

LIST OF FIGURES

Figure 1.1 Visitor Sociolla's Website July-September 2019	2
Figure 1.2 Logo of Sociolla	2
Figure 1.3 Product and Brand in Sociolla Website	3
Figure 1.4 Cosmetics Sales in Indonesia	4
Figure 1.5 Indonesia's Internet Penetration	5
Figure 1.6 Rank E-Commerce in Q3 2019	6
Figure 1.7 Instagram Post Demi Matte Cushion From Make Over	6
Figure 1.8 Instagram Post Sunny Snail Tone Up Cream	7
Figure 1.9 Website Promotion For Mediheal.....	7
Figure 1.10 Instagram Post Sukin Launching	8
Figure 1.11 Pretty Chic Set and Pretty Sweet Set	8
Figure 2.1 Research Framework	26
Figure 3.1 5 Point Likert Scale	37
Figure 3.2 Research Stage	38
Figure 3.3 Continuum Line	48
Figure 3.4 H0 Rejection Area on One Tailed Test	489
Figure 4.1 Favourability of Brand Association Continuum Line	55
Figure 4.2 Favourability of Brand Association Continuum Line	57
Figure 4.3 Uniqueness of Brand Association Continuum Line	58
Figure 4.4 Outer Model	60
Figure 4.5 Inner Model	64
Figure 4.6 Theoretical Framework With The Result	66