

ABSTRACT

THE DESIGN OF BEAUTY ENTHUSIAST CENTER

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. The progress of the beauty industry in Indonesia is currently increasing because of the lifestyle of today's people who are aware of the importance of care and education. Besides, social media such as YouTube, Instagram, Facebook, and others are some of the factors in this phenomenon. This gave rise to people who were interested in the world of beauty called the beauty enthusiast, and also began to emerge public figures who became role models for beauty enthusiasts. In Bandung, the community for beauty, namely Bandung beauty vlogger, this association is a lover of fellow makeup and skincare, routinely holding events in West Java in collaboration with a brand. Beauty enthusiasts are interested in participating because this association can build a sense of family and share information or tips about beauty. The absence of a forum for them to make the concept of Diversity of Beauty Pop in the Beauty Enthusiast Center designer to make a place for those who want to show the character of each individual with a variety of diversity to increase the confidence and existence of the community and beauty enthusiast

Keywords: *beauty, enthusiast, social media*