The Effect of Shopee Promotion Using Beautycam's New Technology on the Lifestyle of Cosmetics Lovers

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ABSTRACT

The Lifestyle of the people in Indonesia is now highly developed as technology develops. The presence of beauty cam features as a virtual tool for makeup testing is one of the latest innovations from the Shoppee application. Shoppee utilizes this feature for interactive makeup sessions for Shoppee users throughout Indonesia. This interactive feature is called Augment Reality. This innovation is a new thing launched by Shopee by conducting promotions. Through this innovation, users can use a mobile phone virtually to try various beauty products wherever and whenever. Seeing the new technology released by Shopee is one-way makeup lovers save time in shopping. In this study, using quantitative techniques and methods used in the form of surveys. The observation unit is the Hello beauty community, which is a cosmetics lover community in Indonesia. The total questionnaire collected was 100 respondents related to this study. Data analysis using SPSS (Statistical Package for the Social Science) for Windows 23. Based on the results of research that has been done there is a strong influence between the promotion of Shpee using Beautycam with the Lifestyle of cosmetics lovers.

Keywords: Lifestyle, Augment Reality, Promotion

1. INTRODUCTION

The rapid development of technology in the current era of globalization cannot be avoided any more influence on life at this time. Humans are not free from technology, because technology is an easy way in every human activity. Therefore, with the development of technology, problems will be easily resolved. Global demands demand the world to always adjust technological developments to efforts in improving the quality of education, especially adjusting the use of technology and communication for the world, especially in the marketing process [1]. In the communication journal [2] explains that marketing communication is also a form of communication that aims to strengthen marketing strategies, in order to achieve wider segmentation. This study can also be said as an effort to strengthen customer loyalty to products, namely goods and services owned by the company Covered in the news Liputan6, Shopee is an application engaged in buying and selling online and can be accessed easily using a smartphone. Shopee comes in the form of an application that makes it easy for users to shop online without having to use a computer. Shoppee has become the number one application that is widely downloaded in Playstore and Appstore. The BeautyCam interactive feature that operates only in the Shopee application starts from the virtual makeup display function for lipstick, which is developed into other functions for facial makeup matters that are tailored to the many needs of Shopee users to date. Shoppee beautycam (Virtual beauty experience) launched in July 2019 is a new technology from Shopee in terms of trying beauty products online. practical)

In the journal Tahyudin [3] which discusses the promotion of using Augment Reality-based technology (AR) through an Android-based screen, it states that Augment Reality is a variation of Virtual Reality (VR) which means that the user as a whole is in a virtual world environment situation. According to Kapantouw & Mandey (2015), regarding Lifestyle stated in his research that Lifestyle is part of consumer behavior in making a purchase of a product. Of the several types of lifestyles, cosmetics lovers are included in the consumptive Lifestyle because according to Sumartono in Riski's research [4] a person who behaves or a consumptive lifestyle is inseparable from the influencing factors.

Then in the journal Riski (2015) explained that from a survey conducted by the Top Brand Awards was one of the lifestyle shifts of consumers, namely cosmetics. As more and more career women in Indonesia increase the demand for cosmetics. So, it can be concluded that

cosmetics lovers are included in the consumptive Lifestyle. Therefore, the researcher wants to know whether there are indicators in the lifestyle variable can be influenced by the indicators held in the promotion variable or not.

Figure 1 Framework
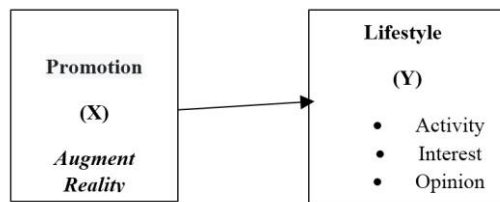
Hypothesis: There is an influence between promotion using Augment Reality virtual technology with the lifestyle of cosmetics lovers

2. RESEARCH METHOD

The research approach that researchers use is a quantitative research approach that is consistent with Cresswell's theory [5], which is to test object theory that examines the relationship between variables with one another. This research is based on the influence of promotion which is variable (X) with a variable cosmetics lifestyle (Y).

This research will use a survey method. The purpose of this survey is to collect data or information that has been systematically compiled to respondents (Sujarweni, 2014). So, in this study researchers will disseminate online form-based questionnaires to the cosmetics community respondents who are MUA (makeup artist) community in the Hello Beauty community.

According to Hartono [6], populations with certain characteristics are finite and infinite. Research can only be done on a finite population. Then the population in this study is the Cosmetic Lovers who are the MUA (makeup artist) who are members of the Hello Beauty community. Researchers distributed 108 questionnaires and only 100 could be used because 8 questionnaires could not be examined. The 8 questionnaires were those who did not know the beautycam or did not use the application.

Data collection method is a way to collect data to answer the research problem formulation [7]. Researchers will get objective data by distributing online questionnaires in the form of Google in which there is a list of questions that have been systematically compiled by researchers.

In this study, researchers conducted data processing using SPPS (Statistical Package for the Social Science) version 23. Its function is to measure the magnitude of the influence of one variable X on variable Y. Data analysis techniques used in this study are Correlation Coefficient Test, Regression Analysis Test Simple, Partial Significant Test (T Test), and finally the Determination Test (R).

3. DISCUSSION

In this study researchers distributed 100 questionnaires to respondents who had met the criteria. The results of this data collection revealed that 100% were female. It is known that the total age is 100% or 100 respondents aged over 20 years. Then it can be concluded that the respondents in this study were overall aged over 20 years. After various data analyzes and data validity tests have been done through the SPSS version 23 application, the results are as follows:

A.Test of Significance of Partial Influences (T Test)

There are many factors that influence the effect of promotion using augment reality technology. In the promotion dimension (Augment Reality) there are four indicators of promotion, namely attractiveness, diversity of media, effectiveness, and finally the advertising message.

Then it is associated with the Y variable in the form of Lifestyle, having three dimensions, namely activity, interests and opinions. Then the results of the distribution of questionnaires through Google form with the launch of new technological innovations in the form of beautycam by Shopee can change the lifestyle of cosmetics lovers to be more effective. In the four dimensions contained in the variable X associated with the Y variable, it can be concluded that H1 is accepted and H0 is rejected, which means that both of these variables have significant relationships or relations and are proven by partial tests or commonly called T tests through SPSS version 23 as a table under the following:

Table 1. Test Results of Significance of Partial Influences (T-Test)

Paired Samples Correlations

		N	Correlation	Sig
Pair 1	Pretest & Posttest	100	.730	.000

Paired Sample Test T-Test is used to find out the average of two samples that are interconnected. The guidelines for decision making are as follows (Santoso 2014):

a. If the value of sig. (2-tailed) <0.05, then H0 is rejected and H1 is accepted.
b. If the value of sig. (2-tailed)> 0.05, then H0 is accepted and H1 is rejected.

Based on the results showed that the results of the correlation test between the two data relationships of Pretest (X) and Posttest (Y) variables of 0.730 with a significance value of 0,000. Because the value of Sig. <Probability of 0.05, it can be said that there is a relationship between the Pretest variable, the X variable in the form of a Promotion Effect and the Posttest variable, namely the Y variable in the form of Lifestyle.

B. Coefficient of Determination (R)

Judging from the results of the coefficient of determination (R), it can be seen that the independent variable which is the Effect of Promotion (X) in explaining the Lifestyle variable (Y) has a value of 53.3%, while 46.7% (100% - 53.3%) which is another factor also influence not found in this study. This explanation can be concluded that in conducting promotions using new innovation technologies will affect one's lifestyle. This can be concluded because of the development of technology, the lifestyle of a person also changes (this theory is listed in the theoretical basis). Based on the results of the relationship coefficient (R) shows that the closeness of the relationship between the variable Influence of Promotion (X) and Lifestyle (Y) in this study was 0.533 (moderate). The interval is at the value (0.40-0.559).

Table 2. Correlation Coefficient Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.730ª	.533	.528	3.84522

Source: Primary data is processed with SPSS

Based on the results of the above output it can be seen that Rsquare of 0.533. This value means that the Effect of Promotion (X) on Lifestyle (Y) of 53.3%

C. Simple Linear Regression Test

This study uses simple linear regression analysis with the aim to test the effect of the two variables, namely the independent variable (Promotion using Augment Reality) and the variable (Lifestyle of Cosmetics Lovers). Then according to Kriyatono (2012) the simple linear equation equation can be explained as follows:
The simple linear equation formula is:
Y = a + bX
The information is:
Y = The dependent variable or can be called a response
X = Variable X which has a predictive value
A = Y constant value if X = 0
B = direction value as a determinant of predictions which shows the results of an increase or decrease of the Y variable
The analysis of simple linear regression is to examine the effect of one independent variable on the related variable. The basis for decision making in a simple linear regression test is as follows:

H0 = No Effect of Promotion (X) on Lifestyle.
H1 = There is an Influence of Promotion (X) on Lifestyle.

a. If the significance value <0.05, the variable X affects the Y variable.
b. If the significance value> 0.05 then the X variable has no effect on the Y variable.

Table 3. Simple Linear Regression Test Results

Coefficientsª					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	10.574	2.869		3.686	.000
Pengaruh Promosi	.696	.066	.730	10.566	.000

a. Dependent Variable: Gaya Hidup

Source: Primary data is processed with SPSS

$$Y = a + bX$$
$$Y = 10.574 + 0{,}696X$$

Then what is contained in the statement Y is Lifestyle and X is the Effect of Promotion.
The results of the linear regression equation above , can be explained as follows:

1. Lifestyle Value (Y) does not change from 10,574 constants if the value of the Promotion Effect (X) does not change; either has an increase or decrease.
2. If the value of Promotional Influence (X) increases in value by 1 unit, the Lifestyle value (Y) will increase by 0.696 to 11.270.

Simple regression coefficient value is positive, it can be said that the Lifestyle of cosmetics lovers has a positive influence on the influence of promotions conducted by Shopee using new technologies namely beautycam features. The higher or the development of a lifestyle, the more influence the promotion carried out by Shopee uses new technology, the beauty feature which is Augment Reality technology. And vice versa, the lower or not the development of Lifestyle, then the effect of promotion also decreases.

3. CONCLUSION

Based on the results of the discussion of the influence of promotion, variables have four dimensions, namely attractiveness, diversity of media, effectiveness, and finally, the advertising message. In lifestyle variables have three dimensions, namely activity, interests and opinions. The questionnaire was distributed to respondents who are members of the Hellobeauty community and can be seen on Instagram @ hellobeauty.id. In this study the number of samples taken using the Slovin formula. After conducting the analysis in chapter four, the conclusions that can be drawn from the results of testing the hypothesis, the researchers obtain the following results: The results of testing the hypothesis to find out whether the Effect of Promotion has a positive impact on the Lifestyle of cosmetics lovers. Testing the hypothesis analysis using partial test (t) has a value of t> t table (3517> 1984) with a significance level <0.05 (0.05> 0.002). It can be seen from

the test results it can be concluded that H1 is accepted, meaning that the influence of promotions conducted by Shopee using new beautycam technology has a positive and partially significant impact on the Lifestyle of cosmetics lovers. The results of testing the hypothesis to determine the magnitude of the Effect of Promotion by Shopee on Lifestyle Lovers of cosmetics. Testing the hypothesis analysis using a simple linear regression test that is equal to 53.3% and 44.7% is influenced by other factors not included in this study.

ACKNOWLEDGMENT

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