

ABSTRACT

At its development, not only just metrosexual man using special cosmetic product of man. The man generally also starts utilizes it. One of dominant cosmetic product is special facial wash for man. Company optimism producing special cosmetic the man increasingly increases along with future man trend. Segment metroseksual starts emerging in Indonesia and is a real potential business opportunity to all marketer. The need for cosmetic for man is not only predominated by pomade and deodorant only. Facial wash which good for taking care of face to seen more draws also included in one of cosmetic product

Method which writer applies in doing this writing is descriptive research method that is testing checks status a group of man, an object, a condition set, an idea system and or a class event of during now. Validity is applied for test measuring instrument accuracy, is obtain information matching with the one which expected. Only there are one variables in this research. This research scope limited to residing in Universitas Kristen Maranatha. In this research, writer propagates questionnaire 180 respondents in Universitas Kristen Maranatha which applied facial wash brand man Biore for Men, which its the data was manner by using program SPSS 12. Data processing also applies test cluster with aim to group object observation into some clusters based on distance measure not resemblance or resemblance from attributes measured. Based on data processing result which has been done by using cluster, known that every respondent has difference in looking at every dimension (attitude, interest, opinion), and usage of facial wash man either in cluster 1 and also cluster 2 predominated by age 18 to 20 years.

Based on analysis to hence is better if producer to increase what becoming requirement of its the consumer so that consumer can try interesting and tries applies facial wash for man.

Keyword: facial wash for man, cluster, attitude, interest, opinion.

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DAFTAR LAMPIRAN

- Kuesioner
- Data Outlier
- Uji Validitas dan Reliabilitas
- Uji Cluster
- Jurnal
- Surat-surat