# CHAPTER I
INTRODUCTION

1.1   Research Object Overview

1.1.1 Make Over

Make Over is one of the local Indonesian cosmetic brands from PT Paragon Technology and Innovation with the tagline Paragon is an Indonesian beauty company with the purpose of creating a greater good for society through innovation. The Make Over cosmetic brand was launched in 2010 by PT Paragon Technology and Innovation with the brand line Make Over Cosmetics is a professional cosmetic with a complete range of colors, textures, and functions for each product category. The Make Over company's logo is shown in Figure 1.1.
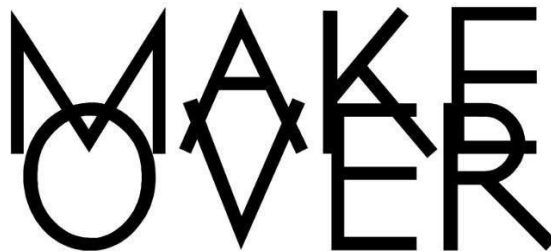
Figure 1. 1 Logo of Make Over

Source: makeoverforall.com, 2022

There are no restrict develop on how Make Over defines beauty, because all women are beautiful. Establish and demonstrate to the world that freedom of expression and thought are essential components of global communication. It is past time to live in a world dominated by beauty (paragon-innovation.com, 2022).

Mentioned on its official website, PT Paragon Technology and Innovation has penetrated to various cities throughout Indonesia, starting from Aceh, Medan, Padang, Batam, Bengkulu, Palembang, Bengkulu, Lampung, Banten, Tangerang, Bekasi, Jakarta, Sukabumi, Bandung, Tasikmalaya, Bogor, Purwokerto,

Yogyakarta, Solo, Semarang, Surabaya, Malang, Kediri, Denpasar, Lombok, Pontianak, Palangkaraya, Banjarmasin, Samarinda, Makassar, Kendari, to Ambon (paragon-innovation.com, 2022).

Make Over cosmetics sells various kinds of makeup products ranging from Foundation Products, Contour, Concealer, Blush, Powder, Eye pallete, Mascara, Eyeshadow, Eyebrow, Eyeliner, Lipstick, Lip palette, Lip liquid, Lip pencil, Lip gloss, Primer & setting spray, Moisturizer, Cleanser, to makeup tools and sanitary ware. The best-selling product in the face makeup line is Make Over Silky-smooth translucent powder, Make Over perfect cover two-way cake, and Make Over powerstay matte powder foundation. The Make Over powerstay matte powder foundation product is shown in Figure 1.2.

Figure 1.2 Make Over Powerstay Matte Powder Foundation

Source: makeoverforall.com, 2022

Make Over powerstay matte powder foundation is one of the best-selling products. This product is a lightweight liquid foundation with medium buildable coverage that blends across the complexion like a second skin, keeping natural skin features visible. It gives a lively matte finish for the skin and lasts for up to 12 hours (Makeoverforall.com, 2022).

1.1.2 ESQA

ESQA is a local Indonesian cosmetic brand from PT Keva Cosmetics Internasional is an Indonesian cosmetics company established in 2015. Their vow to create high-quality and beautifully designed products that are Vegan and formulated without harmful ingredients to enhance your natural beauty. ESQA believes that every woman is naturally beautiful and makeup is not supposed to change the look, but to enhance natural beauty. The ESQA company's logo is shown in Figure 1.3.

Figure 1.3 Logo of ESQA

Source: esqacosmetics.com, 2022

ESQA develop innovative products that are the cutting edge in the international makeup scene. This is how ESQA was launched in June 2016. ESQA is the first and leading Vegan cosmetics brand in Indonesia. ESQA is also Halal Certified (Esqacosmetics.com, 2022).

ESQA cosmetics sell various kinds of makeup starting from face makeup such as Setting powder, Powder foundation, Corrector, Concealer, Setting spray, and for the eyes makeup starting from Eyeshadow, Eyeliner, Brow mascara, Brow pencil, and then from Cheeks product lines such as Cheeks palette, Blush, Highlighter, and Bronzer, from Lips products such as Matte lip liquid and Gloss lip liquid. Reporting from the official ESQA website, there are seven ESQA cosmetic products with the best sales including the Goddess eyeshadow palette, Flawless powder foundation, Flawless liquid concealer, ESQA blush, ESQA lip gloss, Brow pomade pencil, and the goddess cheek palette. ESQA Flawless powder foundation product shown in Figure 1.4.

Figure 1.4 Flawless Powder Foundation

Source: esqacosmetics.com, 2022

ESQA Flawless powder foundation is one of the best-selling item makeup products. A long-wearing powder foundation that gives flawless and smooth skin with a velvet matte finish. It has medium to full buildable coverage that will control shine throughout the day. Comes in a velvety texture that will blend seamlessly with makeup without that tight-feeling dryness. It also comes with a double-sided sponge applicator. Use the microfiber side for medium coverage or the smooth sidefor full coverage complexion, non-caking, non-creasing, and non-fading makeup all day (Esqacosmetics.com, 2022).

1.1.3 Luxcrime

Luxcrime is a local cosmetics Indonesian product brand from PT Luxury Cantika Indonesia, one of the Indonesia-based cosmetics & skincare companies that have both online and offline operations. We have been established in 2015 and provide beauty products ranging from skincare to makeup which always follows the trend beauty industry (Id.linkedin.com, 2022).

Figure 1.5 Logo of Luxcrime

Source: luxcrime.com, 2022

Luxcrime is a local cosmetics Indonesian product brand from PT Luxury Cantika Indonesia, one of the Indonesia-based cosmetics & skincare companies that have both online and offline operations. Luxcirme established in 2015 and provide beauty products ranging from skincare to makeup which always follows the trend beauty industry (Id.linkedin.com, 2022). The Luxcrime logo company's is shown in Figure 1.5.

Luxcrime is a cosmetic and skincare company inspired by the beauty of Indonesian women; Luxcrime provide quality products from skin to makeup with the aim of enhancing the beauty and elegance of Indonesian women. Luxcrime has the tagline "I, Makeup, Skin, Happy :)" which put into all campaigns and sales platforms. This tagline means that Luxcrime provides a complete range of products from skincare to cosmetics and hope that customers will have a pleasant and happy experience when they see, touch and use Luxcrime products through packaging, to high quality and attractive formulas. Luxcrime also fight animal testing (cruelty-free without experimenting on animals) and avoid harmful chemicals. Luxcrime always develops beauty and personal care based on customer demand and beauty product trends in the global market (Luxcrime.com, 2022).

Luxcrime cosmetics sell various kinds of skincare and makeup starting from the Luxcrime skincare line such as Cleansing oil, Lip care, Mask, Moisturizer, and Serum. Furthermore, the luxcrime makeup line includes Bronzer/contour, Eye product, Eyebrow, Face product, Blush, Setting spray, Highlighter, Lips, and Eye shadow (Luxcrime.com, 2022). Reporting from the official Female Daily website, in the best of beauty awards 2020, the winner of the best powder product was Luxcrime Blur & Cover Two Way Cake with a rating of 4.6 out of 147 users on the Female Daily website (Awards.femaledaily.com, 2022). The Luxcrime Blur&Cover Two Way Cake product is shown in Figure 1.6.

Figure 1.6 Luxcrime Blur & Cover Two Way Cake

Source: luxcrime.com, 2022

Luxcrime Blur & Cover Two Way Cake instantly mattify and set the face. It's formulated to transform the look of the skin with soft-focus powder which gives smoothing and imperfections covering effect. Enriched with ultra-soft particles with velvet matte finish. Leaves complexion flawless and evens out the skin with the added benefit of UV protection (Luxcrime.com, 2022).

1.2 Research Background

According to Swastha & Sukotjo (2007). In the realm of global trade, business competition is nothing new, especially when it comes to securing fresh markets and maintaining existing customers. Companies must orient themselves toward serving clients, engaging with rivals, and launching products in order to establish a dynamic and competitive corporate environment. In this situation, the goods or service organization in question must be vigilant to seize possibilities that arise to keep up with changing times. The tendency of advancement has an influence on human behavior and lifestyle in numerous ways. The need to meet basic requirements such as clothes, food, and boards, which were formerly straightforward, became increasingly complicated. This can be proven by the development of the cosmetic industry which is marked by the variety of cosmetics on the market.

The Indonesian cosmetic market is growing from year to year, the trend of selling cosmetics in Indonesia continues to increase even though it has decreased due to the Covid-19 pandemic (PPAK Indonesia, 2021). Association of Indonesian

Cosmetics Companies and Associations (PPAK Indonesia) projected this year's sales to grow in the range of 7% to US$7.45 million from last year's US$6.95 million (PPAK Indonesia, 2021). Trends in Cosmetic Sales in Indonesia is shown in Figure 1.7.
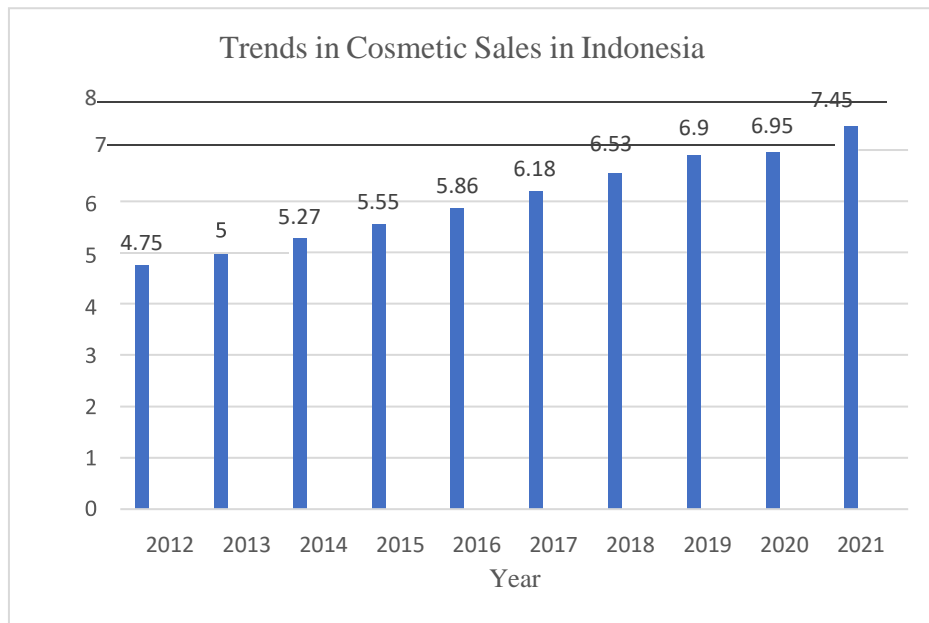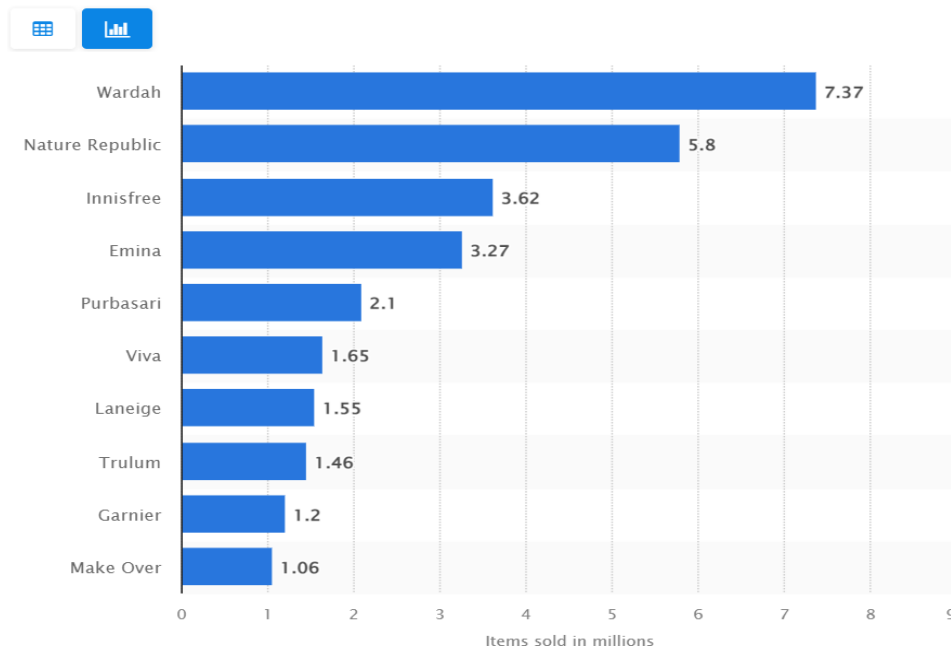

Figure 1.7 Cosmetic sales data in Indonesia

Source: PPAK Indonesia, 2021

Meanwhile, according to the latest data from the Ministry of Industry in 2018, there were 153 new small and medium-scale cosmetic industries. This figure accumulates the total number of cosmetic industries to 760 companies, of which 95% are filled by SMEs and only 5% are large-scale industries (Kemenperin, 2018). According to the Director-General of Small, Medium, and Multifarious Industries of the Ministry of Industry (IKMA), the cosmetic sector contributed 1.92 percent of the Gross Domestic Product (GDP). For this reason, he said, the government will continue to help small and medium industry players in the cosmetic sector to remain productive in order to bring positive benefits to national economic growth (bisnisindonesia.id, 2021). Local beauty and skincare product brands are increasingly recognized and targeted by Indonesian consumers because their quality can be compared to big foreign brands that were first known. As evidenced by data from the Central Bureau of Statistics (BPS), in the first quarter of 2020, the

performance of the chemical, pharmaceutical and traditional medicine industries, which include the cosmetics sector, grew by 5.59 percent (Badan Pusat Statistik, 2020). Leading cosmetic brands sold in major stores in Indonesia is shown in Figure 1.8.

Leading cosmetic brands sold in major online stores in Indonesia as of January 7, 2020, by number of items sold
(in millions)

Brand	Items sold in millions
Wardah	7.37
Nature Republic	5.8
Innisfree	3.62
Emina	3.27
Purbasari	2.1
Viva	1.65
Laneige	1.55
Trulum	1.46
Garnier	1.2
Make Over	1.06

Items sold in millions

Figure 1.8 Leading cosmetic brands sold in major online stores in Indonesia, by number of items sold

Source: statista.com, 2020

Wardah, Nature Republic, Innisfree, Emina, Purbasari, Viva, Laneige, Trulum, Garnier, and Make Over are the top ten most sold cosmetic brands in Indonesia. The results of statistical data show that most of the 6 products come from Indonesian cosmetic brands which are no less competitive in sales than imported or foreign brands. Local Indonesian products include Wardah who took the first position, Emina, Purbasari, Viva, and Make Over (Statista.com, 2020).

Figure 1.9 Best Selling Local Makeup Brand in Face Cosmetics Category
(Period 1-15 August 2021)

Source: Dashboard Compas.co.id, 2021

In Figure 1.9 above is evidence of the results of the Compass team's internal research on approximately 39 thousand product listings for the facial cosmetic category on Shopee and Tokopedia official and non-official stores for the period 1-15 August 2021. The internal Compass team has conducted research using the online crawling method on the Shopee and Tokopedia websites. Sales data was successfully obtained for the category of facial cosmetics sold in the official and non-official stores of the two marketplaces with a rating above 4. The samples taken were approximately 39 thousand listings. From the research above best-selling local makeup brand in face cosmetics with the first rank is Make Over with a market share of 10.3%, the second is Wardah with a market share of 7.7%, then Pixy ranks third with a market share of 5.7%, and the fourth Luxcrime with a market share of 5.2% (Compas.co.id, 2021).
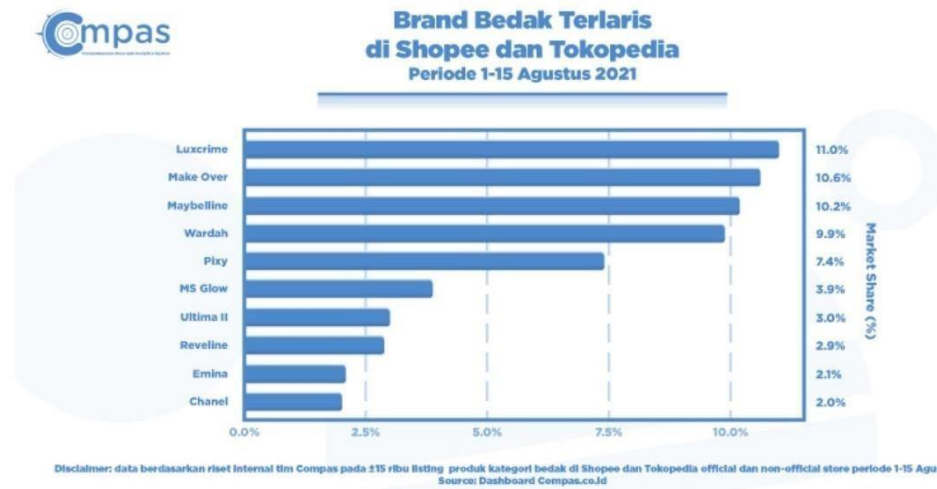
Figure 1.10 Best-selling powder brand on Shopee and Tokopedia

Source: Dashboard Compass.co.id, 2021

From the data above, in Figure 1.10, the results of the Compass team's internal research on approximately 15 thousand product listings for the powder category at Shopee and Tokopedia official and non-official stores for the period 1-15 August 2021. From the research above the best-selling powder brand in Shopee and Tokopedia, the first is Luxcrime with a market share of 11%, in second place is the Make Over brand with a market share of 10.6%, the brand in third place is Maybelline with a market share of 10.2%, then in fourth place is Wardah with a market share of 9.9%, in fifth place is the Pixy brand with a market share of 7.4%, in sixth place is the MS Glow brand with a market share of 3.9%, then in seventh place is the Ultima II brand with a market share 3%, in eighth place is the Reveline brand with a 2.9% market share, then in the ninth place is the Emina brand with a 2.1% market share, and in tenth place is the Chanel brand with a 2% market share (Compas.co.id, 2021).

Based on the best-selling powder brand data above, it can be seen from Figure 1.11 and 1.12 that the first position is form the Luxcrime brand, one of the best-selling products from that brand is Luxcrime Blur & Cover Two Way Cake based on data from the official Female Daily at the best beauty awards 2020 with a rating of 4.6 of 147 users on female awards (Awards.femaledaily.com, 2022).
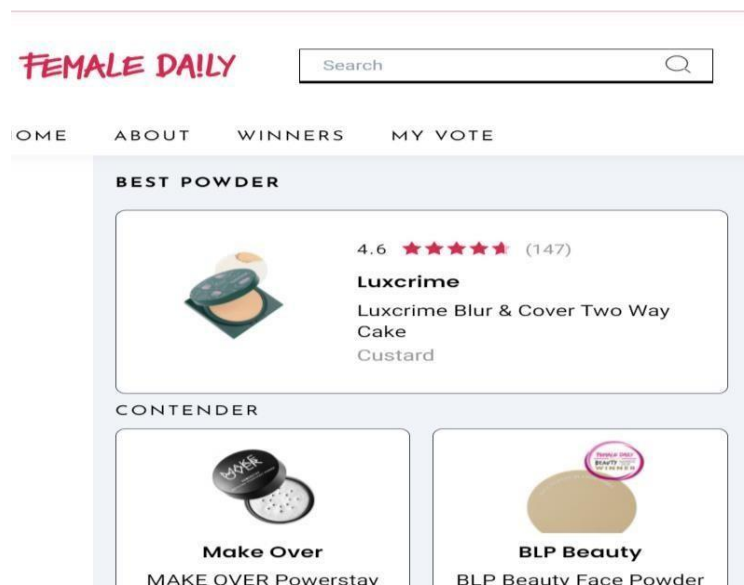
Figure 1.11 Best powder foundation in best of beauty awards 2020 Female Daily

Source: awards.femaledaily.com, 2020

The second position is occupied by the Make Over brand. Reported from the official website of Make Over with one of its best-selling products is the Make Over powerstay matte powder foundation (Makeoverforall.com, 2022).
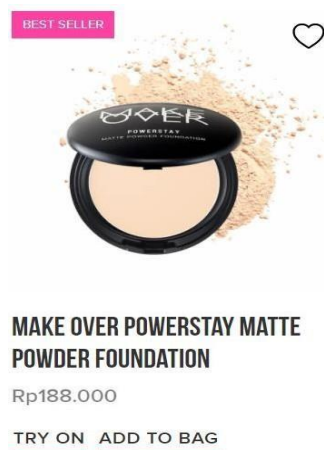
Figure 1.12 Make Over powerstay matte powder foundation

Source: makeoverforall.com, 2022

As reported from the official Make Over website, there are three best-selling powder products, namely, Make Over silky smooth translucent powder, Make Over perfect cover two way cake, and lastly, Make Over powerstay matte powder foundation (Makeoverforall.com, 2022). For the best-selling product from Make Over, the researcher uses one of the best-selling Make Over products, namely Make Over powerstay matte powder foundation.

Of the two products above, the Luxcrime and Make Over brands, the author will compare them with local Indonesian product brands that are not included in the internal research of the compass team, best-selling local makeup brand in face cosmetics category, and best-selling powder brand on Shopee and Tokopedia. The product is from the ESQA brand, namely ESQA flawless powder foundation which is included in the best product for the Indonesian beauty e-commerce version, Sociolla. ESQA flawless powder foundation also is one of the best-selling products from the ESQA powder product brand (Esqacosmetics.com, 2022). Reporting from the official website, ESQA flawless powder foundation received a good rating of 4.6 out of 249 user reviews (Review.soco.id, 2022). Product rating can be seen in Figure 1.13.

**Figure 1.13 ESQA Flawless powder foundation**

Source: review.soco.id, 2022

Consumers are becoming more engaged in acquiring information as technology advances. The advent of the internet also makes it simpler for customers to access the information they want. Society is becoming increasingly cautious when deciding which goods to purchase. This leads to the establishment of

community activities such as product reviews, which aid in the dissemination of information about the experience of using the product.

This study will take product reviews through the online e-commerce platform, Sociolla, regarding the Make Over powerstay matte powder foundation product, Luxcrime blur & cover two-way cake product, and ESQA flawless powder foundation product. Sociolla is Indonesia's trusted and most complete online shopping destination offering authentic beauty products e.g., makeup, skincare, haircare, fragrance, and beauty tools serving women across Indonesia. In addition to selling original beauty products, Sociolla also provides inspiration to be your trusted beauty advisor, Sociolla presents you the Beauty Journal, an online beauty media portal dedicated for women to explore and develop their own unique beauty style, while receiving the latest information on trend and brand development (Sociolla.com, 2022).
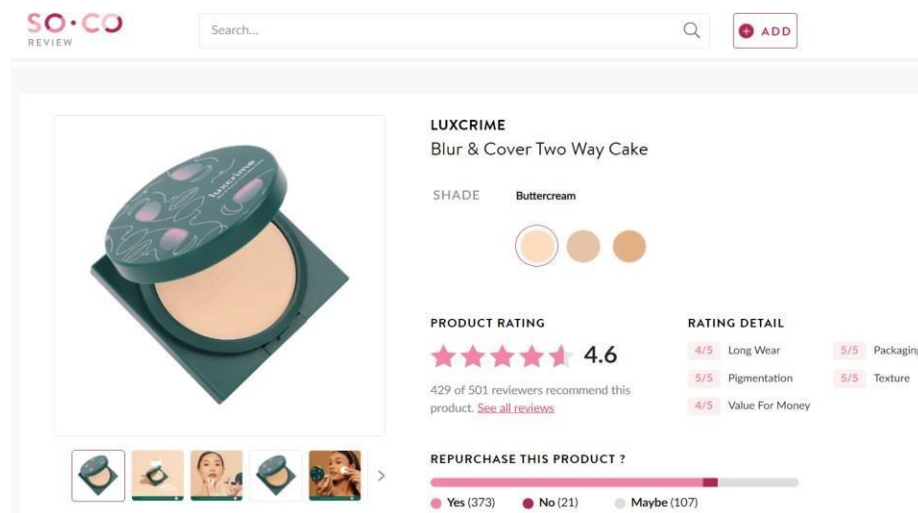
Reporting from the official website, Sociolla also provides SO.CO reviews are about product reviews of users or buyers of beauty products through Sociolla. One example is a review of the Make Over powerstay matte powder foundation product with reviews from approximately 1600 users, the Make Over Powerstay Matte Powder Foundation received a rating of 4.6/5 and 1583 reviewers recommend it to readers (Review.soco.id, 2022).
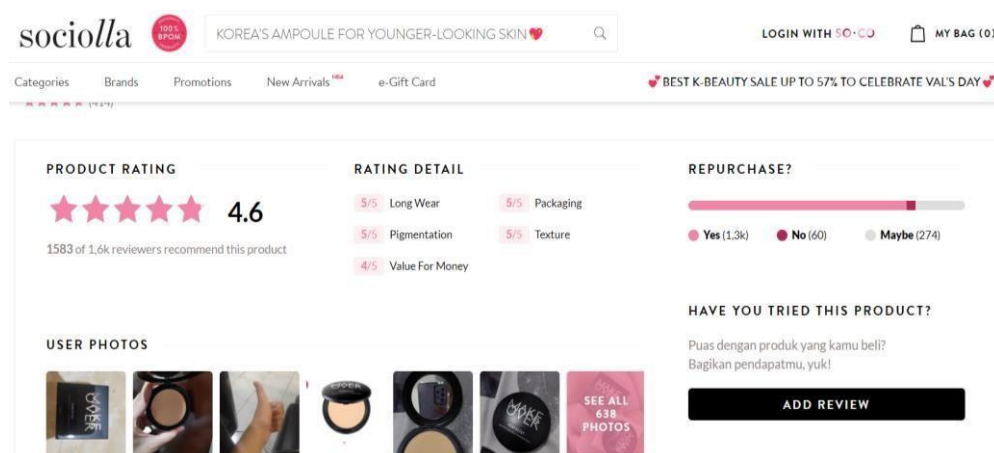
Figure 1.14 Sociolla Site View
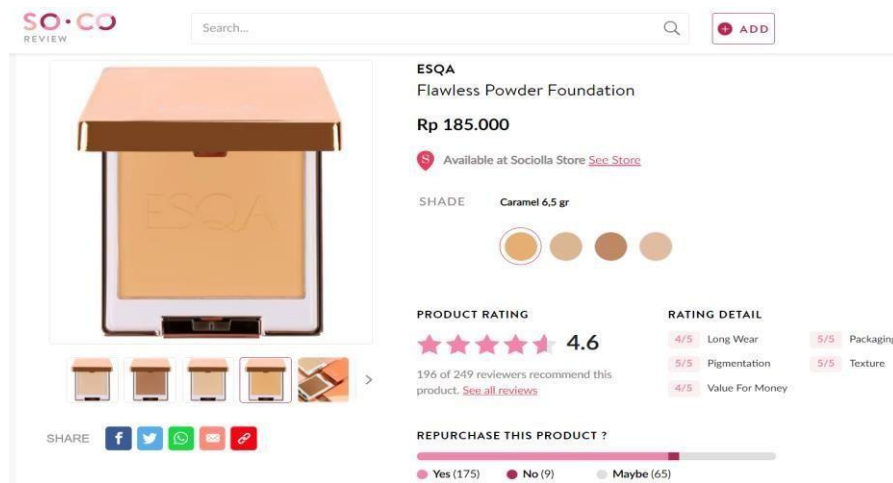
Source: review.soco.id, 2022

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In addition to these products based on the official Sociolla website, on the site selling products, there are also product reviews from the Luxcrime brand, one example of a product from this brand is Luxcrime Blur & Cover Two Way Cakewith reviews from 501 users received a rating of 4.6/5 and 429 reviewers recommend the product to readers (Review.soco.id, 2022). The Sociolla site view represent the rating of the product is shown in Figure 1.14 and 1.15.

Figure 1.15 Sociolla Site View

Source: review.soco.id, 2022

Reporting from the official Sociolla website, not only the above powder foundation products are on the Sociolla website, on the website, there are ESQA products, one of the products the author use as an example is the ESQA Flawless Powder Foundation product, with reviews from 249 users received a rating of 4, 6/5 and 196 reviewers recommend the product to readers (Review.soco.id, 2022).

Figure 1.16 Sociolla Site View

Source: review.soco.id, 2022

Based on Figure 1.16, the reviews on the official Sociolla website can be used as an evaluation and a measure of the competitive business ability of a product's quality. A large number of customers utilize social media on a regular basis to share their own viewsand opinions about the products and services they use. Different social media platforms for buying and selling things online are growing at an exponential rate these days. This enables their clients to post about their experiences on social media.Customers are sharing their experiences and behaviours on social media platforms,and this information is becoming increasingly valuable for businesses to develop their marketing strategies and compete in the market (Ahmad et al., 2019). O'Hern and Rindfleisch (2010) (in Deokar et al., 2018) consider users as being central andvital participants in the product innovation process. Particularly, with the fast development and proliferation of online customer review communities, customers today willingly contribute and share their thoughts and opinions online. Online customer reviews have become an important new channel to acquire customers' feedback about product features and potential product defects (Abrahams et al. 2013; Lee and Seo 2013; Mudambi and Schuff 2010). Existing studies show that online customer reviews have a significant impact on other customers' adoption decision and firms' sales performance due to the word-of-mouth (WOM) effects (Y. Chen & Xie, 2008; Duan et al., 2013). Online

customerevaluations include essential information for product development and improvement, in addition to being beneficial for customers and marketing. Jin et al. (2015) find that online customer reviews are an important information source for collecting customer feedback and new requirements for product developers or designers. Some researchers have developed text analysis methods in order to extract and measure aggregated customers' preferences and feedback on product features (Decker & Trusov 2010; Xiao et al. 2015).

Online reviews include a lot of information, and analyzing it the traditional method will take a long time. As a result, data may be scraped off the web using certain programs. As users continue to post a large amount of textual information on various social media sites, there is a growing interest in using automatic methods such as text mining and sentiment analysis to process large amounts of user-generated data and extract meaningful knowledge and insights. As an emerging technology, text mining aims to extract meaningful information from a large number of textual documents quickly (W. He et al., 2013; B. Liu et al., 2011).

In this study, the reviews on the Sociolla sites will be analyzed using the text mining method. Text mining used is sentiment analysis. Sentiment analysis or, interchangeably, opinion mining, is "the computational study of people's opinions, attitudes, and emotions toward an entity" (Medhat, Hassan, & Korashy, 2014, p. 1093). The entity can represent individuals, events, products, or services. In practice, numerous companies have used sentiment analysis to develop marketing strategies by assessing and predicting public attitudes toward their brand (Cambria et al., 2013). According to He et al., (2016) used text mining and sentiment analysis techniques to analyze and compare social mediacontent on the Facebook sites of the three largest drugstore chains in the United States: Walgreens, CVS, and Rite Aid and found similarities and differences in the social media use among the three drugstore chains. With rising competition through social media, one new added aspect in the business scenario is to deal with decisionsthat require the mining, analysis, and matching of the critical success factors from the posted content on social media. It, therefore, becomes important to trace a large volume of user-generated data on social media which makes it necessary to exploitthe competitive

analysis results (Arora et al., 2019). In addition to using sentiment analysis, the researcher uses the topic modeling method, the topic modeling methodis a critical component of text mining. A topic model is a probabilistic model that automatically identifies the salient themes in a collection of documents. The fundamental concept is to consider documents as mixtures of subjects in the topic model, with each topic represented as a probability distribution of the words. Whena topic model is used as a text mining tool, each topic is considered as a collection of words, and each document can be viewed as a collection of topics with varying proportions based on the frequency with which terms occur (Yang & Zhang, 2018). Based on the explanation above, this research will offer a solution in conducting sentiment analysis and topic modeling of the above local brand makeup products through customer reviews on the Sociolla website. This analysis aims to find out what sentiments (brand sentiment) and brand topics often arise so that it can make it easier to know consumer perceptions of the above local product brands and can be a competitive comparison that will be input for companies to improve the quality of their products.

Based on the above background, this study wants to find out how the opinions and ratings of the quality analysis on local makeup products are Make Over Powerstay Matte Powder Foundation, Luxcrime Blur & Cover Two Way Cake, and ESQA Flawless Powder Foundation, by looking at user reviews on the official Sociolla website. This research can also be a valuable input for product improvement so that local makeup products can compete with imported products and change their marketing. After seeing the phenomenon and collecting the necessary data, therefore this research is entitled "ANALYSIS OF COMPETITIVE PERCEPTION OF POWDER FOUNDATION MAKE OVER, ESQA, AND LUXCRIME COSMETIC PRODUCTS USING SENTIMENT ANALYSIS AND TOPIC MODELING METHODS"

1.3   Problem Statement

Based on research background, researchers compared the three products because the results of research and surveys from Statista.com (2020) in leading cosmetic brands sold in major stores in Indonesia is shows that several imported products from abroad mostly dominate sales of cosmetic brands in Indonesia in 2020, such as Nature republic entering second position, Innisfree entering third position, Trulum entering eighth position (Statista.com, 2020). This phenomenon will greatly benefit the sale of imported products, if the sale of local cosmetic brands can dominate product sales, it will be very profitable because the trend of selling cosmetics in Indonesia continues to increase from year to year (PPAK Indonesia, 2021). The Compas Team's internal reseach showed that in the survey of the best-selling powder brands on Shopee and Tokopedia for the period 1-15 August 2021, the first best-selling product was Luxcrime, with a market share of 11%, in second place is the Make Over brand with a market share of 10.6% (Compas.co.id, 2021). Moreover, the rating value obtained from the three local makeup powder foundation products was the same as a rating of 4.6/5 with various reviews. The three products compete with the same rating value; therefore, the author will examine the ranking of the local makeup product brands from customer review data on the Sociolla website using sentiment analysis and topic modeling methods. The reviews on the official Sociolla website can be used to evaluate and measure the competitive business ability of a product's quality. Online reviews include a lot of information,and analyzing the traditional method will take a long time. As a result, data may bescraped off the web using specific programs (W. He et al., 2013; B. Liu et al., 2011). The result of sentiment analysis is brand sentiment. Brand sentiment can be used as a benchmark for positive, negative, and neutral labels, which are mostly found in these three powder foundation products and become a benchmark for whether the product is good or not good from the number of positiveand negative sentiment words. In addition to using the sentiment analysis method, the researcher uses the topic modeling method.

The result of topic modelling is brand topic. Brand topic or topic model is a probabilistic model that automatically identifies the salient themes in a collection of documents. The fundamental concept is to consider documents as mixtures of subjects in the topic model, with each topic represented as a probability distribution of the words (Yang & Zhang, 2018). The outcomes of these topic brand documents can be used to make recommendations for product quality enhancements and marketing strategy changes. Because the three products have the same rating, 4.6/5, the researchers compare them. After obtaining brand sentiment and brand topic, the two data points can be compared to create a competitive perception based on customer reviews of about the three products in Sociolla site. This perception can be used to make suggestions and comparisons to customers who use makeup powder foundation products, as well as suggestions to manufacturers to improve product quality and adjust marketing strategies in order to compete with imported products. In addition to competing with imported products, the reason the author conducted this research is because the research on comparison of local brand cosmetic products is relatively small (Scholar.google.co.id, 2022).

Based on the phenomena described in the background and problem formulation above, the researchers asked the following research questions:

1. What is the result of consumer sentiment towards the Make Over Powerstay Matte Powder Foundation, Luxcrime Blur & Cover Two Way Cake, ESQA Flawless Powder Foundation products on the Sociolla website?

2. What topics and words were discussed related to Make Over Powerstay Matte Powder Foundation, Luxcrime Blur & Cover Two Way Cake, ESQA Flawless Powder Foundation products on the Sociolla website?

3. How do the comparison analysis of competitive perception, brand Sentiment, and brand topics results of c products?

1.4 Research Purpose

Based on the phenomena described in the research background, problem statement, and research questions above, the objective of the research are as follows:

1. To find out the consumer sentiment results towards the Make Over Powerstay Matte Powder Foundation, Luxcrime Blur & Cover Two Way Cake, ESQA Flawless Powder Foundation products on the Sociolla website.

2. To find out what topics and words were discussed related to the Make Over Powerstay Matte Powder Foundation, Luxcrime Blur & Cover Two Way Cake, ESQA Flawless Powder Foundation products on the Sociolla website.

3. To find out the comparison analysis of competitive perception, brand Sentiment, and brand topics results of MakeOver Powerstay Matte Powder Foundation, Luxcrime Blur & Cover Two WayCake, ESQA Flawless Powder Foundation products.

1.5 Research Benefit

Based on the research objectives to be achieved, the authors hope to benefit interested parties. Here are the benefits of this research:

1.5.1 Theoretical Aspect

The results of this study are expected to enrich knowledge in the field of management, which is combined with one of enormous data knowledge for the benefit of the writer's future education. In addition, it is hoped that this research canbe helpful and add insight as a reference on technology-based management.

1.5.2 Practical Aspect

Based on a competitive social media analysis with its rivals, the findings ofthis research may be used as input for firms to increase activity and interaction on social media, which can subsequently be used for various commercial purposes.

1.6 Research Systematic

CHAPTER I: INTRODUCTION

In this chapter, the writer explains the general description of the Research object, Research background, Problem formulation, Research questions, Research objectives, Research benefits, and the systematics of writing the final project.

CHAPTER II: LITERATURE REVIEW

Discuss the theory used in the research, accompanied by previous research,and then add a framework based on the theory and previous research.

CHAPTER III: RESEARCH METHODS

This section discusses the methods used to conduct research; some of the points discussed are Types of Research, Operational Variables, Implementation Stages, Population and Samples, Data Sources, Data Analysis Techniques.

CHAPTER IV: RESEARCH RESULTS AND DISCUSSION

This chapter discusses the research results, which are described systematically and then analyzed.

CHAPTER V: CONCLUSIONS AND SUGGESTIONS

This chapter discusses the overall conclusions based on the research questions, and suggestions regarding the benefits of the research.