

LIST OF FIGURES

Figure 1.1 Somethinc Logo.....	1
Figure 1.2 Internet Penetration Rate in Indonesia.....	2
Figure 1.3 Global Makeup Industry Market Size.....	2
Figure 1.4 Somethinc’s TikTok Account Insight.....	4
Figure 1.5 10 Countries with the Widest TikTok Advertising Reach.....	5
Figure 1.6 TikTok users’ interactions for Somethinc makeup.....	6
Figure 1.7 Somethinc TikTok Shop	7
Figure 1.8 How Long Gen Z Spend on TikTok	7
Figure 1.9 The Role of FOMO is Sales Growth	8
Figure 2.1 Information Adoption Model.....	23
Figure 2.2 Research Framework	24
Figure 3.1 Score for Continuum Line	39
Figure 3.2 Confidence Level Graph.....	41
Figure 4.1 Continuum Line Information Quality	46
Figure 4.2 Continuum Line Information Credibility.....	47
Figure 4.3 Continuum Line Information Quantity	49
Figure 4.4 Continuum Line Information Usefulness	50
Figure 4.5 Continuum Line of FOMO	52
Figure 4.6 Continuum Line of Information Adoption	54
Figure 4.7 Continuum Line for Purchasing Intention	55
Figure 4.8 Outer Model.....	56
Figure 4.9 Inner Model	61
Figure 4.10 Research Result	67