

## CHAPTER 4

### DATA ANALYSIS

#### 4.1.Red Velvet Fashion

As often discussed, things such as dresses and trousers that a person wear aim to cover, protect, or decorate the person's body. When people dress, they often follow a style that is popular at a particular time. The style that they follow does not only about the style in fashion but also includes the styles in the hair and make-up. In this sub-chapter, the writer is going to discuss Red Velvet's fashion style; that of Seulgi and Joy. The discussion on Red Velvet's fashion style is based on the following table to make it easier for the readers to follow the discussion.

**Table 4.1. The Fashion Style of Red Velvet**

Seulgi of Red Velvet	Joy of Red Velvet
<ul style="list-style-type: none"><li>• Hiphop style</li><li>• Full of accessories (necklace, bag, ring)</li></ul>	<ul style="list-style-type: none"><li>• Full of accessories (Bandana, necklace, bag)</li><li>• Combine crop tee blouse with tight skirts.</li></ul>

In some occasions, Seulgi of Red Velvet adapts the hip-hop style. The hip-hop style is a street style that is influenced by the western hip-hop music group style. This hip-hop style is popular among Korean pop idols. However, unlike its western counterparts, Seulgi mixes this hip-hop style with full accessories such as necklace, bag and ring, the style that is typical of Korean fashion style (see figure 4.1.).

Seulgi's look in wearing this hip-hop style with full accessories really shows the Korean style.



Figure 4.1. Seulgi's Hip-hop style (Source: Seulgi's personal Instagram (@hi\_sseulgi))

Similarly, in many occasions, Joy of Red Velvet appears to feature the combination of crop top blouse with tight skirts—the combination that is typical of Korean idol style—and the full accessories of bandana, necklace, and bag.



Figure 4.2. Joy in croptee and skirt (Source: Joy's personal Instagram (@\_imyour\_joy))

In figure 4.2. Joy looks fashionable wearing croptee blouse with tight skirts. Her choice of simple color and style radiates her elegance. Her crop top and skirt accentuates the body shape. As discussed in chapter 2, Korean style tends to show the curvaceous of its wearer Joy's fashion style like Seulgi is a very Korean style.

Interestingly, although Joy often posts on her personal *Instagram* wearing clothes with Korean style, she also mixes her style in several occasions with other styles, usually with Japanese style.



Figure 4.3. The mix of Korean and Japanese Style by Red Velvet's Joy (Source: Joy personal Instagram (@\_imyour\_joy))

In figure 4.3. Joy appears to wear loose-fitting blouses with long skirts—a typical style of Japanese—and full accessories such as necklace and hair band for her

pigtail—a typical style of Korean. Joy’s appearance presents the very mix of Korean style with Japanese style.

The difference between Seulgi’s style and Joy’s style show that in their personal lives, they still will dress according to their personalities and comfort. Seulgi may prefer to wear Korean-style clothing with western influence nowadays whereas Joy tends to sometimes show her body shape with Korean style and sometimes hide her curves with the Japanese style. It is all about personal choice. However, Joy’s combination of Korean style and Japanese style can be interpreted as a way to attract Red Velvet’s Japanese fans. As written in Red Velvet’s official website (“Red Velvet,” n.d.), Red Velvet first solo concert was in Japan which means that this group has an established fans in Japan that needs to be noted. Apart from her personal enjoyment, Joy’s wearing the mix style representing two countries is a good way to embrace her fans in both Korea and Japan. The mix also shows that even though Red Velvet is a group of famous idols, they are not fixated on introducing their own culture, Korean culture, to the world. They also willingly share other popular culture in this case, Japanese culture.

#### **4.2. Hairstyle**

As discussed earlier in chapter 2, hairstyle is related to how the hair is cut and arranged. This sub-chapter discusses the hair perm and hair color of Red Velvet members, Seulgi and Joy. The discussion is based on the table 4.3. below.

Table 4.2. Seulgi and Joy's hairstyle

Seulgi of Red Velvet	Joy of Red Velvet
<ul style="list-style-type: none"><li>• Body wave length perm</li><li>• Korean hair color</li></ul>	<ul style="list-style-type: none"><li>• Body wave length perm</li><li>• Korean hair color and Japanese hair color</li></ul>

As can be seen in the figure 4.4, Seulgi has a perm hair in the form of body wave perm. The body wave perm is not very complicated with few layers.



Figure 4.4. Seulgi's perm and hair color (Source:

<https://i.pinimg.com/originals/de/4b/17/de4b174517ce8871b54a2e7bc7ae119e.jpg>

and <https://static.asiachan.com/Kang.Seul-gi.full.79532.jpg>)

Similarly, in figure 4.5, Joy also presents body wave perm. Unlike some other Korean idols that feature a very complex perm when they are performing on stage, both Seulgi's and Joy's perm style shows that both of them like simple perm.



Figure 4.5. Joy's hair perm and hair color. (Source: <https://f.ptcdn.info/202/052/000/osgxq82f25B0hyeTmzv-o.jpg> and <https://0.soompi.io/wp-content/uploads/2017/01/24050234/Red-Velvet-Joy.jpeg?s=900x600&e=t>)

In addition to hair perm, hair color also affects the style of these two Red Velvet members. The members also dye their hair although they tend to keep their hair in natural color, especially Seulgi. In figure 4.4. and figure 4.5 above, Seulgi dyes her hair with brownish color. Seulgi's hair dye is not of *chapatsu* (the color of tea) style but more to brunette. In some other occasions, Seulgi also demonstrates *chapatsu* hair color and blonde hair color too. Coloring her hair with a lighter hair color makes Seulgi look brighter.

While Seulgi tends to choose natural color—the color choice of Japanese style—, Joy of Red Velvet is more experimental. There are times when she dyes her hair with bright hair as can be seen in figure 4.5. when Joy colors her hair red. In other occasions, Joy also dyes her hair yellow. It seems that Joy wants to look bold

with those hair colors. Joy's choice of bright color hair represents the trend in Korean hairstyle which tends to dye the hair with bright color.

Seulgi's and Joy's choice of perm shape and hair color shows that they mix Japanese style and Korean style. When it is about the hair perm, Seulgi and Joy wear simple perm, the body wave perm. Even though the perm is simple, they are following the trend in Korean hairstyle, in which they perm their hair. Perming the hair is Korean style because instead of perming the hair, the Japanese style tends to straighten the hair. And when they choose the hair color, both of them tend to mix the Japanese style and the Korean style because they often demonstrate different hair color in different occasions. Sometimes they wear natural hair color such as brown, black or blonde; but sometimes they, especially Joy, color their hair with bright color. As discussed earlier, the natural hair color is typical of Japanese style, while bright hair color is typical of Korean style.

In short, Seulgi's and Joy's hairstyles combine or mix the Korean and the Japanese hairstyle. The fact that their band, Red Velvet, was debuted for the first time in Japan makes that the members of Red Velvet like Seulgi and Joy dress like the Japanese to make a bond with the Japanese fans.

#### **4.3. Make-up**

Although women are starting to pay attention to makeup now, but some of them have role models that they always want to follow. Some Indonesians are starting to imitate the styles of Korean artists and idols. Some people even start using the

products used by their idols to look more feminine and bright. This is due to the popularity of Korean *hallyu* in Indonesia. The two members of Red Velvet, Seulgi and Joy, are famous for their make-up style. They look very natural and fresh. Even though they are from the same group, their make-up style is very different. Seulgi has more Asian facial features and casual make-up, while Joy has a sexy face with fresh and elegant make-up. Below are the discussion of Seulgi’s and Joy’s make up in accordance with Korean style and Japanese style.

Table 4.3. Seulgi’s and Joy’s Make-up

Seulgi of Red Velvet	Joy of Red Velvet
Natural eyeshadow with a slight shimmer	A gradient eyeshadow that gets darker in the outer corner of the eyes.
“cat-eye” eyeliner	“cat-eye” eyeliner
drunk blush	Peachy-tone blush
Bold red	Bold red

Figure 4.6. shows that Seulgi of Red Velvet wears Japanese style eyeshadow. Her eyeshadow is of natural color with a slight shimmer. The Japanese style truly emphasizes the freshness of the make-up wearer’s face. Seulgi often applies this kind of eyeshadow to accentuate her Asian face feature.







Figure 4.6. Seulgi's Japanese eyeshadow (Source :

<https://6.viki.io/image/7a90085458354309bf6170d594c28de0.jpeg?s=900x600&e=t>)

On the other hand, Joy of Red Velvet tends to follow the eyeshadow of Korean style. She often applies gradation of eyeshadow which gets darker in the outer side. The Korean style's gradation of eyeshadow is not bold as the Japanese style eyeshadow. It is more subtle.



Figure 4.7. Joy's Gradient Eyeshadow (Source : <https://soc-phoenix.s3.amazonaws.com/558-2.jpg.jpeg>)

With regard to the eyeliner, both Seulgi and Joy often demonstrate Japanese style eyeliner which is well-known as "cat-eye" eyeliner. This "cat-eye" eyeliner basically is the eyeliner which is winged out at the corner of the eyes. Both Seulgi

and Joy are rarely spotted applying downward eyeliner called “puppy eye’ which is the typical eyeliner of the Koreans.



Figure 4.8. Seulgi’s “cat-eye” eyeliner (Source: <https://i.pinimg.com/736x/26/28/69/2628695ad06e7c915ed4520ebda92fef.jpg>)

Figure 4.9. Joy’s “cat-eye” eyeliner (Source: <https://i.pinimg.com/originals/b2/ae/cc/b2aecce8d076a615d52e45ddf31625e4.jpg>)

On the blush on, Seulgi and Joy demonstrate different preferences. Seulgi tends to use the Japanese style called “drunk blush” (see figure 4.10.) in which the choice of the blush on color is cherry hue. This color gives the color effect of the drunk people’s cheek. This blush on is applied by spreading it out on the cheek.



Figure 4.10. Seulgi's drunk blush (Source:

<https://i.pining.com/736x/21/ea/b0/21eab025e37cf26bbfbfa06dea8d96e.jpg>)

On the other hand, Joy appears to apply Korean style's blush on. In the Korean style, the color chosen is more gentle, like peach or pink (see figure 4.11.). The way the blush on is applied is by following the cheekbone.





Figure 4.11. Joy's peachy blush on (Source:

[https://pbs.twimg.com/media/EW\\_IZVBUYAAPD6S.jpg](https://pbs.twimg.com/media/EW_IZVBUYAAPD6S.jpg))

Furthermore, when it comes to the style of the lipstick, Seulgi and Joy once again shows that they have similar preference. Both are often wear the bold red color lipstick (see figure 4.12. and figure 4.13.). The bold color of lipstick is typical of Japanese style. Korean style prefers gradient and blurred lips.



Figure 4.12. Seulgi's red bold lipstick (Source: [http://pm1.narvii.com/6917/da40251f1181c6395460c5137dc245a5494a6bf3r1-818-1024v2\\_uhq.jpg](http://pm1.narvii.com/6917/da40251f1181c6395460c5137dc245a5494a6bf3r1-818-1024v2_uhq.jpg))

Figure 4.12. Joy's red bold lipstick (Source: <https://image.kpopmap.com/2019/07/red-velvet-joy-espoir.jpg>)

In general, Seulgi's and Joy's choice of make-up style shows that they mix Japanese and Korean style. Their choice is probably related to the fact that their band group has very many fans in Japan so that they need to establish familiarity with their Japanese fans.

