

CHAPTER II

COMPANY PROFILE AND RESPONDENT DESCRIPTION

2.1 Company Profile

Luxcrime is a local Indonesian cosmetic brand operated by PT. Luxury Cantika Indonesia. Founded by Achmad Nurul Fajri in 2015, the company is headquartered in South Jakarta, Jakarta Special Capital Region. Luxcrime's vision is to bridge the gap between local and international cosmetics brands through high-quality products, packaging, and highly competitive marketing strategies. The idea for the Luxcrime brand originated from Achmad Nurul Fajri's thesis during his MBA program; he discovered that Indonesia ranks as the third-highest country in Asia in terms of annual growth in the beauty industry. From this finding, Fajri saw a significant opportunity as well as a concern regarding foreign brands dominating the domestic cosmetics market. This motivated him to establish Luxcrime as a tangible solution for Indonesian consumers who desire high-quality beauty products at affordable prices.

Luxcrime products are produced and developed domestically, from research and manufacturing to packaging. Luxcrime is committed to ethical production by not testing on animals often referred to as "cruelty-free" and by avoiding the use of chemicals harmful to the skin, as well as by excluding animal-derived ingredients from its formulas. This commitment is further reinforced by the halal certification granted to Luxcrime by the Indonesian Ulama Council (MUI) and the official registration of all products with the Indonesian Food and Drug Monitoring Agency (BPOM).

2.2 Luxcrime's Logo



Figure 1.9 Luxcrime's Logo

Source: Luxcrime.com (2026)

The Luxcrime logo reflects a modern, clean, and bold brand identity; its colors convey a sense of premium quality and inclusivity. This logo is consistently used across all products, packaging, and digital platforms as the brand's primary visual identifier. The tagline associated with the Luxcrime brand is "I, Makeup, Skin, Happy 9." This tagline reflects Luxcrime's commitment to providing a comprehensive range of products, from makeup to skincare. It also expresses the hope that every customer will have a pleasant experience, from the moment they first see to the moment they use Luxcrime products.

2.3 Vision and Mission

2.3.1 Vision

To become a local Indonesian cosmetics brand that the public is proud of, with standards, product quality, packaging, and a consumer experience on par with international cosmetics brands.

2.3.2 Mission

To realize its vision, Luxcrime carries out several key missions, including:

- a. Providing high-quality cosmetics and skincare products developed based on the needs, desires, and characteristics of the Indonesian people.
- b. Minimizing the gap between local and international brands through product innovation, strong branding, and attractive packaging.
- c. Staying updated on global beauty trends from the United States and South Korea, while adapting product shades and formulas to suit the skin of the Indonesian population.
- d. Conducting creative, inclusive marketing campaigns that address emerging social issues in society.
- e. Expanding sales reach through various digital platforms and physical stores to provide easy access for all consumers.
- f. Committing to responsible production ethics, being cruelty-free, and free from harmful ingredients to ensure consumer safety.

2.4 Luxcrime's Core Value

Luxcrime has core values that serve as the foundation for its work culture and decision-making. These values are encapsulated in the acronym REACT, which stands for:

- R for React and Purposeful, meaning conducting business with respect for all stakeholders and a focus on meaningful goals.
- E stands for Equality, which means upholding equality, inclusivity, and diversity in every aspect of the business and in all brand communications.
- A stands for Always Customer First, which means always prioritizing customer satisfaction and needs in every business decision.
- C stands for Curiosity and Innovation, which aims to foster curiosity and a spirit of innovation in product development and marketing strategies.
- T stands for Thinking Globally, which means thinking with a global perspective when developing product standards and business strategies, while remaining firmly rooted in Indonesia.

2.5 Luxcrime's Featured Products

Luxcrime offers a wide range of beauty products, including complexion makeup, lip products, eye care, and skincare. Luxcrime products are developed with the diverse skin tones of the Indonesian population in mind, so they are available in a variety of shades. Here are some of Luxcrime's top-selling products that are most in demand among consumers:

- Blur & Cover Two Way Cake: A multifunctional compact powder that can be used as both a foundation and a finishing powder, with a long-lasting matte finish.
- Perfecting Cover Cushion: A cushion containing SPF 35 PA++++ and Niacinamide that helps even out skin tone and protect against sun exposure.
- Ultra Creamy Lip Velvet: A velvet-textured lip cream available in a variety of shades for both everyday makeup and bolder looks.
- Ulti-Matte Setting Spray: A setting spray that locks in makeup to keep it looking fresh all day long.
- Perfect Canvas Primer: A face primer that helps smooth the skin's surface before applying makeup.
- On Fleek Browcara: An eyebrow product that helps shape and define brows naturally.

For every new product launch, Luxcrime implements a structured innovation strategy, encompassing consumer needs research, formula development, and color selection that follows global trends while being tailored to the preferences of the Indonesian market. This approach has proven successful in making several Luxcrime products viral bestsellers on e-commerce platforms and social media.

2.6 Respondents Description

The respondent profile is used to provide an overview of the characteristics of the respondents in the research sample. The characteristics analyzed include gender, age, residential area, occupation, monthly income, experience purchasing Luxcrime products, experience seeing Luxcrime promotions from influencers, and experience viewing Luxcrime product reviews online. The presentation of the respondent description is done in the form of frequency tables and percentages so that the distribution of respondents can be understood systematically.

2.6.1 Respondents Description by Gender

Table 2.1 Characteristics of Respondents by Gender

No	Gender	Frequency	Percentage (%)
1	Female	97	89.0
2	Male	12	11.0
Total		109	100.0

Source: Primary Data (2026)

According to Table 2.1, the majority of the study's respondents were women, totaling 97 respondents or 89.0%. This finding indicates that the composition of respondents by gender is not evenly distributed but is dominated by this category. This situation remains relevant to the research objective because all respondents met the criteria as Luxcrime consumers and had been exposed to product information through digital media.

2.6.2 Respondents Description by Age

Table 2.2 Characteristics of Respondents by Age

No	Age	Frequency	Percentage (%)
1	15 - 17	3	2.8
2	18 - 24	68	62.4
3	25 - 30	30	27.5
4	>30	8	7.3
Total		109	100.0

Source: Primary Data (2026)

According to Table 2.2, the largest group of respondents was in the 15–17 age category, comprising 3 respondents, or 2.8%. This finding indicates that the distribution of respondents by age is not evenly spread but is dominated by this category. This situation remains relevant to the research objective because all respondents met the criteria for being Luxcrime consumers and had been exposed to product information through digital media.

2.6.3 Respondents Description by Employment Status

Table 2.3 Characteristics of Respondents by Employment Status

No	Employment Status	Frequency	Percentage (%)
1	Students	63	57.8
2	Private-sector employee	27	24.8
3	State-owned enterprise official	9	8.3
4	Freelancer	5	4.6
5	Entrepreneur	3	2.8
6	Housewife	1	0.9
7	Civil Servants/Military/Police	1	0.9
Total		109	100.0

Source: Primary Data (2026)

According to Table 2.3, the largest group of respondents was in the “Students” category, comprising 63 respondents, or 57.8%. This finding indicates that the composition of respondents by occupation was not evenly distributed but was dominated by this category. This situation remains relevant to the research objective because all respondents met the criteria for being Luxcrime consumers and had been exposed to product information through digital media.

2.6.4 Respondents Description by Residential Area

Table 2.4 Characteristics of Respondents by Employment Status

No	Area of residence	Frequency	Percentage (%)
1	East Jakarta	33	30.3
2	South Jakarta	28	25.7
3	West Jakarta	18	16.5
4	Central Jakarta	15	13.8
5	North Jakarta	15	13.8
Total		109	100.0

Source: Primary Data (2026)

According to Table 2.4, the largest number of respondents were from East Jakarta, with 33 respondents, or 30.3%. This finding indicates that the composition of respondents by residential area is not evenly distributed but is dominated by this category. This situation remains relevant to the research objective because all respondents met the criteria as Luxcrime consumers and had been exposed to product information through digital media.

2.6.5 Respondents Description by Monthly Income

Table 2.5 Characteristics of Respondents by Monthly Income

No	Monthly Income	Frequency	Percentage (%)
1	≤ Rp 1.000.000	1	0.9
2	> Rp 1.000.000 -3.000.000	26	23.9
3	> Rp 3.000.000 – Rp 5.000.000	46	42.2
4	> Rp 5.000.000	36	33.0
Total		109	100.0

Source: Primary Data (2026)

According to Table 2.5, the largest group of respondents falls into the ≤ Rp 1,000,000 category, comprising 1 respondent or 0.9%. This finding indicates that the distribution of respondents by monthly income is not evenly spread but is dominated by this category. This situation remains relevant to the research objective because all respondents met the criteria for being Luxcrime consumers and had been exposed to product information through digital media.