

CHAPTER V

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

After the writer has gathered the data needed and analyzed it, she concludes some important points relating to the objectives of this study.

Popular culture is a reflection of a society's beliefs and values. It can be seen through the answers from the respondents. When they are asked about the definition of natural beauty, all of them agree that natural beauty is defined as being beautiful without makeup and it is better if natural beauty is accompanied by the inner beauty. This result supports the idea that our society under this study values natural beauty. Moreover, when they asked to choose between natural based cosmetics and chemical based cosmetics, all the respondents prefer natural cosmetics to chemical cosmetics since they are safer and they use natural ingredients. It means that our society believe that natural cosmetics are safer.

Popular culture has shaped a society's beliefs and values. Because we live in the world where there are a lot of cultures involved in it, we are forced to follow the society's beliefs and values since every place has its own rules. It can be seen through the answers of the respondents when they are asked about men who prefer women more with heavy rather than light

make-up, all the respondents think that men would prefer women with light make up rather than heavy make-up since it shows their natural face better than heavy make-up that tend to conceal the lack of a woman's face. Then, when they are asked about cosmetics as a form of popular culture, twenty-seven respondents say that cosmetics are not a form of popular culture but natural beauty is. Moreover, all respondents prefer natural cosmetics to chemical cosmetics since they are safer and they use natural ingredients. It means that our society has shaped us to believe such views above.

Popular culture is about satisfaction because it satisfies our need to make us entertained. When the respondents are asked about being beautiful with natural cosmetics can be more popular than chemical cosmetics, twenty-eight respondents agree that being beautiful with natural cosmetics can be more popular than chemical cosmetics. Natural cosmetics give results that satisfy their need which are to be beautiful but not to damage their skin. Moreover, all respondents agree that natural based cosmetics are better than chemical based cosmetics because they give satisfying results to the respondents with their natural ingredients and fewer side effects. When it comes to the satisfaction of the respondents' natural beauty, the results find out that thirty respondents feel satisfied and grateful for their natural beauty. They all thankful for what God has given to them. Lastly, all of

them say that it is a good thing for women to feel more comfortable with their own beauty than the use of make-up. It means that they have been satisfied with their own natural beauty.

Popular culture is commercial as it is created for the purpose of making money. Although all of the respondents say that it is a good thing for women to feel more comfortable with their own beauty than the use of make-up and thirty respondents show that they oppose women who always put on heavy make-up when they go out, the cosmetic company does not feel desperate, they began to think to produce cosmetics that are made from natural ingredients and their idea has been successful with their campaign of looking beautiful naturally using their products with natural ingredients. The cosmetics company produce cosmetics to sell to the customers which mainly women, they always think about how much money they will make by selling the products.

Popular Culture is trivial. Something that is considered trivial but it is matter, it is the natural beauty. Thanks to the latest trend that suggests natural beauty as a form of pop culture, nowadays women prefer looking beautiful naturally. It can be proven from the answers of twenty-seven respondents who disagree with the question asking about makeup is the most powerful tool to enhance beauty. They prefer being beautiful naturally. Furthermore, all respondents prefer natural cosmetics to chemical cosmetics since they are

safer and they use natural ingredients. Those answers prove that although natural beauty is considered trivial, it is actually important for women to own it.

5.2 Suggestion

Through this thesis, the writer wants to suggest her readers especially women to feel more comfortable of their natural beauty and to be grateful of what they have already had. Moreover, most men love to see their women without any make up since it shows the real beauty of women. However, the writer does not oppose women who want to look more beautiful by using herbal treatment such as herbal mask, herbal drink, and any natural based cosmetics because as women, we have to treat our bodies well. To complete what has been stated above, inner beauty becomes the main factor in which women are considered beautiful because it is better to be beautiful both inside and outside.

The writer realizes that this study about **The Popularity of Natural Beauty in the 2008 and 2009 Female Students of the Faculty of Letters Soegijapranata Catholic University** is still far from perfection. Therefore, the writer hopes there would be more studies about pop culture or the other trends in the larger communities such as those among societies so that the study could be useful as the basis for future studies.