

ABSTRAK

Tujuan dari penulisan Tugas Akhir ini adalah untuk mengetahui *standart grooming beauty advisor* di Sephora Galaxy Mall Surabaya. Penulis yang juga bekerja sebagai *beauty advisor* di Sephora Galaxy Mall Surabaya melakukan pengamatan terhadap *grooming* di Sephora Galaxy Mall Surabaya. Penulis menyimpulkan bahwa *standart grooming beauty advisor* di Sephora Galaxy Mall Surabaya sesuai dengan kebijakan perusahaan yang meliputi *personal hygiene*, *personal appearance*, dan *personal attitude* sudah dilakukan sesuai dengan *standart* yang ditetapkan. *Standart grooming beauty advisor* di Sephora Galaxy Mall Surabaya memiliki tujuan penting terhadap upaya meningkatkan efektivitas kerja dan juga memberikan kesan yang positif terhadap konsumen.

Kata kunci: *Beauty Advisor, Grooming*

ABSTRACT

The purpose of this paper is to find out the standard of grooming on the beauty advisor at Sephora Galaxy Mall Surabaya. The writer who also works as a beauty advisor at Sephora Galaxy Mall Surabaya made observations on the quality of grooming that was applied to support customer satisfaction. The writer concludes that the grooming beauty advisor standard at Sephora Galaxy Mall Surabaya in accordance with company policies covering personal hygiene, personal appearance, and personal attitude have been carried out in accordance with established standards. The grooming beauty advisor standard at Sephora Galaxy Mall Surabaya has an important goal towards increasing work effectiveness and also giving a positive impression on consumers.

Key word: Beauty Advisor, Grooming