

CHAPTER IV

DATA ANALYSIS AND DISCUSSION

This thesis is intended to find out the opinions of the consumers of *Scarlett* cosmetics about the *Scarlett* cosmetics packaging and how the packaging influences the consumers to buy the products. The results of the research that had been carried out through in-depth interviews with five research informants are discussed below. The names of the interviewees are mentioned because the writer had permission from the interviewees. The five informants are Clarissa, Irawati, Monica, Patricia and Stefy.

4.1. General opinions on Scarlett's Cosmetics Packaging

To get the general opinions on the Scarlett cosmetics packaging, the first question asked to the interviewees is about their thought on Scarlett cosmetics packaging in general. In respond to that question, the first interviewee, Clarissa, said that,

Awalnya saya mencoba beli Scarlett karena packaging botolnya yang menarik dan warna-warna yang lucu dibandingkan lotion brand lain. Mengenai botolnya Scarlett, saya sangat suka karena botolnya itu sangat kokoh dan tidak mudah pecah. Saya pernah bawa untuk travelling juga sangat praktis karena ada pump-nya.

[At first, I tried to buy Scarlett because of **its attractive bottle packaging** and **cute color** compared to other brand lotions. Regarding **the Scarlett bottle**, I really like it because **it is very sturdy** and **does not break easily**. I take it for

traveling which is also **very practical because it has a pump**”] (Clarissa, interviewed on March 20th, 2022).

Clarissa’s interview show that she thought the packaging (bottle) are attractive, having cute color, sturdy, not easily break, and practical because it has a pump.

The second interviewee, Irawati, mentioned similar opinions in the interview in terms of the sturdiness, the practical packaging, and the cuteness of the bottle. One thing that she adds is that the bottle is safe because it is sealed. Irawati said,

Saya memilih Scarlett menjadi body care saya karena saya cocok dengan brand Scarlett. Awalnya saya mencoba beli Scarlett karena lihat iklan karena produknya lg viral. Packaging botolnya lucu dan varian lotionnya banyak. Mengenai botolnya Scarlett, saya sangat suka karena botol nya itu praktis dan aman karena ada segelnya jadi kalau mau di bawa kemana-mana aman tidak mudah tumpah. Botolnya juga kokoh waktu di bawa travelling di taruh di koper aman dan ga tumpah sama sekali.

[**The bottle packaging is cute** and there are **many variants of lotion**. Regarding the Scarlett bottle, I really like it because **the bottle is practical and safe** because **it has a seal** so if you want to carry it everywhere it's safe and doesn't spill easily. The **bottle is also sturdy** when traveling and put in a suitcase, it is also safe and doesn't spill at all”] (Irawati, March 21st, 2022).

Monica, the third interviewee emphasizes Clarissa's opinion that Scarlett's bottle is colorful so that it becomes eye-catching. Monica said,

Saya memilih Scarlett menjadi body care saya karena saya cocok dengan aroma Scarlett. Awalnya saya mencoba beli Scarlett karena lagi viral di dunia social media dan yang membuat saya tertarik karena aromanya yang sangat wangi. Mengenai packaging Scarlett, pertama kali yang bikin aku pilih produk Scarlett karena botolnya yang variannya warna-warni bikin eye-catching. Varian botolnya yang warna-warni pasti memikat hati para Wanita. Kebetulan waktu saya baca ingredients yang ada di botolnya Scarlett, aku makin tertarik dengan kandungannya karena semua kandungannya sangat bagus untuk kulit terutama Glutathione yang bisa mencerahkan kulit.

[I chose Scarlett as my body care because I like the scent of Scarlett. At first, I tried to buy Scarlett because it was viral in the social media world and what attracted me was because of its very fragrant aroma. Regarding Scarlett's packaging, the first thing that made me choose the Scarlett product was because the bottles with **colorful variants made it eye-catching**. The colorful bottle variants are sure to captivate the hearts of women. Incidentally, when I read the ingredients in Scarlett's bottle, I was even more **interested in the ingredients** because all of the ingredients are very good for the skin, especially Glutathione which can lighten the skin.] (Monica, March 23rd, 2022)

Patricia, the fourth interviewee, emphasized the same opinion as Clarissa that it fits the Scarlett brand and they think this Scarlett bottle is the right size, not too big and not too small. Patricia said,

Saya memilih Scarlett menjadi body care saya karena saya melihat iklan di internet karena brand ini adalah brand dari artis Feliciya. Awalnya saya mencoba beli Scarlett karena saya cocok dengan kualitas lotionnya yang tidak lengket dan untuk packaging botolnya juga ukurannya sudah pas tapi kalau ada travel size mungkin saya lebih suka.

[I chose Scarlett to be my body care because I saw an advertisement on the internet because this brand is the brand of the artist Feliciya. At first, I tried to buy Scarlett because I like the quality of the lotion which is not sticky **and the bottle packaging is also the right size** but if there is a travel size I might prefer it.]

On this colorfulness of the bottle, Clarissa's, Irawati's, Monica's opinions are agreed by Stefy, the fifth interviewee, who said that,

“Saya memilih Scarlett menjadi body care saya karena saya di kasi info dari temen saya kalau brand ini bagus dan saya juga tertarik untuk mencoba karena saya sangat suka dengan warna-warna nya yang unik.”

[I chose Scarlett as my body care because I was told by my friend that this brand is good and I am also interested in trying it because I really like the unique colors.] (Stefy, interviewed on March 23rd, 2022)

The results of the interviews show that the interviewees see Scarlett packaging as summarized in the table below:

Table 4.1. General Opinions on Scarlett's Packaging

Name	Clarissa	Irawati	Monica	Patricia	Stefy
Opinion	-having cute colour - attractive - sturdy -practical (it has a pump) - not easily break	- sturdy -practical - has a cute lotion colour variant -safe (has a seal) - many colour variants	- colourful bottle - smell good - Interested in the good ingredients in the bottle packaging	-right size	- unique colour

Source: Interviews

The table shows that the color of the packaging, in this case, the bottle, becomes the most often mentioned attractiveness of Scarlett cosmetics packaging stated by the interviewee. The mentioning of the color as the attractive element in the packaging of Scarlett Cosmetics is followed by the sturdiness and the practicality of the bottle.

In the discussion that follows, the writer discusses the interviewees' opinions about the Scarlett cosmetics in packaging more detailed.

4. 1. 1. General Opinion of “Do Scarlett's packaging materials make their products look exclusive or different from other products?”

The five informants (Clarissa, Irawati, Monica, Patricia and Stefy) know about the informants' perception of the Scarlett's packaging material, which can be explained from the interview results as follows:

“Jelas terlihat exclusive di banding brand lain karena banyak sekali brand lain yang harganya jauh lebih mahal tapi kualitas botolnya tipis dan ada juga beberapa brand yang lotion nya menggunakan tempat. Scarlett ini harganya super affordable dengan kualitasnya yang super bagus.” (Clarissa)

[It clearly looks exclusive compared to other brands because there are lots of other brands whose **prices are much more expensive but the quality of the bottles is thin and there are also some brands whose lotions use space**. This Scarlett is super affordable with super good quality.] (Clarissa)

“Iya terlihat exclusive di banding brand lain karena varian warna nya terinspirasi dari parfume-parfume branded yang harganya jutaan, beberapa brand lain biasanya menggunakan aroma soft lotion pada umumnya. Sangat berbeda dengan Scarlett lotion dia punya varian yang emang terinspirasi dari parfume branded dan baunya emang bener-bener mirip. Banyak brand lain juga yang tidak mempunyai segel di bagian pump nya yang bisa menahan lotion agar tidak tumpah. Padahal segel dalam pump botol itu sangat penting supaya tidak tumpah.” (Irawati)

[It looks exclusive compared to other brands because the colour variants are inspired by branded perfumes that cost millions, some other brands usually use soft lotion scents in general. Very different from Scarlett lotion, it has a variant that is inspired by branded perfumes and smells really similar. **Many other brands also don't have a seal on the pump that can hold the lotion from spilling.** Even though the seal in the pump bottle is very important so it doesn't spill.] (Irawati)

“Botol Scarlett lotion ini memang terlihat exclusive di bandingkan botol lotion lainnya karena bentuknya pump akan tetapi saya kurang cocok dengan packaging botol sabun Scarlett karena menurut saya bentuk botol sabun Scarlett agak ribet sehingga waktu di pakai sering jatuh dan beberapa kali sabun nya sering tumpah bahkan pecah. Sabun dari Scarlett harus di upgrade seperti lotionnya yang bentuknya pump.” (Monica)

[This Scarlett lotion bottle does look exclusive compared to other lotion bottles because it looks like a poop, but I don't like the packaging of the Scarlett soap bottle because I think the shape of the Scarlett soap bottle is a bit complicated, so when it is used it often falls and sometimes the soap spills and even breaks. The soap from Scarlett must be upgraded like the lotion which is in the form of a pump.] (Monica)

Actually, Monica likes a lotion bottle with a pump, but Monica doesn't match the Scarlett soap bottle because it doesn't use a pump.

“Iya jelas terlihat exclusive di banding brand lain karena banyak sekali brand lain yang harganya jauh lebih mahal tapi kualitas ingredients nya kurang kalau Scarlett ini memang ingredients nya bagus banget di kulit. Saya juga suka

dengan font yang tertera di packaging nya karena saya tipikal orang yang kalau pilih produk harus baca dulu ingredients nya.” (Patricia)

[Yes, it clearly looks exclusive compared to other brands because there are lots of other brands whose prices are much more expensive but the quality of the ingredients is lacking if Scarlett really has really good ingredients on the skin. I also like the font listed on the packaging because I'm the type of person who when choosing a product has to read the ingredients first.] (Patricia)

“Menurut saya iya karena warna-warna nya yang soft membuat lotion nya terlihat exclusive karena sebelumnya belum pernah ada lotion yang warnanya lucu-lucu biasa warna lotion standart dan botolnya tidak transparent seperti Scarlett.”

[In my opinion, yes, because the soft colours make the lotion look exclusive because there has never been a lotion with cute colours, **usually standard lotion colors and the bottle is not transparent like Scarlett.**] (Stefy)

Table 4.1.1 General Opinions on Scarlett’s Packaging

Name	Clarissa	Irawati	Monica	Patricia	Stefy
Opinion	- sturdy -practical (it has a pump)	- sturdy - have a seal	- it has a pump	-attractive font size in the packaging making it	- Scarlett wears a transparent bottle so the cute

				easier for customers to read the ingredients	pastel colors are visible
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Source: Interviews

The table shows that in this case the bottle is the attraction of Scarlett's cosmetic packaging, which is the most frequently mentioned by the interviewees. The mention of color as an attractive element in Scarlett Cosmetics packaging is followed by the durability and the practicality of the bottle.

In the following discussion, the author discusses the opinions of interviewees about Scarlett's cosmetic packaging in more detail.

4.1.2 Color of Scarlett's Packaging

The five informants (Clarissa, Irawati, Monica, Patricia and Stefy) know about the informants' perceptions of Scarlett's packaging materials, which can be explained from the interviews as follows:

“Warna packaging Scarlett itu menarik di bandingkan brand lain. Warna-warna lotion nya super soft dan baunya juga wangi. Setiap warna di lotion nya mencerminkan bau lotion nya. Lotion Scarlett ini memang sangat mengikuti trend, mereka memilih warna dan varian lotion yang sedang viral dari beberapa inspirasi parfume.”

[Yes, the color of Scarlett's packaging is attractive compared to other brands. **The colors of the lotion are super soft** and the smell is great too. **Every**

color in the lotion reflects the smell of the lotion. This Scarlett lotion **really follows the trend**, they choose the colors and variants of the lotion that are currently viral from several perfume inspirations.] (Clarissa)

“Iya warna packaging Scarlett itu menarik di bandingkan brand lain. Warna-warna lotion nya super soft dan baunya juga wangi. Setiap warna di lotion nya mencerminkan bau lotion nya bahkan kadang parfume aku aja kalah tahan lama nya sama lotion Scarlett ini. Lotionnya Scarlett harumnya jauh lebih tahan lama.”(Irawati)

[Yes, Scarlett's packaging colour is indeed attractive compared to other brands. **The color of the lotion is super soft** and it smells great too. **Every color in the lotion reflects the smell of the lotion**, even sometimes my perfume doesn't last as long as the Scarlett lotion, the scent of Scarlett lotion **lasts longer.**] (Irawati).

“Iya warna packaging Scarlett itu menarik di bandingkan brand lain. Warna-warna lotion nya super soft dan kelihatan girly banget sehingga bisa menarik para hati Wanita untuk membeli produk ini.”

[Yes, the colour of Scarlett's packaging is attractive compared to other brands. The colours of the lotion are **super soft and look very girly** so they can attract women's hearts to buy this product.] (Monica).

“Iya warna packaging Scarlett itu menarik di bandingkan brand lain. Warna-warna lotion nya super soft dan mereka memilih warna pastel, aku suka sekali sama warna pastel. Warna lotionnya lucu-lucu karena biasanya warna lotion hanya putih sedangkan Scarlett memiliki warna nya soft. Kebetulan saya

juga suka warna ungu dan baru kali ini ada warna lotion yang warnanya ungu yaitu varian charming.” (Patricia)

[Yes, the color of Scarlett's packaging is attractive compared to other brands. The lotion colors are super soft and they choose pastel colors, I really like pastel colors. The color of the lotion is cute **because usually the color of the lotion is only white while Scarlett has a soft color**. Incidentally, I also like purple and this is the first time there is a lotion colour which is purple, which is a charming variant.] (Patricia)

“Iya warna packaging Scarlett itu menarik di bandingkan brand lain. Warna-warna lotion nya super soft dan baunya juga wangi. Menurutku yang paling menarik perhatianku adalah warna dan baunya”

"Yes, the color of Scarlett's packaging is indeed attractive compared to other brands. The color of the lotion is super soft and smells good too. I think what catches my eye the most is the color and the smell" (Stefy).

Table 4.1.2 General Opinions Color of Scarlett's Packaging

Name	Clarissa	Irawati	Monica	Patricia	Stefy
Opinion	-having cute color -the color variant reflects the	-having soft color	- having soft and girly color	- the color is anti-mainstream using pastel colours	- having soft color

	branded perfume				
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Source: Interviews

The table shows that the color of the packaging, in this case, the bottle, becomes the most often mentioned attractiveness of Scarlett cosmetics packaging stated by the interviewee. The mentioning of the color as the attractive element in the packaging of Scarlett Cosmetics is followed by the sturdiness of the bottle and the practicality of the bottle.

In the discussion follows, the writer discusses interviewees' opinion about the Scarlett cosmetics packaging more detailed.

4. 1. 3. The Size of Scarlett's Cosmetics Packaging

Of the five informants (Clarissa, Irawati, Monica, Patricia and Stefy) who know about the informants' perceptions of Scarlett's packaging size, it can be explained from the interview results as follows:

“Menurut saya dengan harganya yang terjangkau dapat ukuran segitu sudah sangat cocok sih. Bahkan lotion nya juga untuk di bawa travelling tidak terlalu berat dan besar jadi nyaman untuk di bawa travelling.”

[In my opinion, the price is affordable for that size. Very suitable, the price is affordable. Even the lotion for traveling is not too heavy and bulky so it is convenient to carry around] (Clarissa)

“Menurut saya dengan harganya yang terjangkau dapat ukuran segitu sudah sangat cocok sih. Cuma saya tetap berharap Scarlett akan mengeluarkan ukuran travel size karena saya suka travelling mungkin kalau bawa lotion Scarlett yang sekarang agak membuat koper lebih penuh.” (Irawati)

“In my opinion, this price is quite affordable, because many local lotion brands are much more expensive than Scarlett and smaller in size. It's just that I still hope that Scarlett will issue a travel size because I like traveling maybe if I bring Scarlett lotion which now makes my suitcase a little fuller” (Irawati).

“Menurut saya untuk ukuran segitu buat lotion sudah cukup menarik ya tidak terlalu besar dan tidak terlalu kecil. Bahkan lotion Scarlett ini bisa di bilang super awet karena saya sendiri bisa pakai 1 botol itu untuk 1-2bulan.” (Monica)

[In my opinion, for that size, the lotion is quite attractive, not too big and not too small. Even this Scarlett lotion can be said to be super durable because I myself can use 1 bottle for 1-2 months.] (Monica) .

“Menurut saya, yang paling menarik bagi saya adalah ukurannya. Ukuran lotion Scarlett ini sangat mencukupi karena sebelumnya saya menggunakan merek lain dengan harga yang sama tetapi ukuran yang saya dapatkan hanya 150ml sedangkan Scarlett 300ml.”

[In my opinion, what appeals to me the most is the size. The size of this Scarlett lotion is very sufficient because previously I used another brand with the same price but the size, I got was only 150ml while Scarlett was 300ml] (Patricia)

“Menurut saya sebenarnya ukuran Scarlett sudah cocok sih cuman kalau ada packaging yang travel size mungkin saya akan lebih suka karena bisa di bawa-

bawa ke kantor dan tidak terlalu berat untuk di masukkan ke tas kantor.”

[In my opinion, the Scarlett size is actually the right size, but if there is a travel size packaging, I might prefer it because it can be carried to the office and not too heavy to put in a briefcase.] (Stefy)

4.1.4. What Appeals to Scarlett's packaging the most?

The next question is “What appeals to Scarlett’s packaging the most?”. Is it from the ingredient, color, forming, size, font used, etc?

From the five informants (Clarissa, Irawati, Monica, Patricia and Stefy) who know about the informants' perceptions of Scarlett's packaging, it can be explained from the interview results as follows:

“Menurut saya, paling menarik buat saya adalah dari warna packaging nya. Wanita suka semua hal yang unik dan warna-warna lotion Scarlett super unik dan lucu karena terinspirasi dari beberapa brand parfume yang lagi viral. Sebelumnya juga belum pernah ada warna lotion yang seunik ini biasanya warna lotion hanya putih.” (Clarissa)

[In my opinion, the most interesting thing for me is **the color of the packaging**. Women like all things unique and the colors of Scarlett lotion are super unique and cute because they are inspired by some viral perfume brands. Previously, there had never been a lotion color that was as unique as this, usually the color of the lotion was only white.] (Clarissa)

“Menurut saya, paling menarik buat saya adalah dari bentuk packaging nya. Saya sebelum menggunakan Scarlett selalu memakai lotion yang tidak menggunakan pump dan itu selalu merasa ribet kalau pakai lotion karena kalau

tidak memakai pump lebih berantakan dan gampang tumpah sehingga kalau memakai lotion jadi ribet.”(Irawati)

[In my opinion, the most interesting thing for me is **the shape of the packaging**. Before using Scarlett, I always used lotion that didn't use a pump and it always felt complicated when I used lotion because if I didn't use a pump, it was messier and more spilled easily, so if I used lotion, it would be complicated.] (Irawati)

“Menurut saya, paling menarik buat saya adalah dari ukurannya. Ukuran lotion Scarlett ini sangat cukup karena sebelumnya saya memakai brand lain dengan harga yang sama tapi ukuran yang di dapat hanya 150ml sedangkan Scarlett 300ml.” (Monica)

[In my opinion, the most interesting for me is the **size**. The size of this Scarlett lotion is very sufficient because before I used another brand with the same price but the size, I got was only 150ml while Scarlett was 300ml.] (Monica)

“Menurut saya, paling menarik buat saya adalah aroma dan ingredients dalam lotion nya karena itu hal terpenting di lotion karena kita pakai lotion untuk di kulit jadi saya harus memastikan ingredients nya aman untuk kulit dan aroma nya harus wangi.”(Patricia)

[In my opinion, the most interesting thing for me is the aroma and **ingredients in the lotion** because that is the most important thing in lotion because we use lotion for the skin, so I have to make sure the ingredients are safe for the skin and the aroma must be fragrant.] (Patricia)

“Menurut saya, paling menarik buat saya adalah warnanya dan aromanya.”(Stefy)

[In my opinion, what appeals to me the most is **the color** and the smell.]
(Stefy)

Table 4.1.4 General Opinions on What Appeals Scarlett’s Packaging the Most

Name	Clarissa	Irawati	Monica	Patricia	Stefy
Opinion	-color of packaging	- shape of packaging from bottle (pump)	- size of bottle	-font of bottle	-color of packaging

Source: Interviews

4. 1.5. Behavior Towards Empty Scarlett’s Container

Of the five informants (Clarissa, Irawati, Monica, Patricia and Stefy) knowing about the informants' perceptions of behavior towards empty Scarlett containers can be explained from the results of the interviews as follows:

“Biasanya saya simpen karena botol bekas lotion Scarlett ini bisa dipakai lagi biasanya saya pakai untuk refill sabun tangan dirumah. Botol ini juga recommended untuk dipakai berkali-kali daripada kita harus beli botol kosong

baru. Kita bisa menghemat dengan menggunakan botol bekas Scarlett lagi.”
(Clarissa)

[I usually save it because this Scarlett lotion bottle is reusable, I usually use it to refill hand soap at home. This bottle is also recommended to be used many times instead of having to buy a new empty bottle. We can save by using Scarlett's used bottles again] (Clarissa).

“Biasanya saya simpen karena botol bekas lotion Scarlett ini bisa dipakai lagi biasanya saya pakai untuk refill hand sanitizer yang gel karena emang pump botolnya awet banget, tidak mudah rusak. Beberapa kali saya beli botol kosong bentuk pump sering rusak di bagian pump nya.” (Irawati)

[Usually, I keep it because the bottle of Scarlett lotion can be reused, I usually use it for refilling hand sanitizer gel because the pump bottle is very durable, not easily damaged. Several times I bought an empty bottle in the form of a pump, the pump was often damaged. The Scarlett bottle is even better.] (Irawati).

“Biasanya saya langsung buang dan beli baru meskipun saya suka dengan bahan dari botolnya yang kokoh tapi saya jarang memakai / daur ulang lagi.”
(Monica)

[Usually, I just throw it away and buy a new one even though I like the material from the bottle which is sturdy but I rarely use/recycle it anymore.]
(Monica).

“Biasanya saya tidak menyimpan botol Scarlett yang sudah kosong karena saya biasa kumpulin botol” untuk dijual lagi.” (Patricia)

[Usually, I don't keep from empty Scarlett bottles because I usually collect

used bottles for resale.] (Patricia).

“Biasanya saya tidak menyimpan botol Scarlett yang sudah habis.”

[Usually, I don't keep Scarlett's bottles empty.] (Stefy)

4.1.6. Reasons for Buying Scarlett Products

The five informants (Clarissa, Irawati, Monica, Patricia and Stefy) know about the informants' perceptions of the reasons for buying Scarlett products, which can be explained from the results of the interviews as follows:

“Packaging botolnya sih karena belum pernah menemukan lotion pump yang kokoh bahkan dilengkapi dengan segel yang tidak membuat mudah tumpah bahkan waktu kosong aku isi sabun cuci tangan refill berkali kali juga tetep kokoh padahal sering jatuh dari wastafel.” (Clarissa)

[**The packaging** is the bottle because I've never found a lotion pump that is sturdy and even comes with a seal that doesn't spill easily. Even when I'm empty, I refilled the handwashing soap many times and it's still sturdy even though it often falls from the sink.] (Clarissa)

“Kalau aku sudah pasti re-purchase sih karena aku sangat suka warna yang lucu-lucu dan lotion Scarlett ini punya warna yang lucu-lucu bahkan aku koleksi beberapa warna lotion Scarlett supaya bisa aku cocokin sesuai mood aku waktu pakai lotion.” (Irawati)

“I will definitely repurchase because I really like cute colors and this Scarlett lotion has **cute colors from the packaging**, I even collected several Scarlett lotions colors so I can match my mood when I use the lotion.” (Irawati).

“Saya pasti re-purchase karena saya sangat cocok dengan ukuran botol

packagingnya. Beberapa kali saya order lotion brand lain yang jauh lebih mahal tapi dapat botol lotionnya lebih kecil sedangkan Scarlett lotion dapat 300ml. Saya bisa menghemat pemakaian lotion 2-3 bulan hehe."(Monica)

[I will definitely re-purchase because I really like the **size of the bottle packaging**. Several times I ordered lotion from another brand which was much more expensive but got a smaller lotion bottle while Scarlett lotion got 300ml. I can save 2-3 months of using lotion hehe.] (Monica).

"Saya akan beli Scarlett lagi karena saya tertarik dengan packagingnya yang super simple tidak ribet dan mudah untuk dibawa kemana-mana. Terutama saya kerja kantoran di ruangan berAC yang bikin kulit kering jadi saya butuh lotion yang mudah untuk di bawa kemana-mana." (Patricia).

[I will buy Scarlett again because I am interested in its **super simple packaging, not complicated and easy to carry everywhere**. Especially I work in an office in an AC room that makes dry skin so I need a lotion that is easy to carry everywhere.] (patricia)

"Saya akan beli Scarlett lagi kalua sudah habis karena saya sangat menyukai betuk botol pump-nya yang tidak pernah macet seperti lotion lainnya. Saya suka marah kalua pump nya macet tapi kalau Scarlett meskipun lotionnya tinggal sedikit tetap bisa kepake dengan normal tanpa drama." (Stefy)

[I will buy Scarlett again when I run out because I **really like the pump bottle shape that never gets stuck** like other lotions. I get angry when the pump gets stuck, but even if Scarlett has a little lotion, she can use it normally without drama.] (Stefy)

4.2. General Discussion

To conclude the results of interviews from several respondents, the author has spoken with five respondents about their experiences using Scarlett lotion. On average, all respondents are satisfied with using Scarlett and want to rebuy when it runs out.

Clarissa believes that Scarlett's body care uses a bottle that is very sturdy and doesn't break easily, so it is very practical when traveling because it has a pump and seal.

Irawati had a reason because at first, she saw the ad that was going viral, but she was also attracted by the cute, practical and safe bottle packaging. In addition, there are many variants of lotion.

Monica chose Scarlett because she really likes the size of the bottle packaging. Several times I ordered lotion from another brand which was much more expensive but got a smaller lotion bottle while Scarlett lotion got 300ml.

Patricia chose Scarlett for body care because she used artist Feliciya as a celebrity endorser. In addition the packaging is super simple, not complicated and easy to carry everywhere especially carry in the office.

The last respondent is Stefy. Stefy chose Scarlett lotion because she really likes the pump bottle shape that never gets stuck like other lotions.

The perceptions of the five informants (Clarissa, Irawati, Monica, Patricia and Stefy) on Scarlett's packaging materials have their own reasons. But from the five respondents they liked and chose Scarlett because of the bottle packaging.