

MAKEUP TRAINING TO IMPROVE THE ECONOMY AND SKILLS OF HOUSEWIVES AND ADOLESCENT WOMEN IN TALANG JAWA, PALEMBANG

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Abstract

Community Service activities in the form of makeup training for 20 young women and housewives in Talang Java aim to improve skills and confidence. The training was conducted through theory lectures and live demonstrations. The material provided includes basic makeup techniques, product selection, and skin care. Participants are given the opportunity to practice hands-on. The results of the evaluation showed that there was a significant improvement in the ability of the participants. This activity is expected to increase economic value for participants.

Keywords: Makeup, Cosmetics, Teenage Girls, Housewives.

Abstrak

tangga di Talang Jawa bertujuan untuk meningkatkan keterampilan dan rasa percaya diri. Pelatihan dilakukan melalui ceramah teori dan demonstrasi langsung. Materi yang diberikan meliputi teknik tata rias dasar, pemilihan produk, dan perawatan kulit. Peserta diberikan kesempatan untuk praktik langsung. Hasil evaluasi menunjukkan adanya peningkatan kemampuan peserta secara signifikan. Kegiatan ini diharapkan dapat meningkatkan nilai ekonomi bagi peserta.

Keywords: Makeup, Kosmetik, gadis remaja, Ibu rumah tangga.

INTRODUCTION

It is the nature of a woman to always want to look beautiful. Beautiful is always defined by a woman's face. Basically, beauty can be divided into two, namely physical and spiritual beauty. Spiritual beauty is beauty from within, including politeness in speaking, behavior, manners and having a sincere heart. Physical beauty is external beauty in the form of a healthy physical appearance and facial appearance (makeup). One of the efforts made to get physical beauty is through makeup.

By nature, women wear decorations as a form of self-accumulation to look as attractive as possible, so that through makeup will get a beautiful impression if done well and appropriately without surgery, diet, and exercise (Britton, 2012; Windiyati, 2019). In addition, women are more confident when using makeup or makeup (McCabe et al., 2020; Elianti, & Pinasti, 2018). Facial makeup is a science that studies the art of beautifying oneself by disguising less than perfect parts of the face with dark colors (shades) and highlighting the perfect parts of the face with light colors (tint) (Fitridawati & Dwi, 2019).

Richard et al., (2019) stated that the wrong use of makeup can cause a woman to look older than her age. This can happen due to a woman's lack of knowledge about the characteristics and management of makeup. So makeup has an important role in supporting a person's appearance, because makeup functions to change a person's face for the better. These facial changes are temporary and are done using good cosmetics and makeup. The process of getting good results requires knowledge, skill, creativity, precision, seriousness, patience, diligent practice and enough time to apply makeup (Andiyanto & Aju, 2006; Anggraini et al., 2017).

One of the goals of facial makeup is to correct parts of the face that are less than ideal, such as eyes, nose, eyebrows, chin, cheeks, and lips so that they are proportional (Vivi, 2018). A makeup artist must be able to combine a combination of two different elements because the purpose of makeup is to cover up flaws and attract attention so that it looks more attractive (Mafra et al., 2020; Nikmah, 2010). There are three things that must be considered in makeup, namely color, lighting (photography) and facial correction (Nanik, 2001); Maulina & Lutfiati, 2021). Color is related to fashion, the concept of makeup. Lighting is related to lighting for the stage, video shooting and photos. Face correction is related to shading and shading/thint, so makeup artists are required to master the concept of color, lighting, and facial correction. The use of color, texture and the right facial correction will not change the appearance of the bride's makeup when exposed to light. Makeup can be likened to painting, where the face is the canvas. In order to get beautiful paintings, the right technique is needed

(Shinta et al., 2020). The principles that must be considered in makeup are color combinations. Color combinations that must be considered include eye shadows, blouses, lipsticks that are adjusted to the color of the eyes, hair, skin and clothing used. The wide part of the face can be narrowed with a dark color, while the narrow part of the face can be widened with a light color.

Makeup is identical to using makeup. Housewives and young women usually use makeup to support their appearance. Demiakian, housewives and young women in Pulokerto Village mostly have limited knowledge and skills about makeup. In general, they have potential that can be developed, as seen from the motivation to improve their abilities. Additional knowledge and skills in makeup/makeup can be used as one of the activities to fill free time with productive activities, after routine activities such as cooking, picking up and dropping off school children. This knowledge and skills of makeup are needed to apply makeup for yourself or others. The increasing makeup skills of housewives and young women can increase income and improve the family economy.

RESEARCH METHOD

Service activities were carried out in Talang Jawa, Pulokerto Village, Gandus District, Palembang City. It was carried out in three stages, namely survey, meter submission, and post test. The first stage carried out is location identification and observation supported by data collection methods, documentation, and approaches with community leaders through joint discussions with community members. This stage is carried out to obtain

information about the condition and potential of the village as well as socialization. The target audience of this activity is housewives and young women in Talang Jawa, Pulokerto Village. The maximum number of participants is 20 people. The next stage is counseling. Counseling was carried out to improve the understanding and skills of community members. Counseling is carried out by lecture or presentation method and continued with discussion. The counseling material consisted of facial care and the introduction of tools for applying makeup. Finally, a demonstration or practice of makeup and the use of makeup was carried out.

RESULTS AND DISCUSSION

Explain the implementation of this service activity and if there are results about the satisfaction of the beneficiaries of this service activity, it can be included. Try to have photos of the implementation of this service activity.

4.1. *Implementation of Activities*

Service activities were carried out according to the schedule, namely at 10.00 WIB. Every participant who attends must attend and fill out the attendance list. The participants have sat in the available places, as well as the resource room and the committee. The next activity is reading prayers together for the smooth running of service activities.



Figure 1: Opening and Presentation of Material by Resource Persons

The opening of the service activity was then concluded with the delivery of material entitled "Make up, Its Impact and Driving Factors" by the service team as a resource person, namely Mrs. Dr. Siti Rohima, SE, M.Si. Facial makeup is always related to the use of makeup implemented with cosmetic products today has become a basic need for women.

4.2. *Demonstration / Tutorial of Facial Makeup Training*

Facial Makeup Training Activity to Improve the Economy and Skills of Housewives and Adolescent Women guided by Tutor Kiki Beben and a participant who was used as a model. Materials and tools that must be owned include brushes, *beauty blenders*, *Makeup Puffs*, *Sponges*, *Mascara*, *Contour*, *Lipstick*, *Setting Spray*, *Eyeshadow*, *Blush*, *Eyeliners*, *Powder*, *Eyebrows*, *eyelashes*. *Foundation*, *moisturizer*.



Figure 2: Make Up Tools and Products

The next activity is a demonstration by providing a direct tutorial to the model that has been prepared. Each step that has been explained is immediately implemented into the model. While giving a touch to the model, the tutor also provides explanations if there are questions asked by the participants.



Figure 3: Make Up Demonstration



Figure 4: Makeup Model Appearance

The results of makeup training can be seen by comparing before and after the use of makeup. It can be seen in the picture that the model is more confident in her makeup and is more beautiful and glowing than before. High confidence is gained by using makeup. The use of makeup makes a person more confident in their appearance, feels comfortable, and looks beautiful by not looking pale, ugly, lethargic, and so on. In addition,

by using makeup, there is a feeling of liking for makeup also makes them use makeup, all of these things are inseparable from the feeling of pleasure, happiness, liking and confidence when they use makeup.

Based on the results of the survey and the distribution of pretest questionnaires to participants, there is a relationship between the training and the event. Figure 3 shows that 90% of participants strongly agree that the activity is carried out on time. Another 5% of participants answered yes.

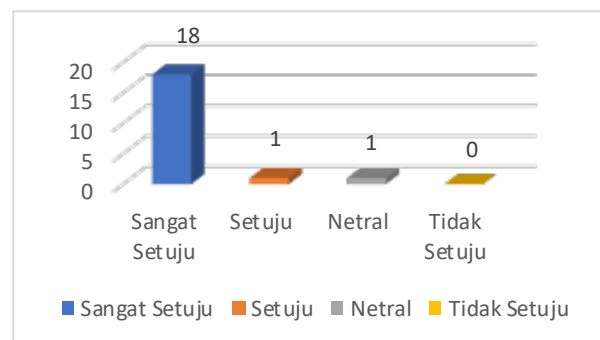


Figure 5: Implementation of Service Activities on time

Figure 5 shows that 18 participants answered strongly in agreement and 1 participant chose to answer in agreement. It can be said that after the material was delivered by the resource persons to the participants, as many as 95 percent of the participants understood very well and as many as 5 percent agreed that the service activities were held on time.

4.3. Discussion

Service is in the form of makeup training, which must be done continuously. It is undeniable that many women, especially housewives and young women, do not understand the basic techniques of makeup, even though the interest in looking attractive is increasing. This activity is an effort to improve knowledge and skills in the

field of beauty, so that it can increase confidence and open up new economic opportunities. At the beginning of the service program, participants gained basic knowledge about facial anatomy, the selection of cosmetic products, and basic makeup techniques. Then, the training is focused on hands-on practice, where participants are taught how to apply makeup according to the shape of the face.

In service activities, posttests are handed over to participants before and after the activity. The results of the posttest evaluation showed a significant increase in the level of participants' understanding of the material presented. Table 1 shows an average posttest score of 93%.

Table 1. Evaluation of Understanding of Mineral Water Plastic Waste Recycling Training Materials

No	Question	Value (%)
1	I Understand Makeup	100
2	I understand the types of	90
3	makeup tools	90
4	I understand the types of facial	75
5	makeup products	
6	I Understand the Factors That	100
7	Cause Someone to Use	100
	Makeup	
	I Understand the Impact of	100
	Makeup	
	I understand how to overcome	
	the impact of using makeup	
	I Understand the Health Impact	
	of Makeup Products	
	Average	93

Source: Data processed, 2024

There are various elements that can be useful to assess how effective this community service program is, namely the achievement of the target number of training participants, the achievement of the target of training implementation, the achievement of the target of the material that has been presented, and the achievement of

participants in mastering the material. The target number of training participants is twenty people, and during the service can be attended by twenty people (one hundred percent). This target has been achieved well. The service team and the chairman of the PKK collaborated for this event, starting from preparation, distributing invitations, and providing venues and equipment. The level of achievement of training targets is good (86%). The target is housewives and adolescent girls. They managed to develop their skills voluntarily during this training by creating a variety of attractive facial makeup displays and suitable for various events. The material target is quite good (86%). The resource persons have provided material on topics such as facial anatomy, the selection of cosmetic products, basic makeup techniques, to makeup techniques for various events, and other materials were given to all participants.

The achievement of mastery of the material of the participants was very good at 93 percent. These results are supported by a demonstration approach and hands-on practice during training. This training maximizes the ability of participants to understand information from resource persons and apply it directly. In addition, participants gain additional skills by creating a variety of makeup styles that are creative and according to their respective personalities.

The expected outputs are as follows: (1) Increased interest and willingness of participants to explore the world of cosmetology; (2) Improvement of the ability to apply makeup; (3) Improving knowledge and self-quality regarding facial makeup; and (4) Business opportunities in the field of beauty, such as becoming a freelance makeup artist or opening a

makeup service. The result of this activity, is that the participants have enough knowledge and skills to apply their own or someone else's makeup. Studying makeup has benefits for confidence, appearance, and even economic opportunities.

Overall, this basic makeup training can be called successful. Not only assessed from four factors, the success can be seen from the enthusiasm of the participants and the improvement of their skills after participating in training activities. An understanding of the basic techniques of merias, the ability to create an attractive makeup look, and increased confidence are all things that trainees gain. In addition, service gives results for participants. Makeup skills can be a lucrative source of income for participants who want to pass it on. Community service has a positive impact on the quality of life of participants, because it can increase confidence and open up new economic opportunities.

CONCLUSION

The conclusion of the service activities that have been carried out in Talang Jawa, Pulokerto Village, Gandus District. Service with basic makeup training implements the concept of improving participants' skills and knowledge. The method of service activities is the lecture method and the demonstration method. Through this training, participants gained comprehensive knowledge about makeup products, makeup techniques, and the impact of using products that do not meet health standards. In addition, participants are also trained to create various makeup looks that are attractive and suitable for various events. As an evaluation of service, the pretest and

posttest showed very good results. The achievement of the training target reached 100%, the achievement of the material target was 93%, and the ability of participants to master the material was also 93%. This training not only improves the skills of participants in the field of cosmetology, but also opens up new business opportunities in the field of beauty, so that it can improve the family economy.

Based on the success of basic makeup training in Talang Jawa, there is a need to expand more specific training materials, such as bridal makeup, character, or special makeup for various skin types. In addition, to increase the competitiveness of participants in the world of work, the addition of small business modules in the field of beauty can be considered, including financial management, marketing, and branding. It is also necessary to explore the possibility of collaborating with beauty salons or cosmetic stores to provide internship opportunities for interested participants. Regarding beneficiaries, it is necessary to further identify unreached community groups, such as young women from underprivileged families or people with disabilities.

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