

LIST OF FIGURES

Figure 1. 1 PT. Paragon Technology and Innovation Logo	1
Figure 1. 2 Wardah Company Logo.....	2
Figure 1. 3 Data on Internet and Social Media Trends 2020 in Indonesia	3
Figure 1. 4 Most Used Social Media Platforms	4
Figure 1. 5 Mobile App Ranking: Downloads	5
Figure 1. 6 10 Most Downloaded Apps in 2020	5
Figure 1. 7 TikTok Users in Indonesia	6
Figure 1. 8 Primary Channels for Brand Research	7
Figure 1. 9 Most Popular Content Categories on Tiktok Worldwide.....	8
Figure 1. 10 Leading cosmetic brands sold in major online stores in Indonesia by Number of Items Sold.....	9
Figure 1. 11 Produk Skincare Mana Yang Paling Banyak Ditonton Di Tiktok	10
Figure 2. 1 Information Adoption Model.....	31
Figure 2. 2 Information Acceptance Model.....	31
Figure 2. 3 Theoretical Framework.....	33
Figure 4.1 Research Model.....	63