

Analisis pengaruh hallyu terhadap pemakaian produk kosmetik Korea Etude house di Universitas Indonesia = Analysis of hallyu effect on usage of Etude house cosmetic products in University of Indonesia

Cintya Rifani, author

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Abstrak

ABSTRAK

Makalah ini memaparkan tentang penelitian yang penulis lakukan mengenai hubungan Hallyu dan pemakaian produk kosmetik Korea di Indonesia. Penulis meneliti tentang pengaruh Hallyu terhadap pemakaian produk kosmetik Korea Etude House di Universitas Indonesia. Berdasarkan penelitian yang dilakukan penulis menggunakan metode wawancara yang dilengkapi dengan studi pustaka, serta berdasarkan dari studi terdahulu yang dilakukan oleh Anna Schmidt berjudul Hallyu and The Rise of Korean Cosmetics in China 2016 , Hallyu terbukti memiliki pengaruh terhadap pemakaian produk kosmetik Korea Etude House di Universitas Indonesia

ABSTRACT

This paper describes about the research that author did about the relationship of Hallyu and the use of Korean cosmetic products in Indonesia. The author examines the effect of Hallyu on the use of Korean cosmetic products Etude House in University of Indonesia. Based on the research conducted by the author using interview method and literature study, and based on a previous research conducted by Anna Schmidt which titled Hallyu and The Rise of Korean Cosmetics in China 2016 , it is proven that Hallyu is influencing the use of Korean cosmetic products Etude House in University of Indonesia.