

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Humans are living beings who have many needs and desires. It is only humane that a woman, especially an adult woman, always wants to look beautiful and pleasant wherever she is (Ezekiel et al., 2014) This is what creates a huge potential market in the cosmetic industry. The market that the business operators can capture.

The Cosmetic industry is one of Indonesia's industrial sectors that can be developed (Elianti & Pinasti, 2018). The condition of competitors in the cosmetic market in Indonesia is quite competitive. They compete to become the people's interest (Putri, 2017). To be known by the public and increase competitiveness, the product's packaging should be attractive. Packaging in a product is very important in helping to promote a product since, in the packaging, people can find out what the benefits are, what the ingredients of the products are, etc. The function of the packaging itself is currently not only protecting the product but also functioning as a marketing medium (Polyakova, 2013). Packaging always involves design that helps to convey the product's message to the consumers.

Therefore, the packaging is one of the most important factors in purchasing decisions made at the point of sale, where it becomes an essential part of the selling process (Silayoi & Speece, 2004). Packaging is a container where an item is safe, attractive, and appealing to someone who wants to buy a product (Mukhtar & Nurif,

2015). The packaging is often very appealing that many people buy a product only for that attractive packaging reason. Mukhtar & Nurif, (2015) state that the attractive packaging of a product can increase their potential buying even higher. Nowadays, everyone promotes their products through social media by showing their cute and attractive packaging.

Pinto & Demey (2020) has done studies of packaging. Their study found that packaging has become an important selling proposition among the factors that customers prefer in buying any product. Due to consumers' standard of living and change in lifestyle, packaging has been changed as per the preferences of the consumers. It is a tool for promoting sales and acts as a stimulus for growth in sales and increase in market share, and reduces the cost of promotion. Another study done by Ivanko & Tunjungsari (2018). It discusses the packaging and focuses on the effects of packaging on branded mackerel processing products.

The writer's research is intended to discuss the cosmetic packaging that can affect consumer buying interest. The cosmetic packaging that will be discussed is the *Scarlett* cosmetic packaging. Scarlett is a brand from Indonesia that sells various beauty products owned by the artist Felicya Angelista, which was founded in 2017 and is currently gaining attention among Indonesian women. Starting from Body Lotion, Body Scrub, Facial Wash, Shower Scrub, Moisturizer, and Serum products. It is one of the local beauty products that has recently been widely known by teenagers because there are so many bloggers and vloggers discussing Scarlett's products, they target female buyers as well as Indonesian teenagers. There are so many benefits if you use Scarlett products and use them regularly, the glutathione

content will play an active role so that it can make the skin bright optimally, consumers can feel for themselves after a few weeks of regular use. Fake Scarlet, consumers need to pay attention to the packaging, hologram, or product contents to distinguish the original from the fake.

Picture 1.1 Scarlett Product



Scarlett has a competitor who is challenging the scarlett market, but Scarlett still has several advantages. The advantages of scarlett are: Facial Wash Scarlett contains Glutathione; this ingredient is quite famous because it is commonly used for whitening skincare products in Korea. Then there is the content of Vitamin E to balance the skin's moisture, the beautiful Rose Petals and not to forget the Aloe Vera content which is very good for treating and nourishing the skin.

Picture 1.2 Competitor Product



Scarlett whitening lotion is a product that is currently viral (Puspitasari, 2022). The owner of this brand is Felicya Angelista, an artist who is now starting her business in the beauty sector. This brand has just launched but has gone viral since it is proven to be effective in removing striped skin and brightening skin instantly. The superior product offered by this beauty brand is a body lotion which is claimed to be able to lighten the skin color evenly and quickly (Lestari & Gunawan, 2020). This lotion is known to be good since of its glutathione content, this glutathione content is written in a *Scarlett* lotion bottle which is very good for brightening the skin. Not only is the content of the lotion good, but the scent provided by *Scarlett* is quite interesting and not found in the common lotions (Ka, 2020). The writer chooses to use *Scarlett* cosmetics packaging in her study because the writer sells this cosmetic in her online shop “Kosmetikmurahsmg27.”

1.2 Field of the Study

The field of this study is the creative industry, especially in cosmetics packaging.

1.3 Scope of the Study

The scope of the study is the packaging of *Scarlett's* cosmetics product and its consumers' evaluation on that packaging @kosmetikmurahsmg27.

1.4 Research Questions

This research is going to answer the following questions:

1. What do the consumers of *Scarlett* cosmetics think about the *Scarlett* cosmetics packaging?
2. In what way does the *Scarlett* cosmetics packaging influence the consumers to buy the products?

1.5 Objective of the Study

With regards to the mentioned research questions, the objectives of this research are:

1. To find out the opinions of the consumers of *Scarlett* cosmetics about the *Scarlett* cosmetics packaging?
2. To find out in what way the *Scarlett* cosmetics packaging influences the consumers to buy the products.

1.6. Significance of the Study

This research is expected to help readers, especially entrepreneurs, to understand consumer responses to cosmetic packaging, with attractive packaging

in accordance with what consumers want to be able to improve customer purchasing decisions.

This research was conducted to obtain information about customer opinions about packaging, where customers really understand how good and safe packaging is, so that this can help entrepreneurs develop attractive packaging so they can sell more products.

1.7. Definitions of Terms

1. Make-up

Make up itself is a makeup art or change the original shape with the help of tools and cosmetic's ingredients aims to beautify and cover deficiencies therefore the face looks ideal. Make up yourself almost has the same meaning as dress up (Elianti & Pinasti, 2018).

2. Body lotion

Hand and body lotion is a skin moisturizing cosmetic preparation that belongs to the group of emollients (softeners) and has several properties, namely: as a source of moisture for the skin, making hands and body soft, but not greasy and easy to apply on the skin (Noer & Sundari, 2016).

3. Cosmetic's packaging

The cosmetic's packaging is the activity of designing and producing a container or packaging in a cosmetic product. This packaging serves to protect the product (Khasanah et al., 2014).