



**ANALYSIS OF BENEFITS OF L'OREAL "BEAUTY FOR BETTER LIFE"  
(BFBL) WOMEN'S EMPOWERMENT PROGRAM TO CREATE WOMEN  
SMSE ENTREPRENEURSHIP MINDSET: Case Study PT L'OREAL  
INDONESIA**

**THESIS**

**Submitted as one of the requirements to obtain  
Magister Manajemen**

By

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## ABSTRACT

This research aims to determine the benefits of the Beauty For Better Life women's empowerment program held by L'Oreal in encourage a women entrepreneurial spirit for its participants, to determine the obstacles experienced by L'Oreal in the Beauty for a Better Life Program, to determine the step of L'Oreal with Beauty for better life program encourages women to become SMSE entrepreneurs, to determine L'Oreal Indonesia's recommendations in the SMSE women entrepreneur to Navigate the Obstacles. This research uses qualitative methods and data collection techniques through interviews with participants, This research uses primary and secondary data sources, primary data from the interviews with 15 samples, 13 Women as participant of beauty for a better life from 6 regions, namely; Bali, Tangerang, Tanjung Balai, Semarang, Jakarta and Lombok, and 1 samples of the Head of Program Beauty for better life Indonesia, 1 samples is coach of beauty for better life Bali. This research using Offline and online interviews via WhatsApp Video Call or chat on WhatsApp applications. The findings of the research are this program is designed to develop women by giving women Makeup and Salon Training, Participants generally do not have knowledge about make-up, hairdressing, and salons, and this program teaches participants from not knowing to knowing. The implementation of this program is fully facilitated by L'Oreal on the Beauty for Better Lifeteam, such as makeup equipment, teachers, curriculum, classes, and various other facilities, participants are free of charge. The BFBL program is held in areas that do have potential in the world of beauty but have not yet been seriously developed, so it is hoped that when these participants have graduated from the BFBL program, they will be able to take advantage of opportunities in their environment with new skills and capital for makeup tools that have been provided by the team BFBL. Participants are also taught how to market their services, such as through social media, creating a portfolio, and ethics in dealing with clients and how to price their services. The participants continue to be guided even though they have graduated from the BFBL program. After graduating, participants receive a certificate that can be valid in all countries that hold the Beauty for Better Life program from L'Oreal. In its implementation, the Loreal team faced several challenges in the field and the L'Oreal team was happy to help the participants to be able to follow the training program to completion by implementing several new policies such as changing training hours because some participants experienced time constraints that clashed with school time, or a follow-up exam because the participant had a serious accident, or creating a drop point system for transporting participants from a certain point for participants who have distance constraints from home to the training center.

The results of this research are that the Beauty for Better Life program really provides benefits to women in these six regions and motivates them to be independent and empowered and start their own entrepreneurs, especially in the beauty industry.

*Keywords: Women Empowerment, Entrepreneurship, SMSE, Indonesia*

## ABSTRAK

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