

CHAPTER 5

CONCLUSION AND SUGGESTIONS

5.1. Conclusion

From the data analysis, there are several points that can be drawn. The first one is in terms of fashion, Seulgi of the Red Velvet prefers to follow Korean fashion style which accentuates the body shape and demonstrates the use of fashion accessories like bandana, necklace and bag, while Joy of the Red Velvet prefers to mix Japanese style with Korean style with the use of more loose clothing—the Japanese style—mixed with full accessories—the Korean style.

The next one is in the choice of hairstyle, both Seulgi and Joy of the Red Velvet, perm their hair into body wave perm. The body wave perm is the least complicated perm usually preferred by Japanese women more than the Koreans who tend to like a more complicated perm. On the hair coloring, Seulgi's hair coloring is mostly that of natural coloring, which is the typical Japanese hair coloring, although in some other occasion she shows the bright Korean type hair coloring too. Meanwhile Joy's hair coloring is more experimental ranging from the natural color to the bright color. Seulgi's and Joy's choice of hair color shows the mix of Korean style and Japanese hairstyle.

The last one is with regard to make-up—eyeshadow, eyeliner, blush on, lipstick. In their choice of eyeshadow and blush on, Seulgi and Joy demonstrate different preference. Seulgi's eyeshadow is mostly Japanese style eyeshadow with natural

color that make her face look prominent. On the other hand, Joy's eyeshadow is the gradient eyeshadow, the Korean style eyeshadow, which is more subtle than the Japanese style. Moreover, on their choice of blush on, Seulgi prefers to show Japanese style of blush on technique known as "drunk blush" that uses cherry hue color spread on the cheek, while Joy prefers to use Korean style blush on that is more conventional as it has natural color and spread along the cheekbone. Furthermore, Seulgi's and Joy's choice of eyeliner and lipstick are similar. Both of them choose to shape their eye line with "cat-eye" eyeliner. This "cat-eye" eyeliner is the Japanese shape eyeliner because the Korean style of eyeliner is the "puppy-eye." Then, in their preference of lipstick color, Seulgi and Joy choose to wear bold color lipstick which is typical of Japanese style of applying lipstick.

In general, it can be said that Seulgi and Joy obviously mix the Korean style and Japanese style of fashion, hairstyle, and make-up. Their choice to mix the style can be influenced by the desire to embrace Red Velvet's fans in Japan, the place that popularizes Red Velvet. In this case, Seulgi's and Joy's style is created for the commercial purpose. However, the choice might be personal too; that they choose those certain styles because they like them.

5.2. Suggestion

While doing this research, the writer faced some challenges. The most difficult challenge is on finding the academic sources on the fashion, hairstyle, and

make-up, both in general and in Korean or Japanese style. It seems that fashion, hairstyle, and make-up that might belong to the discussion of popular culture, are not yet seen worth to be discuss academically. As a result, the writer must rely her sources on the sources from the internet in the form of websites. Therefore, the writer suggests a more thorough and realiable research on the field of fashion, hairstyle, and make-up with the outputs of academic articles or books.

