

Behavioral Political Economy Analysis of Legal and Illegal K-Beauty and K-Health Products on Indonesian Women: Study Case of Post-COVID-19 Pandemic

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ABSTRACT

As the K-Pop phenomenon in the world increases, there is increasing concern about physical appearance, especially oriental appearance. The phenomenon can be seen in the phenomenon of people who buy Korean cosmetics or even plastic surgery to have similarities with Korean pop stars. No exception in Indonesia, the phenomenon is also present in the community, especially among women. However, data on the behavior of Indonesian women to have similar oriental features, such as Korean pop stars, especially post-pandemic, are not yet comprehensively available. Therefore, this study aims to find out how Indonesians, especially women, purchase K-beauty and K-health products, legal and illegal, to improve their appearance and embrace the K-Pop beauty standard and its implications for Indonesia's political economy. This study considers that this research needs to be done to explore the behavioral political economy analysis of females from Indonesia who are looking for K-Beauty and K-Health products, legal and illegal, to improve their appearance for a more collaborative understanding of the policy-making and education process of the public in the field of public health policy related to aesthetic beauty care or medical education for women, nationally and regionally, especially after the COVID-19 pandemic.

Keywords: aesthetic product, Indonesia, Post-COVID19 pandemic, South Korea

INTRODUCTION

Today, a trend has spread among the female population, namely the use of various aesthetic products. The use of various aesthetic products is an effort to be able to cover up shortcomings or align with modern beauty trends. Purchases of aesthetic products also increase at a time when the beauty trend is getting stronger. Aesthetic medicine "consists of all medical procedures that enhance physical appearance and patient satisfaction, using non-invasive to minimally invasive cosmetic procedures" (International Association For Physicians In Aesthetic Medicine, 2021). According to Scruton and Munro in Encyclopaedia Britannica (2022), aesthetics discusses the "nature of art, the evaluation of beauty and the scope of the aesthetic experience."

Following the context of the paper, the meaning of aesthetic products are products that

have a relationship with beauty or cosmetic products. There are various beauty products on the market. Still, the Food and Drug Administration (FDA) (2022) summarizes beauty cosmetic products as "hair products, makeup, nail products, organic cosmetics, soaps and lotions, tanning products, tattoos, and permanent makeup". According to the International Association for Physicians in Aesthetic Medicine (IAPAM), aesthetic products that initially became a trend were Botox, laser hair removal, and fillers. These products have become a trend because they bring results quickly (International Association For Physicians In Aesthetic Medicine, 2021). IAPAM also explained again that there was a change in trend in 2019 and 2020, where beauty products began to become 'products that treat beauty', such as platelet-rich plasma, skin tightening, medical facials, body contouring, and micro-needling. This beauty treatment has been carried out over 80 million times in 2019 (International Association For Physicians In Aesthetic Medicine, 2021).

Aesthetic products will not spread if there is no marketing. Beauty products can be marketed through various things, one of which is through the use by famous people. If the person has been known, then the people who know the person tend to maintain the values of the famous person. People finally start to follow the famous person, both their values and how to dress; even in the context of this paper, their behavior can change and imitate (mimic) what famous people do. In this context, someone who is famous can be a member of a South Korean band that can be interpreted as the "production house" of the beauty discourse.

South Korean bands are "production houses" for K-Pop, K-Beauty, and K-Health. This is because the presence of K-pop is a means of spreading Korean culture and even K-Pop itself, according to Romano, as "the major driver of global culture seen in everything from Korean dramas ... to Korean skincare regimens dominating the cosmetics industry ..." (Romano, 2018). Furthermore, as a "production house" for Korean culture, there will be several indicators of the ideal "beauty standard," according to K-Pop. K-Beauty can be characterized by three paradoxical themes, namely "manufactured naturalness, hypersexualized cuteness, and harmonious kaleidoscope (Seo et al., 2020). For beauty standards, three things can be said to be a "beautiful" woman, namely if a woman has a "small face, big eyes, slim body" appearance that aims to look young (Keng, 2021).

The spread of K-pop, along with K-Beauty and K-Health, has benefited Korea. Apart from being an instrument for spreading Korean culture, K-pop can benefit the Korean beauty industry. South Korea is one of the top 10 beauty markets in the world. South Korea's beauty market represents nearly 2.8% of the global market. Even the aesthetic product market in South Korea had an annual growth rate of 4.3% between 2015 and 2019 (International Trade Administration, 2021). The International Trade Administration also explained that in 2020, skin care cosmetics remain the main leader in beauty product imports. Skincare products represent 33.6% or \$497 million of total cosmetic imports (International Trade Administration, 2021).

The production, sale, and consumption of aesthetic products bring huge profits to South Korea. The raw goods of Korean aesthetic products, such as snail slime, bee venom, starfish extract, and pig collagen, also benefit other non-beauty industries. The

need for these aesthetic products continues to increase, so it is estimated that it will profit South Korea up to \$14 billion by 2027 (Keng, 2021). Given the various benefits, South Korea cannot leave the beauty industry behind. Suppose the production of beauty products and the spread of K-Pop is maintained. In that case, South Korea will become a "hegemon" for beauty standards worldwide. The affected people will continue to follow this "Korean wave," thereby bringing huge profits back to South Korea.

The presence of K-pop has caused the Korean wave movement to spread worldwide. K-Pop has become a global phenomenon (Romano, 2018). The K-Pop wave has also reached Indonesia. This can be proven by various things, like the many aesthetic products with Korean beauty standards, such as Glow and Lovely, Ponds, MS Glow, Emina, and others. These beauty products are often marketed to famous people from South Korea as brand ambassadors. Thus, it is not wrong if this aesthetic products marketing strategy could establish a "truth" that a beautiful woman is a "beauty ala Korea." Of course, building the truth of K-Pop beauty will encourage the female population in Indonesia to have the same beauty standards as famous K-Pop people.

Efforts to have the same or similar beauty to famous K-Pop people can also be seen in the increase in sales of aesthetic products in Indonesia. The number of transactions for beauty products in the online marketplace reached Rp40 billion at the beginning of the year (Haasiani, 2021). Furthermore, Indonesia's exports of beauty products have reached US\$600 million. Indonesia's beauty and body care market is estimated to reach US\$8.46 billion by 2022. With a large estimate and large total exports, the beauty market will not be released by Indonesia shortly but will continue to be developed for profit.

Therefore, from the explanation above, it is not surprising that the urge to know How is the behavior of Indonesians, especially women, who purchase K-beauty and K-health products, legal and illegal, to improve their appearance to embrace K-Pop beauty standards and its implications to Indonesia politically economically post-pandemic? This statement emphasizes the behavior of consumers of K-beauty and K-health products in the post-pandemic era to get robust imagery of Indonesian consumers. It influences Korean soft sources in the Indonesian market, especially women. Thus, we raise the stated research question for this research.

As a literature review of Korean Beauty and Health Products, Darynaufal Mulyaman and Gradiola Stacie Oley, in the article "Between Marketing and Online Soft Diplomacy: Assessing South Korean Health and Beauty Products Expansions in Indonesia," states that "South Korean popular culture innovations and creations through daily life products and essentials are quite matching in a basic perspective of supply and demands..." (Mulyaman & Oley, 2020). In addition, the article "The Effect of Korean Beauty Product Characteristics on Brand Loyalty and Customer Repurchase Intentions in Indonesia" states that "A way to look good is by using beauty products. They believe beauty products make their appearance more attractive, feminism, sociable, interesting, confident, and popular" (Shalehah et al., 2019). Then, the article "Repurchase Intention of Korean Beauty Products among Taiwanese Consumers" states that "However, in "beauty products" customers will tend to use the same products many times over and over again. Since we are interested in the products that customers always buy from time

to time, not to buy only once a long while" (Moslehpour et al., 2017).

South Korea's beauty products are a form of soft power such described by Joseph Nye. Then, the development of K-Beauty and Health Products helped with the supply and demands of sales through various online marketplaces (Mulyaman & Oley, 2020). Furthermore, consumers tend to buy products that they have used before. These beauty products are purchased because of the consumer's desire to look beautiful and feminine, especially to have a "beauty status" (Shalehah et al., 2019). Then, consumers will buy the same product if it positively impacts its use (Moslehpour et al., 2017). Journal articles written by Anita Shalehah et al. and Massoud Moslehpour et al. have something in common, namely consumers will buy the same product if it has a positive impact on its use (Moslehpour et al., 2017; Shalehah et al., 2019).

Furthermore, in the literature review for the COVID-19 Pandemic, the article "Changes in purchasing in the beauty market due to post-COVID-19: A literature review" states that "Following the pandemics, the influx of consumers into various social media has changed the patterns of their purchasing behaviors by referring to reviews and sample products under the impact of influencers" (Ma & Kwon, 2021) Furthermore, in the article "COVID-19 transforms health care through telemedicine: Evidence from the field" states that "The coronavirus disease 2019 (COVID-19) pandemic is rapidly transforming ... healthcare system, with telemedicine, or virtual health, being one of the key drivers of change" (M. Mann et al., 2020). Then, the article "Loneliness, Isolation and Social Support Factors in Post-COVID-19 Mental Health" stated, "Unique to COVID-19 is the wide access to technology that may help buffer loneliness and isolation that leads to exacerbating mental health problems..." (Saltzman et al., 2020).

Social media is progressing rapidly, and COVID-19 has provided changes in behavior for potential buyers who were initially browsing in stores, being able to try beauty products before buying and turning to buy through online marketplaces (Ma & Kwon, 2021). Furthermore, telemedicine was present due to the COVID-19 pandemic. After the pandemic ends, telemedicine is also expected to dominate places to trade cosmetic products other than online places (M. Mann et al., 2020). Then, the situation after the pandemic will have a major negative impact on humans, especially their mental health (Saltzman et al., 2020). In correlation with the context of this paper, one individual way to cope with mental health is to cover their body with cosmetic products that can be found in various online marketplaces post-COVID-19.

Furthermore, this paper aims to determine Indonesian women's behavior regarding K-Health and beauty products, which can be analyzed through the behavioral political economy. Several journal articles that are in context with this paper, such as literature on Behavioral Political Economy, Korean Beauty and Health Products, and Post-Pandemic COVID-19, have been reviewed to support this research.

In the Behavioral Political Economy literature section, Dimitri Landa, in the article "Behavioral Political Economy, Argumentation, and Democratic Theory," states that "Behavioral political economy is, in one sense, a move farther away from the normative side of that duality. The individual behavior it posits is not optimal and, as such, certainly not normative" (Landa, 2015). Meanwhile, Jan Schnellenbach and Christian

Schubert, in the article "Behavioral Political Economy: A Survey," stated that "We define BPE as the physiologically informed, economic analysis of behavior and its effect in the political arena" (Schubert & Schnellenbach, 2015). Then Niclas Berggren, in the article "Time for Behavioral Political Economy? An Analysis of Article in Behavioral Politics," states that "... findings in behavioral economics that make clear that economic decision-makers are often far removed from the rational *homo economicus*. They are rather characterized by cognitive limitations and biases... self-control, framing effects, loss aversion, endowment effects, ..." (Berggren, 2011).

In-depth explanation of the concepts, debates, and Behavioral Political Economy Theory. The essence of this article is that behavioral political economy can be explained beyond the boundaries of social and political circles (Landa, 2015). Meanwhile, explain more about individual behavior in politics. Individuals can act according to their motivation in the market. The essence of this article is that Behavioral Political Economy is one field that sees that decision-making in the market is driven by behavioral economic insights (Schubert & Schnellenbach, 2015). Meanwhile, the behavior of actors in behavioral economics is influenced by various things. In addition, actors cannot be themselves because various things outside of themselves influence them (Berggren, 2011).

Then, this article uses a qualitative research method with a descriptive-analytical approach. Qualitative research methods aim to gain an understanding of an event or human behavior in an organization or institution (Rukajat, 2018). Meanwhile, the descriptive-analytical approach is used to describe or provide an overview of the object under study through data or samples that have been collected as is and to make conclusions that apply in general (Sugiyono, 2009). Through a series of qualitatively processed data, the phenomenon under study intensely explores one or a small group of examples, concentrating on the many details in each case and setting (Klotz & Prakash, 2008).

This article also uses data collection techniques sourced from secondary data obtained from books, scientific journals, documents, and online media related to the phenomenon of beauty products from South Korea, both before the COVID-19 pandemic and especially after the COVID-19 pandemic in Indonesia. This article uses data analysis techniques by collecting all data from books, journals, and scientific articles available on the internet. After the data is collected, the writer makes simplifications and classifications. Thus, it becomes the author's reference to reduce or select the data that is needed or not needed in this article.

Furthermore, the selected data are arranged in a structured manner to support the analysis of this article to make it easier to understand systematically so that it is easier to find a conclusion as an answer to the problem formulation that has been formulated previously.

FINDINGS AND DISCUSSION

Not only changing fundamental human habits, such as no longer shaking hands, social distancing, and wearing masks. The Covid-19 pandemic has also changed human habits

in using beauty and health products. The reason is that the use of masks often irritates facial skin. This is due to friction or an allergic reaction to the mask material. Using a mask can increase the temperature, humidity, and friction, thus making the skin more susceptible to irritation (Health Navigator, 2021). This causes a decline in world beauty products.

For example, sales of beauty products from South Korea have decreased during the Covid-19 pandemic. According to a source from detik.com, during the COVID-19 pandemic, people were mostly at home and did not travel. As a result, they looked more at more luxurious products because breakthroughs followed current conditions. Not to mention that products from South Korea are no more practical and multifunctional than expensive products or what is called 'skinmalism' (Anjani, 2021).

Such conditions force the world's beauty and health product manufacturers, especially South Korea, to adapt quickly. This condition is the right momentum for South Korean beauty producers to make various breakthroughs as part of adaptation. Several beauty manufacturers from South Korea innovate to create a healthy and balanced skin barrier to nourish the skin through anti-oxidants. In addition, beauty products innovate by adding active ingredients that can soothe facial skin. Not only that, but many women also choose lighter beauty products, such as tinted moisturizers, tone-up creams, and sunscreen that have a shade according to skin color (Nurliani, 2020). The selection of beauty products with these ingredients is because they can overcome facial skin problems such as premature aging and dehydrated skin, clean pores, and protect skin from UVA and UVB rays while creating a natural glow on the face. In addition, it can also save money because, with multifunctional beauty products with good nutrition, the use of skin care is not too much.

This is in line with the statement from Christine Kim, CEO of K-GMP, who stated that there will be a lot of demand for "safe" and "clean" beauty products in the market by making ingredient labels transparent (Lim, 2020). Safe and clean products are the main thing because cleanliness and hygiene are needed to prevent during and after the COVID-19 pandemic.

Christine Kim also added that beauty products that can increase immunity in the skin are the first defense against the COVID-19 virus or are friendly to the microbiome. Also, the routine of using masks damages the lip category cosmetics when used. Data shows that from February to March 2020, Korean e-commerce platforms noted that sales of colored cosmetics fell overall; for example, lipstick sales fell by 21% (Lim, 2020).

Therefore, Kim considered that there must be beauty products that do not fade against masks. For example, the Korean cosmetic manufacturer Kolmar has developed a new technology that allows makeup to stick to the face without mask smearing (Lim, 2020).

Although there have been some changes in beauty products due to the COVID-19 pandemic, Indonesia's market share is still promising for world beauty products, especially those from South Korea. This can be seen in one of the beauty product brands from South Korea, Bare Bliss (BNB), which has just entered to enliven the competition in the cosmetic world in Indonesia since August 25, 2021. Co-founder of Bare Bliss (BNB),

Jina Kim, said that enthusiasm from K-Beauty lovers in Indonesia and the Indonesian people's need for quality makeup is why BNB provides better beauty products (Mutiah, 2021).

Although the prestige of beauty products from South Korea has declined for various reasons (Anjani, 2021; Rahmawati, 2021; Riani, 2021), Jina Kim has denied this. Kim denied that consumer interest in K-beauty is fading, especially in Indonesia. His internal research shows South Korean beauty product lovers are still big in Indonesia (Mutiah, 2021). Jina Kim's rebuttal seems to be proven if you look at the following data: in December 2020, Nielsen Retail Audit released data that there was an increase in the growth of the personal wash market, especially liquid soap, by more than 10% compared to 2019. One of the reasons is that liquid soap is considered more expensive, efficient and practical to use. Seeing the increase in the data mentioned above, Evelyn Elrica Setiawan, Brand Associate Personal Care of PT Sayap Mas Utama (Wings Group Indonesia), said that seeing the increasing K-Beauty market as a personal care choice for Indonesian people today has made beauty producers innovate, creating self-care products inspired by Korean beauty (Handayani, 2021).

Other data released by Euromonitor shows that the beauty market in Indonesia, particularly South Korean beauty products, is estimated to reach almost US\$ 6 billion in 2019 and has the potential to grow to US\$ 8 billion in 2022. Moreover, the cosmetic industry in Indonesia is growing rapidly and experienced an increase of 70% when the COVID-19 pandemic hit the world (Hemawati, 2021).

After the COVID-19 pandemic, the behavior of using Korean health and beauty products in Indonesia has changed because, during the pandemic, consumers prefer to use simpler cosmetic products (Anjani, 2021). The pandemic period has also encouraged the emergence of the 'skinmalism' trend, which encourages consumers to prefer one cosmetic product that has various formulas. Wisnubrata said that consumers prefer a reasonable price without reducing the quality of K Beauty or K Health products. Wisnubrata also explains that Korean cosmetic manufacturers, such as PT Cosmax Indonesia, have begun to set a strategy by prioritizing the affordability of products, inspiration for makeup and skincare from idols, and the need for skin-friendly products (Wisnubrata, 2021). Efforts by cosmetic business entrepreneurs to sell Korean health and beauty products also helped shape buyer behavior in the post-pandemic period. Thus, user behavior and entrepreneurs' efforts to sell Korean beauty and health products are reciprocal.

The changes and trends culminated in changing the preferences of Indonesian consumers by using Korean health and beauty products. Consumers also tend to be selective in choosing their Korean health and beauty products. The consumer now tends to select beauty and health products with materials that are more protective of nature than materials that could damage nature. Due to this behavioral change, Korean health and beauty products have begun to make their products from vegan ingredients (Nariswari & Putri, 2022). Consumers who have skin problems can also be relieved to use products made from herbs that are safer for sensitive skin or easily irritated by the use of cosmetic products. With the existence of the "glass skin" trend, the behavior of

Indonesian consumers was also shaped to prioritize skin health rather than just outward appearance. All of these products, which have ingredients such as ginseng, *houltuynia cordata*, sacred lotus, and *rehmannia*, which have anti-aging, anti-inflammatory, and regenerative properties, are preferred over products with separate ingredients. However, it is also possible for consumers to choose Korean health and beauty products separately (Nariswari & Putri, 2022).

Many Korean health and beauty products are legal in Indonesia and have various positive effects on use, such as Son and Park Beauty Water, Benton Fermentation Essence, Skinfood Rice Wash-Off Face Mask, Clean it Zero Cleansing Balm Purifying, Laneige Cream Toner & Moisturizer, and Neo -Gen Bio-Peel. Even though these six products are expensive, the most expensive is Clean it Zeroes, which is priced at Rp. 249.000, and the cheapest is Laneige Cream Toner & Moisturizers at Rp. 79,000, but these products are safe to use compared to illegal Korean health and beauty products because they have been registered with BPOM and are sold legally (Kusuma, 2022). The ingredients of these beauty products can also be accounted for, and buyers also get the protection of consumer rights in buying legal products compared to illegal products that cannot provide these things. But buyers must face even higher prices if they want to use these products. Therefore, buyers who want to use legal products must be able to spend money much more than illegal ones.

Legal Korean health and beauty products are more satisfying after use than illegal products. If Indonesian consumers are aware of the negative effects of using illegal Korean health and beauty products, then they will prefer legal products. The selection of legal products due to the adverse effects of illegal products will also shape the behavior of Korean health and beauty product users. Sales of legal Korean health and beauty products can also increase again due to the increasing demand for legal products. Legal products can also easily reach consumers by collaborating with online marketplace shops. Various online marketplaces encourage their users to buy goods at their respective online stores through massive sales discounts, such as "flash sales". The more "flash sales" are carried out by many online marketplaces, the more likely Indonesian consumers will try legal Korean health and beauty products at more affordable prices. This could also shape the behavior of Korean health and beauty product users to shop at online marketplaces that are more capable of offering big discounts compared to shopping at conventional stores.

Reports by Shinta and Pratiwi said that broadly speaking, cosmetic or health products that are legal in Indonesia must meet at least two criteria, namely having obtained a halal certificate and being registered with the Food and Drug Supervisory Agency (BPOM) (Pratiwi, 2019; Shinta, 2020). Consumers will more easily trust Korean cosmetic or health products that meet these criteria. However, not all consumers in Indonesia always ask whether beauty and health products are halal or registered in BPOM. The widespread circulation of illegal products proves this. Arief said, as much as 85% of cosmetics circulating in the Indonesian market fell into the illegal category by the Association of Indonesian Cosmetics Companies and Associations. Arief also said that the standards for a product falling into the illegal category are not having a distribution permit and counterfeiting other cosmetic products. Therefore, in the post-pandemic

and pandemic era, the illegal or legal cosmetic and beauty products market under fast-moving consumer goods (FMCG) is relatively unchanged in Indonesia because of the huge demands that are still persistent in the market, especially the Korean-related products, as mentioned before (Arief, 2022).

Various efforts have been made by the Indonesian government to stop the circulation of illegal cosmetic products in Indonesia, as was done in 2020 with the confiscation of illegal cosmetics originating from China and Korea worth Rp10,8 billion (CNN Indonesia, 2020). However, the circulation of illegal cosmetics can easily reappear, especially through various shops in online marketplaces. Legal and illegal cosmetics easily deceive consumers. Packaging is almost similar to legal packaging, which is a way for traders to deceive consumers. Several counterfeit Korean cosmetic products with packaging similar to legal Korean health and beauty products include Laneige, Peripera, The Saem, Etude House, Nature Republic, and Tony Moly (Ayudia, 2020).

Illegal Korean cosmetics or health products tend to be sold at a lower price than legal ones. During the pandemic, consumer behavior has changed, and consumers prefer beauty products at reasonable or lower prices compared to spending more money on expensive beauty products (Wisnubrata, 2021). Although the use of illegal cosmetics and health products could potentially have a negative impact, consumers tend to prefer illegal products that are cheaper than legal products that are more expensive, thus making the existence of more expensive legal products could be eroded by illegal Korean cosmetic products. Also, with changes in the behavior of Indonesian consumers who use K-Beauty and K-Health during the pandemic, especially by choosing more affordable prices, the illegal circulation of Korean cosmetic products will be hard to stop. This eventually becomes a challenge for cosmetic and health business entrepreneurs who have obtained government permits and sell legal cosmetics. If the illegal circulation of Korean cosmetics is difficult to suppress, then the use of these cosmetics will be more widespread.

Shops in online marketplaces selling illegal Korean cosmetics or health products are everywhere. In mid-August 2021, there were 67,073 internet links to illegal health products, and 14,390 internet links to illegal cosmetics have been found in online marketplaces such as Bukalapak and Tokopedia (Majni, 2021). For example, Korean facial beauty products that are sold illegally and not registered with the BPOM, Bisutang, can be easily found on Ali Express (Elisabeth, 2022). With consumers getting easier access to online marketplaces and the need to buy cosmetics at low prices, the behavior of the Indonesian people can also encourage the growth of illegal Korean cosmetic sales. This is because the greater the need for cosmetic goods, regardless of whether they are legal or illegal products, the greater the production and sales of cosmetics to meet the market needs. However, due to the increasing demand, cosmetics are often produced using ingredients that should not be used, such as mercury (Wikanto, 2021).

The content of foreign and dangerous ingredients in cosmetic products is often found in illegal cosmetic products that are not registered within the BPOM. If, in the post-pandemic period, Indonesian consumers are still desperate to use illegal cosmetics, which are not registered and tend to have dangerous ingredients, then the

consequences of this behavior could make Indonesian consumers prefer legal products over illegal products. As long as the dangerous illegal cosmetic product has not yet caused an effect, the product will still be used. However, when it has caused bad side effects, the Korean legal cosmetics and health products market will be preferred over the illegal one.

CONCLUSION

Cosmetics and beauty goods that originated or are related to South Korea are indeed in a positive trend. Therefore, based on the explanation that has been described in the previous section, the political-economic condition of the Indonesian market is indeed in a condition where there are a lot of demands for these commodities. The situation before and after the COVID-19 pandemic is not significantly different. It even tends to increase, both legally circulated products and sold illegally without passing through participating institutions such as BPOM or similar ones.

The ongoing sale of South Korean beauty and health products, both legal and illegal, shows that consumers in Indonesia indeed still care about their appearance. As we wrote earlier, women's behavior could follow South Korean beauty trends, namely "small faces, big eyes, and slim bodies" to make them look much younger. However, this beauty trend has changed due to the Covid-19 pandemic. One of these changes is the use of simpler K-Beauty and K-Health products. The trend of 'skinmalism' is increasingly spreading because Indonesian consumers prefer to buy one product that can be used for other purposes, such as liquid soap, which is considered efficient and practical to use, rather than just one beauty or health product that only has one use (Wisnubrata, 2021). Even simple cosmetic and health products will be easier to use and more efficacious because they have many formulas than just one health or beauty product. Likewise, with the COVID-19 pandemic, consumers also have to cut their spending, thus making consumers prefer simple products without reducing the quality of their South Korean health or beauty products.

Change in behavior shows that in the post-COVID-19 pandemic, consumers prefer one product with various benefits. Companies have also prepared themselves for these changes by prioritizing affordable product prices, inspiring makeup and skincare from South Korean idols, and increasing the production of skin-friendly products. Other changes have also occurred, namely that consumers are now more aware of the impact on the environment or themselves from their beauty and health products. All-in-one beauty and health products that are rich in natural ingredients, such as lotus, ginseng, rehmannia, and other environment-friendly ingredients, will be prioritized by consumers (Nariswari & Putri, 2022). Although these products are more expensive, consumers who are aware of the environment will certainly prefer these products. South Korean beauty and health companies are aware that their consumers may be unable to afford the products. That's why they also cooperate with various e-commerce to make various sales at discounted prices.

Finally, various beauty and health products are widely sold in the Indonesian market and are aimed at female consumers. The Indonesian beauty market in 2016 reached US\$ 6

billion and is predicted to have the potential to grow to US\$ 8 billion in 2022 (Hemawati, 2021). This is because the beauty industry in Indonesia is still growing rapidly and has increased by 70% despite the Covid-19 pandemic. This growth prediction can be proven because various sales of South Korean beauty and health products are carried out both through legal and illegal paths. The sales through illegal paths will again encourage the growth rate of South Korean beauty and health products. However, legal products will still be preferred because they are safer to use. Finally, the post-pandemic beauty and health trend of South Korea will still prevail in Indonesia since many products are sold to many Indonesian women consumers through both of those paths.

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