

“Red Velvet 1st Concert 'Red Room' in JAPAN," This concert brought in 20,000 fans over the course of two days. Then in 2019, they had an arena tour titled “Red Velvet Arena Tour in Japan ‘Redmare’ which was attended by 40.000 fans. With regard to their album, they have released Japanese mini album “#Cookie Jar” in July 2018, a second Japanese mini album named “Sappy” in May 2019. This album includes Red Velvet’s summer hit “Power Up.”

Like in other members of Korean popular groups, the members of Red Velvet are also spotted for their style either their clothing or their make-up and hairstyles. Among the five members, there are two members who are more outstanding in their styles. The first member is Seulgi. On June 28, 2021, Seulgi was announced as Salvatore Ferragamo’s brand ambassador (Yeo, 2021). Salvatore Ferragamo is a global brand from Italy which focuses itself on luxurious goods. She is made an ambassador because “Seulgi with her unique sense of style, passion for her craft and creativity reflects the values long espoused by Salvatore Ferragamo.” (Yeo, 2021). The second member is Joy. Shamsudin (2021) writes in her article that Joy, the moniker name of Park Soo-young, is a celebrity with various styles. Shamsudin writes, “...the artist has been experimenting with various styles, ranging from gingham to classic vintage pieces and lots of prints.” Joy is also claimed to have her share of outfits with bright colors (Shamsudin, 2021).

CHAPTER 3

METHOD OF DATA COLLECTION AND ANALYSIS

3.1 Research Design

In this study, the research used the qualitative method to collect the data. According to Hennink, Hutter, & Bailey (2020, p. 8-9), qualitative method is difficult to define because it contains the wide range of techniques and philosophies. In short, the qualitative method is a method that consists of a deep investigation. The qualitative method allows researchers to examine the complex textual descriptions of how people experience. The information about human issues includes people's behaviors, beliefs, opinion, emotions, and relationships. Qualitative method is also effective to identify intangible factors, such as social norms, socioeconomic, status, gender, roles, ethnicity, and religion. In this research the qualitative method was applied by studying and describing what was found in the analysis of Korean and Japanese mix style represented by Red Velvet members, Seulgi and Joy.

3.2 Method of Data Collection

3.2.1 Source

The writer used Red Velvet's photos taken from the internet such as photo teaser of comeback of red flavour, Ceci Magazine in 2016, espoir "beauty products from Korea", Beauty+ magazine, Etude "beauty products from Korea" and instagram, especially Seulgi (@hi_sseulgi) and Joy (@_imyour_joy). Those pictures were the primary data of research. The writer also used articles, and sources that are related to the subject. The articles and other sources were used as referential sources to support the writer to analyze the data.

3.2.2 Procedure

Some steps were taken to collect the data. The first step to take was reading articles about makeup, fashion and hairstyle then Red Velvet. The writer categorized which information about her concern in this study. The writer highlighted and made notes of some important information related to the articles. The writer tried to find the mix style between Korean and Japanese style done by Seulgi and Joy of Red Velvet. The writer was using cultural criticism to categorize their style into three categories such as Japanese, Korean and Both.

3.3 Method of Data Analysis

In this study, the data were taken from Seulgi's and Joy's personal instagrams and website featuring these two members of Red Velvet. During the analysis, the writer examined the pictures or photos of Seulgi's and Joy's fashion, hair, and makeup styles and categorized the styles under the Korean or Japanese styles

according to the theories. The theories of fashion, hair and makeup styles were taken from Carroll (2009), and from websites about Japanese and Korean fashion, hair, and makeup styles, such as Olivar (2019) and Ouyang (2020). The data collected which consists of Seulgi's and Joy's photos were analyzed using the information about the style of Korean and Japanese fashion, hairstyle, or make-up. The analysis tried to describe whether Seulgi and Joy are following Korean style or Japanese style or mix those two styles. The results of the analysis were then written into a discussion.

