techniques is the way to collect and grab the data from trusted people and in order to get a good result. This research use purposive and snowball sampling technique in order to get more valid and detailed result. The researcher took take about 10 informants who have been buying and using korean skin care product in Manado.

Data Collection Method

Data collection method plays an important role in impact evaluation by providing useful information to understand the process behind observed result. In this part data collection method divided into primary and secondary data.

Operational Definition of Research Variables

Operational definition is a certain explanation about some issues that measured by certain terms In this research the main variable is self image and the indicators are value, influence and percentage.

Instrument Testing

The key instrument of this research is the researcher. The researcher is trained and has good understanding about all aspects of this research. The researcher was equipped with a note book, a recorder, and a camera in order to conduct interviews and The key instrument of this research is the researcher. The researcher is trained and has good understanding about all aspects of this research. The researcher was equipped with a note book, a recorder, and a camera in order to conduct interviews

Data Analysis Method, Validity and Reliability

In this qualitative data analysis there are explanations in detail of the process after collecting data till getting conclusions, According to Miles and Huberman in Sekaran and Bougie (2010: 46) there is generally steps in qualitative data analysis: Data Collection, data reduction, data display, drawing and verifying conclusion. Reliability is the overall consistency of a measures and is a way of assesing the quality of the measurement procedure used to collect data also the reliability in qualitative data analysis includes category and interjudge reliability. Validity is the extent to which a concept, conclusion, or measurement is well-founded and corresponds accurately.

RESULT AND DISCUSSION**Result**

This result use qualitative research and use in-depth interview as the tool to gain information. The population of this research are 10 consumer who ever bought korean skin care product. The first step, questions arranged and prepared before interview.

Informant 1

According to informant 1 is Debbie Waturandang , Consumer 1 is a kind of consumer who loves to try and buying some cosmetic especially for skin care, she has been using skin care for several years, and currently she is trying korean skin care, because nowadays korean skin cares become very famous among the asian woman. She usually bought korean skin care at some store in manado town square and sometimes she bought it through online shop. She said that by using korean skin care it gave a positive impact to her, there are some factors when before buying korean skin care, for example, factor of needs, social environment and curiosity of the product.

She said that the product of korean skin care is very interesting because they use a unique and natural ingredients which really makes the woman very interest to buy and to try the product itself. Looking from the benefits side using foreign skin care is a new and good challenge, for the quality as long as the product itself using the natural ingredients it is worth to buy.

Informant 2

Informant 2 is Marcela L, Marcela is a person who loves using Skim Care, she said that currently she has been using Korean skin care product, according to her, she is very satisfied when using korean skin care, even it is a foreign product but the product is very suit with her skin, she said that when a woman using korean skin care she will compare between the local product and foreign product, other positive impact is when using korean skin care, gain a experience on using foreign product. She said that she is very happy with the existence of korean skin care, because the product itself like moisturixer is very suit with her skin. Based on her opinion also, using other foreign product is effected the self image, as a woman, she wants to shows the beauty and the good image at the same time. For her the self image of using korean beauty product is, it is a mark that of woman who loves to takin care of her skin, taking care of the skin is a part of self image.

Informant 3

Informant 3 is Deitje T, Informant 3 is very interested with korean skin care product, she said that on the first time she is very curious about korean skin care product, and how it works. She said that she have been using for several months and it is very suit with her skin, but sometimes she mixed between using korean skin care and local brand. She said that korean skin care is very famous because it is known as the signature of beauty of asian woman. She said nowadays many female customer using korean skin care, and it become very famous. She said that using this kind of product is make her happy, related to her self image, she said that when she is hanging around with her friend and they talking about korean skin care, there are some happines to share about her experiences when using korean skin care, like the product of moisturizer, makeup, handbody, facemask and other korean skin care product.

Informant 4

Informant 4 is Maria Raming. She said that as personally consumer confusion still occur several times, and she said consumer confusion is the situation where she was confused which brand to choose, especially in this case which is in terms of selecting the different types of brands of mineral water, For her consumer the things that make confusion occur was because there are many new brand that sell in supermarket, and usually the most or the often consumer confusion occur was when her is in supermarket, when she saw many different types of brand, and there are another brand with a cute packaging, she said that sometimes she bought another brand, and for her consumer confusion occur cause when the consumer face by so many brand especially when the product itself very interesting and people might get confused when all the product has beet arrange in one place, and it will takes around several minutes for her to decide which product or brand to buy.

Informant 5

Informant 5 is Felicia P, She has been using several of korean skin care for example like the beauty product, make up, body mist and othe beauty product, she said she loves to using korean skin care because the ingredient is very natural and most of the product did not use any chemical ingredients and very safe to her skin, she said that most of her friends also using korean skin care, korean skin care is very famous among the teenager, and there are many store selling korean skin care because the high demand of the customer, she said that the impact to her self image is, when using this kind of product she is feeling so happy, because she knows the product will works well on her. Korean beauty product has a positive impact to the self image. She feel more confidence to go out by using the korean skin care.

Informant 6

Informant 6 is Priskila G, Informant 6 start answering about Self Image, according to her self image has a general meaning for her, in this case for example when a consumer especially a woman try a kind of skin care product, there are some consideration, to make it relatable of self image is, when buying skin care the consumer will consider that does the product itself will making her more beauty, so according to her self image is a the situation within a woman when they feel more confident, trust, and wants to use some product toward herself. Because she might feel more beauty if the product is works for her. According to her she has been using korean skin care which is an ordinary product, from the beginning there are some consideration, whether does this product gonna work and does this product will makes me more beauty. She said that she measure a product of korean skin care toward her self image, according to her it is important to measure and consider about what kind of korean skin care korean that she will use, she wants a positive outcomes.

Informant 7

Informant 7 is Carenina T, Informant 7 is a kind of woman consumer who loves to try korean skin care, she was the one who loves watching korean drama and she said, having a skin of korean woman was one of her dream, that is why she start to use a korean skin care, according to her people will easily find a korean skin care product because she said there are many online shopping who sell korean skin care product, and the consumer itself actually can choose what kind of product that they needs, whether is is a mask, moisturizing, cleansing foam, or other korean skin care product, according to her buying a korean skin care product and using it was a good experience becuase she said korean skin care product are pure from foreign which is a product that made by korean fabric that directly made from foreign, she is very amazed when the product are made for asian woman. She said after using the product it has increase her confident of beauty, and most important it gave an impact for her self image.

Informant 8

Informant 8 is Meivi K, Informant 8 have been buying korean skin care once, she said that the first time she bought korean skin care is when her friends offer her korean skin care product, cause she has a problem on her face, she start order it from her friend, and then she tried it, she said from the beginning she feel a little doubt before trying a foreign product but after that she decided to try it and she said that korean skin care product is a foreign product, she was very curious about the result later, and after that she said that she wants to use this kind of product but she does not want to be addicted. She said that having an experience using korean skin care product which is foreign product is good, the price is cheap, easy to order, and also the ingredients is natural, and it does not harm her face. She said that there are a happy feeling after trying the korean skin care, more confident increase, she said that she try a moisturizer of korean product and she offer it to another of her friends.

Informant 9

Informant 9 is Dhea K, Informant 9 has pretty much same answer with all the respondent, she said that she have been trying several product of korean skin care, and there are some product that she use permanently, she said that there are a product that very suit with her skin, and she put trust on the product that she tried before, she said that she usually order korean skin care from online shopping, and she gets effected first from an advertising on social media that sell korean skin care product, and she decided to buy and tried the product itself, she said she also use local skin care product, but also the factor of curiosity also allowed her to buy korean skin care product, according to her as a consumer there are many consideration before she decided to try foreign product, but she said the product is very interesting, before buying the product she has a big hope, that she will eventually gets a good result, and she said after using and having an experience of using foreign product which is korean skin care, she was really happy with the result, some works totally awesome into her, some works natural as she hope.

Informant 10

Informant 10 is Anes T, Last informant gives opinion about Korean skin care product and also Self Image, she said that a good product can affect her self image, according to informant 10 self image is when she feel happy to express her feeling when using something whether it is about the product, clothes, or something that related with her attitude, but she said image is not only about some good attitude that people wants to show to other people, but self image also something that people use and feel happy about the results. She said that she has been trying korean skin care product, she said that te factor of curiosity of using foreign product force her to try korean skin care product, she said that many people especially woman wants to having a good skin like korean womans, that is why she wants to try this kind of product, the product that she tried is a moisturizing product. According to her a woman should have an image for example "An image of love to taking care of theirselves, which is wants to taking care of their skin, face and others" that is why when asking about self image, she said that when using korean skin care is a happiness feeling. A pleasant feeling when she has a good result after using korean skin care product, she said that self image can be affect when a consumer gets a good result after using some product.

Discussion

Nowadays fashion product has growing rapidly in indonesia and becoming some people lifestyle especially for the woman and the fashion segment in Indonesia is developing to become a global contender and in Indonesia is proving that their fashion industry has a great influence and is a significant driver in Indonesia's creative economy. And nowadays people will turn to fashion as a way to express themselves and be creative as much as they want in order to increasing their style. Fashion refers to the way a person dresses and appears physically. A person's taste in fashion will show their sense of style. In the era of globalization the improvement of fashion especially for cosmetic has increase in literacy levels, high increase of women joining the workforce have made people more aware and conscious towards hygiene and beauty especially for the youth they will more concern about the appeareance especially in protecting their skin. Skin care products refer to all products used for cleansing, massaging, moisturizing etc. of the skin especially the face or hands.

The aim of such products is to maintain the body in good condition and protect it from the harmful effects of the environment. Skin care products also fall into the general category of cosmetics. Skin care products include cleanness facial masks, loners, moisturizers, sunscreen, tanning sets and lotions, skinlighteners, serums and exfoliants. The korean skin care also sell not only in offline store but also in online store for example through social media like instagram, shopee and etc, and it makes more easier for the customer to find the product of korean skin care. Also the things that make korean skin care famous and most female wants to having it, it

because most of the skin care using natural ingredients, that is why it become famous, the seller from korea also use a famous artis to sell their product through social media, and it gave significant impact for the consumer, it also affect people to buy korean skincare but nowadays there are a lot of skin care that exist, whether it is a cosmetic, skin care and other beauty product.

But the problem is even korean skin has a positive image but there are some women that put skin care differently sometimes the woman use korean skin care and also use other skin care product in the same time, but there are some people or woman who has different preception and different behaviour when they are planning to buy and use korean skin care. In this era people tend to buy any product by consider what are the benefit that can get from it and nowadays the buying behaviour of female is really improving, the female especially for the youth have a unique behaviour and nowadays there is a unique buying behaviour called Self Image, Self Image is how people feel about themselves as a people, as human beings, and how people see about themselves, self image can change anytime as a human being people can see themselves as what they wear, use and assume anything about the self image itself.

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Based on interview from all the respondet, all the respondent 1,2,3,4,5,6,7,8,9,10 gave the positive respondent about the self image when using korean skin care product, as known on this research the problem statement was how is the Self-Image of Woman users when using Korean Skin Care Product? and the research objectives was to know how is the self-image of woman users when using korean skin care product, the researcher took 10 respondent of woman consumer to become the respondent, and all the respondent actually has a pretty much answer, looking from the korean skin care product, definetely all the respondent have an experience to buy, having, and tried the korean skin care product, most of them said that using korean skin care product is such a good experience, cause the product itself categorized as foreign product, that actually an import product, there are some respondent that assume korean skin care helps them to fix their face problem. And after the discussion from all the respondent to make it related between self image and the korean skin care the reesearch asked to respondent about how the self image when using korean skin care product, and it can be concluded that when using korean skin care product all the respondent has a expectation that these kind of korean skin care will suit them, and also

for the woman user or woman consumer there are a lot of consideration before decided to use the korean skin care as a foreign product, after make a coding categorizing all the respondent said that using this product was has no risk at all, the product is valuable, and worth to buy and worth to use. After using these kind of products, to make it to self image, which is the self image in this reesearch is the self image when a woman users try the product itself and then they try to measure that does this kind of product is good, and it ca be conclude when using korean skin care product the impact to self image for all the respondent was positive, as long as the consumer gets a positive feedback when using korean skin care product, the self image or the confident has more increasing, and it means that self image could increase a confident of woman when a woman user or the consumer using a product that valuable and suit to them.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the result and discussion on the previous chapter, it can be conclude that self image on woman users or woman consumer has been increasing and refers to the positive side when woman consumer using the korean skin care product and the results is as the expectation which the product itself suit toward them, all the respondent gives a positive opinion towards the self image when using the korean skin care product or known as foreign products and the korean skin care product is a product that valuable among the consumer that have an experience of using the product itself cause the product mostly use natural ingredients. It can be conclude all the respondent said that in this case, Self image is a situation within the a person when they try to measure a product that are suit them or not, so when using the korean skin care product the self image or the person become more confident which means the product is works to them and when using a foreign product there is any positive impact to the consumer which means try a foreign pr oduct and having a good and new experience.

The social environment, society and self concept within the consumer also stimulate the consumer to buy and use korean skin care and effected their self image to grow positively.

Recommendation

This research has been conducted in order to explore generally about the self-image of woman users toward Korean skin care product in Manado area. Here are some recommendations:

1. For the consumer, it is good for the consumer to know about the self image toward them and what factors that leads them to use korean skin care and whats increase the self image.
2. For the future researcher, the researcher hopefully will help in doing their research using the findings regarding with the topic, and even help as guidance in selecting the method of the research about consumer involvement
3. For the university, hopefully can give the students, lecturers and other parties in university knowledge and additional information regarding with the current research.

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