

**RED VELVET'S MIX STYLE OF KOREAN AND JAPANESE IN
FASHION, MAKEUP, AND HAIR STYLE**

**A Thesis Presented as a Partial Fulfillment for the Requirements for the Degree
of *Sarjana Sastra* in the English Study Program**



**ENGLISH STUDY PROGRAM
FACULTY OF LANGUAGE AND ARTS
SOEGIJAPRANATA CATHOLIC UNIVERSITY
SEMARANG**

2021

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By

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ENGLISH STUDY PROGRAM

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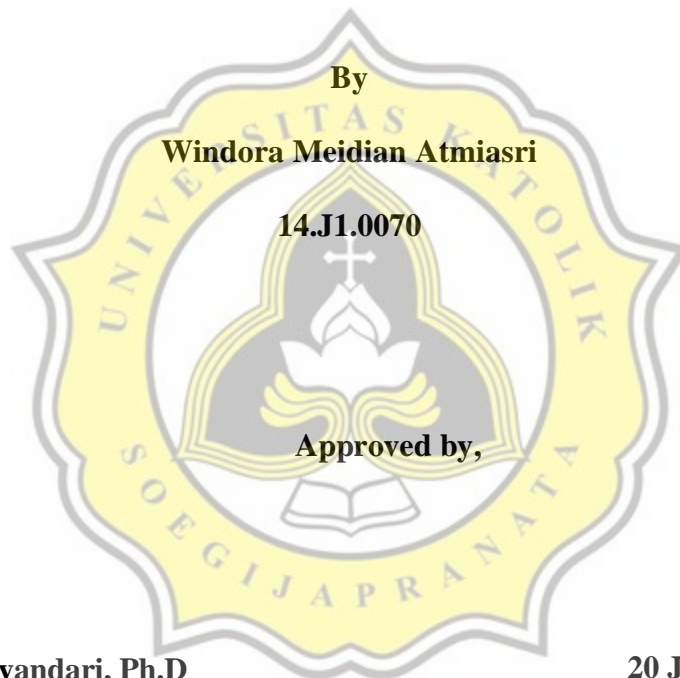
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**RED VELVET'S MIX STYLE OF KOREAN AND JAPANESE STYLE
IN FASHION, MAKEUP, AND HAIRSTYLE**



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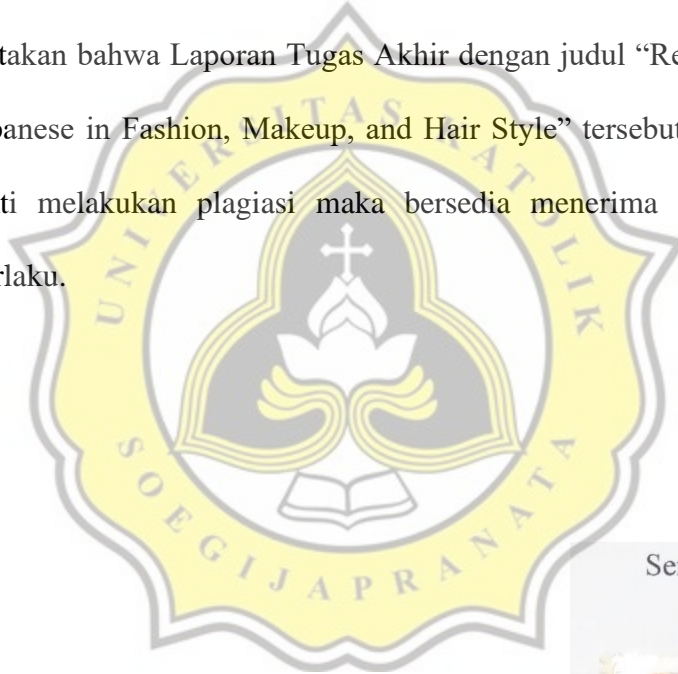
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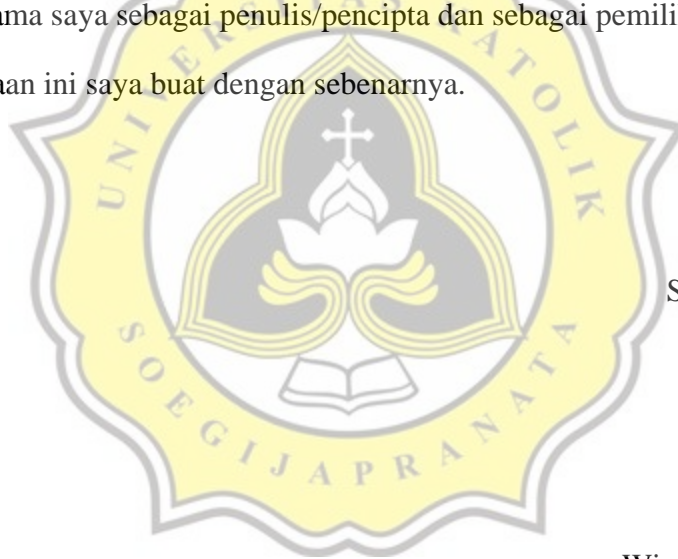
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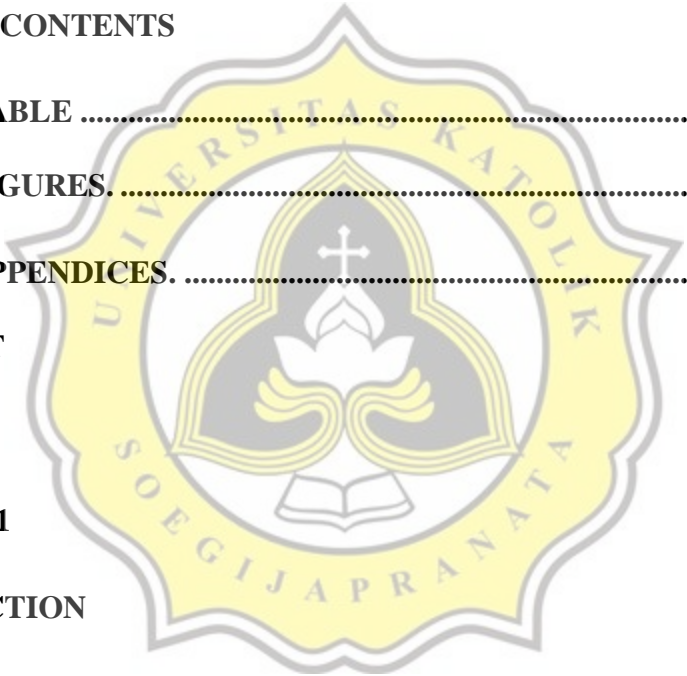
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Windora Meidian Atmiasri



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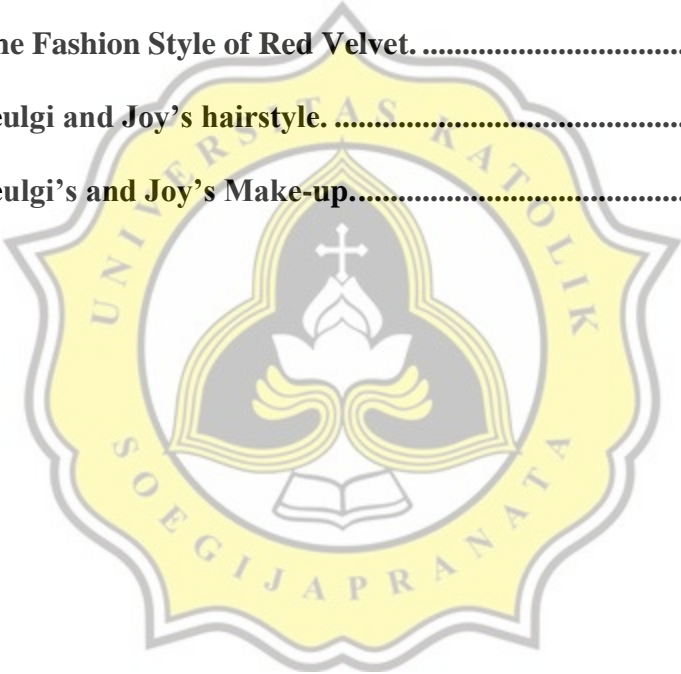
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ABSTRACT

Currently, many people, especially teenagers to imitate the style of fashion, hairstyle, and makeup of Korean idols in their daily lives. In this case the inspiration is Red Velvet. Red Velvet is the most popular girl band in Korea, not only the music, but the style of fashion, hairstyle, and makeup are also in the spotlight by their fans. This thesis aims to discuss the choices of Red Velvet group members, Seulgi and Joy, in the fashion style, hairstyle, and make-up style.

The method used to analyze Seulgi's and Joy's style was a qualitative method where the photos of Seulgi and Joy are featuring their fashion, hairstyle and make-up which were analyzed based on the information of two different styles, the Korean style and the Japanese style. One example of the difference between the Korean style and the Japanese style is the curly hair style. In Korea the curly hair is full and more luxurious, fluffy, while in Japan the curly hair is partly, there is still straight hair.

The theories used to write the results of the analysis are the theories of Carroll (2009) and from some websites about Japanese and Korean fashion, hair and makeup styles, such as Olivar (2019) and Ouyang (2020).

The results show that both Seulgi and Joy mix the Korean style and the Japanese style. Their choice to mix the styles can be influenced by the fact that they have many Japanese fans so that they want to build an attachment with them. However, their choice can also be their personal choice.

Key words: Red Velvet, Mix Style, Korean-Japanese, Theories

ABSTRAK

Saat ini banyak orang khususnya remaja meniru gaya berpakaian, gaya rambut, serta tata rias wajah idola Korea di kehidupan sehari-harinya. Dalam hal ini yang menjadi inspirasinya adalah Red Velvet. Red Velvet merupakan girlband yang paling populer di Korea, tidak hanya musiknya, tetapi gaya berpakaian, gaya rambut dan tata rias wajah juga menjadi sorotan oleh para penggemarnya. Tesis ini bertujuan untuk membahas pilihan anggota grup Red Velvet, Seulgi dan Joy, terhadap gaya busana, gaya rambut, dan gaya make-up.

Metode yang digunakan untuk menganalisis gaya Seulgi dan Joy adalah metode kualitatif. Foto-foto Seulgi dan Joy yang menampilkan mode, gaya rambut, dan make-up mereka dianalisis berdasarkan informasi dua gaya yang berbeda, gaya Korea dan gaya Jepang. Salah satu contoh perbedaan gaya Korea dan gaya Jepang adalah gaya rambut keriting. Di Korea rambut keritingnya menyeluruh serta mewah, mengembang, sedangkan di Jepang rambut keritingnya sebagian, masih ada rambut lurusnya.

Teori-teori yang digunakan untuk menulis hasil dari analisis adalah teori dari Carroll (2009), dan dari berbagai website tentang gaya berpakaian, rambut, dan make-up dari Jepang dan Korea, seperti Olivar (2019) dan Ouyang (2020).

Hasil penelitian menunjukkan bahwa Seulgi dan Joy mencampur gaya Korea dan gaya Jepang. Pilihan mereka untuk mencampur gaya Korea dan gaya Jepang tersebut mungkin dipengaruhi oleh fakta bahwa mereka memiliki banyak penggemar di Jepang sehingga mereka ingin membangun kedekatan dengan penggemar mereka tersebut. Namun, pilihan mereka juga bisa merupakan pilihan pribadi mereka.

Kata kunci: Red Velvet, Pencampuran Gaya, Korea-Jepang, Teori