



MAKANAN - MINUMAN

AIR MINUM DALAM KEMASAN

| Brand | EMSS | |
|------------------|-------|------|
| Le Minerale | 43,9% | HIGH |
| Aqua | 38,4% | HIGH |
| Ades | 8,2% | |
| Nestle Pure Life | 2,7% | |
| Pristine | 2,6% | |

AIR MINUM DALAM KEMASAN BEROKSIGEN

| Brand | EMSS | |
|----------|-------|------|
| Cleo | 67,0% | HIGH |
| Oxy | 19,7% | HIGH |
| Super O2 | 13,3% | |

BISKUIT BAYI

| Brand | EMSS | |
|-------|-------|------|
| Milna | 40,4% | HIGH |
| SUN | 32,7% | HIGH |
| Regal | 30,8% | |

BUBUR BAYI

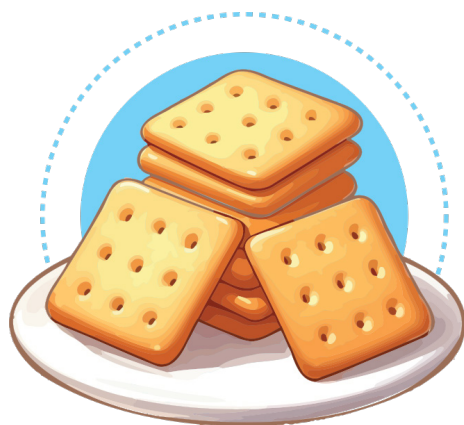
| Brand | EMSS | |
|---------|-------|------|
| Promina | 70,0% | HIGH |
| SUN | 20,0% | HIGH |
| Milna | 10,0% | |

SNACK BAR

| Brand | EMSS | |
|------------------|-------|------|
| Fitbar | 58,7% | HIGH |
| Soyjoy | 32,2% | HIGH |
| Diabetasol | 4,6% | |
| Koko Krunch | 3,0% | |
| Naraya Oat Choco | 1,5% | |

BISKUIT SANDWICH

| Brand | EMSS | |
|------------------|-------|------|
| Oreo | 46,8% | HIGH |
| Better | 19,8% | HIGH |
| Slai O'lai | 11,4% | |
| Roma Sandwich | 11,1% | |
| Roma Sari Gandum | 10,9% | |


BISKUIT (BUKAN WAFER)

| Brand | EMSS | |
|------------|-------|------|
| Roma | 60,7% | HIGH |
| Biskuat | 17,7% | HIGH |
| Khong Guan | 16,6% | |
| Nissin | 4,2% | |

BISKUIT MARIE

| Brand | EMSS | |
|--------------------------|-------|------|
| Regal Biskuit Marie | 57,0% | HIGH |
| Khong Guan Biskuit Marie | 30,9% | HIGH |
| Roma Marie Susu | 10,0% | |
| Marie Susu Madu | 2,2% | |

CRACKERS

| Brand | EMSS | |
|--------|-------|------|
| Nissin | 51,7% | HIGH |
| Roma | 40,0% | HIGH |
| Monde | 8,3% | |

BISKUIT MALKIST

| Brand | EMSS | |
|---------------------|-------|------|
| Roma | 59,2% | HIGH |
| Gery Saluut Malkist | 37,2% | HIGH |
| Hatari | 3,7% | |

BROWNIES BERMEREK

| Brand | EMSS | |
|----------------|-------|------|
| Amanda | 93,0% | HIGH |
| Kartika Sari | 4,2% | |
| Holland Bakery | 2,8% | |

SNACK AYAM

| Brand | EMSS | |
|---------|-------|------|
| Pok Pok | 96,0% | HIGH |
| Shida | 4,0% | |

AGAR-AGAR POWDER

| Brand | EMSS | |
|---------------|-------|------|
| Nutrijell | 91,7% | HIGH |
| Swallow Globe | 3,5% | |
| Mutiara | 3,2% | |
| Agarasa | 1,6% | |

BUBUR INSTANT

| Brand | EMSS | |
|-------------|-------|------|
| Super Bubur | 86,3% | HIGH |
| Kimbo | 12,4% | HIGH |
| Buryam | 1,4% | |

BUMBU INSTANT

| Brand | EMSS | |
|--------|-------|------|
| Kobe | 44,5% | HIGH |
| Kokita | 17,9% | HIGH |
| Royco | 14,5% | |
| Bamboe | 11,0% | |
| Sasa | 5,2% | |

ES KRIM

| Brand | EMSS | |
|-------------|-------|------|
| Campina | 46,3% | HIGH |
| Wall's | 29,5% | HIGH |
| Aice | 20,3% | |
| Diamond | 2,6% | |
| Glico Wings | 1,1% | |

KACANG KULIT BERMEREK

| Brand | EMSS | |
|---------------|-------|------|
| Kacang Garuda | 85,4% | HIGH |
| Dua Kelinci | 14,6% | HIGH |

KEJU

| Brand | EMSS | |
|---------|-------|------|
| Kraft | 55,9% | HIGH |
| Cheesy | 28,8% | HIGH |
| Prochiz | 12,2% | |
| Emina | 2,8% | |

KERIPIK KENTANG OLAHAN

| Brand | EMSS | |
|----------|-------|------|
| Chitato | 57,9% | HIGH |
| Pringles | 13,9% | HIGH |
| Japota | 11,2% | |
| Potabee | 9,1% | |
| Piattos | 3,7% | |

KERIPIK SINGKONG OLAHAN

| Brand | EMSS | |
|-----------|-------|------|
| Kusuka | 53,7% | HIGH |
| Qtela | 24,3% | HIGH |
| Maicih | 13,6% | |
| King Kong | 4,2% | |
| Chuba | 3,4% | |

KOPI BUBUK BERAMPAS

| Brand | EMSS | |
|-------------|-------|------|
| Kapal Api | 51,0% | HIGH |
| TOP Coffee | 25,9% | HIGH |
| ABC | 11,3% | |
| Luwak | 9,8% | |
| Liong Bulan | 2,1% | |

KOPI BUBUK INSTANT

| Brand | EMSS | |
|----------|-------|------|
| Nescafe | 43,0% | HIGH |
| Torabika | 25,9% | HIGH |
| Good Day | 16,1% | |
| Kopiko | 12,5% | |
| Indocafe | 1,9% | |

KOPI DALAM KEMASAN SIAP MINUM

| Brand | EMSS | |
|----------|-------|------|
| Granita | 64,8% | HIGH |
| Nescafe | 11,5% | HIGH |
| Golda | 10,7% | |
| Good Day | 7,4% | |
| Luwak | 4,9% | |

WHITE COFFEE

| Brand | EMSS | |
|------------------------|-------|------|
| Luwak White Coffee | 81,6% | HIGH |
| TOP White Coffee | 8,8% | |
| Kapal Api White Coffee | 7,0% | |
| ABC White Coffee | 2,6% | |

KORNET KALENG

| Brand | EMSS | |
|----------|-------|------|
| Pronas | 70,0% | HIGH |
| Kornetku | 27,5% | HIGH |
| Cip | 2,5% | |

MINUMAN/ LARUTAN PANAS DALAM

| Brand | EMSS | |
|---------------|-------|------|
| Cap Kaki Tiga | 56,0% | HIGH |
| Cap Badak | 24,1% | HIGH |
| Lasegar | 8,9% | |
| Adem Sari | 6,9% | |
| Segar Dingin | 4,1% | |

MINUMAN DETOX USUS / FIBER SLIM

| Brand | EMSS | |
|-------------|-------|------|
| Flimty | 94,6% | HIGH |
| Fibre First | 4,4% | |
| Joyjus | 1,1% | |



MADU

| Brand | EMSS | |
|----------------|-------|------|
| Madu TJ | 39,4% | HIGH |
| Madu Nusantara | 31,9% | HIGH |
| Clover Honey | 11,1% | |
| Madu Enak | 10,2% | |
| Madurasa | 7,4% | |

MIE TELOR

| Brand | EMSS | |
|--------------|-------|------|
| Burung Dara | 87,8% | HIGH |
| 3 Ayam | 4,9% | |
| Ayam 2 Telor | 3,7% | |
| Atoom Bulan | 2,4% | |
| Sukaku | 1,2% | |

MAYONNAISE BERMEREK

| Brand | EMSS | |
|-------------------|-------|------|
| Best Foods | 38,9% | HIGH |
| Maestro Mayonais | 27,8% | HIGH |
| Mamasuka Mayonais | 11,1% | |
| Prochiz Mayo! | 5,6% | |

MINUMAN ISOTONIK

| Brand | EMSS | |
|-----------|-------|------|
| Pocari | 62,4% | HIGH |
| Hydrococo | 28,7% | HIGH |
| Isoplus | 5,7% | |
| Mizone | 3,2% | |

BIHUN INSTAN

| Brand | EMSS | |
|-------------|-------|------|
| Bihunku | 92,7% | HIGH |
| Super Bihun | 6,3% | |
| Rose Brand | 1,0% | |

MINUMAN KESEHATAN WANITA

| Brand | EMSS | |
|-------------|-------|------|
| Kiranti | 59,0% | HIGH |
| Kunyit Asam | 41,0% | HIGH |

MIE INSTANT DALAM KEMASAN BAG

| Brand | EMSS | |
|------------|-------|------|
| Indomie | 66,2% | HIGH |
| Mie Sedaap | 17,7% | HIGH |
| Lemonilo | 6,6% | |
| Supermi | 4,1% | |
| Gaga Mie | 2,8% | |

MINUMAN PENAMBAH TENAGA CAIR

| Brand | EMSS | |
|---------------|-------|------|
| Krating Daeng | 99,7% | HIGH |
| M-150 | 0,3% | |

MIE INSTANT DALAM KEMASAN CUP

| Brand | EMSS | |
|--------------------|-------|------|
| Pop Mie | 70,5% | HIGH |
| Mie Sedaap Cup | 15,4% | HIGH |
| Nissin Cup Noodles | 7,1% | |
| Gaga Mie | 6,9% | |

MINUMAN PENAMBAH TENAGA NON CAIR

| Brand | EMSS | |
|-----------------|-------|------|
| Extra Joss | 55,8% | HIGH |
| Kuku Bima | 44,2% | HIGH |
| Hemaviton Jreng | 0,1% | |

NATA DE COCO

| Brand | EMSS | |
|-----------|-------|------|
| Inaco | 47,2% | HIGH |
| Wong Coco | 36,1% | HIGH |
| Delcoco | 11,1% | |
| Kara | 5,6% | |

JELLY CUP

| Brand | EMSS | |
|----------|-------|------|
| Inaco | 97,4% | HIGH |
| My Jelly | 2,6% | |

NUGGET

| Brand | EMSS | |
|----------|-------|------|
| Kanzler | 47,6% | HIGH |
| Fiesta | 19,7% | HIGH |
| Sogood | 11,0% | |
| Belfoods | 10,2% | |
| Champ | 10,0% | |

SOSIS

| Brand | EMSS | |
|---------|-------|------|
| Kanzler | 45,6% | HIGH |
| Champ | 21,3% | HIGH |
| Fiesta | 15,4% | |
| So Good | 5,5% | |
| So Nice | 4,5% | |

PEMANIS RENDAH/ BEBAS KALORI

| Brand | EMSS | |
|----------------|-------|------|
| Tropicana Slim | 49,3% | HIGH |
| Stevia | 47,9% | HIGH |
| Diabetasol | 2,9% | |

PERMEN MINT

| Brand | EMSS | |
|------------|-------|------|
| Relaxa | 68,8% | HIGH |
| Frozz | 13,3% | HIGH |
| Mentos | 11,1% | |
| Mintz | 3,5% | |
| Permen Kis | 1,7% | |

PERMEN PELEGA TENGGOROKAN

| Brand | EMSS | |
|------------------|-------|------|
| Strepsils | 66,0% | HIGH |
| Hexos | 34,6% | HIGH |
| Imboost Lozenges | 18,9% | |
| Pagoda | 16,7% | |
| Woods | 4,9% | |

ROTI TAWAR

| Brand | EMSS | |
|----------------|-------|------|
| Holland Bakery | 74,2% | HIGH |
| Sari Roti | 19,7% | HIGH |
| My Roti | 6,1% | |

COFFEE BUN

| Brand | EMSS | |
|----------|-------|------|
| Roti'O | 63,3% | HIGH |
| Roti Boy | 36,7% | HIGH |

SELAI

| Brand | EMSS | |
|------------|-------|------|
| Morin | 28,6% | HIGH |
| Nutella | 25,3% | HIGH |
| Ceres | 24,3% | |
| Skippy | 21,0% | |
| Ovomaltine | 0,9% | |

SEREAL SARAPAN PAGI

| Brand | EMSS | |
|-------------|-------|------|
| Energen | 88,4% | HIGH |
| Quaker | 7,6% | |
| Koko Krunch | 2,0% | |

SNACK KENTANG COLEK

| Brand | EMSS | |
|-------------------|-------|------|
| Kris Bee | 75,6% | HIGH |
| French Fries 2000 | 24,4% | HIGH |

SNACK EXTRUDE STICK

| Brand | EMSS | |
|---------------|-------|------|
| Momogi | 80,0% | HIGH |
| Richeese Ahh' | 20,0% | HIGH |

SUSU KEDELAI

| Brand | EMSS | |
|-------------|-------|------|
| V-Soy | 48,6% | HIGH |
| Melilea | 31,4% | HIGH |
| Naraya Soya | 12,9% | |
| Mama Soya | 5,7% | |
| Yeo's | 1,4% | |

SUSU BANTAL

| Brand | EMSS | |
|------------|-------|------|
| Real Good | 68,5% | HIGH |
| Milkuat | 27,1% | HIGH |
| Ultra Milk | 4,5% | |

SUSU KENTAL MANIS

| Brand | EMSS | |
|--------------|-------|------|
| Frisian Flag | 57,9% | HIGH |
| Indomilk | 24,4% | HIGH |
| Cap Nona | 9,2% | |
| Carnation | 3,9% | |
| Dairy Champ | 2,7% | |

SUSU BUBUK DEWASA BERKALSIMUM

| Brand | EMSS | |
|----------|-------|------|
| Anlene | 51,0% | HIGH |
| Entrasol | 26,0% | HIGH |
| Ensure | 21,9% | |
| HiLo | 1,1% | |

SUSU DIET KHUSUS

| Brand | EMSS | |
|----------------|-------|------|
| Tropicana Slim | 50,5% | HIGH |
| Herbalife | 49,2% | HIGH |
| WRP | 0,3% | |
| Greenfields | 0,1% | |

SUSU IBU HAMIL

| Brand | EMSS | |
|-----------|-------|------|
| Prenagen | 34,9% | HIGH |
| SGM Bunda | 27,6% | HIGH |
| SUN Ibu | 25,0% | |
| Annum | 9,2% | |
| Lacatamil | 2,6% | |
| Enfamama | 0,7% | |

TEH DALAM KEMASAN SIAP MINUM

| Brand | EMSS | |
|-----------|-------|------|
| Teh Pucuk | 31,0% | HIGH |
| Fruit Tea | 21,3% | HIGH |
| Teh Botol | 15,0% | |
| Teh Kotak | 13,1% | |
| Fretea | 7,2% | |

TEH DALAM KEMASAN CUP

| Brand | EMSS | |
|-----------|-------|------|
| Teh gelas | 42,3% | HIGH |
| Mountea | 28,1% | HIGH |
| Fretea | 24,5% | |
| Teh Rio | 5,0% | |

WAFER LAPIS COKLAT

| Brand | EMSS | |
|-------------|-------|------|
| Gery Saluut | 28,3% | HIGH |
| Superman | 21,3% | HIGH |
| KitKat | 20,2% | |
| Tim Tam | 19,4% | |
| beng-beng | 10,1% | |

WAFER LAPIS KEJU

| Brand | EMSS | |
|-----------------|-------|------|
| Richeese Nabati | 82,9% | HIGH |
| Zuperrr-keju | 17,1% | HIGH |

WAFER STICK

| Brand | EMSS | |
|------------|-------|------|
| Astor | 42,6% | HIGH |
| Chocolatos | 38,0% | HIGH |
| Twister | 10,2% | |
| Deka | 7,4% | |
| Fullo | 1,9% | |

MINYAK GORENG

| Brand | EMSS | |
|----------|-------|------|
| Bimoli | 20,9% | HIGH |
| Sania | 15,2% | HIGH |
| Tropical | 14,3% | |
| Filma | 13,6% | |
| Sunco | 11,4% | |

TEPUNG KETAN

| Brand | EMSS | |
|------------|-------|------|
| Bola | 89,5% | HIGH |
| Rose Brand | 10,5% | HIGH |

TEPUNG JAGUNG

| Brand | EMSS | |
|-----------|-------|------|
| Maizenaku | 92,3% | HIGH |
| Hawai | 7,7% | |

TEPUNG AYAM GORENG

| Brand | EMSS | |
|--------|-------|------|
| Kobe | 50,0% | HIGH |
| Sasa | 40,0% | HIGH |
| Sajiku | 10,0% | |

SANTAN SIAP PAKAI

| Brand | EMSS | |
|------------|-------|------|
| Kara | 65,3% | HIGH |
| Sasa | 28,0% | HIGH |
| Sun kara | 5,3% | |
| Ayam Brand | 1,3% | |

BERAS

| Brand | EMSS | |
|---------------|-------|------|
| Sania | 75,0% | HIGH |
| Raja Platinum | 25,0% | HIGH |

MAKANAN KUCING

| Brand | EMSS | |
|-------------|-------|------|
| Whiskas | 44,3% | HIGH |
| Me-O | 39,4% | HIGH |
| Royal Canin | 13,7% | |
| Life Cat | 1,0% | |

MAKANAN ANJING

| Brand | EMSS | |
|-------------|-------|------|
| Pedigree | 56,5% | HIGH |
| Royal Canin | 43,5% | HIGH |

OBAT - OBATAN

BALSEM

| Brand | EMSS | |
|---------------|-------|------|
| Geliga | 55,6% | HIGH |
| Balpirik | 16,2% | HIGH |
| Balsem Lang | 15,1% | |
| Vicks Vaporub | 6,5% | |
| Tjing Tjau | 2,7% | |

BEDAK BB

| Brand | EMSS | |
|-------|-------|------|
| MBK | 87,5% | HIGH |
| Hibka | 12,5% | HIGH |

BEDAK KESEHATAN

| Brand | EMSS | |
|--------------|-------|------|
| Caladine | 39,7% | HIGH |
| Herocyn | 30,2% | HIGH |
| Salicyl | 17,5% | |
| Daktarin | 11,1% | |
| Prickly Heat | 1,6% | |

KONDOM/ ALAT KONTRASEPSI PRIA

| Brand | EMSS | |
|---------------|-------|------|
| Fiesta | 56,4% | HIGH |
| Sensitif Vivo | 30,0% | HIGH |
| Sutra | 9,1% | |
| Durex | 4,5% | |

KOYO

| Brand | EMSS | |
|-------------|-------|------|
| Koyo Cabe | 47,2% | HIGH |
| Salonpas | 32,3% | HIGH |
| Hansaplast | 19,4% | |
| Hot in Koyo | 1,2% | |

KRIM OTOT

| Brand | EMSS | |
|---------------|-------|------|
| Counterpain | 35,3% | HIGH |
| Geliga | 29,4% | HIGH |
| Neo Rheumacyl | 23,5% | |
| Hot In Cream | 11,8% | |

MINYAK ANGIN AROMATHERAPY

| Brand | EMSS | |
|---------------|-------|------|
| Fresh Care | 71,4% | HIGH |
| Plossa | 21,5% | HIGH |
| VFresh | 6,5% | |
| Aromatic 1001 | 0,6% | |
| Safe Care | 0,1% | |

MINYAK KAYU PUTIH

| Brand | EMSS | |
|-----------|-------|------|
| Konicare | 35,0% | HIGH |
| My Baby | 21,5% | HIGH |
| Sidola | 18,6% | |
| Cap Lang | 16,4% | |
| Cap Gajah | 3,8% | |

MINYAK TELON

| Brand | EMSS | |
|--------------|-------|------|
| Konicare | 33,9% | HIGH |
| Cussons Baby | 22,3% | HIGH |
| Tresno Joyo | 22,1% | |
| My Baby | 9,5% | |
| Telon Lang | 5,2% | |

MULTIVITAMIN

| Brand | EMSS | |
|-----------|-------|------|
| Sangobion | 45,8% | HIGH |
| Hemaviton | 44,6% | HIGH |
| Fatigon | 7,3% | |
| Enervon-C | 1,5% | |
| Renovit | 0,7% | |

OBAT BATUK

| Brand | EMSS | |
|------------------|-------|------|
| Cap Ibu dan Anak | 20,6% | HIGH |
| Laserin | 19,9% | HIGH |
| Siladex | 13,5% | |
| Herbakof | 12,9% | |
| Vicks Formula 44 | 11,4% | |

OBAT BATUK ANAK

| Brand | EMSS | |
|----------------|-------|------|
| Hufagripp | 68,8% | HIGH |
| Anakonidin | 18,8% | HIGH |
| OBH Combi Anak | 6,3% | |

OBAT DIARE

| Brand | EMSS | |
|---------------|-------|------|
| Oralit | 60,7% | HIGH |
| New Diatabs | 28,0% | HIGH |
| Diapet | 10,6% | |
| Imodium | 0,4% | |
| Neo Entrostop | 0,2% | |



OBAT FLU

| Brand | EMSS | |
|----------|-------|------|
| Ultraflu | 27,1% | HIGH |
| Inza | 20,8% | HIGH |
| Bodrex | 13,3% | |
| Decolgen | 12,6% | |
| Mixagrip | 7,1% | |

OBAT JERAWAT

| Brand | EMSS | |
|---------------|-------|------|
| Acnes | 38,8% | HIGH |
| Clean & Clear | 17,3% | HIGH |
| Garnier | 17,1% | |
| Oxy | 12,1% | |
| Verile | 7,1% | |

OBAT MAAG

| Brand | EMSS | |
|------------|-------|------|
| Promag | 48,2% | HIGH |
| Polysilane | 23,6% | HIGH |
| Mylanta | 16,7% | |
| Magasida | 11,3% | |
| Waisan | 0,2% | |

OBAT MASUK ANGIN

| Brand | EMSS | |
|-----------------|-------|------|
| Tolak Angin | 50,3% | HIGH |
| Antangin | 43,1% | HIGH |
| Bejo | 5,7% | |
| Bintang Toedjoe | 0,9% | |

OBAT PEGAL LINU

| Brand | EMSS | |
|---------------|-------|------|
| Tolak Linu | 34,6% | HIGH |
| Oskadon SP | 28,2% | HIGH |
| Neurobion | 17,6% | |
| NEO Rheumacyl | 12,0% | |
| Pilkita | 5,6% | |

OBAT SAKIT KEPALA

| Brand | EMSS | |
|----------|-------|------|
| Panadol | 39,5% | HIGH |
| Paramex | 18,0% | HIGH |
| Oskadon | 13,4% | |
| Sanmol | 12,3% | |
| Biogesic | 10,0% | |

OBAT TETES MATA

| Brand | EMSS | |
|-------|-------|------|
| Rohto | 50,8% | HIGH |
| Cendo | 48,8% | HIGH |
| Insto | 0,4% | |

PELANCAR BAB

| Brand | EMSS | |
|----------|-------|------|
| Vegeta | 36,7% | HIGH |
| Dulcolax | 33,6% | HIGH |
| Microlax | 17,2% | |
| Laxing | 10,9% | |

VITAMIN C

| Brand | EMSS | |
|-------------------|-------|------|
| You C1000 | 29,4% | HIGH |
| Vit C IPI | 14,4% | HIGH |
| Vitacimin | 13,9% | |
| Sidomuncul C-1000 | 7,6% | |
| Enervon-C | 7,2% | |

SERUM PENCERAH & PENGHILANG NODA

| Brand | EMSS | |
|------------------------|-------|------|
| Wardah | 37,2% | HIGH |
| Somethinc | 29,6% | HIGH |
| Avoskin | 21,8% | |
| Luminous Glowing Serum | 6,0% | |
| Elsheskin | 5,5% | |

SUPLEMENT FITNESS / GYM

| Brand | EMSS | |
|-------------------|-------|------|
| Evolene | 68,5% | HIGH |
| Muscle First | 12,3% | HIGH |
| Vectorlab | 8,2% | |
| Optimum Nutrition | 5,5% | |
| Ans Performance | 4,5% | |

PERLENGKAPAN PRIBADI

SIKAT GIGI

| Brand | EMSS | |
|-----------|-------|------|
| Formula | 65,2% | HIGH |
| Pepsodent | 21,7% | HIGH |
| Sensodyne | 6,5% | |
| Oral-B | 4,3% | |
| Colgate | 2,2% | |

TISSUE BASAH

| Brand | EMSS | |
|--------------|-------|------|
| Mitu | 78,6% | HIGH |
| My Baby | 10,7% | HIGH |
| MamyPoko | 7,1% | |
| Cussons Baby | 3,6% | |

TISSUE KERING

| Brand | EMSS | |
|-------|-------|------|
| Multi | 34,3% | HIGH |
| Nice | 20,6% | HIGH |
| Tessa | 19,3% | |
| Paseo | 15,7% | |
| Jolly | 6,6% | |

PEMBALUT

| Brand | EMSS | |
|---------|-------|------|
| Charm | 78,6% | HIGH |
| Softex | 12,2% | HIGH |
| Laurier | 9,2% | |

KERUDUNG BERMEREK

| Brand | EMSS | |
|---------|-------|------|
| Rabbani | 74,0% | HIGH |
| Zoya | 23,8% | HIGH |
| Shafira | 1,1% | |

PAKAIAN DALAM WANITA

| Brand | EMSS | |
|----------|-------|------|
| Sorex | 63,3% | HIGH |
| Wacoal | 34,5% | HIGH |
| Nathalie | 1,9% | |
| Triumph | 0,3% | |

CELANA DALAM PRIA

| Brand | EMSS | |
|-----------|-------|------|
| Rider | 45,5% | HIGH |
| GT Man | 36,4% | HIGH |
| Crocodile | 18,2% | |

KAUS DALAM PRIA

| Brand | EMSS | |
|-----------|-------|------|
| Rider | 60,0% | HIGH |
| Swan | 35,0% | HIGH |
| Crocodile | 5,0% | |

SPREI TEMPAT TIDUR

| Brand | EMSS | |
|-----------|-------|------|
| Kintakun | 40,4% | HIGH |
| Bonita | 20,4% | HIGH |
| My Love | 17,7% | |
| Lady Rose | 15,8% | |
| Internal | 3,9% | |

KEMEJA RESMI PRIA

| Brand | EMSS | |
|----------|-------|------|
| Uniqlo | 41,0% | HIGH |
| Polo | 35,8% | HIGH |
| Zara | 9,5% | |
| Cardinal | 8,2% | |
| H & M | 3,0% | |

SEPATU SANDAL

| Brand | EMSS | |
|-----------------|-------|------|
| Bata | 88,2% | HIGH |
| Carvil | 5,4% | |
| Eiger | 3,2% | |
| Nevada | 2,5% | |
| Yongky Komaladi | 0,6% | |

BB CREAM

| Brand | EMSS | |
|--------|-------|------|
| Pixy | 48,6% | HIGH |
| Etude | 37,8% | HIGH |
| Wardah | 8,2% | |
| Pond's | 3,1% | |

SUNBLOCK CREAM

| Brand | EMSS | |
|----------|-------|------|
| Wardah | 95,8% | HIGH |
| Nivea | 3,4% | |
| Cetaphil | 0,8% | |

BEDAK MUKA PADAT

| Brand | EMSS | |
|------------|-------|------|
| Make Over | 33,8% | HIGH |
| Wardah | 19,2% | HIGH |
| Pixy | 12,4% | |
| Viva | 10,8% | |
| Maybelline | 8,4% | |

BODY MIST

| Brand | EMSS | |
|-----------------|-------|------|
| The Body Shop | 87,5% | HIGH |
| Oriflame | 8,3% | |
| Victoria Secret | 4,2% | |

HAND & BODY LOTION

| Brand | EMSS | |
|-----------|-------|------|
| Nivea | 28,8% | HIGH |
| Marina | 24,7% | HIGH |
| Herborist | 20,3% | |
| Vaseline | 11,3% | |
| Viva | 5,2% | |

EYELINER

| Brand | EMSS | |
|------------|-------|------|
| Wardah | 62,8% | HIGH |
| Maybelline | 30,8% | HIGH |
| Silkygirl | 3,9% | |
| Revlon | 1,3% | |

PENSIL ALIS

| Brand | EMSS | |
|------------|-------|------|
| Wardah | 35,3% | HIGH |
| Maybelline | 29,4% | HIGH |
| Viva | 23,5% | |
| Emina | 11,8% | |

LIPSTIK

| Brand | EMSS | |
|------------|-------|------|
| Viva | 38,7% | HIGH |
| Make Over | 33,9% | HIGH |
| Wardah | 15,2% | |
| Maybelline | 7,8% | |
| Revlon | 3,1% | |

LIP GLOSS

| Brand | EMSS | |
|------------|-------|------|
| Wardah | 66,9% | HIGH |
| Sariayu | 19,2% | HIGH |
| Maybelline | 7,7% | |
| Oriflame | 3,1% | |
| Purbasari | 2,3% | |

BLUSH ON

| Brand | EMSS | |
|------------|-------|------|
| Wardah | 43,2% | HIGH |
| Viva | 27,3% | HIGH |
| Make Over | 15,9% | |
| Pixy | 9,1% | |
| Maybelline | 2,3% | |

FOUNDATION

| Brand | EMSS | |
|------------|-------|------|
| Wardah | 49,2% | HIGH |
| Make Over | 18,6% | HIGH |
| Maybelline | 18,0% | |
| Pixy | 7,4% | |
| Oriflame | 1,9% | |

MASKARA

| Brand | EMSS | |
|------------|-------|------|
| Maybelline | 62,5% | HIGH |
| Revlon | 17,5% | HIGH |
| Wardah | 15,7% | |
| L'Oreal | 3,6% | |
| Pixy | 0,7% | |

MASKER WAJAH

| Brand | EMSS | |
|-------------|-------|------|
| Garnier | 29,8% | HIGH |
| Wardah | 27,2% | HIGH |
| Himalaya | 21,9% | |
| Viva Masker | 13,2% | |
| Ovale | 7,9% | |

VITAMIN RAMBUT

| Brand | EMSS | |
|----------|-------|------|
| Ellips | 71,1% | HIGH |
| Makarizo | 26,6% | HIGH |
| Natur | 1,6% | |
| Miranda | 0,8% | |

KRIM CREAMBATH

| Brand | EMSS | |
|----------------------|-------|------|
| Makarizo Hair Energy | 83,8% | HIGH |
| L'Oreal | 14,9% | HIGH |
| Pantene | 1,4% | |

MINYAK RAMBUT

| Brand | EMSS | |
|-------------|-------|------|
| Makarizo | 86,8% | HIGH |
| Gatsby | 12,7% | HIGH |
| Clear Brisk | 0,5% | |

LOTION ANTI NYAMUK

| Brand | EMSS | |
|---------|-------|------|
| Soffell | 82,8% | HIGH |
| My baby | 10,4% | HIGH |
| Autan | 6,7% | |

BEARD & HAIR SERUM for MEN

| Brand | EMSS | |
|-----------------|-------|------|
| Wak Doyok | 56,3% | HIGH |
| Kahf | 25,0% | HIGH |
| MS Glow for Men | 12,5% | |
| His Erha | 6,3% | |

OBAT NYAMUK AEROSOL

| Brand | EMSS | |
|--------|-------|------|
| Baygon | 59,4% | HIGH |
| Vape | 23,6% | HIGH |
| Hit | 15,1% | |

OBAT NYAMUK BAKAR

| Brand | EMSS | |
|---------------|-------|------|
| Baygon | 28,4% | HIGH |
| Vape | 26,7% | HIGH |
| Cap King Kong | 26,2% | |
| HIT | 16,4% | |
| NoMos | 2,3% | |

PASTA GIGI

| Brand | EMSS | |
|-----------|-------|------|
| Pepsodent | 62,8% | HIGH |
| Ciptadent | 13,0% | HIGH |
| Formula | 9,2% | |
| Sensodyne | 8,0% | |
| CloseUp | 3,8% | |

PENGHARUM RUANGAN

| Brand | EMSS | |
|----------|-------|------|
| Stella | 72,1% | HIGH |
| Dahlia | 23,5% | HIGH |
| Glade | 2,9% | |
| Bayfresh | 1,5% | |

PEWANGI DAN PELEMBUT PAKAIAN

| Brand | EMSS | |
|------------------|-------|------|
| Sleek | 29,1% | HIGH |
| Yuri | 24,4% | HIGH |
| Downy | 23,4% | |
| Molto | 22,0% | |
| Softener So Klin | 1,2% | |

LULUR KECANTIKAN

| Brand | EMSS | |
|--------------|-------|------|
| Herborits | 50,3% | HIGH |
| Citra | 20,2% | HIGH |
| Purbasari | 18,8% | |
| Shinzu'i | 5,4% | |
| Mustika Ratu | 3,6% | |

SABUN PEMBERSIH DAERAH KEWANITAAN

| Brand | EMSS | |
|-------------------|-------|------|
| Betadine Feminine | 83,3% | HIGH |
| Lactacyd | 16,7% | HIGH |

SHAMPOO

| Brand | EMSS | |
|----------|-------|------|
| Sunsilk | 41,1% | HIGH |
| Zinc | 14,9% | HIGH |
| Pantene | 11,7% | |
| Lifebuoy | 10,6% | |
| Natur | 8,1% | |

DEODORANT PRIA

| Brand | EMSS | |
|------------|-------|------|
| Nivea Men | 74,5% | HIGH |
| Casablanca | 15,7% | HIGH |
| Axe | 5,9% | |
| Rexona Men | 3,9% | |

PRODUK PROPERTI

BATA RINGAN

| Brand | EMSS | |
|----------------|-------|------|
| Citicon | 53,1% | HIGH |
| Blesscon | 31,3% | HIGH |
| Grand Elephant | 15,6% | |

CAT KAYU DAN BESI

| Brand | EMSS | |
|---------|-------|------|
| Mowilex | 36,7% | HIGH |
| Jotun | 31,2% | HIGH |
| Emco | 11,0% | |
| Avian | 10,1% | |
| Propan | 6,4% | |

CAT TEMBOK

| Brand | EMSS | |
|--------------|-------|------|
| Nippon Paint | 61,8% | HIGH |
| Mowilex | 12,7% | HIGH |
| Dulux | 8,6% | |
| Propan | 4,5% | |
| Paragon | 3,5% | |

KERAMIK LANTAI

| Brand | EMSS | |
|-----------|-------|------|
| KIA | 40,9% | HIGH |
| Platinum | 34,3% | HIGH |
| Asia Tile | 18,2% | |
| Mulia | 2,5% | |
| Milan | 1,9% | |

LANTAI GRANIT

| Brand | EMSS | |
|---------|-------|------|
| Granito | 95,1% | HIGH |
| Niro | 4,9% | |

PAPAN GYPSUM

| Brand | EMSS | |
|------------|-------|------|
| Kalsiboard | 96,6% | HIGH |
| Knauf | 2,7% | |
| Jayaboard | 0,7% | |

PELAPIS ANTI BOCOR

| Brand | EMSS | |
|--------------------|-------|------|
| No Drop | 83,3% | HIGH |
| Elastex Waterproof | 16,7% | HIGH |

PLUMBING / PIPA

| Brand | EMSS | |
|---------|-------|------|
| Rucika | 85,9% | HIGH |
| Pralon | 6,4% | |
| Maspion | 5,1% | |
| Vinilon | 2,6% | |

POMPA AIR LISTRIK

| Brand | EMSS | |
|-----------|-------|------|
| Panasonic | 38,7% | HIGH |
| Shimizu | 31,7% | HIGH |
| Sanyo | 29,7% | |

SEMEN

| Brand | EMSS | |
|-----------------|-------|------|
| Semen Tiga Roda | 32,6% | HIGH |
| Semen Padang | 28,7% | HIGH |
| Semen Tonasa | 19,6% | |
| Semen Gresik | 16,6% | |
| Semen Bosowa | 1,6% | |

TANGKI AIR

| Brand | EMSS | |
|---------|-------|------|
| Profil | 57,1% | HIGH |
| Penguin | 42,9% | HIGH |

RANGKA ATAP BAJA

| Brand | EMSS | |
|-------|-------|------|
| Taso | 75,0% | HIGH |
| CBM | 25,0% | HIGH |

BANKING, INSURANCE & FINANCE
PRODUK TABUNGAN

| Brand | EMSS | |
|--------------|-------|------|
| BRI Britama | 54,1% | HIGH |
| BNI Taplus | 35,5% | HIGH |
| Tahapan BCA | 31,8% | |
| BRI Simpedes | 26,7% | |

TABUNGAN SYARIAH

| Brand | EMSS | |
|------------------------|-------|------|
| Bank Syariah Indonesia | 59,3% | HIGH |
| Mega Syariah | 24,1% | HIGH |
| BJB Syariah | 8,6% | |
| BCA Syariah | 3,5% | |
| BTPN Syariah | 2,4% | |

ASURANSI JIWA

| Brand | EMSS | |
|--------------------|-------|------|
| Manulife Indonesia | 34,9% | HIGH |
| AXA Mandiri | 32,3% | HIGH |
| Astra Life | 24,9% | |
| BNI Life | 20,9% | |
| Allianz Indonesia | 9,6% | |

ASURANSI KESEHATAN

| Brand | EMSS | |
|---------------------------|-------|------|
| AXA Mandiri | 36,6% | HIGH |
| BNI Life | 31,1% | HIGH |
| AIA | 12,1% | |
| Allianz Utama Indonesia | 6,7% | |
| Prudential Life Assurance | 6,4% | |

ASURANSI MOBIL

| Brand | EMSS | |
|----------------------------|-------|------|
| Asuransi Astra (Garda Oto) | 98,2% | HIGH |
| Simas Mobil | 1,1% | |
| Jasindo | 0,7% | |

KPR (KREDIT KEPEMILIKAN RUMAH) BANK

| Brand | EMSS | |
|-------------|--------|------|
| KPR BRI | 105,2% | HIGH |
| KPR BTN | 37,9% | HIGH |
| KPR Mandiri | 6,4% | |
| KPR BCA | 5,5% | |

KARTU KREDIT

| Brand | EMSS | |
|----------------------|-------|------|
| Kartu Kredit BRI | 53,7% | HIGH |
| Kartu Kredit BNI | 25,9% | HIGH |
| Kartu Kredit BCA | 19,5% | |
| Kartu Kredit Mandiri | 3,0% | |
| Kartu Kredit Permata | 0,6% | |

LEASING ELEKTRONIK, FURNITURE DLL

| Brand | EMSS | |
|-------------|-------|------|
| Kredit Plus | 33,1% | HIGH |
| Kredivo | 32,0% | HIGH |
| Spektra | 28,7% | |
| AEON | 25,3% | |

LEASING MOBIL

| Brand | EMSS | |
|-------------------------|--------|------|
| Adira Finance | 124,2% | HIGH |
| ACC | 24,4% | HIGH |
| CIMB Niaga Auto Finance | 20,2% | |
| OTO Finance | 9,8% | |
| Mandiri Tunas Finance | 6,7% | |

LEASING MOTOR

| Brand | EMSS | |
|---------------|--------|------|
| Adira Finance | 111,2% | HIGH |
| FIF | 46,6% | HIGH |
| OTO Finance | 22,9% | |
| WOM Finance | 2,6% | |

ELEKTRONIK

AIR CONDITIONER

| Brand | EMSS | |
|-----------|-------|------|
| Daikin | 25,7% | HIGH |
| Panasonic | 22,8% | HIGH |
| LG | 16,9% | |
| Sharp | 12,7% | |
| Samsung | 12,1% | |

LEMARI ES

| Brand | EMSS | |
|-----------|-------|------|
| Panasonic | 52,4% | HIGH |
| Samsung | 25,7% | HIGH |
| Polytron | 14,9% | |
| Modena | 2,4% | |
| LG | 2,1% | |

MESIN CUCI

| Brand | EMSS | |
|------------|-------|------|
| Electrolux | 34,2% | HIGH |
| Sharp | 21,9% | HIGH |
| Samsung | 21,8% | |
| LG | 13,8% | |
| Polytron | 8,2% | |

AIR FRYER

| Brand | EMSS | |
|---------|-------|------|
| Philips | 50,0% | HIGH |
| Mito | 25,0% | HIGH |
| Oxone | 12,5% | |
| Maspion | 8,3% | |
| Midea | 4,2% | |

PESAWAT TELEVISI LCD

| Brand | EMSS | |
|----------|-------|------|
| Samsung | 51,3% | HIGH |
| LG | 32,7% | HIGH |
| Sharp | 6,4% | |
| Polytron | 6,2% | |
| Sony | 2,1% | |

COOKWARE PREMIUM

| Brand | EMSS | |
|----------------|-------|------|
| Stein Cookware | 93,3% | HIGH |
| Debellin | 6,7% | |

ALAT TERAPI KESEHATAN

| Brand | EMSS | |
|----------------|-------|------|
| Advance | 96,8% | HIGH |
| Perfect Health | 3,2% | |

FOOD CHOPPER

| Brand | EMSS | |
|-----------|-------|------|
| Mitochiba | 84,4% | HIGH |
| Cosmos | 9,4% | |
| Philips | 6,3% | |

RETAIL
AGEN PROPERTY

| Brand | EMSS | |
|---------------|-------|------|
| Ray White | 85,9% | HIGH |
| Century 21 | 9,1% | |
| Lj Hooker | 4,6% | |
| Era Indonesia | 0,4% | |

SITUS ONLINE RESERVASI HOTEL

| Brand | EMSS | |
|---------------|--------|------|
| Traveloka | 130,7% | HIGH |
| Tiket.com | 23,5% | HIGH |
| Booking.com | 13,1% | |
| Mister Aladin | 3,4% | |

LISTING PROPERTY ONLINE

| Brand | EMSS | |
|--------------|-------|------|
| rumah123.com | 99,0% | HIGH |
| Lamudi | 1,0% | HIGH |

SITUS ONLINE BOOKING TIKET PESAWAT DAN TRAVEL

| Brand | EMSS | |
|---------------|-------|------|
| Agoda | 57,9% | HIGH |
| Traveloka | 37,2% | HIGH |
| Mister Aladin | 3,1% | |
| Tiket.Com | 1,3% | |

ONLINE SHOPPING

| Brand | EMSS | |
|---------------|-------|------|
| Lazada.co.id | 26,3% | HIGH |
| Shopee.co.id | 24,8% | HIGH |
| Tokopedia.com | 20,1% | |
| Blibli.com | 19,6% | |
| Bukalapak.com | 5,6% | |

DEPARTEMEN STORE

| Brand | EMSS | |
|---------------|-------|------|
| Toserba Yogya | 86,3% | HIGH |
| Matahari | 13,7% | HIGH |

HYPERMARKET

| Brand | EMSS | |
|------------|-------|------|
| Transmart | 78,5% | HIGH |
| Hypermart | 15,1% | HIGH |
| Lotte Mart | 6,3% | |

MINIMARKET

| Brand | EMSS | |
|-----------|-------|------|
| Alfamart | 53,4% | HIGH |
| Indomaret | 36,4% | HIGH |
| Alfamidi | 10,2% | |

SUPERMARKET

| Brand | EMSS | |
|-----------|-------|------|
| Tip Top | 47,2% | HIGH |
| Superindo | 15,5% | HIGH |
| Hero | 14,8% | |
| Ramayana | 7,0% | |
| Griya | 6,4% | |

SUPERMARKET ELEKTRONIK

| Brand | EMSS | |
|---------------------------|-------|------|
| Electronic City | 88,8% | HIGH |
| Bandung Electronic Center | 7,7% | |
| Hartono Elektronik | 3,6% | |

FAMILY KARAOKE

| Brand | EMSS | |
|-------------|-------|------|
| Inul Vizta | 63,0% | HIGH |
| Happy Puppy | 21,0% | HIGH |
| Masterpiece | 16,0% | |

FITNESS CENTER

| Brand | EMSS | |
|-------------------|-------|------|
| Celebrity Fitness | 56,3% | HIGH |
| Gold's Gym | 27,7% | HIGH |
| Fitness First | 16,0% | |

GAME STATION/ TEMPAT BERMAIN GAME

| Brand | EMSS | |
|--------------------|-------|------|
| Timezone | 42,6% | HIGH |
| Funworld | 18,6% | HIGH |
| Kidzania | 15,9% | |
| Kidzooona | 13,5% | |
| Bounce Street Asia | 8,3% | |

KLINIK KECANTIKAN/ PERAWATAN KULIT

| Brand | EMSS | |
|--------------------------|-------|------|
| Erha Clinic | 42,6% | HIGH |
| ZAP | 28,9% | HIGH |
| MS Glow Aesthetic Clinic | 14,0% | |
| Estetika | 10,4% | |
| Natasha | 2,5% | |

LABORATORIUM

| Brand | EMSS | |
|--------------------------|-------|------|
| Prodia | 54,1% | HIGH |
| Thamrin | 22,1% | HIGH |
| Cito Laboratorium Klinik | 9,8% | |
| Kimia Farma | 6,4% | |
| Pramita | 4,1% | |

TOKO BAN MOTOR

| Brand | EMSS | |
|------------|-------|------|
| Planet Ban | 93,5% | HIGH |
| Proban | 6,5% | |

APOTEK/ DRUGSTORE

| Brand | EMSS | |
|-------------|-------|------|
| Kimia Farma | 58,9% | HIGH |
| K 24 | 37,9% | HIGH |
| Watsons | 1,4% | |
| Guardian | 1,1% | |
| Century | 0,7% | |


RESTORAN FASTFOOD

| Brand | EMSS | |
|-------------|-------|------|
| Hokben | 69,9% | HIGH |
| KFC | 50,4% | HIGH |
| Burger King | 23,9% | |
| CFC | 1,8% | |

RESTORAN BAKMI

| Brand | EMSS | |
|--------------|-------|------|
| Bakmi GM | 98,4% | HIGH |
| Bakmi Naga | 0,7% | |
| Bakmi Golek | 0,6% | |
| Bakmi Buncit | 0,3% | |
| Istana mie | 0,1% | |

RESTORAN PIZZA

| Brand | EMSS | |
|------------------|-------|------|
| Pizza Hut | 91,3% | HIGH |
| Domino's Pizza | 7,8% | |
| Papa Ron's Pizza | 0,9% | |

TOKO DONAT

| Brand | EMSS | |
|--------|-------|------|
| JCO | 79,3% | HIGH |
| Dunkin | 20,7% | HIGH |

SUPERMARKET PERKAKAS RUMAH & DEKORASI

| Brand | EMSS | |
|--------------|-------|------|
| IKEA | 40,6% | HIGH |
| Mitra 10 | 23,8% | HIGH |
| Informa | 20,6% | |
| Ace Hardware | 15,0% | |

SUPERMARKET BAHAN BANGUNAN

| Brand | EMSS | |
|---------------|-------|------|
| Mitra 10 | 79,2% | HIGH |
| Depo Bangunan | 17,4% | HIGH |
| Bj Home | 1,6% | |
| Ajbs | 1,5% | |
| Gemilang | 0,3% | |

TOKO BUAH-BUAHAN

| Brand | EMSS | |
|------------------|-------|------|
| Istana Buah | 83,7% | HIGH |
| Total Buah Segar | 16,3% | HIGH |

TOKO ROTI/ BAKERY

| Brand | EMSS | |
|----------------|-------|------|
| Holland Bakery | 88,5% | HIGH |
| MAKO | 57,7% | HIGH |
| Majestyk | 3,8% | |

TOUR & TRAVEL

| Brand | EMSS | |
|------------------------|-------|------|
| Dwi Daya Tour & Travel | 33,3% | HIGH |
| Antavaya | 28,1% | HIGH |
| Tx Travel | 15,6% | |
| Avia Tour | 8,6% | |
| Smailing Tour | 7,7% | |

Klinik / Rumah Sakit Mata

| Brand | EMSS | |
|---------------------|-------|------|
| JEC | 54,3% | HIGH |
| Rumah Sakit Cicendo | 44,2% | HIGH |
| KMN eye care | 1,1% | |
| Rumah Sakit Undaan | 0,3% | |

PERLENGKAPAN RUMAH TANGGA //

KOMPOR GAS PORTABLE

| Brand | EMSS | |
|----------|-------|------|
| Cosmos | 85,7% | HIGH |
| Winn gas | 14,3% | HIGH |

BEDDING

| Brand | EMSS | |
|----------------|-------|------|
| King Koil | 61,9% | HIGH |
| Central | 15,2% | HIGH |
| Elite | 7,6% | |
| Comforta | 5,9% | |
| Lady Americana | 3,9% | |

KASUR BUSA

| Brand | EMSS | |
|------------|-------|------|
| Royal Foam | 82,1% | HIGH |
| Olympic | 7,2% | |
| Inoac | 5,1% | |
| IKEA | 2,8% | |
| Yukata | 1,7% | |

BOTOL MINUM/ TUMBLER

| Brand | EMSS | |
|-------------|-------|------|
| Lock n Lock | 61,5% | HIGH |
| Tupperware | 30,8% | HIGH |
| Lion Star | 7,7% | |

WATER HEATER

| Brand | EMSS | |
|---------|-------|------|
| Rinnai | 50,0% | HIGH |
| Ariston | 17,7% | HIGH |
| Modena | 13,5% | |
| Midea | 8,3% | |
| Wika | 7,3% | |

PISAU DAPUR

| Brand | EMSS | |
|-------|-------|------|
| Oxone | 50,0% | HIGH |
| Kiwi | 30,0% | HIGH |
| Bolde | 20,0% | |

SMART LIGHTING

| Brand | EMSS | |
|----------|-------|------|
| Philips | 86,8% | HIGH |
| Hannochs | 8,3% | |
| Osram | 4,2% | |
| Shinyoku | 0,7% | |

FURNITURE KNOCK DOWN

| Brand | EMSS | |
|---------|-------|------|
| Olympic | 85,2% | HIGH |
| Ligna | 9,3% | |
| Activ | 4,4% | |
| Solid | 1,1% | |

ISP FIXED

| Brand | EMSS | |
|-------------|-------|------|
| Indihome | 92,4% | HIGH |
| MNCplay | 5,3% | |
| Biznet | 4,4% | |
| My Republic | 3,0% | |
| CBN | 1,6% | |

MEMORY CARD

| Brand | EMSS | |
|----------------|-------|------|
| V Gen | 95,7% | HIGH |
| Samsung Memori | 2,9% | |
| Toshiba | 1,0% | |
| Sandisk | 0,4% | |

MOBILE MODEM

| Brand | EMSS | |
|-----------|-------|------|
| Smartfren | 46,1% | HIGH |
| Zte | 32,9% | HIGH |
| Huawei | 10,5% | |
| Advan | 4,4% | |
| TP-Link | 3,5% | |
| Prolink | 1,9% | |

POWER BANK

| Brand | EMSS | |
|---------|-------|------|
| Xiaomi | 75,3% | HIGH |
| Robot | 16,1% | HIGH |
| Vivan | 6,7% | |
| Advance | 1,9% | |

SMARTPHONE

| Brand | EMSS | |
|---------|-------|------|
| Samsung | 52,1% | HIGH |
| Vivo | 18,5% | HIGH |
| Iphone | 9,8% | |
| Asus | 8,8% | |
| Lenovo | 6,7% | |

SEPEDA MOTOR BEBEK

| Brand | EMSS | |
|----------------|-------|------|
| Yamaha Jupiter | 41,0% | HIGH |
| Honda Revo | 40,9% | HIGH |
| Suzuki Smash | 22,5% | |
| Yamaha Vega | 20,4% | |
| Honda Blade | 4,8% | |

SIMCARD GSM

| Brand | EMSS | |
|--------------------------|-------|------|
| Kartu IM3-Indosat | 60,6% | HIGH |
| Kartu XL | 15,2% | HIGH |
| Kartu 3 | 15,1% | |
| Axis | 5,9% | |
| Kartu Telkomsel Prabayar | 1,6% | |

SEPEDA MOTOR MATIC

| Brand | EMSS | |
|--------------|-------|------|
| Honda Beat | 42,8% | HIGH |
| Honda Vario | 38,4% | HIGH |
| Honda Scoopy | 14,9% | |
| Yamaha NMAX | 7,2% | |

LAPTOP

| Brand | EMSS | |
|---------|-------|------|
| Macbook | 32,1% | HIGH |
| Acer | 28,8% | HIGH |
| Dell | 10,8% | |
| Asus | 10,3% | |
| hp | 9,2% | |

SEPEDA MOTOR SPORT

| Brand | EMSS | |
|----------------|-------|------|
| Honda CBR | 61,1% | HIGH |
| Kawasaki Ninja | 23,2% | HIGH |
| Yamaha Vixion | 13,7% | |
| Honda Verza | 1,5% | |
| Honda Mega Pro | 0,6% | |

CITY CAR

| Brand | EMSS | |
|---------------|-------|------|
| Honda Brio | 32,9% | HIGH |
| Toyota Agya | 32,3% | HIGH |
| Honda Jazz | 15,1% | |
| Toyota Yaris | 13,4% | |
| Daihatsu Ayla | 5,0% | |

MINYAK PELUMAS MOTOR

| Brand | EMSS | |
|-------------------|-------|------|
| Pertamina Enduro | 41,9% | HIGH |
| Federal Oil | 27,6% | HIGH |
| Oli AHM | 16,0% | |
| Oli Yamalube | 5,9% | |
| Oli Shell Advance | 4,5% | |

MOBIL MPV

| Brand | EMSS | |
|----------------|-------|------|
| Kijang Innova | 36,6% | HIGH |
| Toyota Avanza | 36,3% | HIGH |
| Suzuki Ertiga | 13,5% | |
| Daihatsu Xenia | 12,4% | |
| Grand Livina | 0,7% | |

SEPEDA DEWASA

| Brand | EMSS | |
|-----------|-------|------|
| United | 53,7% | HIGH |
| Polygon | 22,5% | HIGH |
| Element | 6,9% | |
| Brompton | 6,7% | |
| Wim Cycle | 6,3% | |

SEPEDA LISTRIK

| Brand | EMSS | |
|-------|-------|------|
| Selis | 74,7% | HIGH |
| Volta | 23,0% | HIGH |
| Tiger | 1,5% | |
| Venus | 0,8% | |

BAN MOTOR

| Brand | EMSS | |
|----------|-------|------|
| Michelin | 35,1% | HIGH |
| IRC | 31,9% | HIGH |
| FDR | 8,6% | |
| Corsa | 8,0% | |
| Dunlop | 6,0% | |

SHAMPOO MOBIL

| Brand | EMSS | |
|-------|-------|------|
| Kit | 77,0% | HIGH |
| 3M | 23,0% | HIGH |

KACA FILM MOBIL

| Brand | EMSS | |
|----------------------|-------|------|
| V-Kool Indonesia | 38,5% | HIGH |
| Solargard | 34,1% | HIGH |
| 3M Auto Film | 26,5% | |
| Spectrum Window Film | 0,9% | |

RENTAL MOBIL

| Brand | EMSS | |
|-----------|-------|------|
| TRAC | 51,9% | HIGH |
| Blue Bird | 40,7% | HIGH |
| MPM Rent | 4,6% | |
| ASSA Rent | 2,8% | |

PENGHARUM MOBIL

| Brand | EMSS | |
|----------|-------|------|
| Stella | 94,4% | HIGH |
| Glade | 4,9% | |
| Bayfresh | 0,7% | |

AKI

| Brand | EMSS | |
|----------|-------|------|
| Yuasa | 72,6% | HIGH |
| GS Astra | 26,4% | HIGH |
| Aki NGS | 0,9% | |

HELM

| Brand | EMSS | |
|-------|-------|------|
| KYT | 83,0% | HIGH |
| NHK | 21,5% | HIGH |
| LTD | 18,1% | |
| GM | 12,9% | |
| BMC | 3,8% | |

BAN MOBIL

| Brand | EMSS | |
|-------------|-------|------|
| Dunlop | 52,6% | HIGH |
| Bridgestone | 21,0% | HIGH |
| GT Radial | 17,3% | |
| Goodyear | 8,2% | |
| Federal | 1,0% | |

ALAT TULIS & PERLENGKAPAN KANTOR

BALLPOINT

| Brand | EMSS | |
|----------|-------|------|
| Joyko | 50,0% | HIGH |
| Standard | 33,0% | HIGH |
| Kenko | 17,0% | |

BUKU TULIS

| Brand | EMSS | |
|--------------------|-------|------|
| Sinar Dunia (SIDU) | 69,5% | HIGH |
| Kiky | 27,1% | HIGH |
| AA | 3,4% | |

TAS SEKOLAH

| Brand | EMSS | |
|----------|-------|------|
| Eiger | 64,7% | HIGH |
| Jansport | 31,4% | HIGH |
| Exsport | 1,7% | |
| Alto | 1,3% | |

PENSIL

| Brand | EMSS | |
|---------------|-------|------|
| Faber Castell | 49,2% | HIGH |
| Greebel | 23,5% | HIGH |
| Joyko | 18,2% | |
| Kenko | 6,8% | |
| Staedtler | 2,3% | |

SPIDOL WARNA

| Brand | EMSS | |
|---------------|-------|------|
| Faber Castell | 60,0% | HIGH |
| Snowman | 20,0% | HIGH |
| Kenko | 15,0% | |
| Joyko | 5,0% | |

KURSI KANTOR

| Brand | EMSS | |
|----------|-------|------|
| Chitose | 66,6% | HIGH |
| Futura | 25,8% | HIGH |
| Chairman | 6,3% | |
| Tiger | 1,1% | |
| Indachi | 0,3% | |

SOFTWARE AKUNTANSI

| Brand | EMSS | |
|----------|-------|------|
| Accurate | 80,9% | HIGH |
| Zahir | 8,6% | |
| Sap | 8,1% | |
| MYOB | 2,3% | |

PRINTER

| Brand | EMSS | |
|---------|-------|------|
| Brother | 52,2% | HIGH |
| Canon | 49,4% | HIGH |
| hp | 20,3% | |

TRANSPORTASI
AIRLINES

| Brand | EMSS | |
|------------------|-------|------|
| Garuda Indonesia | 92,8% | HIGH |
| Citilink | 24,3% | HIGH |
| Batik Air | 9,2% | |
| Lion Air | 6,5% | |
| Sriwijaya Air | 1,4% | |

JASA TRANSPORTASI ONLINE

| Brand | EMSS | |
|-------|-------|------|
| Gojek | 92,7% | HIGH |
| Grab | 7,3% | |

Domestic Airport

| Brand | EMSS | |
|--|-------|------|
| I Gusti Ngurah Rai International Airport | 48,7% | HIGH |
| Soekarno Hatta International Airport | 43,8% | HIGH |
| Juanda International Airport | 21,9% | |
| Sultan Hasanuddin Airport | 8,9% | |
| Achmad Yani Airport | 2,0% | |



LAINNYA

TAMAN REKREASI AIR

| Brand | EMSS | |
|--------------------------|-------|------|
| The Jungle | 70,5% | HIGH |
| Atlantis Water Adventure | 20,5% | HIGH |
| Waterboom Lippo Cikarang | 6,8% | |
| Hairos Water Park | 2,3% | |

BIMBEL (BIMBINGAN BELAJAR) ONLINE

| Brand | EMSS | |
|---------------|-------|------|
| Ruang Guru | 62,1% | HIGH |
| Rumah Belajar | 20,7% | HIGH |
| Kelas Kita | 9,7% | |
| Quipper | 4,1% | |

THEME PARK

| Brand | EMSS | |
|-----------------------------------|-------|------|
| Taman Mini Indonesia Indah (TMII) | 43,0% | HIGH |
| Jatim Park | 20,9% | HIGH |
| Trans Studio | 15,6% | |
| Dufan | 12,4% | |
| Jungle Land | 4,2% | |

BIOSKOP

| Brand | EMSS | |
|-------------|-------|------|
| Cinépolis | 41,6% | HIGH |
| Cineplex 21 | 37,9% | HIGH |
| IMAX | 17,9% | |
| CGV Cinema | 1,9% | |

TV BERBAYAR

| Brand | EMSS | |
|-------------|-------|------|
| Indihome | 59,1% | HIGH |
| MyRepublic | 36,0% | HIGH |
| First Media | 32,2% | |
| Usee TV | 6,1% | |

DEVELOPER PERUMAHAN

| Brand | EMSS | |
|-------------------|-------|------|
| Sinar Mas Land | 62,4% | HIGH |
| Ciputra | 17,0% | HIGH |
| Summarecon Agung | 15,6% | |
| PP Properti | 6,9% | |
| Metropolitan Land | 6,4% | |

JASA KURIR

| Brand | EMSS | |
|---------------|-------|------|
| JNE | 53,1% | HIGH |
| Pos Indonesia | 18,9% | HIGH |
| Tiki | 18,0% | |
| SiCepat | 8,9% | |
| J & T | 0,6% | |

SPBU

| Brand | EMSS | |
|-----------|-------|------|
| Pertamina | 88,0% | HIGH |
| Shell | 12,0% | HIGH |

BIMBEL (BIMBINGAN BELAJAR)

| Brand | EMSS | |
|---------------------|-------|------|
| Ganesha Operation | 70,7% | HIGH |
| Inten | 19,0% | HIGH |
| Sony Sugema College | 15,9% | |
| Primagama | 5,5% | |
| Nurul Fikri | 5,1% | |

CAFÉ KOPI

| Brand | EMSS | |
|----------------------------|-------|------|
| Kopi Kenangan | 78,7% | HIGH |
| Starbucks | 8,5% | |
| Janji Jiwa | 6,1% | |
| Excelso | 6,0% | |
| The Coffee Bean n Tea Leaf | 0,7% | |

TOAST CHAIN

| Brand | EMSS | |
|------------|-------|------|
| Jiwa Toast | 69,3% | HIGH |
| Stack | 30,7% | HIGH |

KATEGORI ARTIS/PUBLIC FIGURE
AKTOR

| Nama | EMSS | |
|------------------|-------|------|
| Nicholas Saputra | 82,7% | HIGH |
| Angga Yunanda | 16,3% | HIGH |
| Arya Saloka | 15,9% | |
| Bryan Domani | 9,8% | |
| Chicco Jerikho | 8,2% | |

PENYANYI DANGDUT WANITA

| Nama | EMSS | |
|----------------|-------|------|
| Ayu Ting Ting | 41,4% | HIGH |
| Inul Daratista | 21,6% | HIGH |
| Happy Asmara | 19,1% | |
| Lesti Kejora | 10,8% | |
| Iis Dahlia | 3,6% | |

AKTRIS

| Nama | EMSS | |
|-------------------|-------|------|
| Raihaanun | 31,9% | HIGH |
| Amanda Rawles | 18,9% | HIGH |
| Beby Tshabina | 15,4% | |
| Indah Permatasari | 14,5% | |
| Michelle Ziudith | 11,6% | |

GROUP BAND

| Nama | EMSS | |
|---------|-------|------|
| HIVI! | 53,4% | HIGH |
| Kahitna | 22,6% | HIGH |
| Sore | 7,8% | |
| RAN | 6,3% | |
| Gigi | 6,0% | |

PENYANYI PRIA

| Nama | EMSS | |
|-----------------|-------|------|
| Rizky Febian | 74,3% | HIGH |
| Ardhito Pramono | 17,3% | HIGH |
| Sal Priadi | 8,6% | |
| Fiersa Besari | 6,8% | |
| GANGGA | 6,7% | |

INFLUENCER

| Nama | EMSS | |
|--------------------|-------|------|
| Raffi Ahmad | 63,2% | HIGH |
| Syahrini | 9,7% | |
| Arief Muhammad | 9,6% | |
| Prilly Latuconsina | 4,5% | |
| Awkarin | 4,1% | |

PENYANYI WANITA

| Nama | EMSS | |
|---------------------|-------|------|
| Bunga Citra Lestari | 42,7% | HIGH |
| Rossa | 30,5% | HIGH |
| Aurel Hermansyah | 18,7% | |
| Tiara Andini | 16,9% | |
| Lyodra | 12,7% | |

YOUTUBER

| Nama | EMSS | |
|-------------------|-------|------|
| Atta Halilintar | 42,1% | HIGH |
| Ria Ricis | 38,0% | HIGH |
| Arief Muhammad | 22,5% | |
| The Hermansyah A6 | 12,1% | |
| Raditya Dika | 7,7% | |

PENYANYI DANGDUT PRIA

| Nama | EMSS | |
|----------------|-------|------|
| Denny Caknan | 65,3% | HIGH |
| Nassar | 32,5% | HIGH |
| Danang Pradana | 1,1% | |
| Fildan Rahayu | 0,7% | |
| Ridwan | 0,2% | |

LEGENDA

| Nama | EMSS | |
|-------------------|--------|------|
| Rhoma Irama | 125,2% | HIGH |
| Rano Karno | 26,0% | HIGH |
| Iwan Fals | 4,8% | |
| Bambang Pamungkas | 2,0% | |
| Titiek Puspa | 1,7% | |