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## Women Education During Crisis: How Do Cosmetic and Health Industries Educate Women for Covid-19 Resilience and Provide Basis for Mitigation Education?

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### ABSTRACT

COVID-19 virus has been putting many people's health in peril and causing social anxiety, insecurity, and mayhem. It has become a public enemy. Collaboration between all sectors and community involvement are required to control the spread and negative effects of COVID-19. The beauty industry has emerged as one of several crucial sectors in the fight against COVID-19 because they can make hand sanitizers, cleansers, hand gel, and lotions in large quantities that can protect the community and encourage community to stay healthy. This research explores the roles played by some locally produced beauty products in Indonesia in empowering women and girls to protect themselves from COVID-19. The study uses qualitative research methods. It examines ten cosmetics companies and incorporates interpretative analysis and web content analysis. The study examines the data from the perspective of community education and humanities. According to the study, the beauty industries typically employ three major strategies to educate their female and young girl customers. The first educational strategy is promoting self-health protection to make wellness and health goods. The second approach involves teaching women new healthy routines, safe, healthy makeup practices, and strict mask wearing and health plan implementation. The third strategy involves taking part in social educational activities that support and promote social skills among women and girls, such as empathy, care, and support. The study shows that women education is not only the responsibility of educational institutions, but also the business or industries sectors.

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## Introduction

COVID-19 has been affecting nations all over the world, weakening many human areas including the economy, health, social environment, education, and tourism. It destroys many communities because so many people experience social isolation, mental instability, chronic and traumatic illness, unemployment, declining economic income, poverty

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acceleration, industrial death, human death, and social disorder and instability. Thus, COVID-19, which we experienced, poses a significant threat to today's community by endangering current human civilization and having an impact on the near future.

Education is essential for both fighting COVID-19 during the crisis and for serving as a foundation for mitigation education after it has ended. Numerous lessons can be learned from the past crisis to better equip oneself and community to handle potential crises in the future. Crisis management can benefit greatly from the trial-and-error problem-solving process as well as the collective experience (attitudes and mentality) in handling crises. Community education on Covid-19 can be a basis for community education for crisis mitigation. Crisis management needs several determinant elements, including causes analysis, consequences understanding, strategies for prevention and adaptation to normal situation (Shrivastava et al., 2013). Moreover, to be ready to face future crisis, community needs skills, knowledge and abilities (Sakarneh, 2020). The past crisis can also provide warning signals and chances for further learning (Veil, 2011).

The study is expected to provide the foundational information for preparing the community for more complex and developing crises in the future, such as pandemics and epidemics, as well as solutions from the community education sector for combating COVID-19. Furthermore, it is expected that the Covid-19 community education that this study examines at will assist with the development of a community strategic educational plan for crisis-sensitive areas. The crisis-sensitive education plan can reduce the risks, strengthen community resilience and increase social cohesion (UNICEF, 2024).

To combat the deadly virus, a worldwide sense of community has emerged. Community members work together to protect themselves, their families, and their neighbors on a global, national, and local scale by following health procedures, adhering to workplace or educational institution changes to structure, and abiding by shifting social norms.

At the national level, governments issue new laws or regulations, offer advice to the entire country, advocate for a shift in the way people think, act, and interact with one another, provide health services, drive-through services, empower communities to safeguard their future livelihoods, and donate to low-income families. At the local level, many communities implement their local knowledge, showing local innovation, such as local social defense, herbal drinks and medicines, traditional tools for incorporating health routines to fight neighborhood enemies, COVID-19 (Gerstell et al., 2020). Additionally, a variety of industries, higher education/educational institutions, private businesses, media outlets, health institutions, police and security personnel, leaders, and community figures are working together to safeguard the community and themselves. Many private and public organizations focus on raising public awareness through education, their capacity for survival, and their capacity for resilience. They contribute to society in a variety of ways, depending on their programs and capabilities.

This research seeks to investigate how Indonesian local cosmetic industries help the community and their customers become aware of COVID-19 infection. As reported by MBS Intelligence (2020), beauty is one of the most attractive industries. When compared to other sectors, the beauty sector can survive COVID-19 because some of its product categories are seeing sharp increases in sales (Barani & Krishnan, 2020; MBS Intelligence, 2020, p. 9). According to Barani and Krishnan (2020), these industries create personal protective equipment that is pertinent to or parallels COVID-19 protocols. Additionally, COVID 19 alters how businesses operate. Online shopping, digital channels, consumer decision-making, and local company readiness are all impacted by COVID-19 (UNCTAD, 2020b). As a result, COVID-

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19 compels companies operating globally to engage in e-commerce (Gerstell et al., 2020; UNCTAD, 2020c).

Local cosmetic industries and brands in Indonesia have a significant effect on many adult women and adolescents, who then persuade their families or peers to closely adhere to COVID-19 health prevention. Additionally, COVID-19 protocols like mask wearing and working from home are altering women's beauty regimens and perceptions of beauty. Therefore, successful COVID-19 battling can be partially influenced by how beauty industries educate their customers and the nation's female population.

## **Literature Review**

### ***Health Industries, COVID-19, and Impacted Community***

COVID-19 affects numerous facets of human existence and industrial sectors. Some industries have collapsed, and as a result, they have been forced to change their management and shut their locations for unforeseen periods of time.

Current research observes various impacts of COVID-19 on industries. According to Accenture (2020a, p. 5), corona affects many organizations and businesses in five main ways: by eroding confidence and pressuring the businesses to regain their trust through products and services; by imposing the virtual media; by compelling them to be health-oriented; and by forcing them to cocoon and submit to the authority of top-down authority. Sudden lockdown alters economic activity by restricting movement, reducing labor supply, disrupting logistics, closing many store locations, and inciting customer panic in certain product categories (Ernst & Young LLP, 2020, p. 7). Industries are currently being challenged by COVID-19 to restructure their employee management while also taking into consideration the safety of consumers, brand management, supplier management, financial management, sustainability of business and risk management, policy and government management, and technology management (Ernst & Young LLP, 2020, pp. 11–12). It is also reported that lockdowns and physical and social seclusion drastically and quickly alter people's or customers' behavior (Ernst & Young LLP, 2020, pp. 11–12). The consumers are forced to alter their purchasing habits due to the quarantine, self-isolation, lockdown, and shutting of numerous public spaces (Rademaker & Naert, 2020). It is reported that COVID-19 is one of the deadliest crises to ever affect people and has a significant influence on how they behave as consumers (Monitor Deloitte, 2020, p. 4). As noted by Ernst & Young LLP (2020, p. 16), COVID-19 affects a wide range of consumer behavior, including how they use technology, move around, play, work, buy, and maintain their health. COVID-19 forces consumers to be more careful in spending their money, adopt new values by simplifying their lives, emphasizing on health and wellness, and potentially continually changing their buying behavior (Baird, 2020, p. 5).

The community is impacted by COVID-19 in a variety of ways across a number of sectors, including by bringing economic activity into the virtual world, increasing employment, distinctly identifying winning industries, fostering the expansion of businesses that are successful in operating in the digital space, fulfilling and delivering orders and forging relationships with customers, accelerating rapid changes to the digital world, and raising awareness of health, sustainability, and well-being (Baird, 2020, p. 2). Instead of being overcome by COVID-19, Rademaker and Naert (2020) propose some measures to reach their consumers, particularly by providing comforts, caring by kindness, adding new styles in times of crisis, going virtual, giving people activities to choose from for their downtime, and relieving stress.

The beauty sectors are also affected by the chaos. COVID-19 also shocks the beauty sector and forces them to shut their global stores (Gerstell et al., 2020). They need to refocus

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their management because sales of some beauty goods are declining while those of other products are rising sharply. According to Barani & Krishnan (2020), soap, sanitizer, personal care, and cosmetic industries are expanding as they pertain to cleaning hands or the body as a means to control the spread of COVID-19. This contrasts with many sectors that are undergoing a downturn and fierce competition. This pandemic presents new challenges for the beauty industry because of the lockdown situation, new online strategies, repositioning, and the swift shift in customer preferences from cosmetics to skin care (MBS Intelligence, 2020). Additionally, they encounter internal shocks in some areas, such as employee safety and health, declining operational costs, and financial management, as well as external disruptions brought on by the increased demands for care and support from customers (Baird, 2020). As a result of COVID-19, consumers are becoming more conscious of their health, and new fashions and trends are being created that have an impact on the beauty sector, particularly on the development of hygiene goods. As mentioned by Accenture (2020b), consumers' shifting habits are influenced by their concerns about their finances and health. Fear, strong government encouragement, and information disseminated via social media are some of the factors that cause a large number of people to alter their behavior quickly in response to COVID-19, including handwashing, healthy habits, and WFH structure (Accenture, 2020a, p. 3).

Covid 19 has significantly impacted people's buying behaviors and perceptions on health. People are forced to spend more time at home due to the requirement to close, restrictions on access to the outdoors, and concern over contamination. Despite having more time for themselves and their families, social seclusion can make people feel stressed (Rademaker & Naert, 2020). Because they have more leisure at home during COVID-19, consumers turn to skincare products to treat their skin and counteract the drying effects of masks (MBS Intelligence, 2020, p. 9). COVID-19 spurs a number of online shopping trends, rising demand for personal care and eye-cosmetic products, as well as do-it-yourself (DIY) trends that have an effect on many salon services provided at home (Gerstell et al., 2020). People prefer to treat themselves at home because they feel safer avoiding frequent physical interaction with others (Gerstell et al., 2020, p. 5). This trend in customer behavior increases demand for skincare or cleanser products (Barani & Krishnan, 2020). It increases sales and demands on hygiene products (Accenture, 2020b). Similarly, Ernst & Young LLP (2020, p. 19) find a number of products that change in their sales during COVID-19, such as hygiene, immunity boosters, packaged products, and equipment for WFH which increase, while others are decreasing, such as confectionery, alcoholic beverages, and consumer durability. Many beauty industries are beginning to increase the sales of cleaning supplies and hand sanitizers as consumers' spending on color cosmetics declines (Gerstell et al., 2020). However, lipstick is surviving because it is seen as an affordable cosmetic (Gerstell et al., 2020). Soap, hair care, hand sanitizers, and hygiene products are among the strong COVID-19-influenced categories. In contrast, several products considered to be low-sales categories are sun care, premium products, fragrances, and color cosmetics, while medium-category products appear to be neutrally or insignificantly influenced by COVID-19 (Baird, 2020, p. 7). Accenture (2020b) also notes that people's spending patterns are altering, with a tendency to spend more on necessities, cleaning and sanitation products, local goods, placing a higher priority on health, and switching to online purchasing.

The COVID-19 has been influencing new trends that affect the beauty industries by shifting customer behavior away from direct purchasing and toward online channels. Consumers' focus has been drawn to online platforms by COVID-19, which is expected to persist after the pandemic (Deloitte, 2020). According to Barani and Krishnan (2020), internet marketing and commerce are now a successful way for businesses to connect with

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consumers. The future of the beauty sectors is impacted by COVID-19 in terms of the increase in digital use, the rate of innovation, and the decline in retailers and suppliers (Gerstell et al., 2020). A further benefit of using online platforms is that businesses can create electronic relationships with their customers (Barani & Krishnan, 2020). Additionally, the beauty sector frequently incorporates beauty personalization and establishes beauty companies to market its goods (Barani & Krishnan, 2020, p. 2038). The high level of competition for many beauty goods forces companies to use social media as a relationship-building platform and marketing strategy (Qitong & Rahman, 2019), vloggers/beauty influencers (Georgia, 2015; Widiastuti, 2019), as well as bloggers and social networkers (Paço & Oliveira, 2017). In addition to promoting a new, healthy culture, COVID-19 worsens the trafficking of substandard and product-falsification crimes, undelivered paid goods, stolen data, and substandard and falsified goods like sanitizer, masks, medical oxygen, thermometers, medical instruments, test equipment, chloroquine, and surgical gowns (UNODC, 2020).

### ***Health Industries and their Contributions to Community Education***

Industries may favorably influence changes and community development. Industries help communities in a positive way by fostering job growth and accelerating innovation (European Commission, 2016), lowering poverty, expanding the economy, and enhancing equitable income distribution (Susila, 2004).

Similar to other industries, the beauty sector influences the behavior of its clients, particularly women, in addition to generating new jobs. Cosmetic companies can employ a large number of people, foster innovation and economic development, care for their employees, and place a strong emphasis on environmental responsibility and self-regulatory initiatives (Cosmetics Europe, 2019).

Beauty industries affect women's perceptions of beauty through cosmetics or their goods, which affects women's physical, mental, and social wellbeing. This is because women's social lives revolve heavily around makeup. It is part of many women's routine (Britton, 2012). According to di Laurea (2019), cosmetics represent women's status, femininity, identity, and societal change. Furthermore, physical appearance is seen as a means of gaining not only admiration but also acceptance in a particular community (Nuffield Council on Bioethics, 2017, p. 7). Verbickaite (2017) asserts that cosmetics can boost women's attractiveness and confidence, which raises the likelihood that they will be welcomed by society. The passion to be admired and socially accepted drives physical modification. As reported by Nuffield Council on Bioethics, (2017, p. 6), many people worldwide attempt to change their physical look to express identity, group inclusion, pride, and dignity, as well as to satisfy a sense of social well-being.

Beauty businesses also have an impact on women's mental health through perception, pride, and beauty image. Today's women are expected to take care of their appearance (di Laurea, 2019). Consequently, women frequently regard attractiveness as a duty. Additionally, cosmetics express women's personalities and expansion of themselves, as well as their identification and self-representation (di Laurea, 2019). Cosmetics are a part of every woman's existence because they help women feel more sociable, comfortable, confident, and secure (Verbickaite, 2017). Relevant to earlier research, Britton (2012, p. 23) discovers that women with high self-monitoring tend to place a high value on appearance and use it as a coping mechanism in social settings.

Currently, media amplifies the influence of the beauty sectors. The beauty industry can affect how the public views particular/idealized bodily images through the media (Awad et al., 2015), establish beauty standards that may have an impact on a person's physique positivity and confidence (Jääskeläinen, 2020). Furthermore, this influencing process now

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takes place on a worldwide scale. As observed by di Laurea (di Laurea, 2019), the world's cosmetic markets reinforce ideals of beauty around the world, spreading western (New York and Paris) beauty products and idealizing them as more prestigious and possessing better qualities to other cosmetics. As a result, bloggers, beauty magazines, and ads frequently influence what is considered beautiful. Advertising, according to Verbickaite (2017, p. 374) re-channels ideals or attitudes to the intended audience.

Other viewpoints tend to emphasize the influence that consumers have on the beauty sectors. For instance, customer preferences for particular products drive the production of those products by the beauty industries (Amberg & Fogarassy, 2019). Some of those are organic and halal products. According to Amberg & Fogarassy (2019), the demand for organic and natural products among consumers, for instance, prompts the beauty industry to create more environmentally friendly goods. As a result, the market today is flooded with organic and environmentally friendly goods, raising consumer knowledge of these issues (Amberg & Fogarassy, 2019). However, the beauty industry still needs to make efforts to cut back on plastic use, particularly for packaging, for example, by redesigning their products in more environmentally friendly ways (Borunda, 2019).

The other trend is halal cosmetics. The emerging market for halal beauty products creates a halal economy and influences Muslim customers in particular when making purchases (Jihan & Musa, 2014, p. 133). Thus, the beauty industry can increase environmental consciousness among people and boost the economy.

The opposite viewpoint holds that the beauty industry and cosmetics can harm women's health. When it comes to physical appearance, beauty can cause both pleasure and anxiety (Nuffield Council on Bioethics, 2017). Similarly, Greenfield (2018, pp. 4–6) argues that advertisements for beauty products amplify detrimental effects by encouraging societal comparison and creating unconscious self-images. Since lipstick alone cannot make a woman beautiful, the development of beauty technology now generally allows cosmetic surgery (Frith, 2014). On the other hand, Verbickaite (2017, p. 15) notes that cosmetics tend to have contrasting effects. While they can improve a woman's physical features, they can also hide true beauty and affect how men perceive women.

Other researchers note the beneficial roles played by beauty and cosmetics in women's education and intellectual stimulation. Beauty inspires creativity (Baggio et al., 2016), boosts positive emotions like self-esteem and provides a platform for social expression (Cosmetics Europe, 2019), encouraging consumers to be critical and devoted to companies they perceive as being positive (Morel, 2009). For instance, Dove, a company in the beauty industry, can encourage women to voice their opinions through campaigns and debates about attractiveness (Morel, 2009, pp. 3–4). The responsibilities of the beauty industries in the community are similarly identified by Ivanaj et al. (2018, p. 868) through the integration of beautiful processes, organizations' missions, visions, and values, as well as outcomes and environments.

### ***Community Participation and COVID-19 Resilience***

It is widely reported that COVID-19 disturbs human life. It poses threats to numerous established systems and societal structures, as well as health, established economic and social life (Inter-Agency Coordination, 2020, p. 2), exacerbates extremely stressful socioeconomic conditions (UNCTAD, 2020a), hinders regional, economic, and social development (CCSA, 2020), creates global health crisis (Saunders & Evans, 2020), has an impact on jobs and the young generation (ILO, 2020). Furthermore, it poses risks to the community, particularly the most vulnerable members who may experience serious health

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issues but lack the resources to pay for medical services and protection (ACHR, 2020). Extremely deadly COVID-19 threatens vulnerable populations, including the underprivileged, the jobless, those living in overcrowded housing, those whose employment benefits have been reduced, and those who have had to relocate their children's schools due to economic hardship (Fisher et al., 2020). Children's lives are also disrupted by COVID-19 because they engage in fewer outdoor activities, which causes tension and anxiety and affects their ability to eat properly and maintain good mental and physical health (Public Health Ontario, 2020).

Many academics (researchers, practitioners) have recently proposed various input actions, suggestions, guides, and insights. They prioritize local and international cooperation in the fight against COVID-19. All facets of society—families, groups, leaders, communities, and people must work together to combat COVID-19 (Inter-Agency Coordination, 2020), worldwide cooperation, coordination, and unity (UNCTAD, 2020a).

Some experts emphasize the importance of the health industry in directing other elements. According to Inter-Agency Coordination (2020), to minimize the deadly effects of the pandemic, other sectors must set and implement health procedures, and individuals must put those procedures into action for themselves. The health institution is required to lead, protect, and reduce the health consequences of the pandemic. All sectors are encouraged to implement some health measures, such as cleansing, sanitizing, and/or using disinfectants to remove pathogens, training healthcare personnel, increasing disinfectant supply, and modifying healthcare environments (WHO, 2020a).

Learning COVID-19 fighting tactics from more prosperous nations is also heightened. As demonstrated by Ha et al. (2020), Vietnam rigorously prevents and controls COVID-19 by working with a variety of sectors, including transportation, mass media, education, military, and public affairs and health. China, meanwhile, is putting its resilience strategy into action by setting up systems for responding to epidemics, identifying cases, isolating cities and enforcing social segregation, publishing daily reports to spread suspected victim numbers, and preparing health services and facilities (ALTakarli, 2020).

Reducing the deadly effects of COVID-19 will be less successful, without the coordinated mobilization of all community members. Inter-Agency Coordination (2020) suggests that public education, communication, and mobilizing people to adopt health steps are some of the strategies for protecting people from COVID-19. A few strategies for addressing corona breakouts are building and funding taskforces to ensure and integrating community requirements, health and social care, which needs to expand networks with community to create co-production (Marston et al., 2020) and assisting those who are vulnerable by determining their specific needs, maintaining the supply and current health services, giving priority to those who are most at risk, distributing food, and engaging underrepresented groups (WHO, 2020g). Additionally, according to WHO (2020g) COVID-19 can be defeated by adhering to national guidelines, coordinating with allies, and engaging the community through community leaders. United Nations (2020c), meanwhile, places a strong emphasis on the demands of global policy and global strategic activities.

The key to combating COVID-19 is community engagement. To avoid and combat corona, community involvement is required, and this can be accomplished by getting the community ready to act. To stop the spread of COVID-19 and the potential for a pandemic to intensify, the health industry must work with the community (WHO, 2020d). It is also necessary to mobilize leaders at all levels to adopt adaptive management for minimizing corona impacts (Ramalingam et al., 2020).

International leaders are urged to support low- and middle-income nations in their efforts to combat corona by providing resources, launching projects to develop vaccines,

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allocating global resources, transferring outdated and modern equipment, and providing face masks (Qian et al., 2020). Girls and women should be empowered (World Bank Group, 2020), community health workers (Wiah et al., 2020) and dietitians roles can be increased (EFAD, 2020). Numerous local groups can also assist by bridging the gap, offering products like free food for those without resources and hand sanitizers (iied, 2020). NGOs and humanitarian organizations can assist by safeguarding the weak and organizing community-based volunteers (WHO, 2020g). Global actions and solidarity need to be heightened (WHO, 2020e). Collaboration with educational institutions is also necessary to restructure the school atmosphere and security measures to safeguard students and children from COVID-19 (ECDC, 2020). Additionally, educational technology makes a significant contribution in a variety of areas, including fostering social cohesion, educating students who are unable to participate in live school meetings, bridging geographical distances, and tracking and foreseeing pandemic effects (UCLG, 2020).

## Research Methods

The study aims to investigate the beauty education strategies used by some local Indonesian beauty businesses to educate the public, particularly women, about COVID-19 and how to protect themselves from the virus while maintaining their physical and emotional well-being. A qualitative approach is used as a study tool to accomplish the goal. The Study adopts a phenomenological approach. A phenomenological study is conducted based on a central phenomenon (Creswell, 2007, p. 89). The study is developed based on Covid-19 phenomenon and the needs of community, particularly women to understand the healthy life during the crisis. The study also draws from the rapidly growing health and beauty sectors, which educate their customers about good health in addition to selling their goods.

The information is gathered by looking at how local cosmetic businesses use online media to educate women. The online method is undertaken by analyzing several beauty brands' official websites. Nowadays, using the internet as a study resource is becoming increasingly prevalent. (Fricker & Schonlau, 2002; Hooley, et al., 2010; Loescher et al., 2011; Rice et al., 2017). The internet is increasingly being used by social and qualitative scholars to conduct observations (Beddows, 2008). Internet serves as a communication tool, a network of computers, and a social construction context, all of which support study in different ways (Markham, n.d., pp. 96–97). Internet offers context for qualitative researchers to study communities, social structure, meaning, and identity in the context of social construction (Markham, n.d., p. 97). Additionally, by navigating and linking additional information from numerous Indonesian local brands using web data, the authors can potentially increase their data analysis.

The authors note that earlier studies also made the most of online data to obtain around several challenges associated with gathering different types of data, which empirically required the authors to switch between different manufacturers. The internet has many benefits for research, including the ability to cross regional boundaries, being open and non-intrusive, and offering quick access to pertinent data (Hewson, 2003, p. 290), provide bigger and more convenient data collection (Benfield & Szlemko, 2006). Online research can overcome space distance barrier (O'Connor et al., 2012). The internet allows for more efficient data collecting by allowing authors to move between data links and construct ties that are usually restricted by physical distance. It also offers accessibility, immediacy, and continuity (Sade-Beck, 2004, p. 46).

The authors use web-content analysis since the study examines publicly available data that is provided on their websites. Web content analysis has recently become more common in qualitative research. The widespread use of web-content analysis in research is



boosted by the prevalence of the internet (Herring, n.d.; Kim & Kuljis, 2010). This web analysis is the expansion of content analysis. The analysis focuses on locating key phrases or ideas in certain texts or documents (Writing@CSU-Colorado State University, n.d.). WebCA (web content analysis) presents a pluralistic methodology that incorporates link analysis, language analysis, theme analysis, feature analysis, exchange analysis, and picture analysis (Herring, n.d., p. 12). To identify the desired topic or content, the study integrates feature and theme analysis by examining the features of the chosen webs.

The study involves several steps to analyze web content. The websites of the cosmetic industry that were examined were those that were published during the covid 19 peak season. The research process begins with the formulation of research questions, followed by the clarification or definition of the target content, the identification or navigation of target keywords or content schemes, the exploration of content patterns, the identification of some categories of data meaning or the establishment of criteria for categorization of data, the coding of the data, the examination of the coded data, the interpretation of data meaning, and the drawing of conclusions. The analysis focuses on the interrelationships and meanings of the target ideas. The data analysis is emphasized on interpreting data meaning. As indicated by Kim and Kuljis (2010, p. 370), web content analysis in qualitative research is often similar to textual analysis, which is more based on interpretative nature.

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The process of gathering data and analyzing it began with an examination of certain major local stores in Java where most beauty goods can be obtained (such as Indomaret, Alfamart, Superindo, Giant, Local Cosmetic Counters). Ten local brands will be studied from this web exploration procedure (during COVID 19) because they are pertinent to the study's objectives (supporting community education and awareness in fighting COVID-19). Those are Wardah, Emina, Pixy, La Tulipe, Mustika Ratu, Sariayu, Viva, Make Over, Inez and Marina. The next step is classifying the brands into several categories. The results reveal three major emerging categories: social activities, make-up education, and additional COVID-19 protection goods. The classification is listed in Table 1.

Two primary methods are used to validate the data analysis: design consideration, which entails developing self-conscious research design and triangulation, and analytical, which includes conducting a literature review. As mentioned by Whittemore et al., (2001), there are three main validity techniques categories in qualitative research: design consideration, data generating, analytic and presentation. The triangulation of numerous ideas (across the disciplines of community education, women's empowerment, health, and social psychology), industrialization, and business product development, leads to the validity of the study.

**Table 1.** Data Categories and Coverage

No	Categories	Coverage	Brands
1	Health	It includes any product released to	<b><u>Hand-Sanitizing Products:</u></b>

	Protection products	safeguard customers' physical health from COVID-19. To represent similar products, each brand may employ a different name.	Wardah, Emina, Pixy, La Tulipe, Sariayu, Viva, Make Over, <b><u>Face-Sanitizing Product:</u></b> Marina <b><u>Immune Booster:</u></b> Mustika Ratu
2	Make up learning, healthy practices learning during Covid-19	It covers topics like maintaining physical attractiveness during a pandemic, decreasing acne brought on by mask use, teaching about hygiene during Covid-19, and developing healthy behaviors.	<b><u>Make up Education:</u></b> Wardah, Pixy, Inez, Marina  <b><u>Health education:</u></b> Wardah, Marina
3	Social activities	It includes social activities for wider communities or making social contribution	<b><u>Inspiring action:</u></b> Wardah <b><u>Donation:</u></b> Pixy, Inez <b><u>Collaboration:</u></b> Mustika Ratu, Marina

## Findings

The study indicates that the three primary ways in which the beauty businesses support community beauty and health education during the COVID-19 epidemic are through products, knowledge about beauty-healthy makeup, and socially focused events.

The data are listed in Table 2, Table 3, and Table 4. Table 2 refers to data on products for stimulating women's education in self-health protection. Table 3 refers to data on women's education in physical and mental well-being. Table 4 refers to data on women's education in social care.

**Table 2.** Health Protection Products

Brands	Products (samples)
<b>Hand cleansing:</b>	
Wardah	Starter kit for travelling during Covid-19 (mask, wet and dry tissues, praying mat and cloth/cover, personal eating utensils, handwash-Wardah Nature Daily Aloe Hydra mild, and hand sanitizer-Wardah Nature Daily Aloe Hydra mild Hand gel.
Emina	Emina Antiseptic series (Aloe vera hand spray: 100 ml, 80 ml, aloe vera hand gel: 60 ml, 50 ml)
Pixy	Pixy Aqua protection (Hydra shot hand mist and hand gel)
La Tulipe	Hand products (hand cream, hand sanitizers, hand wash, hand sanitizer gel and hand sanitizer cream with Eucalyptus Oil)
Viva	Hand Care (hand moisturizer gel, hand moisturizer spray, wash calming aloe vera, hand wash peppermint, hand wash energizing Yuzu)
Make Over	All-purpose sanitizer
Marina	Cleanse 2 glow
<b>Immunity Drinks:</b>	
Mustika Ratu	Immune booster pack (in some variants of Javanese tamarind, red ginger, curcuma, galangal and red ginger)

**Table 3.** Make-up, Mental and Physical Health Regimes

Brands	Education
<b>Make up Education:</b>	

Pixy	<ul style="list-style-type: none"> <li>• New normal, new beauty (by being flawless under masks, wearing light foundation and concealer, being more hygienic by minimizing the use of finger to apply make-up, maintaining cleanliness and being beautiful in any new situation or changing of lifestyles by wearing Pixy 4 beauty benefits)</li> </ul>
Inez	<ul style="list-style-type: none"> <li>• Providing live makeup lessons during a pandemic</li> </ul>
Marina	<ul style="list-style-type: none"> <li>• Offering work from home cosmetic advice to improve mood and lessen the psychological effects of being at home during pandemic.</li> <li>• Utilizing makeup to boost work productivity since it gives off a radiant appearance and boosts happiness and self-assurance (Marina glow ready)</li> </ul>
<b>Health Education:</b>	
Wardah	<ul style="list-style-type: none"> <li>• Five healthy practices can help individuals prevent getting Covid-19: frequent physical activity, using protective gear, planning adequate vacation time, eating well, using disinfectants to clean the house regularly, and washing both hands after touching everything.</li> <li>• Being cautious while travelling by bringing Wardah' starter kit</li> </ul>
Mustika Ratu	<ul style="list-style-type: none"> <li>• Local customs, cultures, and knowledge education (especially which is related to health)</li> <li>• Education in herbal medicine (practiced in daily life)</li> <li>• Creativity through the reinvention of <i>jamu</i></li> <li>• Cooperation in the fight against disease</li> </ul>
Marina	<ul style="list-style-type: none"> <li>• Physical hygiene guidance includes how to stay healthy and beautiful during a pandemic by eating a balanced diet, drinking plenty of water, exercising regularly at home, changing clothes frequently, and elevating mood by regularly cleaning one's body and taking care of one's skin with Marina Brightening Body wash, Marina Body Scrub, Marina Body Lotion, and Marina Eau de Toilette.</li> <li>• Establishing four healthy practices: washing hands, avoiding facial contact, washing faces, and taking a soap-and-water bath</li> </ul>

**Table 4.** Social Care Actions

<b>Brands</b>	<b>Social Activities</b>
Wardah	<ul style="list-style-type: none"> <li>• Community empowerment is based on four fundamental pillars: ecology, health, women's rights, and education.</li> <li>• Educating women through open seminar on new ways to take care of each other through "<i>Relawan, cara baru saling jaga</i>" program.</li> <li>• Educating women through virtual meeting for supporting education for all through "<i>Relawan media belajar</i>" program</li> <li>• Educating women through masker and hand sanitizer donation</li> <li>• Inspiring women to be productive during corona through <i>Gerakan</i> get inspired in virtual writing class program.</li> <li>• Preserving environment through virtual workshop basic gardening program</li> </ul>
Pixy	<ul style="list-style-type: none"> <li>• Showing empathy to other by for instance giving tip for <i>ojek</i> driver, encouraging them, donating, and asking friends to donate together, spending quality WFH with family and friends through beauty in small things program</li> </ul>
Mustika Ratu	<ul style="list-style-type: none"> <li>• Collaborating with other organizations or institutions, such as MPR (The People's Consultative Assembly), Ojek online community, central PWI perform solidarity action to fight Corona</li> </ul>
Sariayu	<ul style="list-style-type: none"> <li>• Through <i>satu salam jutaan kebaikan program</i>, Sariayu donates hand sanitizers quick and fresh for informal sector workers, such as security, vegetable sellers, cleaning workers</li> </ul>
Marina	<ul style="list-style-type: none"> <li>• Affiliating with BPPT in analyzing and implementing pharmacy technology for supporting nations' capacity in combating Covid-19 through "<i>Inovasi Indonesia</i>" program.</li> <li>• Donating vitamins, milk, APD for combating Covid-19 in Kalimantan</li> </ul>

## Discussion

The findings (Table 3, 4 and 5) indicate that the health and beauty industries contribute to women's education by providing learning stimulants. The stimulants are present in a several ways. The first way is through the products which provide tools or instruments for women' learning. The second way is through supporting habits which educate women to develop healthy habits and ways of life. The third way is through social activities which educate women social values and characters. The study finds that through those three ways, the health and beauty industries educate women in protecting themselves, learning to have strong mental and physical conditions. They also educate women to build stronger social care.

### ***Education in Self-Health Protection***

Women have important roles in the development of communities and the calibre of human resources. Not only do women provide the stability and well-being for their families, but they also play a significant role in the development of communities. Numerous earlier research focus on women's empowerment for work in industrial sectors and the role of women in industrialization (Rahmah et al., 2023; Susanti & Mas'udah, 2017; Umejiaku, 2018). Other previous studies on women education during Covid-19 are particularly focused on formal education in schools and its impacts on school contexts (Akintolu et al., 2021; Arachchige et al., 2021; Fologonya, 2023; UKaid, 2021; UNICEF, 2020). In contrast with earlier research that focused on the role of women in the industrial sector, this study stresses the importance of women's empowerment within the larger context of education. Education is a tool for women empowerment as it gives capacity for women to adapt to changes (GPE, 2019; Jackson, 2019; Jaysawal & Saha, 2023). The study shows that education for women must be tailored to their unique needs in certain contexts, such as health education before and after the COVID-19 pandemic. The study demonstrates that women's education should consider their current requirements as well as their changing circumstances. The study also demonstrates that industries function as community education agents in addition to commercial agents. These two ideas highlight the current dynamics of community education.

One of the results indicate that the beauty industries are functioning as both the business and educational agents by actively creating a range of personal hygiene products during COVID-19 to help the community maintain their health, to provide a wider and easier access to obtaining their preferred products, and to protect the community from product shortages. Table 2 lists various health products created to advance public health.

The results demonstrate that the cosmetic companies (Marina, Wardah, Emina, Pixy, La Tulipe, Viva, and Make Over) offer a variety of cleaning goods and immune-booster beverages. (Produced by Mustika Ratu). This shows that they offer the environment and educational resources needed by the public and their customers to implement COVID-19 hygiene protection.

Each business creates a range of products with similar uses, typically washing the body, especially the hands and faces to eradicate or kill COVID-19 germs. (Such as cleanse 2 glow produced by Marina, antiseptic series produced by Emina, all-purpose sanitizer by Make Over, Nature Daily Aloe Hydramild sanitizers by Wardah, Aqua protection by Pixy, hand hygiene products by La Tulipe, anti-bacterial hand wash by Viva). They provide a learning-rich atmosphere and make learning accessible to the community by manufacturing numerous sanitizing variations. People may be unwilling to study if they cannot access educational opportunities.

The availability of sanitizer sold at traditional markets and nearest supermarkets enables the community to integrate sanitizers into their daily life routine and use them as daily hygiene products. As a result, such sanitizers aid in fostering a healthy community culture.

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During a pandemic, there are needs to be widespread community education on leading a healthy lifestyle and the importance of hand sanitizing practices must be ingrained in daily life (Fatmawati, 2020).

The availability of sanitizers has facilitated several social developments. It introduces the washing culture. COVID-19 can be managed by implementing a wash culture (Unicef, 2020a), offering hygienic interventions, and raising school hygiene knowledge (DBE, 2020). It also permits various sectors to purchase the sanitizers and place them in any public areas. This might serve as an ongoing alert to the general people to regularly wash their hands. As a result, it's now easier for consumers to get sanitizer. WHO (2020c) recommends that hand hygiene be widely practiced by making hand hygiene stations accessible to the general public, requiring everyone who enters or leaves a public area to follow hand hygiene guidelines, and improving access to hand hygiene facilities and medical care. The cost of hand sanitizers was extremely competitive during the start of the Corona pandemic, but it is now constant (Machmud & Minghat, 2020). Indonesia must open access to hygiene for everyone, work with all stakeholders, sustain and resiliency hand washing promotion, and educate everyone about proper hand washing, ensure the availability of hand washing facilities and hygiene behavior promotion (Unicef Indonesia, n.d.). Hand sanitizers are produced in large quantities, which enables numerous enterprises to conduct health programs for their workforce. According to Yulianingsih et al.(2020), the distribution of health education involves promoting health practices for employees in informal sectors, such as hand washing, mask wear, physical distance, keeping face away from hands, and seeking medical attention when experiencing symptoms. The broad and active roles that the cosmetics industry plays in making sanitizers serve to prevent deficiency circumstances that can lead to social unrest and a predisposition to disregard health norms. To combat COVID-19, hygiene education must be promptly enhanced, including instruction on nutritious diet, personal care, outdoor hygiene, socialization health, and household chores (Głąbska et al., 2020). Furthermore, health items must be delivered more frequently to avoid shortages (WHO, 2020b).

Furthermore, it has been discovered that sanitizers are sold for reasonable prices by the cosmetics businesses. For 24,200 rupiah, for instance, Viva charges for its hand moisturizing spray. Emina similarly sells its antiseptic series, which costs between 17,000 and 28,000 rupiah. These numerous low-cost sanitizers provide a variety of solutions for the community to maintain health without going over their spending limitations or risking their financial situation. Since they are accessible to everyone, these inexpensive hand sanitizers stand for equity in the right to health. This suggests that the cosmetics industry also offers resources for a healthy education and culture during a pandemic, including for members of lower- and middle-class society. As stated by OCHA (2020), a number of multi-sectoral agents have been supporting the community by delivering safe shelters, hand sanitizer supplies, e-learning platforms, rewriting national education standards, encouraging behavioral change in the community, and improving community nutrition. The entire society must work together more closely to combat COVID-19 (WHO, 2020f), and higher education institutions must be included (Unesco, 2020a).

Cosmetic businesses have been taking part in developing community resilient systems, which includes developing any community levels. As stated by Unesco (2020b), three overarching key methods need to be adopted despite the diversity of communities' economic, geographic, socio-cultural, and other conditions: system readiness, learning sustainability, and system resilience.

The data also indicate that the cosmetics industries also educate the Indonesian local people about the environment, culture, and local knowledge. This is evidenced by Mustika

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Ratu which offers immune booster pack. This herbal remedy is available as a ready-to-drink jamu that is made by combining several important local herbs, including red ginger for boosting immunity, reducing inflammation in the throat and flu, curcuma for detoxification, galangal for reducing fatigue, turmeric for antiseptic and antioxidant properties, ginger for providing vitamin C and magnesium to support immunity, and cinnamaldehyde for fighting microbes (Mustika Ratu, 2020). Mustika Ratu is also providing the herbamuno drinks in online shops as immunomodulator, which is formulated using jahe emprit (*Zingiber officinale* var. *amarum*) for immunomodulator, sambiloto (*Andrographis paniculata*) for anti-virus, akar manis (*Glycyrrhiza glabra*) for reducing cough and respiratory problem, meniran (*Phyllanthus Urinaria*) for Hepatoprotektor and Immunomodulator, daun jambu mete (the leaves of *Anacardium occidentale*) for reducing pain and diarrhea.

Utilizing native plants fosters environmental awareness and encourages preservation, education, and exploration of the potential of regional vegetation. Alternative (herbal) medicine has exploded in popularity throughout the COVID-19 pandemic. Some researchers claim that certain plants, when used in conjunction with western therapy, can help COVID-19 patients (Ang, Song, et al., 2020). Natural remedies offer fresh hope in the fight against COVID-19 (Cetinkaya, 2020). The use of herbal medication for COVID-19 infection at various stages is also advised by (Ang, Song, et al., 2020).

As global society continues to struggle to discover safe, effective medications, particularly due to the lack of chemical medications developed during the peak period of Covid-19, natural medicine is growing in popularity. Traditional medicine, including traditional Chinese medicine, is frequently used to treat COVID-19 because no legally created medication or vaccination could be distributed at the peak season of Covid-19 (Yang et al., 2020). Herbal treatments are receiving a lot of interest some particular plants and herbs have anti-viral activities for preventing and curing from COVID-19 (Shahrajabian et al., 2020), antimicrobial, antiviral, ingredients for sanitizers and immunopotentiator (Srivastava et al., 2020). Herbal medicines are also reported as safer than drugs and can be used to improve well-being of general patients in a therapeutic approach (Silveira et al., 2020), especially if it is created in polyherbal formulae (Hartanti et al., 2020; Li et al., 2020), such as *Glycyrrhizae Radix et Rhizoma* and *Citri Reticulatae Pericarpium*, mixed together in herbal formulae to treat COVID-19 (Ang, Lee, et al., 2020). Yang (2020) additionally addresses the potential functions of a number of plants, including *Cinchona*, *Echinacea*, *Curcuma longa*, and *Curcuma xanthorrhiza*. Herbs can also be used for sanitizing, for masking antiviral medications, for disinfectant use, for dietary supplementation, for boosting immunity, and for curing COVID-19 infection (Panyod et al., 2020). Some herbs, like ginseng, peony, and *Albizia julibrissin*, can be used to reduce stress associated with the COVID-19 quarantine in besides boosting physical immunity (Hafsari et al., 2020). Despite their substantial potential to treat COVID-19, herbal remedies still need to be carefully used and tested in clinical settings utilizing pre- and post-evaluation (Nugraha et al., 2020), and used with caution (Yang, 2020).

The utilization of plants and herbs may raise community consciousness, understanding, and concern for the environment. Aloe vera, for instance, is widely included in hand sanitizer sprays or gels to moisturize and refresh hands (such as in Wardah, Emina, La Tulipe hand sanitizer gel, and Viva hand moisturizer spray). Other common ingredients include rosemary and green tea (such as in Pixy), witch hazel, aloe vera, and argan oil (In Marina micellar water purifying and softening). This may raise people's awareness of the importance of treating plants responsibly and improve the harmonious relationship between people and plants in a healthy ecosystem.

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It will broaden people's understanding of specific plants, motivate them to make homemade traditional hand sanitizer (self-defense), and stimulate them to explore their surroundings to get to know and appreciate nature better.

The traditional herbs, or empon-empon, are the main herbal components of the herbamuno and Mustika Ratu immune booster pack. This might encourage and remind the Indonesian locals of the potency of Indonesian botanicals (empon-empon). Increased immunity against COVID-19 and other diseases can be achieved by using empon-empon (such as tumerric, curcuma, and ginger) (Rahayu, 2020). Using empon-empon in jamu to tackle COVID-19 also entails reinventing and recreating local wisdom that has been passed down from generation to generation. Indonesia is abundant in plants and herbal medicine knowledge that has been passed down from generation to generation and has recently been used by many individuals to prevent coronas (Rahayu, 2020). Ginger, turmeric, and tumerric are some herbs that could be used to treat COVID-19 (Rahayu, 2020). More people may choose to consume empon-empon because of the re-invention of jamu (such as improved flavor and packaging). As reported by Rahayu (2020), empon-empon is a refreshing drink that can be made with ingredients like curcuma jamu, ginger tea wedhang/drink, saffron-colored rice jamu, and tamarind jamu. The use of jamu still needs to be rigorously and scientifically examined, according to Hartanti et al (2020) as there are still few scientific studies that back up its advantages.

### ***Education in Mental and Physical Health***

The findings also show that cosmetic businesses promote consumers' (particularly women's) maintenance of beauty while undergoing COVID-19 medical treatments. They inform female customers by offering advice, raising health awareness, and incorporating new healthy lifestyles into daily activities. Some suggestions for makeup and healthy education are provided in Table 3.

The data show that the beauty sectors contribute to the education of the public, particularly women, by promoting healthy lifestyles, sharing information, and offering beauty or makeup advice in times of pandemic. For instance, Wardah advocates adopting several new healthy behaviors such as following safety guidelines, eating nutritious foods, and exercising frequently. In contrast, Mustika Ratu reinvents jamu with new creativity to provide health education based on indigenous herbal knowledge. The other brand, Marina, promotes healthy practices by preserving both physical and mental health. For women or girls, Marina offers some advice on how to refresh their hands and bodies. They suggest that a fresh body can improve mood when at home. Thus, the study concludes that the beauty businesses are concerned about girls' or women's health education during pandemics. According to PAHO (2020), COVID-19 health promotion should take into account the principles of gender, ethnicity, equality, and human rights. The cosmetics companies may empower women by giving them access to health information. Women need health knowledge to be empowered (Robinson-Pant, 2016).

The data also demonstrate that the beauty businesses advise women and girls to establish and maintain their beauty routines throughout the pandemic. They contend that the perception of beauty can boost women's happiness and self-confidence. Since women typically shoulder more domestic work during pandemics, this happy feeling will ease their strain during domestic work. As reported by Megatsari et al. (2020), women in Indonesia experience medium levels of stress at a higher rate than men. Women and girls are more vulnerable to COVID-19's domino consequences due to lower earnings, redirected funding for women's health services (including reproductive health), increased family responsibilities, mobility restrictions, and social isolation (United Nations, 2020b). The

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strain on women in families is growing because of declining family income and the homeschooling system for kids (Power, 2020). A different argument is made by The National Bureau of Economic Research (2020) who claims that COVID-19 makes it possible to implement gender equality because more fathers are now assisting their wives with child care at home.

The data also show that gender issues must be considered in COVID-19 health promotion. This supports earlier research findings that found several factors that affect COVID-19 health promotion differently for men and women. Gender can serve as a foundation for promoting health during pandemics, as it the number of healthcare providers available, health habits, and recovery attitudes (Ahmed & Dumanski, 2020), how men and women perceive COVID-19 (Megatsari et al., 2020; Plan International, 2020) and the differences in physical activity between men and women during COVID-19 (García-Tascón et al., n.d.). Since women have different needs than males (such as the necessity for wearing makeup, more skin care, and aesthetic treatments than men), various cosmetic brands, like Pixy, Inez, and Marina, offer strategies of how to look beautiful in the new normal.

This strategy enables women and girls to use pandemic-safe makeup, such as radiant makeup for working from home and eliminating the use of fingers. Women are being taught how to use health guidelines and reinvent new makeup application techniques. According to (Mościcka et al., 2020), there are certain modifications in cosmetic use during pandemics, including as women's tendency to wash their hands more frequently, shower after leaving the house, use hand cream more frequently, and use ornamental makeup less frequently.

The data also show that cosmetic companies are also encouraging women to practice physical hygiene, such as keeping a physical distance, wearing a mask, eating a nutritious diet, washing their hands, exercising, and cleaning their homes with disinfectants. This suggests that cosmetic industries' websites could serve as a platform for women to improve their physical well-being. According to Cornwall & Edwards (2014, cited in Robinson-Pant, 2016, p. 10), women can acquire new knowledge in a variety of circumstances, including interactions with their neighbors, television, social media, and religious activities. The cosmetic companies urge women to take responsibility of or manage their own health (Van den Broucke, 2020).

Cosmetic industries' websites can be effective engagement tools for girls and women in the fight against corona. To stop corona, community health promotion must be spread (OXFAM, n.d.). Community involvement and response are required to combat COVID-19 (IFRC, WHO, Unicef, 2020; Unicef, 2020b). Covid-19 regulation requires coordinated activities, thus engagement from the cosmetics industry is necessary. To combat COVID-19, it is necessary for many sectors to work together. Additionally, prevention and sustained, resilient actions must be made (Saboga-Nunes et al., 2020). Covid-19-Community-engaged research, coalitions, and partnerships can help communities overcome fundamental demands to increase resilience (Michener et al., 2020).

The results also demonstrate that, despite applying makeup, the cosmetics industry encourages and supports women and girls to consistently wear masks on a regular basis. For instance, Pixy educates women how to apply beautiful makeup while wearing mask for their health. The data also show that cosmetic companies encourage women and girls to wash their hands and bodies with particular products. One of the suggested protocols is to practice hand washing. One of the most efficient and inexpensive preventive measures is to wash your hands with an alcohol-based handrub (WHO, 2020, cited in Lotfinejad et al., 2020).

According to the findings, the cosmetics industry additionally educates women how to maintain their mental health in times of pandemic crisis. Women are more susceptible to stress and depression since they suddenly have additional household responsibilities to

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handle. COVID-19 has been placing women in unequal roles since homes became the center of all activities during the COVID-19 epidemic, including working, caring for others, and interacting, which requires collaborative care instead of an unfair division of domestic duties (Inter-American Commission of Women, 2020). COVID-19 causes population mental stress due to the crisis, decreased income, information ambiguity, rumors, and misleading data (United Nations, 2020a), economic downturn, societal stigma, trauma among health professionals, and social isolation (Winurini, 2020). Numerous factors, including the amount of work required, alcohol usage, income, gender, scarcity of food, and fear of infection, can contribute to stress (Handayani et al., 2020). Consequently, it is crucial to preserve both physical and mental wellness (Center for Mental Health, 2020).

The cosmetics industry provides guidelines on applying makeup to improve mood during pandemics and refreshing the body to ease stress by caring for the skin and applying it with a relaxing, refreshing scent. Some strategies for reducing pandemic strain, according to, The Center for Mental Health (2020) are planning a schedule, preserving health, diverting oneself from worried feelings, and taking a break.

The study also suggests that the trust of consumers might be increased by the favorable reputation that cosmetic brands cultivate. This encourages female consumer loyalty and belief in their advice. As a result, committed customers of trusted brands frequently regard the websites of those brands as trustworthy information sources. As mentioned by Semo and Frissa (2020), the media can serve as a social resource for mental health education. Social psychologists believe that pandemic anxiety can be controlled by choosing reliable information and adjusting to ongoing changes (Vibriyanti, 2020). The cosmetic industries support community health literacy by providing information to consumers about what they can do in a pandemic. Health literacy on COVID-19 is necessary to avoid confusion, promote the ability to trust media, investigate information, recognize disinformation, and reach educated decision-making based on reliable information, as mentioned by Okan et al. (2020).

### ***Education in Social Care***

The data show that the cosmetics industry encourages women to care for others. They motivate women to care not just about themselves but also about other people, which may be shown through participation in social activities. Through their endeavors, they demonstrate a genuine care for people and humanities-related issues. As stated by McKinley (2020), the corona virus affects society as well as health. Table 4 displays various cosmetic brand social actions.

The data indicate that the cosmetic companies are raising the level of social awareness among women consumers. The community is guided on how to care for one another during a pandemic. The sectors demonstrate sensitivity to the suffering of women, acknowledge the contributions of women to society, and create cooperative initiatives with other organizations. For instance, Wardah implores women to strengthen their social bonds by providing for one another and supporting education for all. In the meanwhile, Pixy encourages ladies to assist those in need. Similar to this, Sariayu provides vulnerable individuals (such as informal sector workers) with masks and hand sanitizers. The industries demonstrate how strengthening social cohesion might lessen the effects of COVID-19. Solidarity and behavioral adjustments are two tools for preventing COVID-19, as suggested by Cammett and Lieberman (2020). Through donations, the cosmetics industry may be able to help the underprivileged obtain equal access to medical supplies like masks and hand sanitizers. Younger people, those with less education, and those in the unemployed population are just a few of the groups that Harlianty et al. (2020) identify as having a higher risk of anxiety. Through group activity, social solidarity reduces the negative consequences

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on public health and bridges social divides (Haryadi & Malitasari, 2020). Donation and fundraising are two approaches to increase or strengthen social solidarity (Bin-Nashwan et al., 2020).

The social support of the cosmetics industries is also demonstrated by enabling women to engage in productive activities during pandemics or learn the basic skills of gardening. Individual actions, such as filling days with constructive hobbies, can help combat COVID-19. Individuals can also foster solidarity by, for example, paying taxes and separating themselves from those who are ill (West-Oram, 2020) as well as by engaging in enjoyable activities by themselves. Social support can be helpful for alleviating mental distress (Yu et al., 2020) as well as growing social cohesion. According to Cammett and Lieberman (2020), social solidarity can be fostered by public outreach, open policies for fair health instruments, funding for promoting economic growth, and taxes for excessive profits. Higher levels of social support tend to reduce the severity of mental issues (McKinley, 2020; Qi et al., 2020).

The study shows that the cosmetic businesses also help female consumers develop their empathy. For instance, Pixy encourages women and girls to tip ojek drivers more, donate to help those in need, and spend quality time during WFH (Work from Home) with their families and friends. Positively, COVID-19 promotes opportunities for developing empathy and power (Ebuenyi et al., 2020). Willingness to follow health protocols can also develop as empathy for others. Empathy influences compliance with the guidelines for maintaining physical distance and donning masks (Pfattheicher et al., 2020). Being empathic can be challenging during a pandemic, but it can be developed by being patient, considerate, totally present, and compassionate (Workwell, 2020).

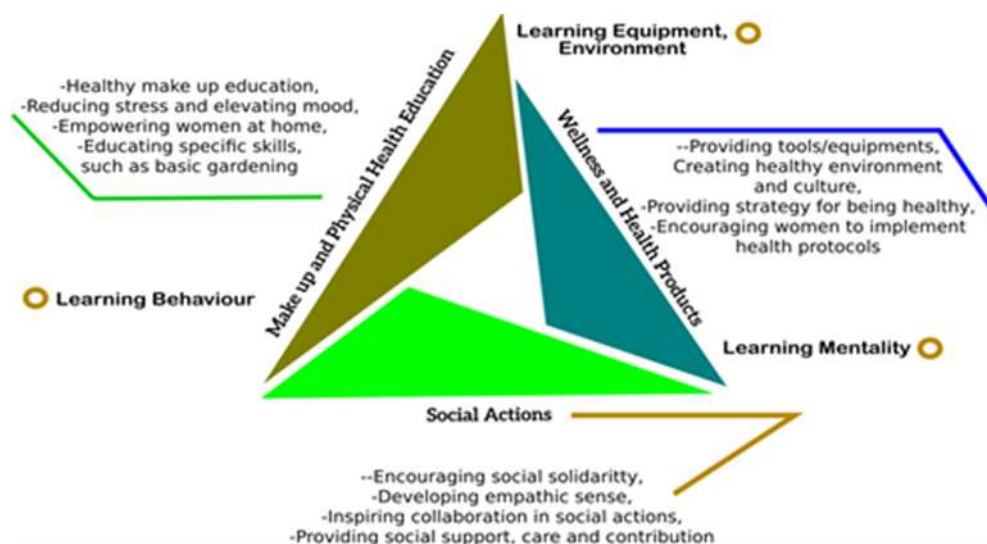
The cosmetics companies are working with other organizations to serve the community, such as Marina, which is affiliated with BPPT in pharmacy innovation, and Wardah, which works with general practitioners, the local government, psychologists, and CEOs to spread new health habits through seminars. Mustika Ratu also engages in similar collective action through collaboration with the Puteri, Mustika Ratu Indonesia foundation, Central PWI, MPR (The People's Consultative Assembly), and ojek online community. Collective actions are enabled by collaboration. Support and resources can be strengthened by working together. Haryadi and Malitasari (2020), stress that the strength of ideas, material resources, and cultural resources all play an integral part in collective movements. One of the other factors in effective pandemic mitigation is strong social support. According to Unicef (2020c), adequate assistance, appropriate gear, empowerment, and personnel protection for social service organizations are crucial for reducing the effects of corona.

### ***Industries and Women Education in Digital Environment***

The study demonstrates three keyways in which the cosmetics industry supports women's and girls' health and beauty education. Those are through wellness-healthy goods, cosmetics-health education, and community service.

They give instruments or equipment (such immunity boosters, hand sanitizers, hand soap, scrub, refreshers, lotion or cream, disinfectants) for health education through healthy products. The combination of makeup and health education enables women to commit to health procedures (such wearing a mask) while wearing flawless makeup, utilize healthy makeup, and establish healthy routines as the new norm for caring for their bodies and skin. The cosmetics industry inspires women and girls to care about others, offer social support, and have empathy through its social initiatives. Figure 1 illustrates the roles that the beauty industries play in educating and empowering women and girls.

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**Figure 1.** Women education during Covid-19 pandemic

The study also shows that the information on cosmetic companies' websites has the potential to have positive effects because it tends to be reliable, lessens the stress that comes with working from home for women, and gives them the confidence to be more effective and positive while at home while also empowering others through solidarity and social care. This supports earlier studies that demonstrate the effectiveness of social media and the internet for educating a community.

Social networks and social media may be useful tools for mobilizing citizens to provide social support during pandemics (Carlsen et al., 2020). Online platforms can be utilized to encourage online participation in the fight against pandemics, which can provide a variety of interpretations and perspectives on the situation (Feng, 2020). Similarly, Ayon (2020) highlights the roles that social networks, internet, and blogs play in pandemics by supplying reliable information and lowering information uncertainty.

The study also demonstrates how the cosmetics industry supports the growth of participatory culture. They encourage and motivate women and girls to be compassionate and helpful to others. They also serve as role models for others, demonstrating how to work together to lessen the effects of a pandemic. The COVID-19 has been bringing forth a variety of cultures, including those of unity, creativity, hope, solidarity, and support (UNESCO, 2020), and it has sparked democratic innovation in decision-making (Misuraca, 2020). Furthermore, technology enables internet users, in particular vloggers, to take part in or develop participatory cultures centered on enjoyment, existence, and appreciation (Wardani, 2018).

The cosmetics industry also places a strong emphasis on women's and girls' education. Indirectly, they provide informal learning through their production and marketing processes. This informal education is typically experiential, practical, and context bound. Social media can link formal and informal learning through the interactive culture of digital media (Vervaart, 2012). Digital and social media give people the opportunity to learn formally (Cuc, 2014; Lee & Ang, 2013), socially (Rajesh & Michael, 2015) creatively, productively, and independently (Chau, 2020), as well as to participate in learning (Faizi et al., 2013) and improve learning experiences (Faizi & ElFkihi, 2018). Despite producing negative effects, COVID-19 provides opportunities for community education. With COVID-19, social justice, and solidarity (Chadwick, 2020), empathy (Sonis et al., 2020), real concern for others' health, and self-care (Singh & Singh, 2020).

## Conclusion

To combat COVID-19 all sectors must work together, and the community must be included. The cosmetics industry has the capacity to work with the community to educate people, particularly women and girls, and get them ready to deal with COVID-19's effects. This study attempts to examine at how various local beauty industries in Indonesia educate to prepare its female customers. The research demonstrates three keyways that the beauty industry supports women's education. The first strategy is to offer or create wellness and healthy goods (immunity boosters, hand sanitizers, hand cream, hand lotion, and hand soap) at competitive costs. This makes it possible for all communities, regardless of income level, to purchase and use the devices to safeguard against COVID-19. This shows that the beauty industries are fostering new learning environments by offering resources that facilitate educational activities. The second strategy is providing make-up and general physical education. They are aware that women must have self-assurance and motivation when working from home. They advise using healthy makeup underneath a mask to improve the mood of women and girls. Women are also taught how to establish healthy daily routines. This shows that during COVID-19, the beauty industries educate new learning behaviors. The third method is through social activities. They promote empathy, compassion, and social cohesion in women and girls. Additionally, they encourage girls and women to work together on social initiatives. The study is limited in its comparison of business and other areas to education and the humanities. The findings can be interpreted in a variety of ways from a business perspective.

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