

ABSTRACT

The purpose of this study is to determine the development of the use of cosmetic products in Indonesia. This research using SWOT analysis (Strength, Weakness, Opportunity and Threats) to understand about the cosmetics industry. Factors that affect consumers in considering the selection of cosmetics, among other lifestyle surrounding environment, confidence in the product, safety products and companies that manufacture and ease of application of the product.

This study used qualitative approach and data reduction method. The results of the analysis to 195 respondents indicated that there is significant influence on consumer behavior with the development of the use of cosmetic products in Indonesia. National cosmetics market continues to grow to Rp 13.9 trillion in 2015 according to Cendikia Citra Indonesia. Factors that affect consumers cosmetics provide direction for the development of the cosmetics industry in Indonesia. This study is intended to be a local cosmetic can compete with imported products by improving its quality. In addition to the improvement of the corporate side, the government is also expected to be able to support the development of the cosmetics industry in Indonesia by creating a policy associated with it.

Keywords: Cosmetic Product Development, Local and Imported Cosmetics, Consumer Behaviour.