

# 1 Method

## 1.1 Data

From Cambridge Dictionary, data is information, especially facts or numbers, collected to be examined and considered and used to help decision-making, or information in an electronic form that can be stored and used by a computer. There are two ways to collect data which are primary (direct) and secondary (indirect). Wagh. S (2022) stated that primary data is data generated by the researcher, such as surveys, interviews, and experimental research, which are specifically designed to help the researcher understand and in order to address the research source of the problem. Whereas secondary data is data which has already been managed to gather for another purpose (Allen. M, 2017). For instance, the data from World Bank, Government, journal, etc.

On this occasion, secondary data is a method that is used for collecting the data since this research needs to be valid and wide that can't be obtained by using direct methods that surely will consume plenty of time and cost. There are a lot of resources available but this research needs credibility and objectivity.

There are several benefit by using secondary data, which are

1. It is cost-effective. It saves both time and money.
2. It saves you time.
3. It aids in making primary data collection more specific because secondary data allows us to identify gaps and deficiencies, as well as what additional information needs to be collected.
4. It contributes to a better understanding of the problem.
5. It serves as a foundation for comparing the data gathered by the researcher.

However, there is also disadvantages of using secondary data, which are

1. Secondary data rarely fits within the framework of marketing research factors.
2. The precision of secondary data is unknown.
3. Data may be out of date.

In this case, to minimize time spending, secondary data is used as the resources since there are millions of lip products in Indonesia. My-best.id website is a website that provides information about recommended products. With My-best.id, people can easily find the best goods in some country without analyzing it one by one since it also provides a comparison table. However, to avoid irrelevant data, gaining some primary data from official websites is used to ensure that the data is credible and valid. Below is the table showing the population.

Table 1: Population of Lip Products in Indonesia

<b>Lip Product</b>	<b>Brand</b>	<b>Type of Lip Product</b>	<b>Shades</b>	<b>Price</b>
NIVEA LIP BALM SOOTHE & PROTECT	Beiersdorf	Stick	1	29000
Extra lip tint	Bobbi Brown	Stick	7	345000
Perfect Matte Lip Coat	Dear Me Beauty	Liquid	6	129000
Creamytint	Emina	Liquid	5	44000
magic potion lip tint	Emina	Liquid	6	46000
Squeeze me up Lip Matte	Emina	Liquid	4	53500
Smoochies Lip balm	Emina	Solid	2	30500
Matte Lip Liquid	ESQA	Liquid	7	165000
Dear Darling Water gel tint	Etude House	Liquid	10	35000
Organic lip balm	Eucalie	Stick	1	79000
lip and cheek dual use liquid	Focallure	Liquid	7	129045
Melted Matte Lip	Goban Cosmetics	Liquid	5	78000
Sheen. Tinted lip balm + UV filter	HALE.	Stick	3	98000
Urban Lip Cream Matte	Implora	Liquid	12	24000
Beauty Lip & Cheeck Crayon	Indoganic	Crayon	3	129000
Vivid oil tint	Innisfree	Liquid	10	150000
Metallic Lip Cream	Inul Beauty	Liquid	4	89000
Infalible Pro Matte Lip Liquid	L'oreal	Liquid	4	150000
Rouge Signature Liquid Matte Lipstick	L'oreal	Liquid	10	150000
Color Riche Matte	L'oreal	Stick	45	75000
Intense Matte Lip Cream	Liquid	Liquid	12	110000
Longlasting Matte Lip Cream Metalic	LT Pro	Liquid	3	97500
Ultra Light Lip Stain	Luxcrime	Liquid	5	109000

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Table 1: Population of Lip Products in Indonesia (Continued)

<b>Lip Product</b>	<b>Brand</b>	<b>Type of Lip Product</b>	<b>Shades</b>	<b>Price</b>
Airy lip mousse	Luxcrime	Liquid	8	109000
Dew tinted 6hr lip moisturizer	Mad for Makeup	Stick	3	99000
magnifique lip tint	Madame Gie	Liquid	8	23000
Brilliant Glaze Lip Liquide	Madame Gie	Liquid	5	27000
Moist Velvet & Smooth Lip Liquide	Madame Gie	Liquid	6	30000
Hydrastay lip whip	Makeover	liquid	12	105000
Powestay Transfer Proof Matte Lip	Makeover	Liquid	8	123000
Sensational Liquid Matte	Maybelline	Liquid	10	69000
color sensational lip tint	Maybelline	Liquid	5	119000
Super Stay Matte Ink	Maybelline	Liquid	44	125000
Color sensational the powder	Maybelline mattes	stick	24	55000
Hydra Lip Cheek Tint	Mineral Botanica	Liquid	4	51900
the one A-Z lip balm SPF 25	Oriflame	Stick	2	139000
Lip Cream	PIXY	Liquid	16	53700
2 in 1 color tint	Purbasari	Liquid	3	38500
Lip Cream Series	Raiku	Liquid	13	118000
SUEDED! Lip & Cheek Cream	Rollover Reaction	Liquid	12	129000
Juicy Lip Balm	Rose All day	Stick	4	139000
Lip Color	Runa Beauty	Stick	5	138000
Lip Care	Sensatia Botanica	Liquid	4	60000
Coconut lip sleeping balm	Tiff Body	Liquid	1	69000
delight tony tint	Tony Moly	Liquid	3	28000
Exclusive Matte Lip Cream	Wardah	Liquid	20	62000
Colorfit Velvet Matte Lip Mousse	Wardah	Liquid	14	73000
Everyday Moisture Lip nutrition	Wardah	Stick	2	27000
Color Fit Ultralight Matte	Wardah	stick	5	43000
The Simplicity Love You tint	Y.O.U	Liquid	6	45000

## 1.2 Sampling

Momoh. 0 (2021) stated that a population is a distinguishable group of people, whether that group is a nation or group of people who represent a characteristic. In this research the population is all the population data of popular lip products in Indonesia including several types. Whereas sampling is a technique for selecting individual members or a subset of the population in order to make statistical inferences and estimate population characteristics. From the population of 50 lip products, divided by five variables which are lip product, brand, type, shades and price. There are four methods of sampling which are random, stratified, systematic and cluster sampling. Stratified sampling method is used to determine the sample in this research by dividing the population into subgroups based on the brand. There are 35 data collections for samples.

The confidence interval is 95% with level of significance one-tailed test is 0.025 and level of significance two-tailed test is 0.05 . Below is the table showing the sample.

Table 2: Sample of Lip Products in Indonesia

<b>Lip Product</b>	<b>Brand</b>	<b>Type of Lip Product</b>	<b>Shades</b>	<b>Price</b>
NIVEA LIP BALM SOOTHE & PROTECT	Beiersdorf	Stick	1	29000
Extra lip tint	Bobbi Brown	Stick	7	345000
Perfect Matte Lip Coat	Dear Me Beauty	Liquid	6	129000
Creamytint	Emina	Liquid	5	44000
Matte Lip Liquid	ESQA	Liquid	7	165000
Dear Darling Water gel tint	Etude House	Liquid	10	35000
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lip and cheek dual use liquid	Focallure	Liquid	7	129045
Melted Matte Lip Sheen	Goban	Liquid	5	78000
Tinted lip balm + UV filter	HALE.	Stick	3	98000
Urban Lip Cream Matte	Implora	Liquid	12	24000
Beauty Lip & Cheeck Crayon	Indoganic	Crayon	3	129000
Vivid oil tint	Innisfree	Liquid	10	150000
Metallic Lip Cream	Inul Beauty	Liquid	4	89000
Infalible Pro Matte Lip Liquid	L'oreal	Liquid	4	150000
Intense Matte Lip Cream	Liquid	Liquid	12	110000
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Table 2: Sample of Lip Products in Indonesia (Continued)

<b>Lip Product</b>	<b>Brand</b>	<b>Type of Lip Product</b>	<b>Shades</b>	<b>Price</b>
Ultra Light Lip Stain	Luxcrime	Liquid	5	109000
Dew tinted 6hr lip moisturizer	Mad for	Stick	3	99000
magnifique lip tint	Madame Gie	Liquid	8	23000
Powestay Transfer Proof Matte	Makeover	Liquid	8	123000
Sensational Liquid Matte	Maybelline	Liquid	10	69000
Hydra Lip Cheek Tint	Mineral Botanica	Liquid	4	51900
The one A-Z lip balm SPF 25	Oriflame	Stick	2	139000
Lip Cream	PIXY	Liquid	16	53700
2 in 1 color tint	Purbasari	Liquid	3	38500
Lip Cream Series	Raiku	Liquid	13	118000
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