

## CHAPTER 4

### DATA ANALYSIS

In order to answer the research question, on the Customers' Perception on the Use of Airbrush Makeup, the writer distributed the questionnaire to thirty young woman aged from 20 to 35 years old and to thirty young woman aged 36 to 50 year old. This division is meant to see whether they have different perception or not. The respondents are those who have had experience with airbrush makeup. They were chosen as they could compare between the airbrush makeup and the manual makeup technique. The discussion is based on each item in the questionnaire

#### 4.1 Smoothness of Airbrush Makeup

The first part will see the participants' opinion on the smoothness of airbrush makeup. The following table describes the data got from statement one (*The results of make up with airbrush are smoother than makeup using manual technique*).

Table4.1

*Group 1 participants' perception Smoothness of Airbrush Makeup*

		Frequency	Percent	Cumulative Percent
Valid	1	0	0	0
	2	2	7	7
	3	6	27	27
	4	22	63	100

Total	30	100,0
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The data above shows that 7 % of the respondents of group 1 disagree. The rest (27% agree and 63% chose strongly agree. stated that they agree that using airbrush on the make will make better result. Thus, it can be concluded that they think by using airbrush makeup, the face with the airbrush makeup look smoother.

Table 4.2

*Smoothness of Airbrush Makeup (36-50 year old participants' perception)*

	Frequency	Percent	Cumulative Percent
Valid 1	7	23	23
2	5	17	40
3	6	20	60
4	12	40	100
Total	30	100,0	

Table 4.2 shows that there are 40% people (23% strongly disagree and 17% disagree) who disagree that airbrush makeup will give smoother result. However, there are more respondents who agree with the statement. There are 20% agree and 40 % strongly agree.

Figure 4.1

Smoothness of Airbrush Makeup

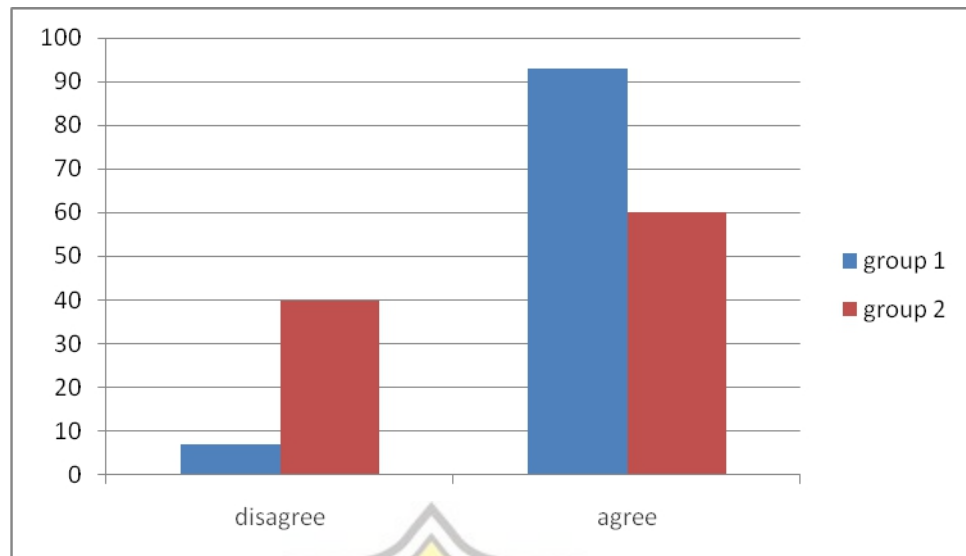


Figure 4.1. compares the data of group 1 (women aged 20-35) and group 2 (36 to 50 years old). It can be clearly seen that the percentage of participants in group 1 who disagree that airbrush makeup can give smoother result is less. Thus, the young group agree that it can give smoother result. Based on the interview with one of the the participants of group one, she said that there was no difference between airbrush makeup and manual technique makeup.

#### 4.2 Sharp Color of Airbrush Makeup

The following table describes the data got from statement two (*The color of makeup using the airbrush is sharper than that using manual technique.*).

Table 4.3

*Group 1 participants' perception on Sharp Color of Airbrush Makeup*

		Frequency	Percent	Cumulative Percent
Valid	1	0	0	0
	2	6	36	36
	3	10	64	100
	4	14	0	0
	Total	30	100,0	

The table above describes that 36% of the respondents in group 1 chose disagree about the statement. The rest (64% agree) stated that they agree that using airbrush makeup will make the color of the makeup look sharper. Thus, it can be concluded that they think by using airbrush makeup, the face with the airbrush makeup have sharper color.

Table 4.4

*Group 2 participants' perception on Sharp Color of Airbrush Makeup (36-50 year old participants' perception)*

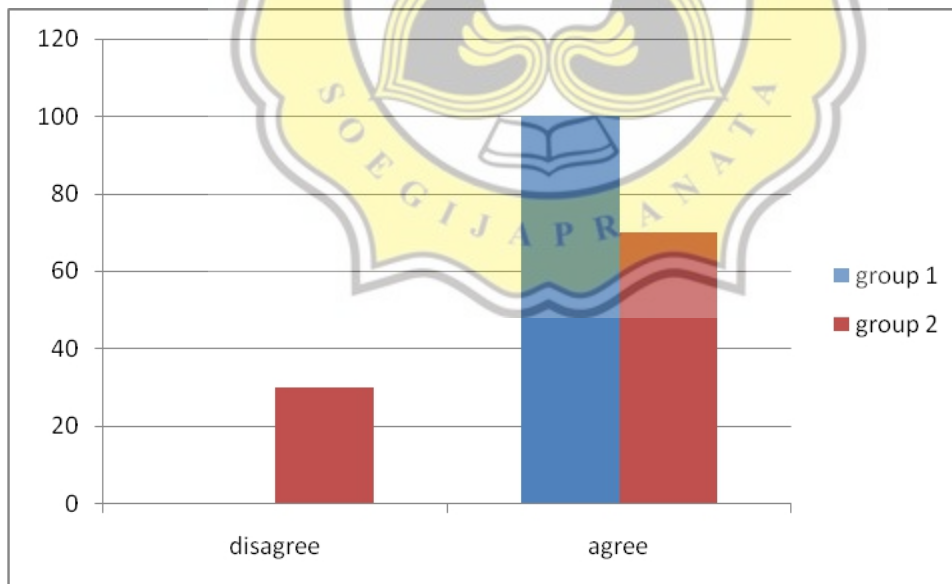
		Frequency	Percent	Cumulative Percent
Valid	1	0	0	0
	2	18	36	36
	3	32	64	100

4	0	0	0
Total	30	100,0	

The data above shows that 36% of the respondents in group 1 disagree about the statement. The rest (64%) stated that they agree with the statement that by using airbrush makeup will bring sharper color. Thus, it can be concluded that the respondents believe that the result of the makeup with airbrush makes sharper color than the one with manual technique.

Figure 4.2

Sharp Color of Airbrush Makeup



The figure above shows the comparison of the data collected from group 1 (women aged 20-35) and group 2 (36 to 50 years old). It can be clearly seen that the percentage of participants in group 1 who agree that airbrush makeup can give sharp color result is the highest .

Thus, the young group agree that airbrush makeup can give sharp color.

Based on the interview with one of the the participants from group one, she said that based on her experience, there was a difference between airbrush makeup and manual technique makeup.

#### 4.3 Attachment Effect of Airbrush makeup

The table below shows the data from group 1 about statement number three (*Makeup using an airbrush is more attached that that using manual technique*)

Table 4.5

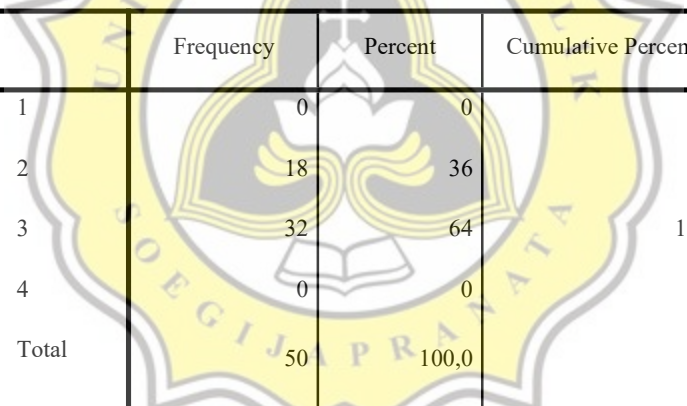
*Group 1 participants' perception on Attachment Effect of Airbrush*

	Frequency	Percent	Cumulative Percent
Valid 1	1	3	3
2	4	13	17
3	7	23	40
4	18	60	100
Total	30	100,0	

From the table 4.5 above, only 3% of the respondents chose strongly disagree and 13% disagree with the statement. The rest (23% agree and 60% strongly agree) chose agree with the statement. It can be concluded that they agree about airbrush makeup will have more attached effect on the makeup.

Table 4.6

*Group 2 participants' perception on Attachment Effect of Airbrush Makeup*



		Frequency	Percent	Cumulative Percent
Valid	1	0	0	0
	2	18	36	36
	3	32	64	100
	4	0	0	0
	Total	50	100,0	

The data above shows that 36% of the respondents in the group 1 disagree about the statement. The rest (64% ) stated that they agree with the statement that using airbrush makeup will make the result look more attached on the face. Thus, it can be concluded that the respondents believe that the result of the makeup with airbrush give more attached effect.

Figure 4.3

Attachment Effect of Airbrush makeup

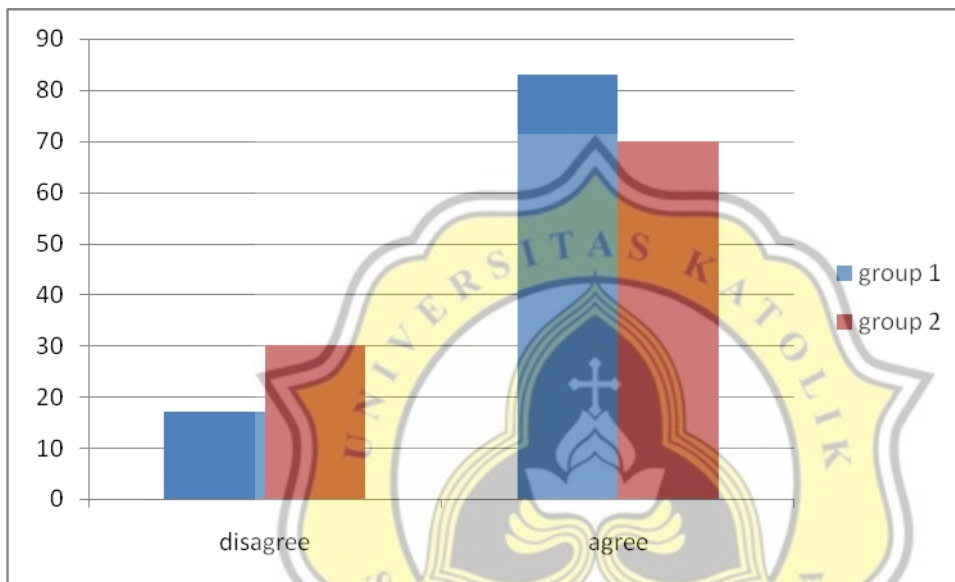


Figure 4.3. compares the data of group 1 (women aged 20-35) and group 2 (36 to 50 years old). It can be seen that the percentage of participants in group 1 who agree that airbrush makeup can give more attached effect on the makeup is higher than group 2. From the figure above, it can be concluded that both group 1 and 2 agree that airbrush makeup can give more attached result.

One of the participants who had been interviewed from group one stated that there was different result when she used airbrush makeup and manual technique makeup.



#### 4.4 Shaping Face effect of Airbrush Makeup

Table 4.7

*Group 1 participants' perception on Shaping Face effect of Airbrush Makeup*

		Frequency	Percent	Cumulative Percent
Valid	1	0	0	0
	2	0	0	0
	3	37	37	37
	4	14	63	100
	Total	30	100,0	

The data above shows that none of the respondents (0%) of group 1 chose disagree with the statement. 37% of the respondents chose agree and 63% strongly agree that using airbrush on the make will give shaping effect. Clearly stated, all the respondents in group 1 all agree with the statement number 4.

Table 4.8

*Group 2 participants' perception on Shaping Face effect of Airbrush Makeup*

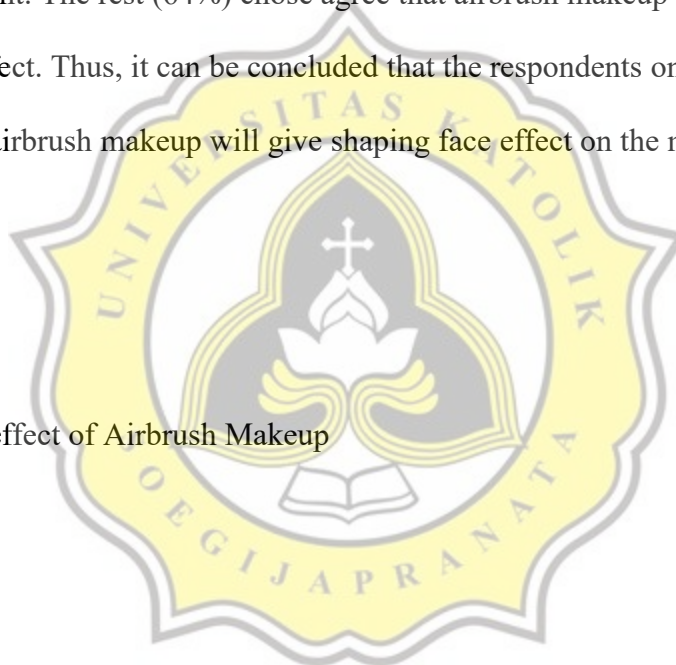
	Frequency	Percent	Cumulative Percent

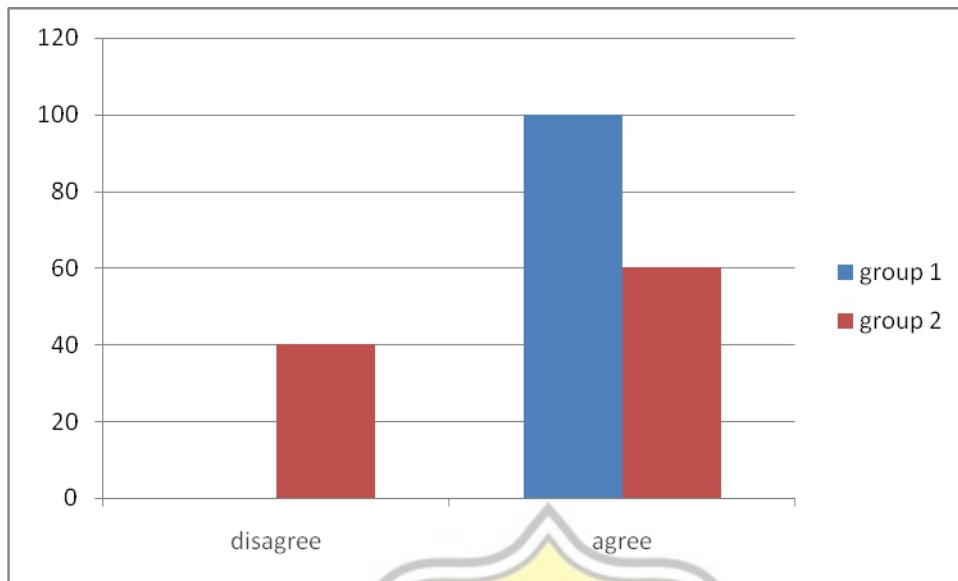
Valid	1	0	0	0
	2	18	36	36
	3	32	64	100
	4	0	0	0
	Total	50	100,0	

Table 4.8 above shows that 36% of the respondents chose disagree for the statement. The rest (64%) chose agree that airbrush makeup can give shaping effect. Thus, it can be concluded that the respondents on group 2 agree that airbrush makeup will give shaping face effect on the makeup.

Figure 4.4

Shaping Face effect of Airbrush Makeup





The figure above compares the number of respondents in group 1 and 2 who agree and disagree with the statement. It can be seen clearly that the number of respondents who chose agree in group 1 is more than the number of respondents who chose agree in group 2. It is also can be concluded that both groups agree with the statement.

From the interviewed with one of the respondents from group 1, the writer knows that she thinks airbrush makeup gives advanced shaping effect on makeup.

#### **4.5 Flatness effect of Airbrush Makeup**

Table 4.9 Perception on Flatness effect of Airbrush Makeup (20-35 years old)

		Frequency	Percent	Cumulative Percent
Valid	1	0	0	0
	2	0	0	0
	3	37	37	37
	4	14	63	100
	Total	30	100,0	

The data above shows that 37% of the respondents in the group 1 agree about the statement. The rest (63%) stated that they strongly agree with the statement that using airbrush makeup will give flatness effect on the face. Thus, it can be concluded that the respondents believe that the result of the makeup with airbrush give flatness effect.

Table 4.10 *Group 2 participants' perception on Flatness effect of Airbrush Makeup*

		Frequency	Percent	Cumulative Percent
Valid	1	0	0	0
	2	18	36	36
	3	32	64	100
	4	0	0	0
	Total	50	100,0	

Table 4.10 shows that there are 36% people disagree with the statement that airbrush makeup will give flatness effect. However, there are more respondents (64%) who agree with the statement. Thus, it can be concluded that more of the respondents in group one chose agree with the statement.

Figure 4.5

Flatness effect of Airbrush Makeup



The figure above shows the comparison of the data collected from group 1 (women aged 20-35) and group 2 (36 to 50 years old). It can be clearly seen that the percentage of participants in group 1 who disagree that airbrush makeup can give shaping effect is less.

Thus, the young group agree that airbrush makeup can give shaping effect.

#### 4.6 Modernity of Airbrush Makeup

Table 4.11 Group 1 Participants' Perception on Modernity of Airbrush Makeup

	Frequency	Percent	Cumulative Percent
Valid 1	0	0	0
2	2	7	7
3	7	23	30
4	21	70	100
Total		100,0	

The data above shows that 7 % of the respondents of group 1 disagree. The rest (23% agree and 70% strongly agree) chose agree that airbrush makeup can bring modernity on the makeup applied. Thus, it can be concluded that they agree that using airbrush on the makeup will give modernity.

Table 4.12

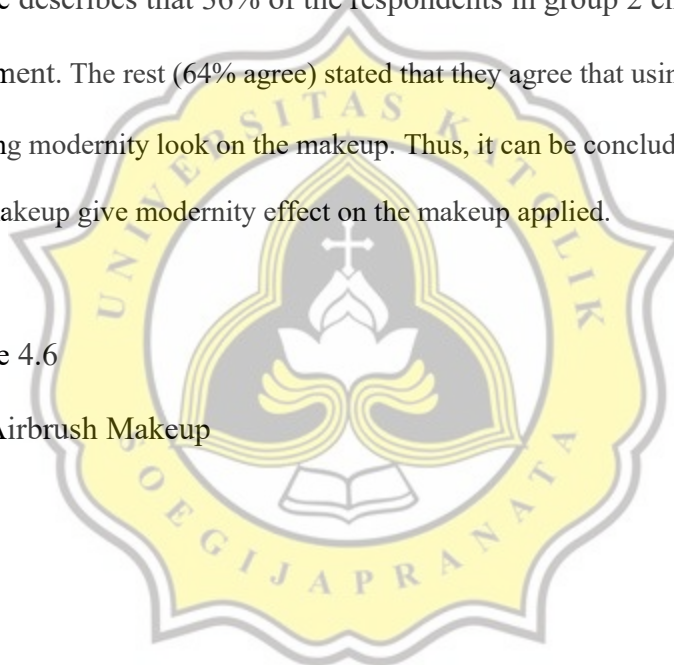
*Group 2 participants' perception on Modernity of Airbrush Makeup*

		Frequency	Percent	Cumulative Percent
Valid	1	0	0	0
	2	18	36	36
	3	32	64	100
	4	0	0	0
	Total	50	100,0	

The table above describes that 36% of the respondents in group 2 chose disagree about the statement. The rest (64% agree) stated that they agree that using airbrush makeup will bring modernity look on the makeup. Thus, it can be concluded that they think airbrush makeup give modernity effect on the makeup applied.

Figure 4.6

Modernity of Airbrush Makeup



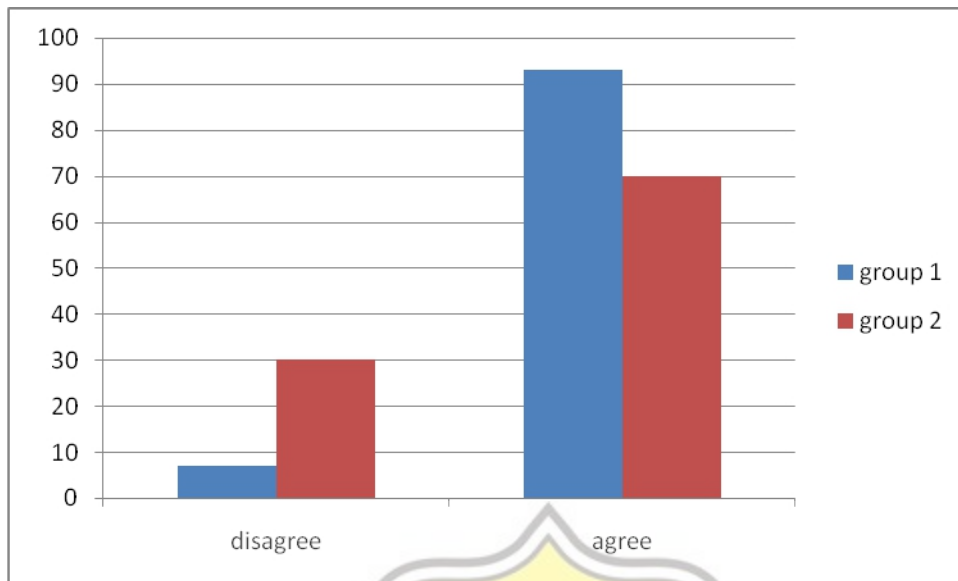


Figure 4.3. compares the data of group 1 (women aged 20-35) and group 2 (36 to 50 years old). It can be seen that the percentage of participants in group 1 who agree that airbrush makeup can give modernity effect on the makeup is less. From the figure above, it can be concluded that both group 1 and 2 agree that airbrush makeup can give modernity result.

One of the participants who had been interviewed from group one stated that airbrush makeup will give modern look on the makeup.

#### 4.7 Trend of Airbrush Makeup

Table 4.13 *Group 1 participants' Perception on Trend of Airbrush Makeup (20-35 years old)*



		Frequency	Percent	Cumulative Percent
Valid	1	0	0	0
	2	4	13	13
	3	9	30	43
	4	17	57	100
	Total		100,0	

The table above shows that 13% of the respondents in group 1 disagree that airbrush makeup is a trend. The rest (30% agree and 57% strongly agree) stated that airbrush makeup is a trend. It can be concluded that group one agree with the statement.

Table 4.14

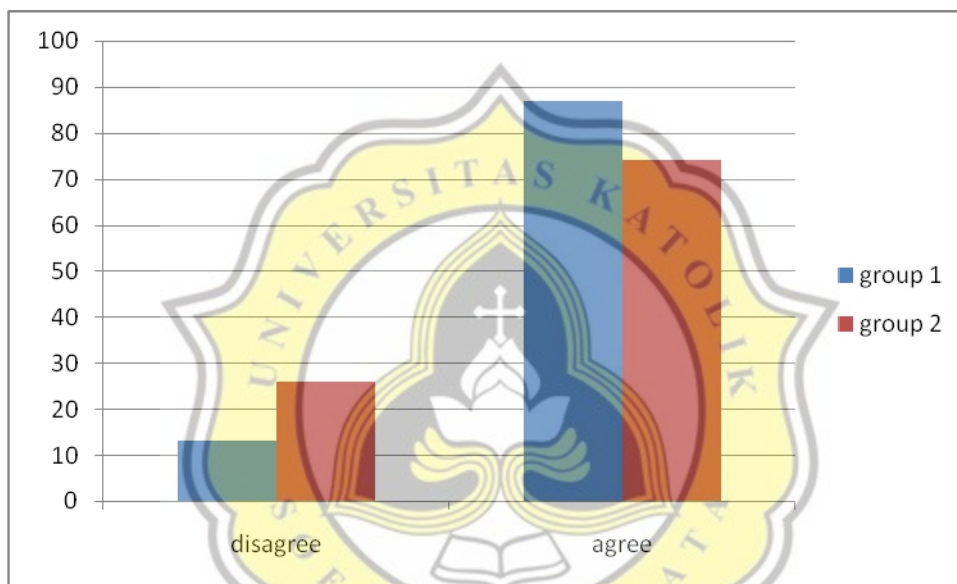
*Group 2 participants' perception on Trend of Airbrush Makeup*

		Frequency	Percent	Cumulative Percent
Valid	1	0	0	0
	2	18	36	36
	3	32	64	100
	4	0	0	0
	Total	50	100,0	

From the table 4.14 above, 36% of the respondents chose disagree that airbrush is a trend and 64% agree with the statement. Thus, it can be concluded that =the respondents in group 1 agree that airbrush makeup is a trend.

Figure 4.7

Trend of Airbrush Makeup



The figure shows the data comparison between group one and group two toward statement number 7. The number of respondent in group one who agree with the statement is more than those in group 2. It can be stated that young group more agree with the statement that airbrush makeup is a trend.

#### 4.8 Beauty effect of Airbrush Makeup

Table 4.15

*Group 1 participants' Perception on Beauty effect of Airbrush Makeup*

		Frequency	Percent	Cumulative Percent
Valid	1	0	0	0
	2	4	13	13
	3	9	30	43
	4	17	57	100
	Total	30	100,0	

The table above shows that 13% of the respondents in group 1 disagree with the statement. The percentage of those who agree is 30% and 57% for strongly agree. It can be concluded that group one agree that airbrush makeup is a beauty effect or can make someone looks prettier.

Table 4.16

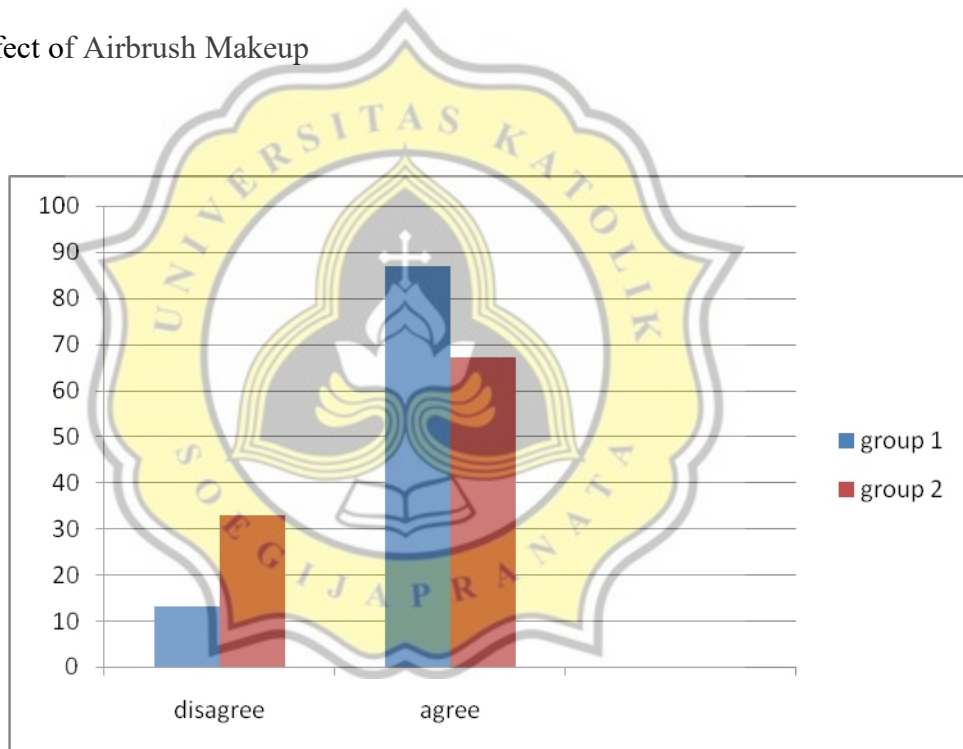
*Group 2 participants' perception on Beauty Effect of Airbrush Makeup*

		Frequency	Percent	Cumulative Percent
Valid	1	0	0	0
	2	18	36	36
	3	32	64	100
	4	0	0	0
	Total	50	100,0	

From the table 4.16 above, there are 18 people or 36% of the respondents disagree with the statement. The rest (64%) chose agree that airbrush makeup can be considered as a beauty effect. Thus, it can be stated that group one agree with the statement that airbrush makeup is a beauty effect.

Figure 4.8

Beauty Effect of Airbrush Makeup



The figure above compares the data of group 1 (women aged 20-35) and group 2 (36 to 50 years old). It can be clearly seen that the percentage of participants in group 1 who disagree that airbrush makeup is a beauty tool is less. Thus, the young group agree that airbrush makeup can make someone looks prettier.

Based on the interview with one of the the participants of group one, the respondent stated airbrush makeup can really make her looks more beautiful rather than when she used manual technique makeup.

