

TABLE OF CONTENT

DECLARATION OF ORIGINALITY	iii
APPROVAL PAGE	iv
ACKNOWLEDGEMENT	v
ABSTRACT	vi
TABLE OF CONTENT	vii
TABLE OF FIGURE	x
TABLE OF LIST	xi
CHAPTER 1 INTRODUCTION	1
1.1 Research Object Overview	1
1.1.1 Fashion Week.....	1
1.1.1.1. The Big Four Fashion City.....	1
1.1.2 Fashion Model Directory	3
1.1.3 Models.com.....	3
1.1.4 Instagram.....	4
1.2 Research Background.....	5
1.3 Problem Statement	10
1.4 Research Question	11
1.5 Research Objective.....	11
1.6 Significance of the Study	12
1.6.1 Business Aspect	12
1.6.2 Academic Aspect	12
1.7 Scope of the Study.....	12
1.8 Writing Systematics	13

CHAPTER II LITERATURE REVIEW	15
2.1 Literature Review	15
2.1.1 Fashion Modeling Business	15
2.1.1.1. Fashion Model Characteristics	17
2.1.2 Talent Management.....	18
2.1.2.1. Talent Selection	19
2.1.2.2. Social Media Talent Selection.....	20
2.1.3 Data Mining	21
2.1.4 Machine Learning	22
2.1.5 Decision Tree	23
2.1.6 Random Forest	25
2.1.7 Predictive Analytics	25
2.2 Previous Research	27
2.3 Research Framework	32
CHAPTER III RESEARCH METHODOLOGY.....	35
3.1 Research Characteristics.....	35
3.2 Operational Variable	36
3.3 Research Steps.....	38
3.4 Population and Sample	39
3.4.1 Population	39
3.4.2 Sample.....	40
3.5 Data Collection.....	40
3.6 Data Analysis and Technique.....	42
3.6.1 Data Preprocessing.....	42
3.6.2 Data Processing.....	44
3.7 Validation and Evaluation	49

3.7.1	Validation.....	49
3.7.2	Evaluation	50
CHAPTER IV RESULT AND ANALYSIS		53
4.1	Data Collection.....	53
4.2	Data Labelling	54
4.3	Decision Tree Result	55
4.4	Random Forest Result	56
4.5	Descriptive Analysis.....	57
4.6	Model Comparison Analysis	57
CHAPTER V CONCLUSION AND SUGGESTION		61
5.1	Conclusion.....	61
5.2	Suggestion	61
5.2.1	Academic Aspect	62
5.2.2	Practical Aspect.....	62
REFERENCES.....		63
APPENDIX		73