CHAPTER 1

INTRODUCTION

1.1 Background of the Study

At this time many people really want a face that glows and looks beautiful. Therefore many people who imitate their idols consider to have the face they desire, both in terms of makeup, appearance in dress and facial treatments that they use. Make up is the main thing for someone to change their face. In make-up, contour and highlight really help a person in changing some of the contours on their face. Shim (2006) defines true Korean beauty as something exclusive and unique that arouses the distinctive identity of Korean culture.

In terms of dressing up to get an attractive style and liked by many people, they need comfort for the wearer and the level of confidence of those who wear them. An outfit can be said to be attractive if the person wearing it can display something different when wearing it. Holt (1997) defines lifestyle as collective pattern of consumption patterns based on shared cultural frameworks that exist in social system.

Red Velvet (레드벨벳) is a popular group in South Korea. They consist of five members, namely Irene, Wendy, Seulgi, Joy and Yeri ("Red Velvet Members

Profile," 2020). They started their careers under the care of SM Entertainment. They made their debut in 2014. Apart from music, Red Velvet, especially Seulgi and Joy, is also famous for their modern and fashionable fashion tastes. In fact, one of them became an ambassador brand, one of the most popular and luxurious goods from Italy. Although Red Velvet is known for their fashion style, in the various events they attend, their appearance never disappoint their fans.

1.2 Field of the Study

This study is related to the field of literature, especially popular culture because the research deals with Red Velvet's mix style between Korean and Japanese style. .

1.3 Scope of the Study

This study is limited to find out the mixed their fashion, makeup, hairstyle between Korean and Japanese by Red Velvet.

1.4 Research Questions

Based on the issue above the research questions of this research is "What do Red Velvet members, Seulgi and Joy, mix the Korean and Japanese style about their fashion, makeup, hairstyle,? Objectives of the Study

The objective of the study is to find out how Red Velvet members, Seulgi and Joy, mix Korean style and Japanese style.

1.5 Significance of the Study

This research is significant as it will help other students know how in popular culture people mix Korean and Japanese style to produce a new one. The products of the mix can be seen in the style of fashion, make-up, and hairstyle of the Korean pop idols.

1.6 Definition of Term

1. Red Velvet

   Red Velvet (레드벨벳) is a girl band in South Korea that consist of five members: Irene, Wendy, Seulgi, Joy and Yeri ("Red Velvet Members Profile," 2020). They debuted in 2018 and are under the management of SM Entertainment ("Red Velvet," n.d.)

2. Style

   Style is a way of doing something, especially one that is typical of a person, group of people, place, or period: or fashion, especially in clothing ("Style," 2021)