CHAPTER II
COMPANY PROFILE AND RESPONDENT'S PROFILE

This chapter explains the general description of DECA Group with the brand name Whitelab also described about the respondent's identification that comprise of gender, age, and occupation from the respondents.

2.1 History of Deca Group and Whitelab

DECA Group is one of the holding corporations with a primary focus on the cosmetics industry. This company was established in July 2016 by Jessica Lin as Co-Founder of Deca Group with her partner. Jessica manages the company's strategy and operations, while her fellow Co-Founder Deca manages product development (Sugiarsono, 2023). The beauty product business has delivered its name into the list of Forbes 30 Under 30 in Indonesia & Asia in 2021. Before starting her own business with the establishment of Deca Group, Jessica worked in the e-commerce industry that sells beauty care products. Jessica has experience in the e-commerce industry. She worked as an auditor, finance & accounting manager, then she worked in the marketing field as a partnership manager (Setiawan, 2023). The first product launched by Deca is body cream and axillary cream, the second is a type of skin cream that functions to lighten and moisturize the skin as well as smooth the rough parts of the skin. Deca manufactures them in renting out production services from third-party manufacturing facilities.

Everwhite as an initial trademark, which went on to become one of the biggest and most well-known local hygiene products in Indonesia. DECA Group

hopes to make all of its brands ubiquitous names, to produce high-quality products, and to construct a dream team that will exceed all industry expectations in order to disclose the enduring beauty of greatness (*Whitelab*, 2023).The DECA Crew is expanding, and this company is confident that by working together, we can realize our ambitions and secure our future. Everslim, Everpure, Whitelab, Trueve, White Story, and Bonavie were the next brands to release. After Everwhite expanded considerably, Deca introduced a new brand, Whitelab, in March 2020 (Dinisari, 2022). At the same time, Deca educates consumers to understand with the content of active ingredients in beauty products. Whitelab is present by giving transparency to its ingredients, even writing down the percentage of its content.

Most new in the beauty care field rely on online sales. In addition to online sales lines, Deca also leverages agency channels and offline stores. Deca reseller network already exists in almost all major cities in Indonesia. For sale abroad (export market), Deca has just officially been present in Malaysia (Dinisari, 2022). Whitelab products are now available in all Watson Malaysia stores. The marketing mission of Deca is to provide attractive promotions, in accordance with the interests of customers. In addition, it also builds engagement with customers (followers) on social media.

Whitelab brand formulates quality ingredients that are backed by science to create effective products to help address the problems of Indonesian women's skin. Whitelab products have the main contents of Niacinamide and Collagen which play an important role in brightening and increasing skin elasticity. Niacinamide / Vitamin B3 works to moisturize, smooth, mask black spots, help overcome

inflammation, as well as treat scratched skin. Whitelab claims that a 5% niacinamide content can help lighten the skin of the face (*Whitelab*, 2023). Not only that, the collagen in the Whitelab products is beneficial forining the elasticity of the skin so that the skin will look brighter and younger. Both of these contents are aimed at consumers who want high-quality products and deliver real results at affordable prices.

Whitelab now comes with a fresher look. In addition to more systematic designs, there will be clear color differences in each category, such as yellow for the Brightening Series, green for the Acne Series, blue for the Hydrating series, purple for the Anti-Aging Series, and red for the Weekly Treatment Series (*Whitelab*, 2023). These differences in color systems are expected to make it easier for consumers to choose products that suit their skin condition.

Figure 12.1 Whitelab Logo

Source: Whitelab.co.id (2023)

2.1.1 Company Vision and Mission

- **Vision:**

The vision of this company is to reveal the everlasting beauty in excellence by creating high quality products, making Whitelab as well-known brand, and building a dream team who will excel the business beyond.

- **Mission:**

The company is committed to continuously striving to deliver the best products in its class by always following the trends in the skin care industry. One form of this commitment is to make reforms on Whitelab's products.

2.1.2 Whitelab Products

Whitelab packaging products are divided into various colors. Colors make it easier for consumers to differentiate product functions, such as yellow for the Brightening Series, green for the Acne Series, blue for the Hydrating Series, purple for the Anti-Aging Series, and red for the Weekly Treatment Series. The following are Whitelab products and their uses:

1. Brightening Series

Brightening series is useful for brightening uneven skin tone, maintaining skin moisture, and making the face look more glow. In this series there are 5 products, namely Whitelab Brightening Facial Wash, Whitelab Brightening Toner, Whitelab N10-Dose+ Brightening Serum Niacinamide 10%, Whitelab Brightening Day Cream, Whitelab Brightening Night Cream.

2. Acne Series

The acne series is useful for treating acne prone skin, calming reddish skin due to mild irritation, and treating facial skin barrier. In this series there are 5 products, namely Whitelab Acne Care Facial Wash, Whitelab Acne Toner, Whitelab Acne Calming Serum, Whitelab Cera-Mug Barrier Moisturizing Gel, Whitelab Acne Cream.

3. Hydrating Series

Hydrating series is intended for people who have dry skin types. This series is useful for increasing and maintaining hydration levels in the skin. It can also help treat and improve the function of the facial skin barrier. In this series there are 3 products, namely Whitelab Hydrating Essence Toner, Whitelab Hydrating Serum, Whitelab Hydrating Sleeping Mask.

4. Anti-Aging Series

The Anti-Aging series is useful for treating fine lines, disguising hyperpigmentation caused by excess melanin production, and restoring skin elasticity. In this series there are 3 products, namely Whitelab Age Correction Firming Serum, Whitelab Bakuchiol Treatment Serum, and Whitelab Retinol Treatment Serum.

5. Weeakly Treatment Series

The Weekly Treatment series is useful for gently exfoliating the skin to remove dead skin cells for maximum bright skin. In this series there are 2 products, namely Whitelab Peeling Serum AHA BHA PHA and Whitelab Exfoliating Toner.

2.1.3 Whitelab Campaign

Whitelab attempted to promote its products with brand ambassadors to raise customer purchase decisions.

Whitelab held a series of events, including a meet and greet with the Whitelab brand ambassador, Oh Sehun. Whitelab brought Oh Sehun to greet fans and consumers Whitelab in Indonesia. The collaboration with Oh Sehun as Whitelab's brand ambassador, it is hoped that the public will be more familiar with Whitelab's products. The reason for choosing male brand ambassadors is to increase public awareness that men also need skincare. The Whitelab campaign that was launched on 2-6 November 2022, which included gathering with the Certified whitelabers community, talking about skin health with experts, skin care consulting services, Commitment Pledge, and serum swap activities or swaping empty serum bottles with new serums from Whitelab. The main purpose of this serum conversion activity is to help Indonesian women their dream skin. Whitelab understands that committing to achieving the skin of dreams andining it consistently is not an easy thing to do. This serum conversion activity is also recorded by MURI as the "Local Skincare Brand with the Most Serum Conversion" announced on November 5, 2022 (Banirestu, 2022). Whitelab also invites consumers to participate in Commitment Pledge activities. They will demonstrate one of the forms of their commitment to start a step towards the healthy skin of their dreams by uploading photos taken at the Magic Mirror #ImCommitted stand to social media. The summit event held on 6 November 2022 became the moment to introduce Whitelab's new face by inviting brand ambassador from South Korea, Oh Sehun, to host the event at the same time

to greet its fans in Indonesia. Through this campaign, it is hoped that Whitelab will achieve targeted sales.

2.1.4 Whitelab Location

Whitelab has one headquarters that joins the Deca Group. Thereby the location of Deca Group's headquarters:

Name   : Deca Group (Whitelab)

Location   : Jl. Danau Indah Raya No.17, RT.6/RW.13, Sunter Jaya, Kec. Tj. Priok, Jkt Utara, Daerah Khusus Ibukota Jakarta 14360

Telephone   : +622165833360

Website   : https://www.whitelab.co.id

2.2 General Description of Semarang City

Semarang is the capital of Central Java Province, which was established on May 2, 1547. The City of Semarang as the Central Government City of Central Java Province, has an area of 373.70 km^2 whose location is directly bordered with the Kendal District in the west, the Semarang District to the south, the Demak District to the east and the Java Sea to the north with the length of the coastline ranging from 13.6 km.

Figure 13 Logo of Semarang City

The meaning of the symbol of the City of Semarang above is in the shape of the two-part shield, Tugu Muda, Angle Star 5, Bambu Runcing and Bukit Candi.

The book follows three principles:

1. Specialty – to the end

2. Revolutionary Traditions of the City

3. National personality

Semarang city has the vision and mission listed in the RPJMD of the city of semarang for the years 2016-2021, with the vision "Any metropolitan city that is religious, orderly and cultural". Mission for 2016-2021 is as follows:

1. Create a cultural and quality society.

2. Create a more robust government to improve public services.

3. Create a dynamic and visionary metropolitan city.

4. Strengthen the economy of citizenship based on local excellence.

Semarang city is divided into 16 districts and 177 regencies. The district consists of the 2 largest and smallest districts, the district with the largest territory is located in the southern part of which is a hill area that most of its territory still has agricultural and plantation potential, namely the Mijen District with an area of 57,55 km^2 and Gunungpati District with an area of 54,11 km^2. Meanwhile, the district has the smallest area, namely the Southern Semarang District which has an area of 5.93 km^2 and the Middle Semarang regency which has an area of 6.14 km^2. This smallest district is the city center area that is at the same time as the economic or business center of the city of Semarang so that most of its territory has many historical buildings, such as; Simpang Area, Tugu Muda Area, Bulu Market, Peterongan Market, Johar Market and the surrounding area known as "Kota Lama" Semarang.

2.3 Respondent Identity

The total number of respondents in this study is 100 persons, and those are Whitelab customers in Semarang City. The respondent's identity comprises of age, gender, and occupation.

2.3.1 Respondent Age

Age is a period of time since the existence of a person and can be measured using a unit of time, age is also the length of life or existence. Based on the data from the questionnaire the majority of Whitelabe respondents are aged 21-30 years old with 80 respondents (80%). It can be concluded that the respondents are in productive age.

Table 2.1 Respondent Age

No	Age (Years Old)	Frequency	Percentage
1.	15-20	13	13%
2.	21-30	80	80%
3.	31-40	6	6%
4.	41-50	1	1%
Total		100	100%

Source: Processed primary data, 2023

2.3.2 Respondent Gender

Gender is a series of characteristics that are interrelated and differentiate between masculinity and femininity. These characteristics can then include gender, both male and female. Based on the primary data that has been processed, the customers of Whitelab in Semarang city consist of female and male. From the table below can be seen that out of 100 respondents, there are 92 are female respondents (92%). This shows the consumption rate of skin care needs between women and men is much higher than women.

Table 2.2 Respondent Gender

No	Gender	Frequency	Percentage
1.	Male	8	8%
2.	Female	92	92%
Total		100	100%

Source: Processed primary data, 2023

2.3.3 Respondent Occupation

Based on the type of occupation respondents will influence consumer purchasing behavior, because the kind of occupation will affect the large and small income or expenditure of respondents. Based on table below the majority of Whitelab customer's occupation in Semarang city is students with the total 49 respondents (49%), followed by employees with amount of 21 respondents (21%). Which it is corresponds to previous data from the respondent's age that majority respondents are aged 21-30 years old.

Table 2.3 Respondent Occupation

No	Occupation	Frequency	Percentage
1.	Employee	21	21%
2.	Private sector employee	12	12%
3.	Student	49	49%
4.	Housewife	3	3%
5.	Entrepreneur	13	13%
6.	Others	2	2%
	Total	100	100%

Source: Processed primary data, 2023

2.3.4 Respondent Income

The table below shows how much income of respondents in this study. The largest presentation on the data below is 45 respondents (45%) with income $\leq$ Rp 3.000.000. The data corresponds to previous occupation data where the majority of respondents are students with 49 respondents (49%).

Table 2.4 Respondent Income

No	Income	Frequency	Percentage
1.	≤Rp 3.000.000	45	45%
2.	>Rp 3.000.000-Rp 5.000.000	29	29%
3.	>Rp 5.000.000-Rp 7.000.000	16	16%
4.	>Rp 7.000.000	10	10%
	Total	100	100

Source: Processed primary data, 2023