ABSTRACT

Cosmetic is ingredients or preparations used to make the body, teeth, and mouths especially to cleanse, make faces, and or make body or body armor in good condition. Therefore, the consumption of cosmetics in Indonesia every year must increase because consumers is not only woman, but men have been taking it. Thus the cosmetics industry certainly has many projects either locally or internationally. Characteristics and problems of the cosmetic industry can be done by mapping the factors involved. Structural and performance mapping is the usual approach to industry analysis. The method used is a mixed or cost method of quantitative and qualitative methods. Secondary data is a qualitative and quantitative analysis. Data analysis technique for qualitative data is descriptive and quantitative is statistical analysis. The results showed that the Indonesian cosmetics industry is included in the oligopoly market structure with average ratio (CR3) averaging 86.55% and the average value of MES is 30.32% during 2007 - 2016. The performance of the Indonesian cosmetics industry is quite good with average value of liquidity ratio 414,92%, leverage ratio 38,10%, ROA 8,04% and ROE 11,36%.

Keyword : *Structure, Performance, Mix Methods*