

Brand Awareness Wardah Cosmetics Users at ASN in Blitar Regency

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ABSTRACT

This research aims to determine the influence of brand ambassadors on the brand equity of Wardah cosmetic products among ASN in Blitar district. The research data used was primary data taken by distributing questionnaires using a Likert scale to 87 respondents out of 105 respondents who met the criteria. The research method used is an associative quantitative method, the data obtained is analyzed using validity and reliability tests, normality tests, simple regression tests, hypothesis tests and coefficient of determination tests. The results of the research show that the use of brand ambassadors can have a positive influence on brand awareness of Wardah cosmetic products among Blitar district ASN. Wardah cosmetics brand ambassadors who are able to increase brand awareness are transference brand ambassadors,

Keywords: Brand Ambassador, Brand Equity, Conformity

JEL Codes: M310; M370; M380

Received: 6 February 2023

Revised: 11 Juli 2023

Accepted: 3 September 2023

Suggested citation:

Utami, N., Farida, N. (2023). *Brand Awareness Wardah Cosmetics users at ASN in Blitar Regency*. Indonesian Economic Review, 3(2), 30-38.

INTRODUCTION

The cosmetics industry today is growing and developing increasingly rapidly and promisingly, both in terms of sales and the emergence of new companies. According to BPOM data in the Investor.id post, from 2021 to July 2022 the number of cosmetics companies increased from 819 to 913 (20.6%) where 83% of this increase was dominated by SMEs. This data is supported by BPS records which state that the cosmetics industry will grow by 9.61% in 2021 (Makmun, 2022).

The cosmetics industry's income has increased from year to year. In 2019, the cosmetics industry's revenue, especially beauty and body care products, reached 99.25 trillion. In 2020, cosmetics sector revenues reached IDR 100.02 trillion, it is estimated that this figure will increase by 7.25% to 107.7 trillion in 2021. In 2022 it is estimated that there will be an increase of 7.29% to 115.9 trillion. In 2023 it will increase by 7.26 to 123.33 trillion, increase again by 5.64% to 130.4 trillion in 2024 and in 2025 it will increase by 5.64% to 137.77 trillion. The increase in the number of product variations according to market demand and greater public interest supports the increase in income in the cosmetics sector from year to year (Mahdi, 2022).

Cosmetics are now part of daily needs, not only among women, but these cosmetics are also used by men. Databoks.katadata.co.id survey results show that 37% of men use facial soap, 14% use acne spot treatment, 14% use day cream, 9% use cleansing oil and 9% use micellar water (Pahlavi, 2021). The expanding market share of cosmetics certainly increases sales of cosmetic products. For the 2021 period, cosmetics are the third highest selling product purchased by women in e-commerce (Akulaku, Shopee, Tokopedia, etc.) with a purchase percentage of 13.9% after the credit and voucher categories and fashion and accessories. Cosmetics are also the third highest selling product purchased by men in e-commerce with a percentage of 11.1% after credit and voucher categories and fashion and accessories (Ginee.com, 2022).

Local cosmetic products are more popular with the public than international cosmetic products. A survey conducted by Populix.co which was held on 4-14 July 2022 of 1,000 respondents throughout Indonesia aged 18-55 years showed that 54% of respondents chose to use local cosmetic products, 11% chose to use international cosmetic products while 35% does not have a special category in selecting cosmetic products to use (Sadiya, 2022). Following are several reasons for choosing local cosmetic products based on the results of a Populix.co survey of 500 respondents (Fajriana, 2015).

Wardah cosmetics is a local cosmetic brand that is familiar to the public. This cosmetics brand, which was founded in 1995 under the auspices of PT Paragon Technology and Innovation, has become one of the most popular cosmetics. *Compas.co.id* has conducted a sales survey of cosmetic products on e-commerce Shopee and Tokopedia. The survey was conducted on official stores and non-official stores that had a rating above 4 on both platforms. The survey period was carried out from April to June 2022 with the results that Wardah cosmetics ranked first with a sales percentage of 7.65%. Second place is Make Over cosmetics with sales of 6.83%. In third place is Luxcrime cosmetics with a sales percentage of 5.07%. The next order is Pixy cosmetics, followed by somethinc cosmetics, Madame Gie cosmetics and Esqa cosmetics (*Compas.co.id*, 2022). A similar survey was also conducted by *Jakpat.net* (2022) to find out which local skincare brands are best known to consumers.

The results of a *Jakpat.net* survey of 1269 respondents showed that Wardah cosmetics was the most widely known local cosmetic product top of mind with a percentage of 90.9% (*Jakpat.net*, 2022). These results prove that Wardah cosmetics has a good level of brand awareness in society. Brand awareness can be done by holding special sponsorship events, advertising promotion media, personal selling and publicity to build brand awareness in the hearts of consumers (Nursyecha et al., 2021).

Advertisements have a strong influence on brands. Advertisements can make it easier for consumers to recognize the advertised brand. The effect of advertising on Brand Awareness is that it makes it easier for the brand to be known quickly and widely by the public so it is very suitable for introducing the brand to the wider public. Advertising messages that are delivered repeatedly cause the audience to become aware of the brand. In making advertisements, Brand Ambassadors are an important component because they will remain attached to the brand image in the future (Wijaya et al., 2021).

Wardah cosmetics is a cosmetic brand that collaborates with several public figures as brand ambassadors for its products. A brand ambassador is someone who has a passion for a brand and can influence or invite consumers to buy or use a brand product (Greenwood, 2012). Wardah cosmetics collaborates with Dewi Sandra, Tatjana Saphira, Amanda Rawless, Fenita Arie, Dinda Haww, Ayana Moon, Raline Shah, Tulus, Natasha Risky, Zaskia Sungkar and several other figures as brand ambassadors for Wardah cosmetics products. Some of these public figures are inspirational figures who they think are suitable to describe the brand. The ages of the brand ambassadors chosen by Wardah cosmetics also vary in age, depending on the segment of the product series they are launching.

Brand ambassadors it is hoped that it will be able to attract consumers' attention, provide opinions and affirmations regarding the product so that consumers can know and understand the product more deeply. The results of previous research have shown that the use of brand ambassadors can increase brand awareness of Android smartphone products (Rosyadi, 2021). Likewise, using the Boyband BTS as brand ambassadors has proven to be able to influence consumer brand awareness (Budiman et al., 2018; Febriana, 2021; Wijaya et al., 2021). Research conducted by Priantana & Istiyanto (2019) also shows that the use of brand ambassadors can have a positive impact on brand awareness in one of the culinary businesses in Purwokerto.

The use of brand ambassadors for sympathy products can also increase brand awareness among consumers (Abiromo, 2014). Other research conducted by Langi et al., (2022) shows that the use of the boyband Treasure brand ambassador has a positive influence on Ruangguru's brand awareness. Similar research has been carried out by Mistianingrum & Dermawan (2022) also shows that the use of brand ambassadors can influence brand awareness.

Based on the theoretical description and previous research, the hypothesis H1 can be put forward: Brand ambassadors have a positive and significant influence on brand awareness of Wardah cosmetic products. The similarities in the results expressed by previous researchers have made researchers interested in conducting similar research to find out whether brand identity has an influence on brand awareness of Wardah cosmetic products among Blitar Regency ASN. The research locus and objects studied in this research are different from several studies that have been stated previously, so it is hoped that this research will be able to provide new insights as well as reveal whether the use of the same variables on different objects and loci will produce different findings.

Literature Review

Brand Ambassadors

Brand ambassadors are someone who has a passion for the brand, wants to introduce it and even volunteers to provide information about the brand (Firmansyah, 2019). Companies use brand ambassadors with the aim of influencing or inviting consumers to use the product. Brand ambassadors are usually famous celebrities. Brand ambassadors are tools used by companies to communicate and connect with the public, in the hope that they can increase sales (Greenwood, 2012).

Several characteristics need to be considered when choosing brand ambassador, selecting an appropriate brand ambassador will influence the success of the endorsement carried out by the company. Brand ambassadors have several characteristics (Greenwood, 2012) including:

1. Transference, is when a celebrity endorses a brand associated with their profession
2. Congruence (compatibility), is a key concept in brand ambassadors, namely ensuring that there is a match between the brand and the celebrity.
3. Credibility, is the level at which consumers see that the brand ambassador has relevant knowledge, expertise or experience, and can be trusted to provide relevant information.
4. Attraction (attractiveness), is a non-physical appearance that is attractive and can support a product or advertisement
5. Power, is the charisma emitted by the resource person to be able to influence consumers so that consumers are influenced to buy and use the product.

According to Royan (2004) brand ambassadors have functions and benefits for companies including:

1. Give testimony
2. Provide encouragement and reinforcement
3. Acting as an actor in the advertisement he represents
4. Act as a company spokesperson (Firmansyah, 2019)

Brand Awareness

Brand awareness can be described as the consumer's ability to remember the character of a product brand when compared with other brands. Brand awareness is the recognition and recall of a brand and its differentiation from other brands in the field. So brand awareness is the consumer's ability to remember a brand and what makes it different when compared to other brands. According to Firmansyah (2019) Brand awareness can be divided into 4 levels:

1. Unaware of brand that is, consumers do not know about the brand
2. Brand recognition namely the brand recognition process, this stage usually takes place when consumers first buy a product
3. Brand recall namely the process of recalling a brand, this stage occurs when consumers can remember a brand without needing help.
4. Top of mind namely the top of mind, at this stage the brand has become the first and main choice when consumers want to buy a product.

The success of brand awareness is influenced by 4 things, including:

1. Advert (advertising) namely marketing communications carried out through mass media to introduce and promote products so that the public can capture as much and complete information about the product as possible.

2. Product, this product can be goods or services that are bought and sold. This product can be anything as long as it can be offered on the market and is able to fulfill needs and desires.
3. Taglines, this tagline is a slogan or phrase made in visual or verbal form. This tagline is in the form of short words but is able to present the benefits of the product.
4. Logo, this logo is in the form of an image or sketch that has meaning. A logo contains a special meaning given by a company, organization, product, etc. This logo can be a short but attractive and easy to remember name (Firmansyah, 2019).

According to Aaker (1991), the role of brand awareness in helping brands can be understood by examining how brand awareness can create value. The value of Brand awareness consists of being a source of other associations, familiarity or liking, substance or commitment, considering the brand (Firmansyah, 2019).

1. Become another source of association
A brand with high awareness will help associations stick to the brand because the brand's visibility will be very high in the minds of consumers. This condition shows that a brand with high awareness is able to generate positive associations for other products.
2. Familiarity or liking,
If brand awareness of a product is very high, consumers will be very familiar with our brand, and over time this will develop a high liking for our brand.
3. Substance or commitment
Brand awareness can signal the existence, commitment and core that is very important for a company. So if brand awareness is high, we can always feel the brand's presence, because a brand with high brand awareness is usually caused by several factors, namely:
 - a. Widely advertised, so that it is widely known by the public.
 - b. An existence that has stood the test of time
 - c. Wide distribution reach, making it easier for consumers to get these products.
 - d. Brand it is well managed.
4. Consider the brand
The first step in a purchasing process is selecting brands that are known in a group to consider and decide which brand to buy. Brands with high top of mind have high consideration value. If a brand is not stored in memory, it will not be considered in purchasing decisions. Usually the brands that are stored in consumers' minds are brands that they like and hate.

Framework

The conceptual framework in this research was built based on background and previous research. The research framework for the influence of brand ambassadors on brand awareness can be depicted in the following chart:

Figure 1: Research Rationale Framework



Source: Research (2023)

Research methods

Data was collected by observation and questionnaires. The observation method was carried out by observing the focus of the theme discussed in the research, namely the brand ambassador of Wardah cosmetic products. The questionnaire method was carried out by asking

participants a number of questions related to the focus of the research theme (Sugiyono, 2013). The scale used is a Likert scale with an interval of 1-5. The research locations were the Blitar Regency Agriculture and Food Service, the Blitar Regency PPKBP3A Service and the Blitar Regency Livestock and Fisheries Service. Samples were taken using a non-probability sampling technique, the samples selected must comply with special criteria, namely ASN and users of Wardah cosmetic products. The total samples obtained were 87 samples from 105 populations.

The research approach used is a quantitative approach because the data used is in the form of numbers which are analyzed using statistics. This research is directed at testing the influence of brand ambassador variables on brand awareness so that the type of research used is associative descriptive (Sugiyono, 2013). The data analysis technique used is a research instrument test which consists of a validity test and a reliability test. The research instrument is said to be valid if the sig value is < 0.05 , and is said to be reliable if the Alpha value is > 0.06 . Reliability testing was carried out using Cronbach's alpha test. Next is the normality test, simple linear regression test, hypothesis test and coefficient of determination test. The normality test was carried out using the Kolmogrov-Smirnov Monte Carlo test where if the sig value is > 0.05 then the data is declared to be normally distributed. Simple linear regression is used to find out whether the brand ambassador variable has an effect on the brand awareness variable. Simple linear regression is tested using the formula: $Y = a + bX$. Hypothesis testing is carried out to determine whether the previously created hypothesis is accepted or rejected. The hypothesis is accepted if the sig value < 0.05 . The coefficient of determination is used to determine the magnitude of the influence produced by the independent variable on the dependent variable in the form of a percentage (Sanusi, 2014). Data processing uses the SPSS 26 data processing application.

RESULTS AND DISCUSSION

Halal Tourism

This research was conducted on 87 ASNs in Blitar district who met the criteria set by the researchers with the following description. From Figure 4 it can be seen that the majority of respondents were aged between 35-45 years with a percentage of 49% or 42 people. Then in second place is the age range 25-35 years totaling 26 people (percentage 30%). The last rank was 19 people aged > 45 years (percentage 21%). The distribution of answers from respondents can be depicted in the following table:

Table 1. Distribution of Respondents' Answers

Variable	Indicator	Score					Average	Amount
		1	2	3	4	5		
<i>Brand</i>	<i>Transference</i>	0	2	12	59	14	69.2	87
<i>Ambassadors</i>	<i>Credibility</i>	0	0	19	58	10	67.8	87
	<i>Congruence</i>	0	1	20	56	10	67.2	87
	<i>Power</i>	0	0	22	54	11	67.4	87
	<i>Attraction</i>	0	5	27	50	5	63.2	87
<i>Brand Awareness</i>	Other association sources	0	3	23	58	3	64.4	87
	<i>Familiar</i>	0	2	15	56	14	68.6	87
	Commitment	0	1	20	58	8	66.8	87
	Consider the brand	0	4	11	62	10	67.8	87

Source: data processed by researchers

Validity and reliability tests are tests that must be carried out first before proceeding to other tests. The validity test aims to test the correctness of an instrument used. Reliability testing is used to determine the consistency of research instruments, whether an instrument will provide the same results if used again in the future. The validity test results are presented in the following table:

Table 2. Validity test results

Variable	Sig	Valid
X1.1	0,000	√
X1.2	0,000	√
X1.3	0,000	√
X1.4	0,000	√
X1.5	0,000	√
Y1.1	0,000	√
Y1.2	0,000	√
Y1.3	0,000	√
Y1.4	0,000	√

Source: data processed by researchers

Based on table 2, it is known that the calculation results for each question item for variable Brand Awareness is Valid.

Validity testing was carried out using the Cronbach's Alpha method, the results of reliability testing are presented in the following table:

Table 3. Reliability Test Results

Variable	Sig	Reliable
X	0.887	√
Y	0.621	√

Source: data processed by researchers

The results of the Cronbach's Alpha test in table 3 show that variable

The next test is the normality test, this test is to determine whether the residual data used is normal or not. The test used is the Kolmogorov-Smirnov test, where the data is declared normal if the calculation results show a sig value < 0.05 . The following is the data from the normality test calculation results:

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test			Unstandardized Residuals
Asymp. Sig. (2-tailed)			,000
Monte Carlo Sig. (2-tailed)		Sig.	,060
99% Confidence Interval		Lower Bound	,000
		Upper Bound	,121

Source: data processed by researchers

The significance value from the normality test calculation results in table 4 using the Kolmogorov-Smirnov Monte Carlo test produces a significance value of 0.060 where the value is $\text{sig} > 0.05$, so it can be stated that the data is normally distributed. The regression test aims to determine the direction of the relationship and the significance of the influence between the independent variable on the dependent variable, in this research it is Brand Ambassador (X1) on Brand Awareness (Y). The following are the results of the regression test calculations:

Table 5. Simple Linear Regression Test Results

Model		t	Sig.
1	(Constant)	8,551	,000
	Brand Ambassadors	3,212	,002

Source: data processed by researchers

The calculation results in table 5 show the value of $T = 3.212$, so the following regression test is obtained: $Y = a + 3.212$. The conclusion obtained is that Brand Ambassador (X1) has a positive and significant influence on Brand Awareness of Wardah cosmetic products. The next test is the hypothesis test, this test is used to determine whether the hypothesis that has been made previously is accepted or rejected. The hypothesis is accepted if the sig value < 0.05

Table 6. Hypothesis Test Results

Model		t	Sig.
1	(Constant)	8,551	,000
	Brand Ambassadors	3,212	,002

Source: data processed by researchers

Based on the calculations in table 6, the calculation results show that the sig value = 0.002 < 0.05 . The conclusion obtained is H1 which states that Brand Ambassadors have a significant positive effect on the Brand Awareness of Wardah cosmetic products received. Next is testing the coefficient of determination. The coefficient of determination is carried out to determine the magnitude of the influence exerted by the independent variable on the dependent variable in the research.

Table 7. Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square
1	,329	,108	,098

Source: data processed by researchers

Based on the calculation results in table 7, the R square result is 0.329, meaning that the Brand Ambassador variable (X1) has an influence of 32.9% on Brand Awareness of Wardah cosmetic products. The remaining 67.1% is influenced by other variables not involved in the research.

The results of calculations using the SPSS 26 statistical application show that brand ambassadors have a positive and significant influence on brand awareness. Wardah cosmetics brand ambassadors who are able to increase brand awareness are brand ambassadors who are transference, match the product image, have expertise in conveying messages related to the product and have strong charisma. The attractiveness of the Wardah cosmetics brand ambassador is less prominent in increasing brand awareness, so that in the future the company can be more selective in selecting brand ambassadors.

Using brand ambassadors in advertising can increase brand awareness very easily (Wijaya et al., 2021). Rosyadi (2021) in his research stated that the better the brand ambassador strategy which includes visibility, credibility, attraction and power will increase awareness. Likewise, research conducted by Budiman et al., (2018) shows that the suitability and expertise possessed by brand ambassadors play a role in building brand awareness. Mistianingrum & Dermawan (2022) found that the factor that really influences brand ambassadors on brand awareness is the Conformity indicator, where the brand ambassador used is in accordance with the product. The popularity factor of the brand ambassador used is also able to increase brand awareness, the more famous the brand ambassador used, the easier the product will be known to consumers (Febriana, 2021) and (Sujianto & Azmi, 2020). Brand ambassadors' skills in communicating, the trust they create, and their personal power to create a deep impression on consumers so that the product will be easier to remember (Abiromo, 2014).

CONCLUSION

Based on the results of the data analysis that has been carried out, it is concluded that there is a positive and significant influence between Brand Ambassadors on Brand Awareness. An increase in the brand ambassador value will bring a 1% increase in the brand awareness value, and vice versa. A good brand ambassador will also bring good Brand Awareness to the brand of a product.

In theory, the use of a good brand ambassador can increase brand awareness among consumers, so to increase brand awareness among consumers a good brand ambassador is needed. Companies are expected to pay more attention to the suitability, abilities, attractiveness and charisma of public figures before the company decides to enter into a cooperation contract so that the product being promoted can be delivered on target and get the attention of consumers in line with expectations.

This research has been attempted to achieve maximum results, but of course this research still has many shortcomings. This research only focuses on 3 service offices, namely Blitar Regency Agriculture and Food Service, Blitar Regency PPKBP3A Service and Blitar Regency Livestock and Fisheries Service with a total sample of 86. Researchers in the future can take more samples to get maximum research results and bring better implications.

The variables in this research focus on providing an overview of the influence of brand identity on brand awareness. Other variables such as taglines, advertising, product quality, brand image are not controlled by researchers. These other variables can also be factors that can influence consumer brand awareness.

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