

## **CHAPTER II**

### **GENERAL OVERVIEW OF AZARINE COSMETIC AND RESPONDENT PROFILE**

#### **2.1 History and Development of Azarine Cosmetic**

A brief history of the Azarine Cosmetic brand produced by PT. Wahana Cosmetika Indonesia (PT. WKI) quoted from <https://wkiinnovationlab.com/lab/> (accessed on 20 May 2023), PT. WKI is an Indonesian cosmetics factory located in Surabaya, East Java, that was established on September 1st, 2002. The sole brand owned by PT. WKI is Azarine cosmetics, which was initially created to bring traditional Indonesian herbal spa recipes to the mass retail market and modern beauty salons.



**Figure 2. 1 PT. Wahana Kosmetika Indonesia Logo**

Source: <https://wkiinnovationlab.com/> (2024)

Azarine has since entered the cosmetics industry. In addition to other spa products, Azarine Cosmetic Spa manufactures and distributes body scrubs, face masks, soap, and whitener. At first, Azarine supplied five star hotels and salons

with their body care and personal care products. In order to become a popular local beauty brand among beauty enthusiasts, Cella Vanessa Tjahyanto, in her capacity as Chief Marketing Officer (CMO), rebranded in 2016 in collaboration with Brian Lazuardi Tjahyanto. PT. WKI then established the WKI Research Lab which was founded by scientists and led by director Brian Lazuardi Tjahyanto, which offers scientific advancements and breakthroughs in the fusion of herbal technology, in order to carry out rebranding. In 2017, Azarine products were registered with BPOM and produced at PT. Wahana Kosmetika Indonesia. Additionally, the company has received certification for Good Manufacturing Practices (GMP) and certificate for Good Cosmetics Manufacturing Practices (CPKB) from BPOM. In order to ensure that the products produced are safe and of guaranteed quality, a factory was established with international standard technology, complete with integration systems, modern machine automatic technology, and competent human resources. In 2022, Azarine meet the requirements to obtain a FAMA certificate from the Walt Disney Company, so that Azarine products can use intellectual designs, such as: Marvel, Pixar and Star Wars.

## 2.2 Azarine Cosmetic Logo, Vision, and Mission

### 2.2.1 Logo



**Figure 2. 2 Azarine Cosmetic Logo**

Source: <https://www.azarinecosmetic.com/> (2024)

### 2.2.2 Vision

Azarine's vision quoted from <https://www.azarinecosmetic.com/> (accessed on 20 May 2023), becoming the best and highest quality cosmetics company in Indonesia and bringing Azarine Cosmetics to the international stage in accordance with Indonesian culture.

### 2.2.3 Mission

Azarine's mission quoted from <https://www.azarinecosmetic.com/> (accessed on 20 May 2023), Azarine cosmetics can provide benefits to consumers, namely, providing solutions to consumers to live healthy and beautiful lives.

### 2.2.4 Company Location

Location of PT. Wahana Kosmetika Indonesia quoted from <https://wkiinnovationlab.com/lab/> (accessed on 20 May 2023), is located on Pergudangan Gedangan Permai Blok B 17 - 18 Jalan Gedangan, No. 214-A, Gedangan - Sidoarjo Jawa Timur, 61254, Indonesia.

### 2.3 Azarine Cosmetic Tagline

A tagline is a brief description that sums up a product in its entirety and is frequently used in marketing contexts. Many words that are memorable and catchy are included in the tagline. Quoted from <https://www.azarinecosmetic.com/> (accessed on 20 May 2023), "My Beauty My Rules" is one of Azarine's product taglines, suggesting that anyone can use makeup to express themselves and turn it into a way of life and identity. Furthermore, Azarine's skincare tagline, "Skincare has No Gender," signifies that everyone, not just women, can benefit from skin care because men also have a right to maintain clean facial skin to ward off various issues. Apart from that, Azarine has its own tagline for its sunscreen line, namely "Daily Skin Protection for the Sunscreen Haters" which means it is very suitable for those who often say they can't use sunscreen because it is sticky and makes pimples or blackheads easily appear.

### 2.4 Azarine Cosmetic Products

**Table 2. 1 Azarine Cosmetic Product Categories**

No	Product Category	Product
1.	Face Care	<ul style="list-style-type: none"> <li>• Cleanser</li> <li>• Toner</li> <li>• Moisturizer</li> <li>• Sunscreen</li> <li>• Mask</li> <li>• Serum &amp; Treatment</li> <li>• Lip Care</li> <li>• Eye Serum</li> </ul>
2.	Body Care	<ul style="list-style-type: none"> <li>• Body Serum</li> <li>• Body Lotion</li> </ul>

No	Product Category	Product
3.	Hair Care	<ul style="list-style-type: none"> <li>• Hair Serum</li> <li>• Hair Spa</li> </ul>
4.	Make Up	<ul style="list-style-type: none"> <li>• Lip Tint</li> <li>• Lip Cream</li> <li>• Blush</li> <li>• Highlighter</li> <li>• Contour</li> <li>• Eyebrow</li> <li>• Eyeshadow</li> <li>• Eyeliner</li> </ul>

### 2.5 Azarine Cosmetic Sunscreen Variants



**Figure 2. 3 Azarine Sunscreen Variants**

Source: Azarine Official Store Tokopedia (2024)

Azarine has several types of sunscreen, namely Aqua Essence Sunshield Serum SPF 50, Hydramax C Sunscreen Serum, Hydrasoothe Sunscreen GEL SPF 45 PA+++, Hydrasoothe Sunscreen Mist, and Tone Up Mineral Sunscreen Serum. As time goes by and skin problems become more complex, Azarine products continue to develop with better innovations to provide protection for the skin barrier. Then in 2024, Azarine introduce the Azarine Ceraspray Sunscreen Spray

SPF 50 PA+++ product to the market. Lee Min Ho, a well-known actor from South Korea, is the face of the Azarine Sunscreen product and is also involved in promoting Azarine sunscreen.

## **2.6 Characteristics of Respondents**

In this research, the author used a questionnaire that was distributed to 100 samples throughout the city of Semarang. The respondents' identities are presented in order to find out the circumstances or background of the participants to become specimens. The respondents of this research are residents who live or temporarily reside in the city of Semarang, aged 19-49 years, have purchased Azarine sunscreen products at least once in the last 1 year, know information about celebrity endorsers of Azarine sunscreen, and have read other consumer reviews about Azarine sunscreen online.

The characteristics of respondents used for grouping are based on age, gender, domicile, last or current education, occupation, income or monthly pocket money, whether they have used Azarine sunscreen products, and how many times they have purchased Azarine sunscreen.

### **2.6.1 Respondents Based on Age**

In conducting this research, the object of this research is that users of Azarine sunscreen are teenagers and adults. With an estimated age of 19-49 years. Respondents according to age show the age trend of respondents in table 2.2.

**Table 2. 2 Respondents' Age**

<b>No</b>	<b>Age</b>	<b>Frequency</b>	<b>Percentage</b>
1	19-22	60	60%
2	23-26	14	14%
3	27-30	32	32%
4	31-34	2	2%
5	35-38	2	0%
6	39-42	2	0%
7	43-46	7	7%
8	47-49	2	2%
<b>TOTAL</b>		<b>100</b>	<b>100%</b>

Source: Processed primary data (2024)

Based on table 2.2, it shows that the identity of respondents based on age grouping is dominated by those aged 19-22 years as many as 60 people (60%). Followed by ages 27-30 with a total of 32 respondents (32%), ages 23-26 with 14 respondents (14%), ages 43-46 with 7 respondents (7%), ages 31-34 with 2 respondents (2%), ages 35-38 with 2 respondents (2%), ages 39-42 with 2 respondents (2%), and ages 47-49 were 2 respondents (2%). The majority of consumers are late teenagers who are starting to understand the importance of appearance, so they use care and beauty products such as Azarine.

### **2.6.2 Respondents Based on Gender**

The current research object is people living in the city of Semarang who have purchased Azarine sunscreen both online and offline. The description of respondents based on gender is aimed at comparing the number of male and female

respondents in this study. The results gathered respondents by gender grouping as explained in table 2.3.

**Table 2. 3 Respondents' Gender**

<b>No</b>	<b>Gender</b>	<b>Frequency</b>	<b>Percentage</b>
1	Female	69	69%
2	Male	31	31%
<b>TOTAL</b>		<b>100</b>	<b>100%</b>

Source: Processed primary data (2024)

Based on table 2.3, the majority of respondents are women, 71 respondents (71%) and the remainder are men, 29 respondents (29%). Based on the explanation above, it is known that Azarine consumers in Indonesia have a position where women prefer and care more about skin care and protection compared to men.

### **2.6.3 Respondents Based on Subdistrict**

The respondent's place of origin can affect a lot of factors. For instance, the buyer's area's distance from the seller determines how frequently they make direct or indirect purchases when making a decision. The distribution of respondents' residences in the study area—the City of Semarang—is depicted by this classification of respondents based on subdistrict regions. In order to equalize the distribution of questionnaires to Semarang City population, the questionnaire is distributed in each subdistricts proportionally based on the formulation of the number of population in each subdistrict and the total population of Semarang City. The following data details are presented the distribution of respondents based on the subdistrict:

**Table 2. 4 Respondents' Subdistrict**

<b>No</b>	<b>Subdistrict</b>	<b>Frequency</b>	<b>Percentage</b>
1	Banyumanik	8	8%
2	Candisari	4	4%
3	Gajahmungkur	3	3%
4	Gayamsari	4	4%
5	Genuk	8	8%
6	Gunungpati	6	6%
7	Mijen	5	5%
8	Ngaliyan	9	9%
9	Pedurungan	12	12%
10	West Semarang	9	9%
11	South Semarang	4	4%
12	Central Semarang	3	3%
13	East Semarang	4	4%
14	North Semarang	7	7%
15	Tembalang	12	12%
16	Tugu	2	2%
<b>TOTAL</b>		<b>100</b>	<b>100%</b>

Source: Processed primary data (2024)

Table 2.4 indicates that the majority of respondents live in Tembalang and Pedurungan area with a total of 12 respondents (12%) each. Respondents live in West Semarang and Ngaliyan has a total of 9 respondents (9%) each. Then, respondents who come from Banyumanik and Genuk has a total of 8 respondents (8%) each. Continued with respondents who come from North Semarang, totaling 7 respondents (7%). This is followed by respondents who come from Gunungpati

has a total of 6 respondents (6%), respondents that live in Mijen has a total of 5 respondents (5%), respondents that live in Candisari, Gayamsari, East Semarang, and South Semarang has a total of 4 respondents (4%) each, respondents that live in Gajahmungkur and Central Semarang has a total of 3 respondents (3%) each, respondents that live in Tugu has a total of 2 respondents (2%). This shows that the majority of Azarine sunscreen users is in the city of Semarang live in Tembalang and Pedurungan area.

#### 2.6.4 Respondents Based on Last/Current Education

In carrying out this research, recent education is also required. This is due to the possibility that education will alter a person's purchasing preferences and aesthetic appeal. Thus, this may affect the desire of customers to shop. The respondent's previous or current level of education is displayed in Table 2.5.

**Table 2. 5 Respondents' Last/Current Education**

No	Level of Education	Frequency	Percentage
1	Junior High School	2	2%
2	High School	31	31%
3	Bachelor (S1)/Diploma (D1/D2/D3)	62	62%
4	Postgraduate (S2)	5	5%
<b>TOTAL</b>		<b>100</b>	<b>100%</b>

Source: Processed primary data (2024)

The majority of respondents have a bachelor (S1) or diploma (D1/D2/D3) comprising 62 respondents (62%). The next largest group has a high school education, with 31 respondents (31%), followed by a postgraduate (S2) with a total

of 5 respondents (5%), and junior high school with 2 people (2%). It could be said that the majority of Azarine sunscreen consumers in the city of Semarang have a bachelor or diploma education. At this age, people already familiarize with using skincare, such as sunscreen, to protect their face and skin.

### 2.6.5 Respondents Based on Occupation

The type of work an individual does can affect their interest in choosing a product to buy, since each job has unique requirements of its own. This job will impact expenses because it can also impact an individual's income. The occupation of the respondents is shown in Table 2.6.

**Table 2. 6 Respondents' Occupation**

No	Occupation	Frequency	Percentage
1	Students/College Students	51	51%
2	Private Employees	15	15%
3	Self-Employed	14	14%
4	Not Yet/Not Working	4	4%
5	TNI/Polri/PNS	3	3%
6	BUMN Employees	2	2%
7	Others (Housewife)	2	2%
<b>TOTAL</b>		<b>100</b>	<b>100%</b>

Source: Processed primary data (2024)

Table 2.6 shows that 51 respondents (51%) have student status. This is because the population in this study is dominated by respondents aged between 19-22 years as many as 60 people (60%), where usually in this age range people still have the status of students. Then private employees with the most respondents

were 15 respondents (15%) and self-employed with 14 respondents (14%), followed by not yet or not working with 4 respondents (4%). Indonesian army or TNI, police, and civil servants has 3 respondents (3%), then BUMN or state-owned company employees has 2 respondents (2%), finally other category such as housewife has 2 respondents (2%). It can be said that the biggest consumers of Azarine sunscreen in the city of Semarang are students or college students, where students are the first to start protecting their skin and face from the sun using Azarine.

#### **2.6.6 Respondents Based on Earnings/Income per Month**

A person's income can affect their expenses, and it can also affect their choice to buy a particular product. Naturally, in order to complete a purchase, a customer needs to have enough money to cover the cost of the items they wish to purchase. This money is either from their own earnings from employment or from pocket money received from working parents.

The term "income" in this study refers to the participants' monthly income from their own sources, as well as any pocket money they receive from their parents or other caregivers. The study's respondents were split into those who were employed and those who were not in order to facilitate analysis.

**Table 2. 7 Respondents' Earnings/Income per Month**

<b>No</b>	<b>Income</b>	<b>Frequency</b>	<b>Percentage</b>
1	< Rp 1.000.000,-	28	28%

No	Income			Frequency	Percentage	
2	Rp	1.000.000,-	s/d	Rp	41	41%
		3.000.000,-				
3	Rp	3.000.001,-	s/d	Rp	16	16%
		5.000.000,-				
4	> Rp	5.000.000,-			15	15%
<b>TOTAL</b>					<b>100</b>	<b>100%</b>

Source: Processed primary data (2024)

The research results indicate that most respondents, whether employed or unemployed, have an income between Rp 1.000.000,- until Rp 3.000.000,-, namely 41 people (41%), followed by 28 respondents (28%). with an income less than Rp 1.000.000,-. Additionally, 16 respondents (16%) had income ranging from Rp 3.100.000,- to Rp 5.000.000,-, and 15 respondents (15%) earn more than Rp 5,000,000. This shows that the majority of Azarine sunscreen consumers in the city of Semarang incomes or pocket money that fall between Rp 1.000.000,- until Rp 3.000.000,-.

### 2.6.7 Respondents Based on Frequency of Purchasing Azarine Sunscreen

The respondent categories in this case are based on how often or how many respondents has purchased Azarine sunscreen products in the last 1 year. Based on the total respondents, this category is divided as in table 2.8 below.

**Table 2. 8 Respondents' Frequency of Purchasing Azarine Sunscreen**

<b>No</b>	<b>Bought Azarine Sunscreen</b>	<b>Frequency</b>	<b>Percentage</b>
1	1 time	59	59%
2	2 times	23	23%
3	> 2 times	18	18%
<b>TOTAL</b>		<b>100</b>	<b>100%</b>

Source: Processed primary data (2024)

The table above shows that out of 100 respondents, 59 people (59%) bought Azarine sunscreen 1 time within 1 year. Meanwhile, 23 people (23%) bought Azarine sunscreens 2 times within 1 year. And 18 people (18%) bought Azarine sunscreen more than 2 times within 1 year. The majority of Azarine sunscreen consumers in the city of Semarang have purchased and used Azarine sunscreen 1 time as a sign that consumers are likely trying out the product for the first time or experimenting with it. It indicates that they are interested in the product and willing to give it a chance, but they haven't committed to using it regularly yet.