

LIST OF FIGURES

Figure 1. 1 Logo of Make Over.....	1
Figure 1.2 Make Over Powerstay Matte Powder Foundation	2
Figure 1.3 Logo of ESQA	3
Figure 1.4 Flawless Powder Foundation	4
Figure 1.5 Logo of Luxcrime	5
Figure 1.6 Luxcrime Blur & Cover Two Way Cake	6
Figure 1.7 Cosmetic sales data in Indonesia.....	7
Figure 1.8 Leading cosmetic brands sold in major online stores in Indonesia,by number of items sold	8
Figure 1.9 Best Selling Local Makeup Brand in Face Cosmetics Category (Period 1-15 August 2021)	9
Figure 1.10 Best-selling powder brand on Shopee and Tokopedia.....	10
Figure 1.11 Best powder foundation in best of beauty awards 2020 FemaleDaily	11
Figure 1.12 Make Over powerstay matte powder foundation	11
Figure 1.13 ESQA Flawless powder foundation	12
Figure 1.14 Sociolla Site View	13
Figure 1.15 Sociolla Site View	14
Figure 1.16 Sociolla Site View	15
Figure 2.1 Research Framework	43
Figure 3.1 Research Stages	50
Figure 3.2 Octoparse Scraper Web View	56
Figure 3.3 Data Collection Results in Microsoft Excel 2019	56
Figure 4.2 Make Over Sentiment Result.....	68
Figure 4.3 ESQA Sentiment Result	70
Figure 4.4 Luxcrime Sentiment Result	71
Figure 4.5 Make Over Brand Coherence Score Chart	72
Figure 4.6 ESQA Brand Coherence Score Chart	77
Figure 4.7 Luxcrime Brand Coherence Score Chart	81
Figure 4.8 Brand Sentiment Comparison Analysis Result.....	84