Study of Netnographic: X Platform Discussion on Fast Beauty Trend in Indonesia

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ABSTRACT: The phenomenon of "Fast Beauty" has brought a transformative shift to the beauty industry in Indonesia especially in the digital era. This concept refers to the trend of rapid innovation, mass production, and the distribution of beauty products in Indonesia that effortlessly meet market demands. Furthermore, the industry's emphasis on frequent product releases and aggressive promotions has heavily influenced consumer behavior, embedding patterns of impulsive buying and overconsumption that are hallmarks of consumerism. Continuous new product launches often prompt consumers to purchase items without critical consideration, further fueling unsustainable consumption. This article aims to explore how the Fast Beauty phenomenon has shaped consumer behavior by creating new perceptions of local products strategy, and sustainability within the beauty industry in Indonesia. Through a qualitative approach through literature studies and market trend analysis with audience discussion on X social media platform, this research examines the dynamics of Fast Beauty. The role of digitalization and social media platforms in accelerating the growth and popularity of Fast Beauty, also will be explored in this study. Analyzes discussion originate from a post by a beauty community member called @ohmybeautybank, and their member @liangjemala, to understand how digital platforms can shape consumer narratives and trends. Social media's role in amplifying trends has further fueled the industry's rapid pace. However, by spotlighting these dynamics, the study will provide valuable insights for stakeholders to align innovation by maintaining product quality also with ethical and sustainable goals.

KEYWORDS: Fast Beauty; social media; Consumer Behavior; Consumerism

I. INTRODUCTION

The phenomenon of "Fast Beauty" is a trend in the beauty industry characterized by the swift production of diverse beauty products using low-cost ingredients to cater to growing market demands. As consumer interest continues to rise, this trend has gained traction in Indonesia, mirroring the fast fashion movement in the apparel industry. These days, Indonesia's beauty industry has experienced significant expansion. This growth is evident through the increasing presence of international beauty brands in the country, as well as the rise of local brands in Indonesia showing their capabilities through continuous product innovations. (Cloveresearch.com, 2024)

According to the Indonesia Coordinating Ministry for Economic Affairs (2024), Indonesia's cosmetic industry has risen 21,9% for the number of the companies, growing from 913 in 2022 to 1.010 in the middle of 2023. This remarkable progress demonstrates that many local brands have successfully achieved high standards of quality. While this approach allows for quick product launches, it often raises concerns regarding environmental sustainability issues, ethical practices, and product quality. Fast Beauty also heavily influences consumer behavior, encouraging impulsive purchases through discounts and promotions, this kind of behavior may lead to consumerism. With frequent product launches and promotions have become a prominent feature of the beauty industry in Indonesia, social media platforms often showcase these events, with brands introducing new items ranging from skincare and makeup products to hair care and body care.

Fast beauty phenomenon has significant negative impacts, comparable to those caused by fast fashion on the environment. According to Nita & Muliya (2024), the beauty industry in Indonesia, including skincare, contributes approximately 6,8 million tons of plastic waste annually. Alarmingly, 70% of this waste remains untreated, creating severe environmental risks. Contaminants from skincare products also pose a threat to water and air quality, which can disrupt aquatic ecosystems and harm organisms exposed to polluted environments. Social media plays a pivotal role in accelerating beauty trends, especially skincare. Recently, influencer campaigns promoting self-care have proliferated, driving massive public interest. Data from YCP Solidiance reveals that in the past year, searches related to skincare routines have surged by 230% with searches for skincare products increasing by 130%. These dynamics underscore the environmental and societal challenges posed by the fast beauty phenomenon. (Kompas.tv, 2024)

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Irwanto and Hariatiningsih (2020) highlighted that social media has become a primary space for defining beauty in digital age, where social validation through likes and comments drive individuals to maintain an attractive online presence. This aligns with fast beauty, which rapidly innovates to meet consumer demands in digital spaces. Furthermore, Humaira and Fitriani (2021) revealed that technology and globalization accelerate consumption cycles through product symbolism and hyper-reality. Similar to fast fashion, fast beauty creates symbolic value that transform beauty products into more than just practical tools, they become a means of constructing identity in virtual environments. Hakin and Rusadi (2022) emphasized that youth are a primary target for such trends due to their consumption driven culture influenced by social media and shifting aesthetic.

Conversely, Situmeang and Claretta (2024) demonstrated resistance to overconsumption through the adoption of the slow beauty concept, which emphasizes sustainability and conscious consumption. This perspective highlights the potential for consumer preferences to shift away from fast beauty toward more mindful approaches. Malayati et al. (2024) explored how technologies like the Snow AI app shape new beauty standards, reinforcing consumer behavior aligned with fast beauty trends. Lastly Azzahra (2024) underscored the role of social media in generating positive sentiment and hype for beauty products, illustrating how fast beauty leverages these strategies to solidify its market dominance. By integrating these findings, the term of fast beauty reflects advancement in technology and social media while simultaneously reinforcing consumerist patterns that characterize modern consumption culture, particularly in the Indonesian market.

Social media has become an integral part of human daily life. Social media is defined as a tool that connects people to socialize on the web. Social media creates a social network that consists of peoples or individuals or organizations that are tied in some manner together (Clow and Baack, 2018). Social media also allows people to exchange information such as pictures, videos, texts, etc between one to others with same or common interests (Sledgianowski and Kulviwat, 2009). Social media platforms may play a pivotal role in amplifying the Fast Beauty phenomenon. Platforms such as TikTok, Instagram, Youtube, Twitter serve as the primary space for brands to announce product launches, engage with consumers, and create a sense of urgency through limited time promotions. This digital ecosystem has not only increased consumer exposure to new products but also created a competitive environment where brands must continuously innovate to stay relevant. However, the saturation of similar products has led to consumer fatigue, where the excitement for new launches diminishes as consumers become overwhelmed by the sheer volume of product options that are available in the market.

X is one of the social media platforms that has been used by so many people. X was previously known as Twitter. Twitter is a free social media platform that allows users to share information in a real time news feed (Mistry, 2011 on Maclean et al., 2013). The information is spreaded through the posting comment that called tweets about users's experiences and thoughts (Bristol et al., 2010 on Maclean et al., 2013). Maclean et al (2013) stated that twitter (currently called X), is a versatile, accessible, and valuable platform for communicating thoughts, ideas, and visions of the future globally. A lot of conversations happen inside the X and the idea is random or based on people's common interests. Some of this is uncontrollable, because the topic is heterogeneous. Beside the advantages, X might present challenges such as user responsibility and ethical use of it that should be taken very carefully (Maclean et al, 2013).

These challenges come from its feature of comment that is usually called tweets that expand more and more, spreading like a virus over the web environment. Comments that grow bigger will become a thread. X threads is a feature that enables users to post a series of interconnected tweets, and has evolved into a prominent medium for communication, storytelling, and information sharing. This review examines the academic discourse surrounding Twitter threads, with a focus on their role in narrative construction, information dissemination, public engagement, and digital activism. Castro-Martínez and Díaz-Morilla (2021) stated the concept of Twitterature which means storytelling through Twitter threads. Their research also highlighted the narrative potential of threads. Threads allow users to engage audiences with serialized storytelling. By incorporating multimedia elements such as images and videos, Twitter users can create more dynamic narratives, blending textual and visual storytelling. Furthermore, threads enable both spontaneous storytelling and premeditated content creation, appealing to diverse audience preferences. This storytelling format is not only popular among individuals but also organizations that aim to craft compelling narratives for branding or awareness campaigns.

OHMYBEAUTYBANK is an online community established in 2018, focusing on discussions related to beauty, health & care, and lifestyle. The goal of this community is to provide a space for members to share and discover beauty needs for all genders. As of January 2025, the community has grown to a total of 306.1k members. In its continuous growth, OHMYBEAUTYBANK has set several rules that all members must understand. The first rule for new members joining the community is to read the complete set of rules available on ombbrules.carrd.co. The second rule prohibits the promotion or discussion of certain medications. OHMYBEAUTYBANK specifically focuses on topics such as makeup, skincare, haircare, bodycare, nail care, fashion, dental beauty, perfumery, lifestyle (diet, supplements, workout), and the maintenance of intimate hygiene. The third rule emphasizes the importance of avoiding thread or comments that may provoke conflicts, particularly those containing racial, ethnic, political, or terrorist content, as well as the spread of misinformation or hoaxes. The fourth and fifth rules concern the use of language that should be positive and respectful, with no tolerance for "salty" or offensive comments. Regarding thread guidelines for members, rules number six until number ten outline the following: selling is prohibited, particularly the sale of preloved items, unless someone

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specifically asks for or needs the information; review threads must be descriptive; each review thread is allowed one post per day per account; product names, brands, and online shops must be mentioned directly; and no external links outside of Twitter are allowed (X, 2018).

One of the thread from an OHMYBEAUTYBANK member that stands out in this study comes from the account with the username @liangjemala, which discusses Somethinc as a beauty brand that adopts the 'fast-beauty' trend. Somethinc is a local skincare brand established in 2019, designed to meet the needs of the millennial generation, which embraces an active lifestyle while prioritizing the selection of safe and effective ingredients. The brand focuses on using high-quality and trusted ingredients, specifically formulated to address the skin concerns of Indonesian women, while maintaining affordability. Somethinc products are halal certified, registered with BPOM, and cruelty-free, ensuring that they meet both safety and ethical standards (Female Daily, 2025)

Regardless of the quality of its products, Somethinc has faced criticism from @liangjemala, who describes the brand as a local beauty company that places too much emphasis on selling as many products as possible while promoting a consumerist lifestyle, without giving enough consideration to the long-term environmental impact. This thread immediately captured the attention of the community, with many users agreeing with the points raised, some even initiating deeper discussions, while others expressed opinions defending Somethinc as a business. Since the thread was first posted on September 21, 2014, until January 19, 2025, @liangjemala's thread within the OHMYBEAUTYBANK community on platform X has gained significant traction, amassing 16.1 million views, receiving 400 comments, being reposted 12,000 times, liked by 50,000 users, and saved by 7,300 users. The sheer number of interactions shows how deeply the topic resonated with the online community, sparking conversations and differing perspectives on the brand's practices and its impact on the environment.

Figure 1 Threads About Fast Beauty in @ohmybeautybank Community

Source: @liangjemala's X account, 2024

Consumer behavior is basically how individuals, groups, or organizations select, purchase, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires. Consumer behavior could be influenced by a myriad of factors, including psychological, personal, social, and cultural elements. Solomon et al. (2020) argue that Maslow's hierarchy of needs provides a foundational framework for understanding consumer behavior, as consumers prioritize purchases based on their physiological, social, and self-actualization needs. Additionally, emotional and cognitive processes play critical roles in decision-making, often leading to impulsive buying or brand loyalty. For addition, Sata (2013) identified that consumer purchasing decisions are significantly affected by factors such as personal preferences, cultural background, social influences, and psychological motivations. Curiosity plays an important role in consumer decision making. Curiosity will drive individuals to seek new information and experiences. Kashan and Albashrawi (2023) analyzed 122 papers and found that consumer curiosity significantly impacts purchasing behavior, product exploration, and brand engagement. Consumerism or impulsive purchase behavior might be the impact of variety-seeking behavior that refers to consumers' tendency to seek diversity in their choices. It often leads them to switch brands or products easily. Kahn et al. (2022) consolidated findings from 61 articles, revealing that variety-seeking is influenced by factors such as individual differences, product characteristics, and situational contexts.

This study aims to explore the dynamics of the Fast Beauty Phenomenon in Indonesia, focusing on its implications for consumer behaviour, environmental sustainability, and industry practices. Using a qualitative approach, the research integrates insights from previous studies, market trend analysis, and digital audience discussions, including Twitter based conversations initiated by beauty

community members @liangjemala. The theoretical foundation is built upon consumer behaviour models and sustainability frameworks, examining how marketing strategies and digital platforms influence purchasing decisions.

The novelty of this research lies in its emphasis on understanding the localized impact of Fast Beauty in Indonesia. While global studies have explored similar phenomena, this research highlights how cultural and market will specifically factors shape consumer perceptions and industry practices in the country. By addressing these issues, the study aims to provide actionable insights for stakeholders in the beauty industry to balance rapid innovation with ethical and sustainable practices.

II. METHODOLOGY

This study employs a qualitative research approach to examine the phenomenon of Fast Beauty in the Indonesian beauty industry. The research focuses on understanding the interplay between consumer behavior, industry practices, and the broader cultural implications of consumerism. Descriptive analytic type of research will be used to analyze how Fast Beauty influences consumer decision making and its environmental and ethical consequences. The research subjects include X audiences and members of beauty communities, particularly discussions initiated by the @ohmybeautybank community member named @liangjemala. The object of the study encompasses the Fast beauty phenomenon, with a focus on product trends, consumer behavior and industry strategies.

The research was conducted over a three-month period and focuses on Indonesia and the geographical location, reflecting the cultural and market specific dynamics of the local beauty industry. The primary instrument for the qualitative study is the researcher, supported by observation guides, interview protocols, and document analysis frameworks. Purposive sampling was used to identify relevant social media discussions, particularly from Twitter, and select one local beauty brand that exemplifies the Fast Beauty trend. Data were collected and analyzed through digital ethnography, including analysis of social media interactions, brand campaigns, and consumer discussions. Secondary data sources include literature reviews, and market reports.

Digital ethnography is a research methodology that adapts traditional ethnographic approaches to explore interactions, behaviors, and cultural practices within digital environments. This method emphasizes flexibility, allowing researcher to respond to the rapid evolution of online platforms and emerging phenomena (Boellstorff et al., 2013). By examining digital spaces as sites of cultural production and community engagement, digital ethnography bridges the gap between online and offline experiences. Researcher employ various strategies, including immersive observation and the collection of multimodal data such as text, images, and videos, to understand the complex dynamics of virtual interactions. This approach is particularly useful for studying how individuals and communities shape and are shaped by the digital technologies they use.

III. RESEARCH FINDINGS AND DISCUSSION

1. Fast Beauty & Sustainability within The Beauty Industry

The rise of "Fast Beauty" has revolutionized the beauty industry by mirroring the fast fashion industry, emphasizing rapid innovation, mass production, and affordability to meet escalating consumer demand. While this trend has democratized beauty by making diverse products accessible, it has also raised significant concerns about environmental sustainability and ethical practices. The frequent product launches and heavy reliance on plastic packaging contribute to alarming levels of waste in Indonesia alone, the beauty industry generates approximately 6.8 million tons of plastic waste annually, with 70% remaining untreated (Nita & Muliya, 2024). This waste not only pollutes the environment but also disrupts aquatic ecosystems and compromises biodiversity. Furthermore, the emphasis on speed often leads to compromised product quality and neglect of ethical sourcing, resulting in a trade-off between innovation and sustainability.

Social media platforms such as Instagram, TikTok, and X (formerly Twitter) have played a pivotal role in accelerating the Fast Beauty trend. These platforms amplify consumer exposure to new products through influencer campaigns and targeted marketing, creating a sense of urgency and fostering impulsive buying behaviors (Irwanto & Hariatiningsih, 2020). Communities like @ohmybeautybank highlight the dual-edged nature of this phenomenon, showcasing both the allure of constant novelty and the growing consumer fatigue from market saturation. However, these platforms also offer opportunities to advocate for sustainability by educating consumers and promoting brands that prioritize ethical practices (Azzahra, 2024).

In response to these challenges, the "Slow Beauty" movement has emerged as a counter-narrative, advocating for mindful consumption and sustainable practices. This approach emphasizes quality over quantity, focusing on eco-friendly innovations such as biodegradable packaging and refill systems (Situmeang & Claretta, 2024). Brands are increasingly recognizing the importance of aligning rapid innovation with environmental responsibility, balancing the need to stay competitive with the imperative to protect the planet.

To foster meaningful change, stakeholders across the beauty industry must adopt comprehensive strategies that integrate sustainability into their core practices. This includes leveraging social media not only to market products but also to educate consumers on the environmental impact of their choices (Humaira & Fitriani, 2021). Policy interventions, such as stricter regulations on waste management and transparent supply chains, can further drive accountability. By prioritizing sustainability, the beauty industry can address the negative impacts of the Fast Beauty phenomenon while paving the way for a more ethical and environmentally conscious future.

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The beauty industry, often seen as a representation of elegance and innovation, carries an environmental cost that cannot be ignored. The rise of the fast beauty phenomenon, has led to an unsustainable pace of product launches, which cosmetics are developed and released to keep up with evolving trends, largely driven by social media. This approach involves producing beauty products rapidly without adequate consideration for their long-term environmental impact. Studies indicate that the beauty sector generates over 120 billion packaging units annually, much of which is non-recyclable due to the use of mixed materials, irregular shapes, and small sizes. As a result, a considerable amount of waste from beauty products end up in landfills or polluting waterways, contributing to the growing problem of microplastic contamination. These pollutants will harm marine life and pose potential risks to human health. Addressing these challenges requires a multifaceted approach. Beauty brands can adopt sustainable practices, such as developing eco-friendly packaging and sourcing raw materials responsibly. Consumers can play their role by minimizing unnecessary purchases and extending the use of products that they already own. Furthermore, improving recycling infrastructure and offering incentives for returning used packaging can significantly reduce waste. Raising awareness about the environmental impact of fast beauty through digital campaigns can also encourage a shift towards more sustainable behaviors. By embracing sustainability, the beauty industry can innovate responsibly while preserving the natural environment for future generations. (OurGoodBrands, n.d.)

Greenwashing in the beauty industry poses a significant challenge to sustainability efforts, as many brands superficially market themselves as eco-friendly without implementing meaningful environmental practices. This misleading approach not only erodes consumer trust but also undermines genuine initiatives aimed at ecological responsibility. To address this, transparency in supply chains, third party certifications, and regular audits are essential to build accountability and credibility within the industry. (Nita & Muliya, 2024) Meanwhile, technological innovation presents a promising avenue for addressing the environmental impacts of fast beauty. Advances in material science, such as the development of biodegradable polymers, refillable packaging systems, and digital tools to track product lifecycles, offer practical solutions for reducing waste. Partnership between beauty brands and tech companies can further drive scalable, sustainable innovations that meet consumer demands while safeguarding the environment. (Situmeang & Claretta, 2024)

Regulatory measures also play a crucial role in mitigating the ecological consequences of fast beauty. Governments can enforce stricter waste management policies, mandate the use of recyclable materials, and incentivize companies to adopt sustainable practices. Penalties for excessive plastic use or non-compliance with environmental standards can further encourage responsible production. (Humaira & Fitriani, 2021) Additionally the growing slow beauty movement offers an alternative approach by promoting mindful consumption, product longevity, and eco-friendly practices. Collectively, these efforts underscore the importance of a multi-faceted approach in creating a more sustainable and ethical beauty industry. (Azzahra, 2024)

2. Netnographic Analysis of @liangjemala Threads & Fast Beauty in X Platform

From @liangjemala's threads on the Fast Beauty phenomenon discussion within the OHMYBEAUTYBANK community on the X platform reveals significant insights into consumer behavior and the impact of social media on beauty trends in Indonesia. Threads by @liangjemala which critiques the local brand Somethinc for prioritizing sales over sustainability, thereby igniting discussions among community members regarding ethical consumption and environmental impacts. The thread has garnered substantial engagement, with over 16 million views and thousands of comments, highlighting the community's resonance with issues surrounding consumerism and environmental responsibility. This interaction illustrates how digital platforms can shape consumer narratives and influence brand perceptions. Furthermore, the analysis underscores the dual role of social media: while it accelerates trends and fosters consumer engagement, it also raises critical questions about sustainability practices within the beauty industry.

The discussion surrounding Somethinc's fast paced strategy reveals several critical insights into consumer perceptions and challenges for the brand. One prominent issue is the perception gap between the rapid product launches and consumer's desire for stability and iconic products. Some consumers feels that this approach hinders Somethinc from building a lasting legacy, as seen in comparisons with other local brand Wardah, which has iconic staples like TWC and lipstick that endure over time. The frequent introduction of new products also creates decision fatigue, leaving consumers confused about which products to purchase, as evidenced by comments about the overwhelming number of product launches. This confusion risks diminishing consumer trust and loyalty, as the brand may appear more focused on quantity than quality of their products.

Moreover, there is a noticeable polarization sentiment about product quality. While some consumers appreciate certain products like cushions, retinol, and mascara, others feel that Somethinc's offerings fail to meet expectations. This inconsistency could weaken brand loyalty, especially in a competitive market. Sustainability also emerges as significant concern. Many consumers express the importance of environmentally conscious practices and criticize the lack of sustainability in continuous product releases, reflecting the growing demand for brands to adopt eco-friendly initiatives. Additionally, the heavy reliance on influencers to promote products seems to be a double-edged sword. While influencers help to build brand awareness, some consumers remain skeptical of endorsements, relying instead on personal experiences. One of the members @fullbloomirises said *"kalau ada influencer yg bilang produk base somethinc the best aku langsung skip (kecuali kak lifni)"*. This indicates that while Key Opinion Leaders are crucial for marketing, authentic consumer validation is vital for long term trust.

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The fast beauty model also poses strategic risks for Somethinc. Though it may drive short-term revenue, it could dilute the brand's identity, create customer fatigue, and erode consumer trust. To address these challenges, Somethinc should focus on developing iconic products that resonate with consumers over time, streamline product launches to ensure clarity and quality, and enhance sustainability initiatives through transparent communication about eco-friendly practices. Educating consumers about mindful purchasing and segmenting product categories more clearly can also reduce confusion and foster loyalty. By aligning its strategy with these recommendations, Somethinc can navigate the complexities of the *fast beauty* model while maintaining relevance and trust in a competitive market.

Table 1 @Liangjemala Threads Comments Categories

Username	Positive	Netral	Negative
@Jenair15			Dan menurutku ini tuh bikin Somethinc susah bangun legacy. Sampe skrng, kyknya cuma cushion mereka aja yg bener2 jadi staple publik (yg gk keep up sm makeup baru). Gak kyk wardah yg sampe skrng twc, lipstik, skincarenya tetep dipake org banyak.
@sunberiy			Tbh produk somethinc ga ada yg bener2 bagus
@zorayafzzzz		Biarin aja dia launch yg penting jd konsumen cerdas ga asal beli beli impulsif Saya konsumen samting kok cm yaitu tetep beli sesuai kebutuhan dan usahakan pake dl produk yg ada smp abis krn eman bgt kl beli beli terus ga dipake	
@bubleteah	aku cuman pake retinol diamond sama niacinya sometinc dan ga ngikutin produk lainnya tp emg bener2 cocok di aku		
@ichibosadudu	Somethinc jujur mascaranya bagus bisa gantiin brand yg di boikot,tapi buat skincarenya binggung banget keluar produk baru terus,apalagi serum nya		
@lonjuinnnn1	Cushion, loose powder sama moisturizer dia cocok sama gue sih. Kalo kek gini tuh kembali ke konsumen lagi ga sih buat pinter2 nahan diri jadi beli sebutuhnya aja karena memang saat ini produk skincare tu banyak banget yang baru		
@clairdetamun		mau gimana lg namanya juga kapitalis. ditambah lg masih banyak dari kita yang suka kemakan sama iklan, jd berkah buat mrka	

|		
@yovxhans		bener banget, makanya skrg males bgt untuk nyoba somethinc soalnya bingung banyak bgt produk yg dikeluarin
@thalitasfa	aku setujuuu, somethinc emang ngeluarin produk baru terus. tapi aku cinta banget sama produk mereka karena cocok sejauh iniii. dan untuk harga segitu emang worth it (buatku) karena secocok itu. cuma yaa dengan dia keluarin produk baru terus jadinya ga sustainability	
@raindusedu		Sustainablity environment tu emg berpengaruh besar bgt ya. Kmrn abis ikut training environment (sepatu) emg target pasar dunia uda focus di environment ngurangin carbon emisi dll. Makasih udah ngetweet yg sangat bermanfaat kak!
@mochigemes13	Aku ada beberapa pake produk somethinc, cushionnya di aku shadenya cocok dan bagus di mukaku minim oksidasi.	
@fullbloomirises		Somethinc tuh ya, gaktau knp both foundi, cushion & skincare mereka gak cocok di aku. Org2 pada bilang bagus, enak, dll. Diaku gak banget makanya kalau ada influencer yg bilang produk base somethinc the best aku langsung skip (kecuali kak lifni)
@vouzmwcoz		bner bgt, mnurutku bukannya tambah pgn beli malah jd males soalnya jadi bingung mau beli apaa jdinya beli yg udh udh aja wkwkwk

Source: @Ohmybeautybank X Platform, 2024

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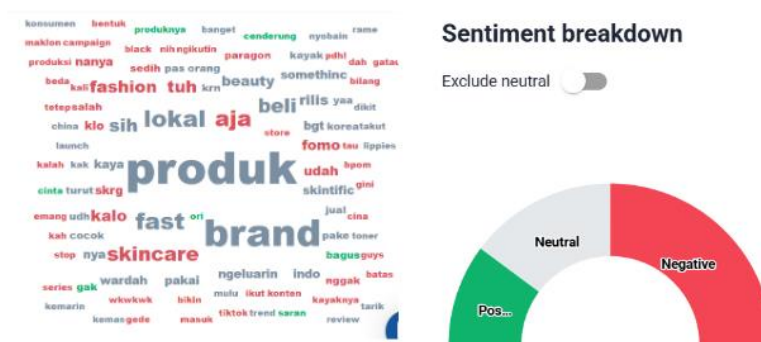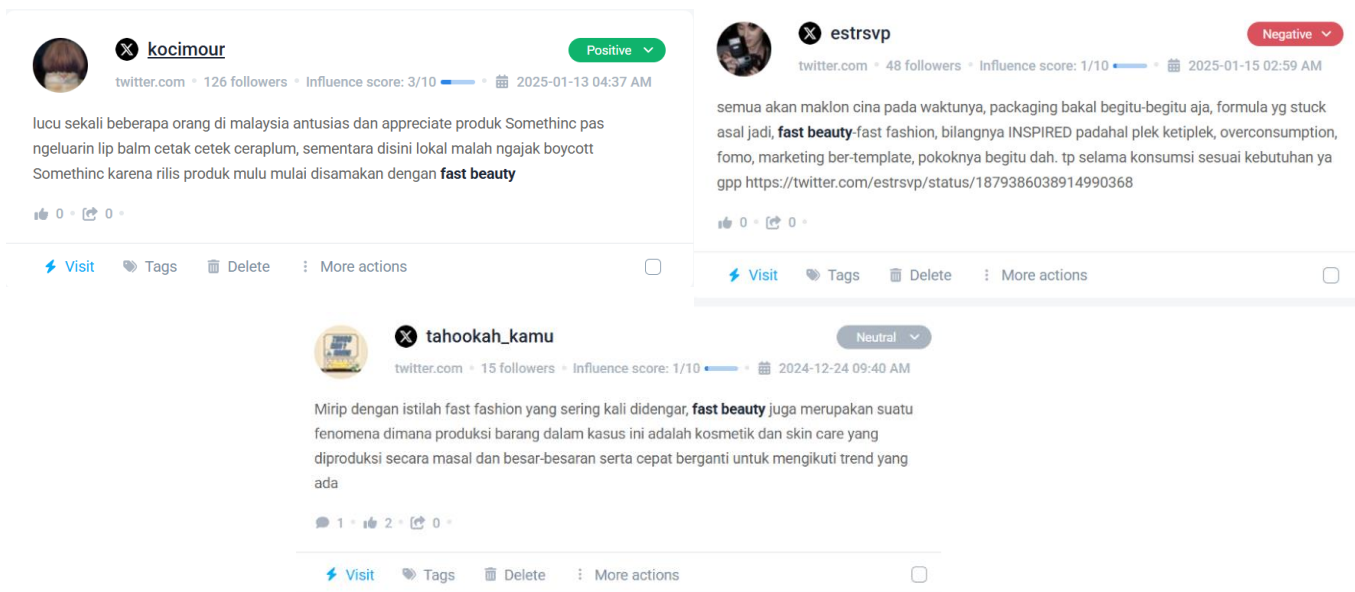
Source: Brand24, 2025

Figure 2 Sentiment about Fast Beauty in General by X Platform

The discussion on Somethinc's *fast beauty* strategy aligns with recent social media listening data gathered through Brand24 over the past three months. The data provides additional insights into how consumers perceive *fast beauty* and Somethinc's role within it. As the analysis of social media listening data from Brand24 reveals that overall sentiment around the term *fast beauty* is predominantly negative. This reflects widespread criticism of the *fast beauty* phenomenon, particularly regarding its association with overproduction, lack of sustainability, and generic product innovation.

While the sentiment around *fast beauty* trends negatively, Somethinc's specific mentions are largely categorized as neutral. This suggests that while the brand is frequently associated with *fast beauty*, it does not evoke strong negative or positive emotions on a large scale. Instead, discussions about Somethinc revolve around mixed experiences with its products, regional consumer differences, and debates over its frequent product launches. Somethinc's *fast beauty* practices across different regions. In Malaysia, the launch of the Ceraplum lip balm was met with enthusiasm and appreciation, with many describing the product as "cute and exciting." However, within Indonesia, the reception was more divided. While some consumers appreciated the brand's innovations, others expressed frustration over its frequent product launches, associating Somethinc with the *fast beauty* phenomenon and even calling for a boycott.

Criticism of *fast beauty* practices extended beyond Somethinc to the industry as a whole. Common concerns included skepticism about outsourcing production (*maklon*) to China, reliance on generic packaging, stagnant product formulations, and repetitive marketing strategies. These practices were often linked to broader issues such as overconsumption, *fear of missing out (FOMO)*, and templated marketing approaches. Despite these criticisms, there was some acknowledgment that *fast beauty* is acceptable when consumers make mindful purchases based on actual needs. This finding underscores the complex perceptions surrounding *fast beauty* and the importance of balancing innovation with sustainability and consumer trust.

The neutral sentiment indicates that while Somethinc has avoided significant backlash, it also has room to improve its brand perception. By addressing sustainability concerns and aligning its strategy with more mindful consumer practices, Somethinc can differentiate itself from the broader negative discourse surrounding *fast beauty*. In conclusion, the data highlights an opportunity for

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Somethinc to pivot its messaging, emphasize quality over quantity, and adopt a leadership role in redefining *fast beauty* through transparency, innovation, and environmental responsibility.

3. Consumer Behavior and Consumerism

The Fast Beauty phenomenon in Indonesia has significantly influenced consumer behavior, leading to increasingly impulsive and consumeristic purchasing patterns. Aggressive marketing strategies, driven by rapid innovation and frequent product launches, create a strong sense of urgency among consumers. Social media, as a primary promotional medium, amplifies consumers' emotional responses to new products through viral trends and influencer campaigns, encouraging unplanned purchases. (Irwanto & Hariatiningsih, 2020; Azzahra, 2024) Younger generations, particularly those active on digital platforms, are more inclined to purchase products based on their symbolic value, such as social status or self-image, rather than purely functional benefits. (Humaira & Fitriani, 2021)

In the context of consumerism, the Fast Beauty model, which focuses on rapid innovation, exacerbates excessive consumption cycles. Consumers often purchase products not based on genuine needs but to keep up with the latest trends and avoid the "fear of missing out" (FOMO). Consequently, products are frequently replaced before they are fully used, contributing to high levels of waste. (Kahn et al., 2022) Local brands such as Somethinc, which actively adopt the Fast Beauty model, demonstrate the market's adaptation to these consumption patterns. However, this approach has also faced criticism for its imbalance between rapid innovation and sustainability. (Nita & Muliya, 2024)

From a consumer behavior perspective, a key dilemma arises between the desire to follow trends and the need for product stability and quality. This consumption pattern is often influenced by psychological factors such as curiosity and variety-seeking behavior, which drive consumers to try new products and switch brands more frequently. (Kashan & Albashrawi, 2023) However, the excesses of Fast Beauty, such as "decision fatigue" caused by an overwhelming number of product options, are beginning to impact consumer loyalty. In digital discussions, some consumers have even started advocating for more mindful consumption, such as using products until they are finished and supporting brands committed to sustainability. (Situmeang & Claretta, 2024)

These trends indicate that while Fast Beauty has reshaped how Indonesian consumers purchase beauty products, growing awareness of social and environmental impacts is beginning to influence their behavior. With increasing advocacy for sustainability and responsible consumption, this phenomenon presents opportunities for the beauty industry to balance innovation with ethical and sustainable practices. (Azzahra, 2024)

IV. CONCLUSION

This study emphasizes the importance of sustainability in Indonesia's beauty industry. In conclusion, the analysis of both the fast beauty phenomenon and Somethinc's position within this space reveals significant insights into consumer behavior and sentiment. On a broader scale, the fast beauty trend is largely viewed with skepticism and negativity, primarily due to concerns over overproduction, lack of sustainability, and the generic nature of many products. This phenomenon has become associated with overconsumption, fear of missing out (FOMO), and a repetitive marketing cycle, all of which contribute to the general negative sentiment surrounding it.

Specifically, in relation to Somethinc, while the brand has frequently been mentioned within discussions of fast beauty, it has not triggered strong negative or positive reactions, placing it in a neutral sentiment category. Some consumers have embraced Somethinc's innovations, while others have voiced frustration over its frequent product releases, viewing it as emblematic of the fast beauty model. This frustration has even led to calls for a boycott, highlighting the tension between consumer enthusiasm and concerns over sustainability and product overload.

The neutral sentiment surrounding Somethinc reflects the brand's struggle to balance innovation with sustainability. Although the brand has successfully captured attention and sparked interest with new products, it faces challenges in building long-term loyalty, particularly as consumers grow more discerning about their purchases and increasingly critical of the fast beauty trend. The key takeaway from this analysis is that Somethinc, like many brands within the fast beauty space, must navigate the tension between rapid innovation and the growing demand for sustainability and mindful consumption. By emphasizing the long-term value of its products and aligning with consumer desires for transparency, sustainability, and quality, Somethinc can strengthen its position and mitigate some of the negative perceptions tied to the broader fast beauty trend.

It is undeniable that the Fast Beauty trend will continue to grow due to consumers' increasing demand for beauty solutions that provide instant results in a short amount of time. Consumers, who prioritize convenience and efficiency in beauty product use, have warmly welcomed the innovations offered by Fast Beauty. However, concerns about the long-term effectiveness and potential negative impacts of these products also arise, as reflected in the negative sentiments expressed by some consumers. For future development, local brands like Somethinc are expected to maintain product quality while providing clearer and more detailed information about ingredients and usage. Education through social media and influencers can be an effective strategy to increase consumer trust. Further research could delve deeper into the factors influencing consumer loyalty to local brands within the Fast Beauty category and explore how the brand-consumer relationship can be further strengthened.

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