

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 |