

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

Physical appearance becomes a priority for many people, especially women. They want to look more and more beautiful. In order to have a better appearance, they will do several things; one of them is using makeup.

A study on the perception of makeup and the makeup behavior of new seniors has been done by Baek (2020). By observing and having a deep interview, Baek (2020) found that New Seniors had a prejudice against makeup for the elderly, who did not enjoy using makeup. If they do use makeup, they tend to wear it to look younger rather than prettier, but they need training in how to apply makeup and use products that meet their needs, are easy to use, and produce effects that stand out.

In order to look younger or prettier, women can wear makeup. One of those ways is to wear eyelash extensions. It is a cosmetic application used to enhance the length, curl, fullness, and thickness of natural eyelashes. The extensions may be made from several materials including mink, silk, synthetic, human or horsehair. The main method of applying it is by using a cyanoacrylate adhesive to apply the extension to the natural lash 1-2 cm from the base of the natural eyelash, never making contact with the eyelid. Usually,

women may look more beautiful just by wearing eyelash extensions, especially if it is proportional.

Makeup acts and stimulates three of people's senses, namely touch (which encompasses all sensations from the body surface), smell (fragrance), and sight (the process of becoming and looking beautiful (Korichi et al., 2008). In terms of eyelash, it is about the sight sensation as eyelash extension will make women more beautiful. Korichi et al., (2008) have found out in their study that makeup could support two opposite "up" functions, i.e., "camouflage" vs "seduction." The use of eyelash extensions may support the camouflage function.

A study on participants' preference on eyelash beauty treatments has been done by Kwon &Heo (2018) in Busan, South Korea. They investigated the preferences and level of satisfaction associated with different eyelash beauty treatments. From the data it is informed that 257 unmarried college students in their twenties, found that the most important skill of an eyelash designer is to have eyelash retention that has become a high priority. The most preferred eyelash treatment characteristics are silk hair type, JC curl, with the thickness of 0.05-0.07 mm, and length of 10-11 mm. Most participants who felt satisfied with their eyelash treatment said that the reason they got eyelash treatment was to make their eyes look well-defined. Thus, it can be concluded

that the main purpose of eyelash beauty treatment is to satisfy the participants' own self-image.

In this study, I am interested in learning about people's perception on using eyelash extensions, because as a student majoring in Englishpreneurship, I have started a business selling these products. By having this business, I found out that there are many different kinds of eyelash extension and that it is a promising business. By analyzing people's perception on eyelashes, I could improve my business based on what people want for eye extension, and I can academically prove that the phenomenon belongs to a popular culture study.

The target respondents for my research on perception are young female adults who are between 25 and 35 years old. I believe their young age is representative of the current society because in my business, the buyers of my eyelash extension are within this age range. That is why my thesis is entitled *Young female's perception on using eyelash extension : A study on a popular culture phenomenon*

1.2 Field of the Study

The field of study is the creative industry which relates to Englishpreneurship.

1.3 Scope of the Study

The scope of the study is focused on eyelashes for young females who are between 25 to 35 years old, because at those ages they like to wear eyelash extensions.

1.4 Research Questions

The research questions are:

1. Why is eyelash extension a popular culture for young females?
2. What are young female's perceptions on using eyelash extensions?

1.5 Objective of the Study

In connection to the problems mentioned, this research is conducted to attain the following objectives:

1. To find out why eyelash extension is a popular culture for young females
2. To find out young female's perceptions on using eyelash extension

1.6 Significance of the Study

The objectives of conducting this study are to find out young female's perception on eyelash extension and on using eyelash extension. The finding can be used by the writer who has started to sell eyelash extensions to improve her business.

1.7 Definition of Terms

1. Eyelash extension

Eyelash extensions are a cosmetic application used to enhance the length, curl, fullness, and thickness of natural eyelashes.

2. Perception

Perception means how recipients perceive the service given (Kinoti& Corresponding, 2011).

