

# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the Study

Girls and women usually use makeup because they want to look more beautiful. People will see that they are more charming when they use makeup. For example, a girl who wears lipsticks properly will look fresher than those who do not use it. Therefore, from time to time cosmetics products always improve from time to time.

Not only cosmetics products but also makeup services develop. The number of people who serve makeup service is also increasing from time to time. Therefore, people who give makeup service have to be able to follow the development in order to be able to compete. One of the development in makeup business is the use of air brush.

Air brush method is a modern way in the world of makeup and to use this method, makeup artists have to be careful. In order to make a perfect makeup using airbrush method, they have to practice a lot and become skillful (“Air Brush Make Up, Trend Baru Riasan Wedding,” 2014).

Makeup acts and stimulates three of our senses: touch (which encompasses all sensations from the body surface), smell (fragrance), and sight (the process of becoming and looking beautiful). The positive stimulation of these senses by

makeup can induce sensory as well as psychological pleasure. A study on understanding the relationship of women to their makeup, showed that makeup could support two opposite "up" functions, i.e., "camouflage" vs "seduction." Concerning their psychological profiles, results showed that women of the functional class "camouflage" are more anxious, defensive, and emotionally unstable compared to those of the functional class "seduction," who appear to be more sociable, assertive, and extroverted. The study also revealed that beyond the simple application of colorful products on the face, makeup has two major functional implications depending on specific psychological profiles of women (Korichi et al., 2008). This proves that women in this world use makeup because they want to look more attractive. Besides, by using makeup, women can also be self confidence. They will not feel anxious and they may be emotionally stable.

As using makeup gives advantages to the customers, and also the writer herself like using makeup, she has started to have her own makeup services. In order to compete with other makeup artists, it is important to learn the customers' perception. In this study, the writer is interested to learn customers' perception on the use of airbrush, a tool that used by Makeup Artist as substitute a sponge and fingers. This tool makes it easier and faster than using sponge or finger. This tool has been used by Makeup Artist in Indonesia. Many people are interested in using this tool in every event. However, the price of make up by using this tool is very expensive than the traditional one as this tool is using wind technique. However,

the result would be very flawless and smooth. It is perfect for wedding makeup. Usually, there are some touching parts during the wedding party. Airbrush is a good choice of wedding makeup. It is durable and waterproof for some touching parts.

This method has been used in Indonesia. Therefore, as a makeup artist, the writer wants to know the customers' perception on the airbrush method for makeup. As it is very expensive, before spending money to buy airbrush tool, the writer wants to know whether it is worth investing it. This study is conducted to know the customers' perception on the use of airbrush makeup and whether it is more popular among young girls than elderly women. The writer wanted to know this because based on the writer's experiences when doing the airbrush makeup, found that some young girls feel excited while the elderly women do not really show their excitement. It seems that they have different perception on the use of airbrush makeup

A study on to know the difference result of the face painting using manual techniques, or airbrush technique has been done by Retnaningtyas (2015). The assessments of aspect are based on suitability of face shape, equality of spreading, smoothness, color sharpness, stickiness and the preference of the observer. The result indicated that significantly different from all aspects, suitability of face shape, equality of spreading, smoothness, color sharpness,

stickiness and the preference of the observer. The technique using airbrush is better than manual although it needs longer time because it uses one pen only.

This study sees the perception of the young woman aged 20 to 35 years old and 36 to 50 years old on the use of airbrush makeup.

## **1.2 Field of the Study**

The field of this study is creative industry especially social median for business.

## **1.3 SCOPE OF THE STUDY**

The field of this study is about pop culture that related to Englishpreneurship. It discusses the perception of the customers on the use of airbrush method as modem makeup method.

## **1.4 RESEARCH QUESTIONS**

The writer formulates problem of the study of this research as follows.

1. What are young girls' perception on the use of airbrush makeup method?
2. What are elderly women's perception on the use of airbrush makeup method?

## **1.5 OBJECTIVE OF THE STUDY**

In connection to the problems mentioned, this research is conducted to attain the following objectives:

1. To find out young girls' perception on the use of airbrush makeup method.
2. To find out young elderly women's perception on the use of airbrush makeup method

## 1.6 SIGNIFICANCE OF THE STUDY

The goal of conducting this study is to find out whether young girls may have different perceptions on the use of airbrush makeup method. The results of this study can be used for the writer as an Englishpreneurship student who has started to give makeup service. Based on this research, the writer will get information whether using airbrush method is perceived positively or not. It also gives information to the readers on the development of airbrush method as a pop culture. Thus, it can also be used as the additional material for Pop Culture subject.

## 2 DEFINITION OF TERMS

### 1. Airbrush

**Airbrush makeup** is makeup sprayed onto the skin using an airbrush instead of being applied with sponges, brushes, fingers, or other methods. It uses compressed air to deliver makeup with a soft-focus, even finish unlike any other makeup. It is so effective at creating the appearance of perfect skin.

### 2. Make Up Artist

A makeup artist is someone who is capable of doing make up and gives makeup services publicly.

### 3. Perception

Perception is how recipients perceive the service given (Kinoti & Corresponding, 2011).

