

CHAPTER II

COMPANY AND RESPONDENTS GENERAL PROFILE

2.1 Company Profile

Paragon Corp is a brief name from PT Paragon Technology and Innovation as the registered name for the legal Indonesian company known for leading the giant cosmetics industry company in Indonesia. The company was established on February 28, 1985 under its original name, PT Pustaka Tradisi Ibu by Nurhayati Subakat starting as a home industry initially introducing the first hair care brand, Putri aligning with the market trend of the era marking it with the company's initial entry into Indonesian cosmetic market. Paragon then experienced in rapid increase the consumers demand for its hair care products from Putri which targeted towards professional salons.

Following the success for its salon-tier treatment hair care, Putri, the company initiated to relocated the company to Cibodas Industrial Area in Tangerang to increase the production capacity nearly by the end year of 1990. Subsequently, the company expanded its business operations through launching a number of new products with another brand pioneering the halal cosmetics concept specifically for the Muslim consumers which was introduced in 1995. Paragon had officially got the halal certification from the Indonesian Ulema Council (MUI) in 1999 four years later after launching Wardah as it is introduced as the halal cosmetics and received an achievement for the world halal council for its products.

After getting the halal certification, Paragon officially got another certification from BPOM which obtained the Good Manufacturing Practices (GMP) certificate. This certificate awards are to ensure that the products have been applied the high standards in the entire production process from raw materials to finished products. Through this achievements, Paragon marks the company's commitment in producing its products with safe, good quality, and

consistent cosmetic products by strengthening its positions as a leading manufacturer for Wardah and Putri products that are increasingly varied and product types that are also getting more complete.

Paragon has continued to expand its brand by launching another brand, Make Over in 2010 by introducing the advance professional make up products that Wardah consumers have not had gotten the offers from its brand products before. The brand is dominated with black colors within its packaging emphasizing high quality and elegance image that wanted to show an exclusive impression for its customers by targeting to more mature market segment that focusing on the professional qualities. Then in 2011, PT Pustaka Tradisi Ibu had changed its name to become PT Paragon Technology and Innovation until this current times.

Paragon has 41 distributed centers (DC) which spreads across to almost all regions of Indonesia with an approximately of 10.000 employees that have more than 200 of CSR partners and more than 1600 of SKU products. In 2012, Paragon expands the brands to the international market, mainly in Malaysia by collaborating with the local distributors and massively exporting its products since 2017 bringing Wardah as the first officially exported brand from Indonesia. Malaysia was chosen by Paragon as the first country to expand because the country has similar cultures, climate, and skin condition to Indonesian people.

The development process of the new brand had started since April 2014 before it was officially released in March 2015. Paragon continued to launch another brand targeting teenager's demographic into local cosmetic and skincare market bringing its concepts of playful, light, and cheerful that under the tagline of "Born to be Loved" that provides an affordable product for daily needs through Emina Cosmetics. The Emina Cosmetics products are safety formulated and are very easy to apply for teenagers' skin through the range of

cosmetics and skincare.

Then, from 2020 to the present year, Paragon has continued to launch new brands with other high-quality products, targeting different markets with Kahf, Labore, Tavi and OMG. Paragon Corp not just have high quality on its products, however, Paragon consistently giving some impactful movement such as environmental initiative or CSR programs where the products has been qualified by meet the level standards both on the international and national. Until then, Paragon known as the pioneer of the beauty and care industry leading for the Indonesian cosmetics market.

2.2 Company's Purpose Goals

Emina Cosmetics vision and mission are in the part of the mother company of Paragon Technology and Innovation Corporation as below:

2.1.1 Paragon Corp Vision

The commitment Paragon have toward brands within the company committed by Paragon Corp is by implement the vision of having the best corporate governance and continuous improvements on its corporate policy. In these matters, Paragon kept giving high quality products that giving impacts to people and environmental nearby its society. In these matters, that the benefits of its products and corporate governance, make each day better than previous days by the improvements that Paragon have as it is committed to be the best corporate towards the paragonians or employees, business partners, and its people as well. The commitment has made clearly in the aspect of the company operational from distribution to customers services when it previously from research to development.

2.1.2 Paragon Corp Mission

The mission that Paragon had in order to running the company as the operational works within the decision making and the actual action by the company. As to accomplish the goals of the company wish, the mission was conducted with its strategy as mention below:

a. Developing Paragonians

Paragon is aim to continuously learn and develop competent paragonians in order to competitive advantage

b. Creating Kindness for Consumers

Paragon is aim to choose listening the consumers' needs and create products beyond consumers' expectation its product and services

c. Continuous Improvements

Paragon is aim to constantly being innovative to every process of the brands or products has made in order to improve the products or services quality

d. Grow Together

Paragon is aim to work together with business partners for mutual benefits

e. Preserving the Earth

Paragon is aim to try to protect the earth sustainably that all the people need to live as it has provided with best.

f. Supporting Education and Health of the Nation

Paragon is aim to support the development of new generation through the development of human resources to be knowledgeable, experienced and healthy

g. Developing Business

Paragon is aim to expand the ranges of products and services of all the Paragon's market through business expansions.

2.1.3 Paragon Corp Core Values

1. Faith in God

Paragonian believes in the existence and power of God

2. Care

Paragonian upholds the value of togetherness and compassion

3. Humility

Paragonian realizes that everyone has strengths and weaknesses

4. Grit

Paragonian lives a life with great joy and willpower

5. Innovation

Paragonian always develops new and better things to meet and exceed customer expectation

2.3 Emina Cosmetic's Logo

Figure 2.1 Emina Cosmetics' Logo



Source: IconLogoVector.com, 2024

Emina Cosmetics' logo concepts have some features design with sans-serif in lowercase letters font with pink ink colors that identifies of feminine characters related to the girls and for its beauty care and make up usage. The heart without the end lines symbolizes for confident without any limits in wearing makeup and using skin care products. This, in the line with the philosophy of Emina Cosmetics that comes with "Love, Joy, and Dream" in self-loving of within its uniqueness, the joyfulness of having confidence in

self-expressing through shared the joyfulness with the people nearby, and able to be brave enough in having freedom, imagination, inspiration, and confidence to dare in achieving dream of each potential from individuals of the girls or even on own self potentials by wearing makeup or skin care from Emina Cosmetics.

2.4 Emina Cosmetic's Products

Emina Cosmetics are offering products for teenager within its make-up and skincare products that are usable and safety for teenagers in fulfilled the needs. In the other way, Emina Cosmetics products also safety and usable beside teenagers as the main leading for cosmetics brand that are intended for teenagers.

2.4.1 Emina Cosmetics Make Up Products

The products that Emina Cosmetics have some types and benefits in the top products from its brand which are mentioned as below:

a. Powder

Powder is a part of the cosmetics products in a makeup series that could be shape as loose or compact powder. Powder is designed to absorbs all the excess oil and even out skin tones made the makeup result can even stay longer that gives a matte or glowing finish. In the other side, some modern technologies inside the ingredients such as centella asiatica, niacinamide, and SPF to give protection to skin has added with the combination of skincare to look even better to disguise the pores and maintain its skin. Emina Cosmetics has some variation of powder such as bright stuff loose powder, daily matte compact, daily matte loose powder, bare with me loose powder, bare with me compact powder, sebum fighter loose powder, and glow fixer blur powder with priced at around Rp28.000 – Rp63.500 rupiahs.

Figure 2.2 Powder Products

Source: www.eminacosmetics.com (2026)

b. Foundation

Foundation is the base of every make up steps before applied another make up products on the face. Foundation is designed to evens skin tones, covers blemishes, and provides a base for other makeup for the long-lasting usage in matte or glow finishes. The complexion is available in liquid, cream, powder, and cushion formulas that has offered with varying levels of coverages in sheer to full often lasts all day. Emina Cosmetics has different variation of foundation such as bare with me mineral mild foundation, daily matte cushion, daily matte bb cream, primer pore ranger, glow and matte cushion with the range of price around at Rp33.000 to Rp115.000 rupiahs.

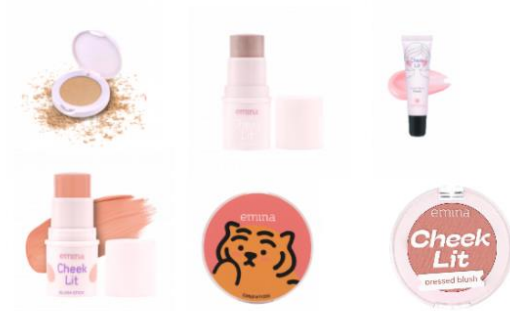
Figure 2.3 Foundation Products

Source: eminacosmetics.com (2026)

c. Blusher

Blush or blusher are giving color on top of the cheeks to add warmth and dimension to the cheeks that creating a healthy and youthful glow looks. The purpose of the blusher is to enhances the complexion by mimicking a natural flush of skin when blushing. Blushes have different spectrum of colors for different skin tones from fair to dark tones with a few undertones such as cool, warm, and neutral. The blusher formed are available in powder, cream, and liquid formulation. Emina Cosmetic have the available blushes in any form with chick lit pressed blush, cheek lit cream blush, cheek lit blush stick, and bouncy tint. The blusher is in the range of price started at Rp37.000 to Rp68.000 rupiahs.

Figure 2.4 Blusher Product



Source: eminacosmetics.com (2026)

d. Eyes

The eye makeup series are including some steps of make up for eyes decoration to enhances the eyes using some products like primer, eyeshadow, eyeliner, and mascara to complicate the overall looks for eye makeup. The primer used in the base of the eyes for ensuring the longevity of the eye makeup and the eyeshadow applied for added some colors to the eyes to even make it prettier in different shades of colors. The eyeshadow is applied in the eyelids, under-eyes, and brow bones with the available form of formulation in cream, stick, powder, and liquid.

The eyeliner is applied to the line from outer corner of the eyes towards the tip of the eyebrow that designed for make the eyes more appealing in bigger, firmer, and even prettier. The eyeliner often named with cat eyes or wings in the smudge proof or waterproof to make the eyeliner more stay longer. It is available in some different colors like blue, white, brown, and black. Mascara is designed for darken, thicken, lengthen, and curling the eyelashes. This used for giving the eyelash illusion of the eyes make it more assertive and dramatic looks. It only applicate the brush from bottom to upper the eyelash with zig-zag motion for maximum result to prevent the clumping.

The mascara types are available in waterproof, volumizing, and lengthening to make the eyelash lasts longer, does not fade, and suitable for long activities. Eye brow is functioning to beyond aesthetics, to keep moisturize, and dirt out the eyes. The eyebrow structures consist of short hair with an average of about 250 hairs per brow. The eyebrows are often groomed and styled in the methods of threading, tweezing, and waxing to shape the eyebrows. In the makeup steps, eyebrows are commonly filled with tools such as pencils, powder, or gels to improve the appearance.

Emina Cosmetics provide the eyes makeup products with pop rouge eyeshadow, top secret powder eyebrow, squeeze me up browcara, double agent eyebrow, star lash aqua mascara, squeeze me up mascara, cosmic lash, total eclipse pen liner, eye do! pencil liner, eye do! crayon liner and the range price started at Rp41.000 to Rp72.000 rupiahs.

Figure 2.5 Eyes Product



Source: eminacosmetics.com (2026)

e. Lip Colors

The lip colors in the makeup series have different types of products that include lipsticks, tinted lip balm, nourishing oils, lip stain, lip gloss, lip tint, and lip liners. The essential lips makeup is designed to keep the lips moisturize, soften, protect the lips, and enhance the aesthetic appearance of the face to improve the confidence. Lip color giving pigmentation on the lips that cover the natural color of the lips in discoloration, uneven tones or paleness that providing with fresh, vibrant, and bold looks. The lip colors product is very versatile to be used for makeup usage and oftentimes, the products are lasts longer for hours, fade-resistant, and transfer-proof. Emina Cosmetics provide lip products such as glossy stain, squeeze me up lip gloss, liquid lip shine, soulmate lipstick, sugar rush lipstick, lip cushion, creamatte metallic edition, creamatte, jelly stain, glass tint, bouncy tint, airy surprise, magic potion, creamytint, poppin' matte, lip balm, lip mask watermelon sorbet, glosszilla lip jelly vinyl, watercolor lip serum, and hyalupeptide color melt tinted lip balm. The range of the price started at Rp39.500 to Rp69.500 rupiahs.

Figure 2.6 Lip Color Products



Source: eminacosmetics.com (2026)

2.4.2 Emina Cosmetics Skin Care Products

As the pioneering skin care products for teenagers, Emina Cosmetics have many products that are available to purchase in any merchants both in Indonesia and Malaysia that are mentioned as below:

a. Cleansers

Face wash is a water-based products in skincare series that commonly in a form of gel or liquid foam inside a tube or bottle pump. Face wash is designed for remove all the dirt, oil, and impurities from the skin before and after doing the activities. The products are available for sensitive skin, oily, acne prone, and normal skin that are suitable for daily skin care routines. The ingredients are consisting of for gentle skin, low pH, and to protect skin barrier. Meanwhile micellar water is a water-based cleanser for cleanse all the dirt and remove the makeup usage from the skin of the face.

In this case, Emina Cosmetics are providing with several products of face wash with different types of functions with bright stuff series in prebiotic tranexinamide acid and niacinamide oxy ceramide, face scrub, whip face wash, acne prone skin, bright stuff clean, GloRad+ hassle free cleanser amino, Ms. Pimple acne, apricot jam face scrub, oat amino low pH cleanser, hyalubright & low pH, calm & purify low pH micellar water, bright stuff micellar water, and creamy milk cleansing lotion. The range of the price started at Rp18.000 to Rp60.000 rupiahs.

Figure 2.7 Cleansers Products



Source: eminacosmetics.com (2026)

b. Moisturizer

Moisturizer is one of a skin prep in the skin care series that the function is to give hydration, increases water content, and strengthens the skin barrier in the skin. The usage of moisturizer is ideally both in the morning and night before sleep for better works in helping to prevent dry skin, reduce the excessing oil that absorbed the oily skins, and prevents from irritation skin. The products came out with different types of skin needs such as oily, dry, sensitive, acne prone, & normal skin and different form of moisturizer formulation such as gel and cream. Emina Cosmetics is providing some types of moisturizers that are suitable for all skin types with different conditions with bright stuff moisturizer, water bright glow gel, calming water gel, barrier balancing water gel, cica triacid water gel, bio retinol water gel, bright stuff acne prone moisturizer, Ms. Pimple acne solution moisturizer gel, GloRad+ gel moisturizer, tone up cream, Ms. Pimple acne solution calming gel, bright stuff night cream, aloe vera face mist, and aloe vera gel. The products are range up around Rp25.000 to Rp99.000 rupiahs.

Figure 2.8 Moisturizer Products



Source: eminacosmetics.com (2026)

c. Toners

Toners are water based of skin care lotions that designed to cleanse, balance pH levels, and hydrate skin before moving into another steps to moisturizer and serums. The layers of toners are prep skin to enhances the absorption of subsequence skincare products which is addresses some specific

issues inside the ingredients such as hydration (hyaluronic acid), exfoliating (AHA/BHAs), brightening (Vit C), and calming toners (centella asiatica). Emina Cosmetics coming for bright stuff face toner, natural pal toner essence, skin buddy toner, ms. Pimple acne solution exfoliating toner, bright stuff exfoliating toner, ms. Pimple acne solution face toner and double the moist face toner. The range price started at Rp21.000 to Rp51.500 rupiahs.

Figure 2.9 Toner Products



Source: eminacosmetics.com (2026)

d. Serum

Serum is a water-based skin prep that have textured in light liquid formulation with a higher concentration than toner in an active ingredient such as vitamin, acids, and antioxidants. Effectively, serum oftentimes addresses specific conditions that giving concerns such as anti-aging, acne prone, hydration, and brightening complexion. Emina Cosmetics providing serum products with bright stuff serum, natural pal splash serum, Ms. Pimple acne solution face serum, GloRad+ instant refresh puffy eyes eye serum, GloRad+ high-res bright glow water serum, and Ms. Pimple acne solution spot gel. The range price around at Rp18.000 to Rp94.000 rupiahs.

Figure 2.10 Serum Products



Source: eminacosmetics.com (2026)

e. Face Masks

Face masks are a skin care product that can only use in a once or thrice a week that have different types of forms and benefit to each product. Masks are used for nourishes skins, remove the pores, and overcome other specific skin condition like dullness or acne prone. The types of the masks that are available to found in a lot of brands and markets includes types of masks such as sheet mask, clay mask, sleeping mask, gel mask, and exfoliating mask. Active content such as charcoal, niacinamide or any other natural ingredients oftentimes found in a lot of types of masks. Face mask is differentiated by the skin concern needs and skin types of each individual because the ingredients are works better when meets the skin concern that depends on the ingredients used.

Emina Cosmetics providing some variants of the face masks such as masquerade variants (charcoal, rice, pomegranate, grapefruit, cactus, blueberry, tree tea oil), bright stuff essence, capsule treat gel variants (green tea, honey, cucumber, and rice), clay masks variants (sebum control, soothe and smooth, and brightening), Emina facemask (avocado honey, cranberry juice, and green tea latte), 2 in 1 scrub mask, and aqua infused sleeping mask. These products are in range of price at Rp16.000 until Rp50.000 rupiahs.

Figure 2.11 Face Mask Products

Source: eminacosmetics.com (2026)

f. Sunscreen

Sunscreen is the crucial part of the overall skincare sequence of its usage. Sunscreen is designed to protect from dangerous of the UVA radiation (premature aging) and UVB (sunburn). Oftentimes, sunscreen products are differentiated by the terms of the products on the sunscreen product such as SPF (Sun Protection Factor) to measure the burn skin of UVA and PA (+/++/+++) to measure protection the aging skin of UVB. Sunscreen also differentiated by the type of the ingredients based on the skin concern such as physical/mineral contains zinc oxide or titanium dioxide which reflects sunlight and chemical contains avobenzone, oxybenzone, and many others ingredients that absorbs sunlight. Emina Cosmetics providing the sunscreen products with Sun Battle SPF 50 PA ++++ barrier hydraburst, Sun Battle SPF 50 ++++ cica acne fighter, Sun Battle SPF 50 PA ++++ cica acne fighter mini size, Sun Battle SPF 35 PA +++ acne clear cica, Sun Battle Bright Glow SPF

35 PA +++, Airy UV Gel Sunscreen SPF 50 PA +++, Water UV Gel Sunscreen SPF 50 PA +++. The range price cost at Rp30.000 to Rp45.000rupiahs per pieces.

Figure 2.12 Sunscreen Products



Source: eminacosmetics.com (2026)

2.5 Emina Cosmetic's Products Development

Emina Cosmetic seeing the opportunity of building the brand beyond what's the consumers has needed through the cosmetics trends happened in Indonesia markets. The concept that has been chosen by Emina Cosmetics adjusting the teenager's lifestyle as it is the main cosmetics target market using the image of fun and playful for its products. The business run with a lot of research about the products instructions on to people that are the target of the market. Emina Cosmetics initiated to being innovative in each of the products have and continuously launching new products with different of skin concerns with transformative its old products.

Emina Cosmetics communicates the products that has offered for the concerns of consumers needed by interacted through all over the social media Emina Cosmetics have. In following the trends, Emina Cosmetics make an effort to adjusting the current era development in order to slowly to be known by the consumers in its perceptions. The Emina Cosmetics is present to address all the concern of teenagers have regarding various skin problems that had experiences. Emina Cosmetics providing with a complete range of products

from skincare to makeup that suitable to use by various types of consumers has needed.

Since the brand main target is the teenagers, the identity concept using colorful and cheerful design that appeal to young consumers. The packaging of the products is the highlight of the packaging appearance to understanding the function of the products better with Emina Cosmetics through a range of products that safe and attractive packaging. For starters, Emina Cosmetics could be the best options for some young users that has just started using skincare or makeup for daily consumes.

Figure 2.13 Airy Surprise Tint Outer Packaging



Source: bormadgo.com (2026)

Figure 2.14 Airy Surprise Tint inner Packaging



Source: eminacosmetics.com (2026)

The Airy Surprise Tint has unique packaging on the outer and inner packaging that make the packaging looks cute and playful as the teenager's image. The lip charm made to be hang on the bag or phone as an accessory giving the impression of the lip tint more convenient to carry around and charming enough to intrigued the teenagers to have the lip charm as an accessory to put on its stuffs.

Figure 2.15 Emina Water Gel Moisturizer Packaging



Source: femaledaily.com (2026)

The moisturizer has improved its product to launch with the improvements on its ingredients with the water-based ingredients that absorbs quickly and does not leave the sticky or oily feeling on the face. In this case, the new product of the moisturizer packaging also using the bright colors beside pink shades color and funky fonts character to giving the impression of Emina that the products are in line with the tagline that teenagers are brave enough to be themselves in using the Emina Cosmetics skincare or makeup products and have double label that stick on the product with brief text.

Figure 2.16 Emina UV Gel Sunscreen Packaging



Source: Instagram.com/Emina (2025)

The new sunscreen variants have more advance ingredients inside the products with water-based ingredients. The new sunscreen products do not leave oily feeling on the skin unlike the old first product that only have one version. The current packaging has unique shape leaving an impression that the product very convenient to carry around with bright colors similar to the moisturizer but different combination colors with brief text of the product information.

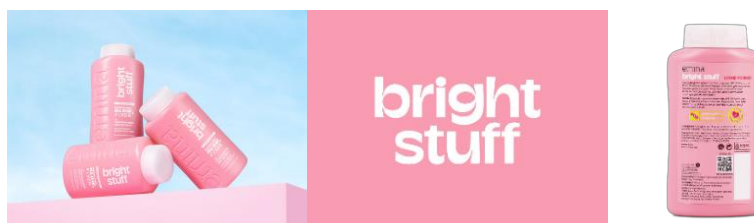
Figure 2.17 Emina Oat Ceramide Barrier low pH Gel Cleanser



Source: Instagram.com/Emina (2025)

The new facial cleanser of Emina Cosmetics has the advance technology inside the product formulation with lamellar which is are the safety ingredients for certain conditions that suitable for sensitive skin or even for pregnant and breastfeeding mothers. The packaging is in transparent that showing the ingredients inside the packaging and using bright colors to look fresh and left an impression on being cheerful as in line with the philosophy.

Figure 2.18 Emina Bright Stuff Loose Powder



Source: kudos.nyc/client/emina (2025)

The new packaging of the Emina Loose Powder has upgraded from the last version of the packaging and its formula. The particle inside of the product are more smoother than the previous old versions. The powder particles in the packaging are also more pinkish than the old version and added the glitters. The product was made easy to use for the teenagers and for starter that just started using makeup or skincare. The packaging are crafted in playful typographic schemes that left an impression of being quirkiness around the product's name which builds the sense of the mood in excitement the daily beauty routines.

Figure 2.19 Emina Cosmetics Old Packaging



Source: eminacosmetics.com (2026)

Paragon corporation are always wanted to giving social good through the innovation on the products. Building through the range of skincare and makeup products that easily applied for teenagers, beginners, and any others consumers. The packaging Emina Cosmetics have ever used using bright colors pink and orange tones as the base colors to utilized a fresh and energetic combinations looks in a minimalism design that using less icons or image.

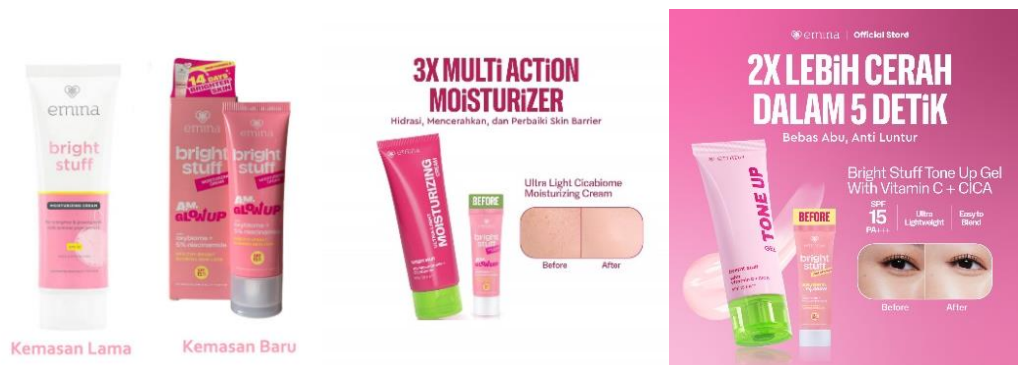
Figure 2.20 Emina Cosmetics Cleansers Packaging Transformations



Source: eminacosmetics.com (2026)

The transformations looks on the cleanser products have more softer colors than the current colors that more vibrant and combination colorful color. The formulation between the old and current packaging are also upgraded alongside with the design feature of the packaging to differentiate the old and current packaging with the new formula. the upgraded version have more alive with dominantly pink base colors and some playful expressive typography that has a sense of the quirkiness on its products.

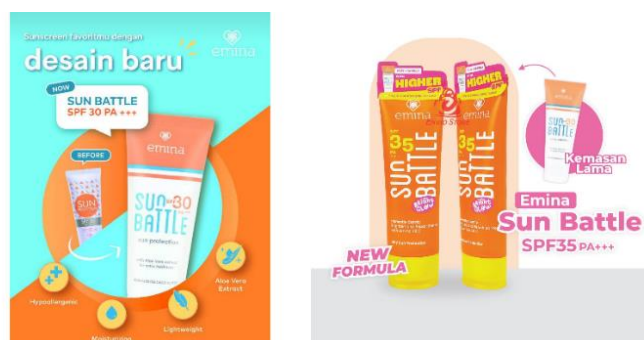
Figure 2.21 Emina Cosmetics Moisturizer Packaging Transformation



Source: Instagram.com/Emina (2025)

The difference among the old and new products are includes the packaging and its formula of the moisturizer. The current moisturizer formula are more impactful than the old product because the function of the products have more advance than the previous old products with additional formulation of cica and vitamin in the products and the packaging have more colors combination than the old packaging. The function of the packaging is to make the difference of the new upgraded formula on the products functions.

Figure 2.22 Emina Cosmetics Sunscreen Packaging Transformation



Source: shopee.co.id/eminacosmetisofficial (2024)

The sunscreen of Emina Cosmetics products have formula that the thickness of the sunscreen liquid is have lightweight and non-sticky feeling on the skin. The old sunscreen product only have one variant with 30 PA+++ and the formulation limited to only one variant that the description of the product information is not giving the detail product explanation. The old formulation left the whitecast on the skin but the texture is lightweight and absorb to the skin fastly. The new packaging have increasing the SPF level from 30 to 35 PA+++ with the new formulation niacinamide and vitamin c replacing the aloe vera extract to brighten and glow the skin. In the other way, the new packaging is also marked the new product from the previous packaging products and other variants.

2.6 Respondents Identity

In this research, the respondents serving the data by adjusting the background of the respondent's experience in used as the sample of this research necessity. The respondents' data that has taken elaborated in some categories from name, gender, age, last education degree, occupation, and domiciles based in the town of Semarang City. In addition, filtering with a few of questions by recognizing the Emina Cosmetics products and have ever bought & using Emina Cosmetics products. The total respondents in this research have taken to 120 people to be researched in related to this research title. The respondent that has chosen is using the sample criteria made

for this research likely following as below:

1. Minimum up to 17 years and older
2. Semarang City Domiciled
3. Recognizing Emina Cosmetics products
4. Willing to fill this questionnaire

The questionnaires are taken through an online platform which can be spread to people that given the link of Google Form from researcher. From the respondents' identity, the data taken based on the questionnaires categories in names, age, gender, last educational degree, occupation, the domicile based in town of Semarang City, knowing for Emina Cosmetics Products, recognizing for Emina Cosmetics Products, have ever buy Emina Cosmetics products, and have ever using Emina Cosmetics Products. Other than that, respondents also giving the perspectives from variables like packaging design variables, brand image variables, and purchase decision variables that directly influencing on the packaging design and brand image on the purchase decision of Emina Cosmetics.

2.6.1 Respondents Based on Age

In making a decision, the age could be a benchmark for someone in choosing a decision and an attitude towards something happens in life. In this research, the respondents that are in the age around 17 years old and above are considered as mature enough to make a decision by one own's attitude and decision which in line with the criteria of this research taken with purposive sampling. The respondents' database was collected in the range of ages as mentioned below:

Table 2.1 Respondents Based on Age Range

Age	Total	Percentage
17 - 22	61	61%
23 - 28	43	43%
29 - 34	3	3%
35 - 40	1	1%
41 - 46	0	0%
47 - 52	1	1%
53 - 58	2	2%
59 - 64	9	9%
Subtotal	120	120%

Source: Primary data processed, 2026

According to the table 2.1 above, that the respondents based on the age ranges mostly in the age among 17 to 64 with the total 100% or 120 people. The taken data in age ranges, the respondents are mostly in the productive age and the rest are in the non-productive age. According to the data, the youngest person in these questionnaires is 17 years old and the oldest is 62 years old.

2.6.2 Respondents Based on Gender

The characteristic of the respondents based on the gender are consists of two categories of male and female. In this research, gender is used to identify the products that are consume by the distribution of the gender among male and female users of Emina Cosmetics in the town of Semarang City. In related to this research, gender also could determine someone habit and behavior on the usage of cosmetics products. The respondents' gender data was collected as below:

Table 2.2 Respondents Based on Gender

Gender	Total	Percentage
Male	9	9%
Female	111	111%
Subtotal	120	120%

Source: Primary data processed, 2026

Based on the table 2.2 above, it is known that the collected gender data above divided into two categories with male and females. The respondents' gender collected data from the amount of 120 are divided into male and female

that have each number with most of the respondents is female users. The most cosmetics users according to the collected questionnaires data there's about 111% of female users and 9% of male users of Emina Cosmetics users with the total 120 respondents.

2.6.3 Respondents Based on Last Education Degree

Based on the last education degree data, generally, the education degree could shape a person mindset, attitude, and lifestyle on the things that could influenced a person needs. The respondents based on the last education degree characteristics are divided into six categories in High School, Diploma, Bachelor, Master, Doctor, and other degrees. The mentioned degrees based on the last education degree data collected as below:

Table 2.3 Respondents Based on the Last Education Degree

Degree	Total	Percentage
High School	60	60%
Diploma	4	4%
Bachelor	54	54%
Master	2	2%
Doctor	0	0%
Other	0	0%
Total	120	120%

Source: Primary data processed, 2026

Based on the 2.3 table above, that the collected data based on the last education degree in Semarang City has answered with 120 of respondents. The most degree education from the respondents' last education degree is High School and Bachelor with 60% for High School and 54% for bachelor degree and the least are Diploma and Master with 4% for Diploma and 2% for master degree and the rest are 0% for both doctor and other categories.

2.6.4 Respondents Based on Occupation

The respondents based on the occupation picturing on the background of the respondents in the experience of buying the products of Emina Cosmetics. The occupation type that carried out by the respondents are divided into six categories as it collected from respondents as below:

Table 2.5 Respondents Based on Occupation		
Occupation	Total	Percentage
University Students	56	56%
Employees	25	25%
Entrepreneurs	4	4%
Pensioners	8	8%
Unemployed	7	7%
Others	20	20%
Subtotal	120	120%

Source: Primary data processed, 2026

Based on the 2.4 table above, that the occupation types on the respondents' answers have different occupation types with university students as the most users of the Emina Cosmetics and Private-Owned Company Employees in the following number. The university students have 56% then the Private-Owned Company Employee is 25%, pensioners 8%, entrepreneurs 4%, Unemployed is 7%, and others occupation is 20% with the total of 120 respondents. Meanwhile the other 20% of each person have different occupation such as Teacher, Chef, Barista, Pharmacist, IT Support, Tour Guide, Police Officer, Prosecutor, Lawyer, Civil Servants, Programmer, Cleaning Service, Engineer, Cashier, Data Analyst, Hotel Receptionist, Mechanic, Freelancer, Cyber Security Specialist, Lecturer.

2.6.5 Respondents Based on Domicile

Domicile are determined the respondents' regional distribution based on the designated research site. Domicile is also used for comparison each region in Indonesia specifically in Semarang City regarding to this research title. This research is focusing on the region of Semarang City in related to the user of

Emina Cosmetics and to know the respondents' background. Semarang City has divided into 16 regions with Semarang Selatan, Semarang Timur, Semarang Barat, Semarang Utara, Semarang Tengah, Gajahmungkur, Gunung Pati, Ungaran, Tembalang, Pedurungan, Genuk, Ngaliyan, Candisari, Gayamsari, Mijen, and Tugu. The mentioned divided regional city of Semarang that are collected from the respondents' response are given such as below table:

Table 2.5 Respondents Based on Domicile

Regions	Total	Percentage
Semarang Selatan	11	11%
Semarang Barat	15	15%
Semarang Timur	15	15%
Semarang Utara	9	9%
Semarang Tengah	4	4%
Pedurungan	10	10%
Gayamsari	3	3%
Genuk	6	6%
Gajahmungkur	2	2%
Candisari	6	6%
Tembalang	10	10%
Gunungpati	8	8%
Ungaran	3	3%
Ngaliyan	9	9%
Tugu	3	3%
Mijen	6	6%
Subtotal	120	120%

Source: Primary data processed, 2026

Based on the 2.5 table above, the representative's data from the respondents' domicile are dominated by Semarang Barat, Semarang Timur, Semarang Selatan, Pedurungan, and Tembalang. The number of each representative's data are given in order from Semarang Barat with 15%, Semarang Timur with 15%, Semarang Selatan with 11%, Pedurungan with 10%, Tembalang with 10%, Semarang Utara with 9%, Ngaliyan with 9%, Gunungpati with 8%, Genuk with 6%, Candisari with 6%, Mijen with 6%, Semarang Tengah with

4%, Gayamsari with 3%, Ungaran with 3%, Tugu with 3%, and Gajahmungkur with 2% as the least.

2.6.6 Respondents Based on Recognizing the Brand's Products

The respondents in this research are intended for the Emina Cosmetics consumers based in Semarang City with the experience had been through of some consumers. The respondents' data based on the experiences are mentioned in some of the tables below:

Table 2.6 Respondents Based on Recognizing the Brand's Products

Description	Total	Percentage
Yes	120	120%
No	0	0%
Subtotal	120	120%

Source: Primary data processed, 2026

Based on the 2.6 table above, that from the total respondents of 120 people, the response on the knowledge about the products on Emina Cosmetics brand have all collected with the total of 120 respondents on 'Yes' as to recognizing the products from Emina Cosmetics. Meanwhile, the 'No' answers have zero response in the recognizing for the Emina Cosmetics Products.