THE RELATIONSHIP BETWEEN THE USE OF *PEEK A BOO* HAIR COLOR AND THE LEVEL OF CONFIDENCE IN UNESA COSMETOLOGY STUDENTS CLASS OF 2022

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Abstract

The *Peek-a-Boo* coloring technique involves selecting specific parts of the hair, such as the undercoat or around the middle of the hair, which are then given a strikingly different color. One of the coloring that attracts the attention of teenagers is Peek-a-Boo hair coloring, where bright or contrasting shades of color are applied to a portion of the hair to create an interesting effect. This study aims to analyze the effect of *Peek-a-Boo* hair coloring on the confidence level of cosmetology education students of the class of 2022. The problems raised are how to choose the preferred color in this coloring technique, how to use *Peek-a-Boo* coloring on student confidence levels and find out the relationship between the use of *Peek-a-Boo* hair color and the confidence level of makeup students of the 2022 batch. The method used was quantitative correlation involving 40 respondents, where data was collected through a questionnaire regarding color choice and its impact on self-confidence. The results showed that 40% of respondents preferred *shade* colors (*maroon, navy, magenta*), while the confidence level of UNESA makeup students of the class of 2022 after using *Peek-a-Boo* hair dye showed positive results, where students had a high level of confidence after using *Peek-a-Boo* hair dyeing. Further analysis revealed a significant relationship between color use and confidence levels, with *a Pearson* correlation of 0.880 (p-value < 0.01) and a coefficient of determination (R^2) of 0.768. This study confirms that the color selection in *Peek-a-Boo* hair coloring not only affects appearance, but also increases student confidence.

Keywords: Hair coloring, *Peek-a-boo*, Confidence.

INTRODUCTION

Adolescence is a very crucial period in the development of an individual, during which many physical and psychological changes occur. Erik Erikson, a prominent psychologist, states that adolescence is a phase of identity searching, in which individuals seek to understand themselves and their place in society. In this case, physical appearance, including hair color, becomes one of the main ways for adolescents to express their identity (Dianingrum & Satwika, 2021).

Hair coloring is not just a cosmetic action; but it also reflects a person's creativity, and personality. As stated by (Hamsar, 2023), hair color is the result of an interaction between genetic and environmental factors, which not only reflects an individual's identity but also serves as a social communication tool. Hair coloring has been known since ancient times, with the use of natural ingredients to achieve the desired color. However, with the advancement of technology, the coloring process has become simpler and faster, allowing individuals to change their appearance in no time.

Along with the development of hair dyeing trends, there is also a social stigma that surrounds it, especially for women. Social constructs often create strict standards of beauty, where long black hair is considered a symbol of elegance. When women choose to dye their hair in striking colors, they are often considered deviant from the norm and face negative judgments from society (Ulfah, 2024). Therefore, it is important to understand how hair coloring, specifically *the Peek-a-Boo* technique, relates to self-confidence and social perception among adolescents. This phenomenon is increasingly attracting attention, especially among students, who often face pressure to conform to social norms while also wanting to express themselves. In this situation, hair color is one way to show personality and independence. Through this study, the authors sought to dig deeper into the relationship between hair coloration and self-confidence, as well as how this can affect students' social interactions.

There are several problems that arise related to the use of *Peek-a-Boo* hair dye among UNESA cosmetology study program students class of 2022. First, there is a tendency for students who use this technique to be influenced by inspiration from social media. Second, factors that affect students' confidence in the hair dye that has been used. Third, the lack of understanding and tolerance from the campus environment and society towards students' freedom of

expression through hair dyeing, which can affect their confidence. Fourth, the potential for conflict between students who choose *Peek-a-Boo hair dye* and the surrounding environment who want their appearance in accordance with social norms.

The main focus is the students' lack of confidence before doing *Peek-a-Boo* hair coloring and its relationship to their confidence formation. This study aims to identify the *most preferred Peek-a-Boo* hair color among UNESA students of the class of 2022, as well as analyze its relationship with confidence levels. With a better understanding of the relationship between hair color and self-confidence, it is hoped that it can provide insight for individuals and society about the importance of self-expression. The objectives of this research are:

1. Describe the *Peek-a-Boo* hair color that is most liked and used by UNESA students of the Cosmetology study program class of 2022.
2. Describe the confidence level of students who use *Peek-a-Boo hair color*.
3. Find out if there is a relationship between *Peek-a-Boo* hair color use and students' confidence levels.

Hair color reflects an individual's identity and serves as a tool of social communication in the context of culture and aesthetic values. According to the BPOM Agency (2008), hair coloring is the process of changing hair color using cosmetics. Coloring techniques are increasingly advanced, allowing color changes in a short period of time using the latest innovations. Hair coloring is a practice that involves changing the color of hair using a variety of techniques and cosmetic products.

According to (Hamsar, 2023), hair color is not only the result of the interaction of genetic and environmental factors, but also reflects an individual's identity. The hair coloring process involves several aspects, including the selection of the type of dyes, the proper application method, and the right care to maintain healthy hair. Hair coloring techniques have evolved rapidly along with technological advancements. In the past, dyeing was done using natural materials, such as henna and other plants. Now, with more effective chemical products, individuals can easily change their hair color in a short period of time. This process not only enhances appearance but also provides an opportunity for individuals to express themselves.

In hair coloring, there are several terms such as *Babylights, Balayage, Base Color,* and *Bleach* that are important to understand. *Babylights* are a coloring technique that gives a softer and more natural look, similar to the color of children's hair. Meanwhile, *Balayage* is a method of applying dyes that is done freely to create a more dynamic natural effect. *Base Color* is a base color that is applied evenly, while *Bleach*

is used to fade hair pigment in order to receive a new color. Understanding these terms is crucial to understanding the overall hair coloring process (Faradillah, 2017).

The hair coloring process also involves several important steps, from consulting with a coloring expert to post-coloring treatment. This consultation is important to determine the color that suits the type and condition of the hair. In addition, post-coloring care is no less important to maintain the health of the hair and the resulting color. The use of proper care products can help maintain color and prevent damage. The risks and side effects of hair coloring also need to be considered. Individuals can experience allergic reactions or hair damage if they do not follow the correct procedures. Therefore, it is very important to perform a sensitivity test before doing the staining.

Peek-a-Boo *hair coloring* is a technique that involves applying colors that are hidden under a darker layer of hair. According to (Haeva et al., 2024), this technique provides an interesting visual effect and allows individuals to express themselves in a unique way. This coloring differs from other techniques because it focuses on a more subtle and dramatic appearance at the same time. Hair is considered a symbol of honor for every individual. Therefore, a person's appearance equipped with good clothes, the right makeup, and appropriate accessories will not look perfect without the support of healthy and well-groomed hair (Ulfah, 2024). *Peek-a-Boo* hair coloring is an option for many people, especially teenagers, as it provides an opportunity to express their personality without having to make major changes to the entire hair.

Social construction has a significant role in creating a social stigma against women who dye their hair. The norms and values embraced by society form ideal beauty standards, such as long, straight black hair, which is considered a symbol of elegance and adherence to tradition. When women in urban areas choose to dye their hair in striking colors, they are perceived as deviating from those standards and often face negative judgment from those around (Ulfah, 2024). *Peek-a-Boo*'s hair coloring technique also reflects a shift in the perception of beauty among teenagers. Many teenagers choose to use this technique because it is considered more modern and trendy.

According to (Karnasi, 2016), colors can be categorized into primary, secondary, and tertiary colors, each of which has different characteristics and emotional effects. The primary color consists of red, yellow, and blue, which are considered the base colors. Secondary colors are the result of a mixture of two primary colors, such as green, purple, and orange. Meanwhile, tertiary colors are a mixture of secondary

colors, creating more complex shades. The choice of the right color depends not only on personal preference, but also on factors such as skin tone, hair type, and the purpose of the coloring itself.

Color circles serve to understand the concept of neutralization, where opposing colors can neutralize each other. For example, green can neutralize red, and this can be used in coloring techniques to achieve the desired result. This understanding assists individuals in choosing the appropriate colors to create a harmonious and attractive look. Color depth also describes the level of brightness or darkness of a color. In hair coloring, the depth of color affects how light or dark the color is produced. Therefore, it is important to know the natural color level of the hair before coloring. Research by Syarief & Hibino (2005) shows that subjective experiences affect a person's perception of color, which makes color selection very personal and subjective.

Color shades indicate the characteristics of the warmth or coolness of a color. Warm colors, such as red and yellow, are usually associated with energy and cheerfulness, while cool colors, such as blue and green, are often associated with calmness and peace. This knowledge of color shades can assist individuals in choosing colors that not only match their physical appearance, but also reflect their personality. According to research conducted (Syafitri, 2023) it also shows that an individual's perception of color is influenced by age and cultural experiences, which can affect their color choices.

Self-confidence is an important aspect of a person's life, especially among students who are looking for an identity in society. Research conducted (Usman, 2024) states that hair coloring is used as a place for creativity and a way to increase confidence. This self-confidence is influenced by internal factors, such as self-concept and self-esteem, as well as external factors, including education and the social environment (Setiti in Sansurya, 2024). A person with high self-confidence tends to be better able to interact with others and deal with various social situations without feeling depressed.

According to (Hasmayni, 2014), individuals who are able to adapt well in the environment tend to have a higher level of confidence. This shows that confidence can serve as the basis for success in various aspects of life. Hair coloring is often one way for individuals to boost their confidence. Changes in appearance, such as hair dyeing, can provide a fresh and new feel, which positively impacts the way individuals perceive themselves.

Confidence is important, especially among teenagers who are in the process of discovering their identity. However, a disturbance in self-confidence can affect aspects of an individual's life. If a person feels dissatisfied with their appearance, this can result in feelings of inferiority and hinder their ability to socialize (Ramahardhila & Supriyono, 2022). Therefore, it is important to understand the factors that can increase self-confidence, including social support and positive experiences in social interactions.

Self-confidence is also closely related to social acceptance. When individuals feel accepted by their surroundings, they tend to have higher self-confidence. This can be achieved through support from friends, family, and the community. In hair coloring, social support for an individual's appearance choices can boost their self-confidence. Individuals who have high self-confidence tend to be more successful in social interactions and achieve desired life goals (Cape & Amelia, 2017). Physical appearance has a great influence on self-confidence, because confidence arises when individuals can see their physical condition according to their expectations (Ramadhani & Putrianti, 2017).

This appearance includes various aspects, including the way of dressing, makeup, and of course, hair color. Previous research conducted (Denich, 2015) states that physical appearance is the first step for individuals to provide images and perceptions to others. Individuals who feel satisfied with their physical appearance tend to have higher levels of confidence compared to those who do not feel satisfied. This suggests that there is a close relationship between physical appearance and self-confidence.

Previous research has shown that individuals who are satisfied with their physical appearance have higher levels of self-confidence than those who are not (Annisa et al., 2020). Self-confidence is also influenced by various external factors, such as socioeconomic status, education level, and learning achievement. The higher the level of education obtained, the more knowledge an individual has. Individuals with higher education levels tend to feel more confident and are not afraid to face possible failures (Santikawati, 2021).

The factors that affect a person's confidence are very diverse and can vary between individuals. Previous research revealed that there are various factors that influence adolescent girls in doing hair coloring, but the specific reasons that drive this action are still not clearly understood (Faradillah, 2017). One of the main factors is physical appearance. In addition, the socioeconomic status of parents also has a great influence on an individual's interaction with his or her environment (Lauster in Annisa et al., 2020). A supportive environment can encourage individuals to feel more confident in various aspects of life. Education level also plays an important role in building confidence. The higher the level of education obtained, the more

knowledge an individual has. This can increase confidence, as individuals feel better prepared to face the challenges and opportunities that exist (Santikawati, 2021).

METHOD

This study uses a quantitative method with a correlation approach. Quantitative research is a systematic scientific study of parts and phenomena and their relationships (Balaka, 2022). According to (Creswell in Kusumastuti et al., 2020), quantitative research methods aim to test certain theories by examining the relationships between variables. This type of research is quantitative using correlational research, which aims to determine the relationship between the use of *Peek-a-Boo* hair color and confidence in Cosmetology students of the State University of Surabaya. In this study, the researcher did not provide treatment, but only wanted to find out the relationship between variable X (hair color use) and variable Y (confidence). With the hope, this research can make a positive contribution to improving the condition of students for the better.

The population in this study is students of the 2022 Cosmetology study program at the State University of Surabaya. This population was chosen because it is relevant to a research topic that focuses on the use of hair color and its impact on self-confidence. The sample of this study consists of 40 UNESA students of the 2022 Cosmetology study program who have done *Peek-a-Boo hair* dyeing. The sample selection was carried out to ensure that respondents had hands-on experience that was relevant to the research theme, so that the data obtained could reflect the actual conditions in the field.

This study uses a quantitative methodology that involves collecting data through actions, words, and additional data sources such as questionnaires. The researcher used the *Likert Scale* to measure respondents' attitudes, opinions, and answers. This scale allows respondents to show their level of agreement with a set of questions that have been set. The research instrument is in the form of a questionnaire sheet consisting of two main parts:

1. Questionnaire for Free Variables (X): This questionnaire contains questions related to *Peek-a-Boo* hair color that students have liked or used.
2. Questionnaire for Bound Variables (Y): This questionnaire measures students' confidence levels after doing *Peek-a-Boo hair coloring*.

The questions in the questionnaire use *the Likert scale*, where respondents are asked to indicate a level of agreement with a given statement. The validation of the questionnaire sheet is carried out by the validator and corrected according to the input so that the instrument becomes valid for use. After that, the questionnaire will be duplicated and distributed to the research subjects.

Table 1. Scale *Likert*

Yes	Likert Scale	Category
1	1	Very Unsuitable
2	2	Inappropriate
3	3	Neutral
4	4	Appropriate
5	5	Highly Appropriate

Source: (Sugiono, 2016)

In this study, the authors used a questionnaire divided into two main categories to measure the Level of Confidence and Color Use in *Peek-a-Boo hair coloring*.

Respondents were asked to rate each statement in each category using the Likert scale provided. The data to be analyzed include:

1. Data for preferred colors in the use of *Peek-a-Boo* hair coloring: Using data analysis with percentage values to find the value of the variable X. Formula used:

$$P = \frac{F}{n} \times 100 \ \%$$

(Trianto, 2010)

Information:

P = Percentage of respondents' responses.

F = Number of answers from respondents.

N = Number of respondents.

2. Data for Confidence Level: Use data analysis with percentage values to find the value of variable Y with the same formula.

To determine the relationship or correlation between *Peek-a-Boo hair color* and student confidence, this study used the Pearson correlation test on SPSS. If the level of significance in the correlation test < 0.05, then there is a correlation or relationship between variables. Normality tests are performed to ensure that the data is distributed normally before performing the correlation test. The determination coefficient test was carried out to find out how much endogenous variables can explain exogenous variables. The higher the R^2 value, the better the prediction model of this study. The value of the determination coefficient ranges between 0 and 1, where a value close to 1 indicates that the independent variable

provides almost all the information needed to predict the dependent variable.

Table 2. Relationship Degree Guidelines

Yes	Interval Coefficient	Relationship Level
1	0,00 – 0,199	Very weak
2	0,20 – 0,399	Weak
3	0,40 – 0,599	Keep
4	0,60 – 0,799	Strong
5	0,80 –1,00	Very Powerful

Source: (Sugiono, 2016)

RESULTS AND DISCUSSION

1. **The Most Preferred Color for *Peek-a-Boo* Hair Among UNESA Students of the Cosmetology Study Program Class of 2022**

   Based on the results of the research, the 2022 Cosmetology Education students showed a preference for color for students who had used *Peek-a-Boo hair coloring*. Significant results were obtained on shade color in Peek-a-Boo *hair coloring*. Of the 40 respondents, as many as 16 students or 40% preferred shades, which included *maroon, navy,* and magenta. In contrast, 12 college students or 30% chose *elevator* colors such as *pastel* red, *pastel* blue, *pastel* yellow, *pastel* green, and *pastel* purple. And 30% or 12 students chose to prefer the use of neutral colors, such as brown and gray, having lower preferences.
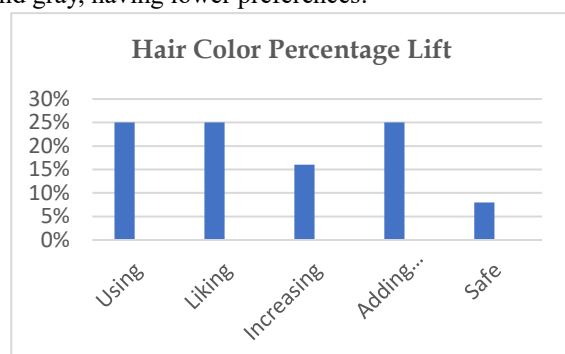

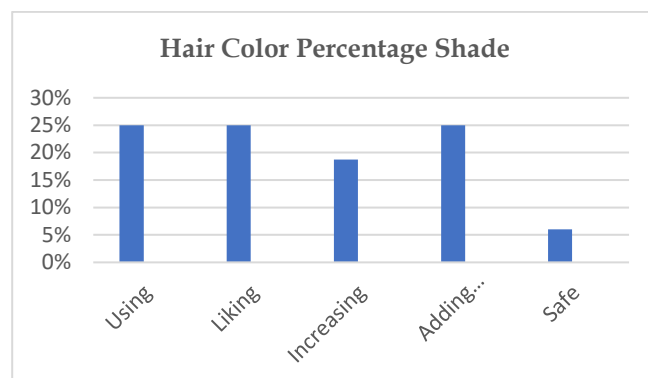***Diagram 1. 1 Color Percentage Elevator in Hair Coloring Peek a Boo***

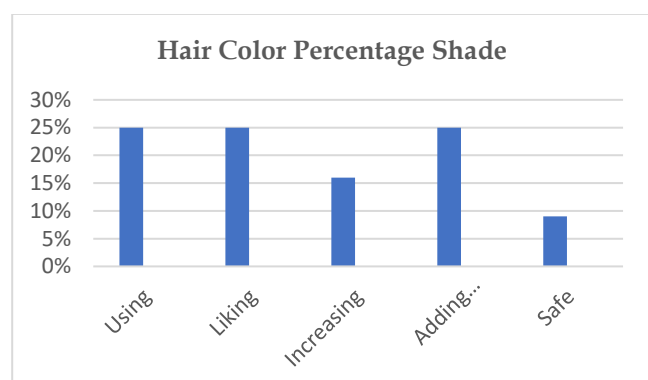***Diagram 1. 2 Color Percentage Shade in Hair Coloring Peek a Boo***

Diagram 1. 3 Neutral Color Percentage in Hair Coloring Peek a Boo

The diagram above shows that the dominant color preferred by students in the use of *Peek-a-Boo* hair coloring is *shade* with a percentage 40% higher than *elevator* and neutral color. The results showed that college students were more likely to choose shades, with 40% of respondents choosing maroon, navy, and magenta. These colors give a bold and modern impression, reflecting the character of students who want to look different.

Color theory according to (Karnasih, 2016) shows that colors with brightness and warmth are more in demand, which is also reflected in student preferences. The psychological aspect is very influential in the selection of colors. The color chosen can create a positive feeling and comfort for the user. College students who choose shade may feel a positive emotional impact, increasing their confidence in social interactions.

2. **The Confidence Level of UNESA Students of the Cosmetology Study Program Class of 2022 Who Use *Peek-A-Boo Hair Color***

   From the level of confidence of cosmetology education students in the use of *Peek-a-Boo hair color*, the results of each statement are obtained as shown in the following diagram:

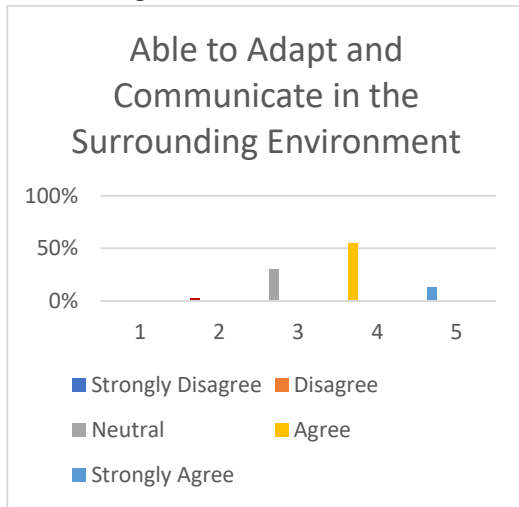a) Able to adjust and communicate in the surrounding environment by using *Peek-a-Boo hair coloring.*

Diagram 2. 1 Able to Adjust and Communicate

Based on the results of the study, 55% of students felt able to adjust and communicate in the surrounding environment after using *Peek-a-Boo* hair coloring. This suggests that they feel more confident in interacting with others.

b) Able to dare to show off your appearance by using *Peek-a-Boo hair* coloring.
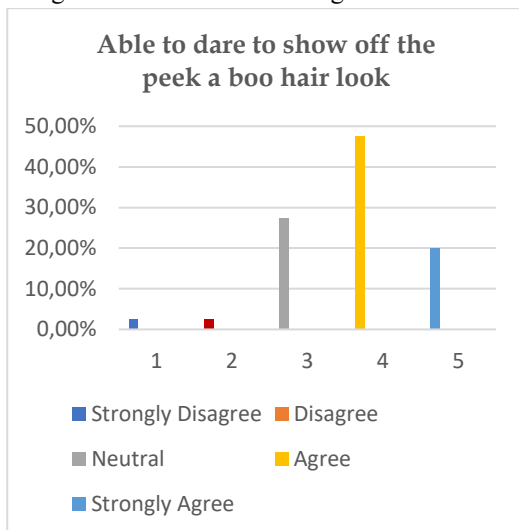

Diagram 2. 2 Able to Be Brave

Based on the results of the study, as many as 47.5% of students feel brave to show their new appearance. This reflects an increased courage in expressing themselves visually, which contributes to their confidence.

c) Always think positively in the face of various social reactions to your appearance by using *Peek-a-Boo hair* coloring.
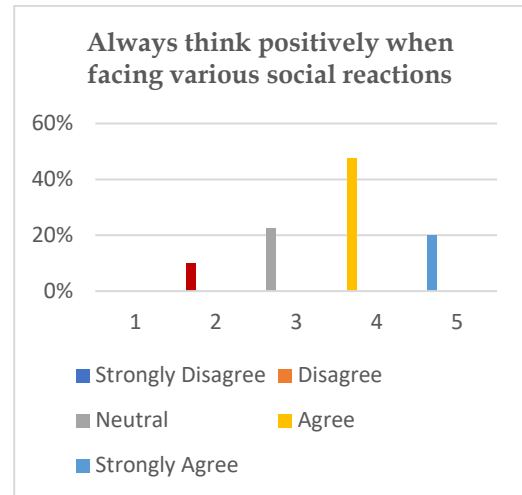

Diagram 2. 3 Always Think Positively

The results of the diagram above show that 47.5% of students always think positively when facing social reactions to their appearance. This positive attitude is important for building strong confidence.

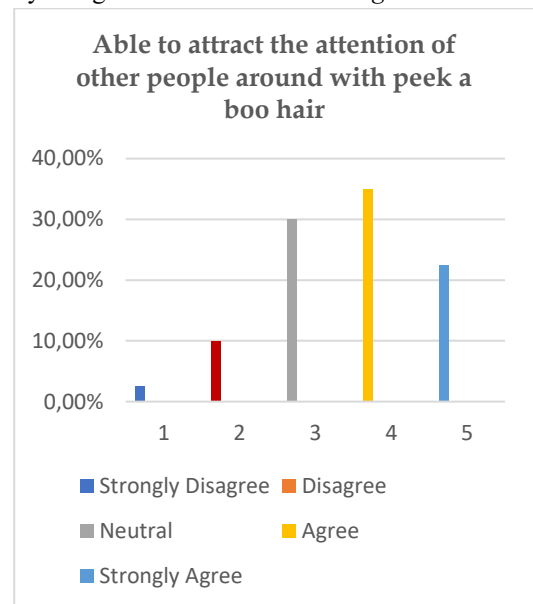d) Be able to attract the attention of others around by using *Peek-a-Boo hair coloring.*

Diagram 2. 4 Able to attract the attention of others

As many as 35% of students feel able to attract the attention of others with their appearance. This shows that they feel confident and attractive in the eyes of others.

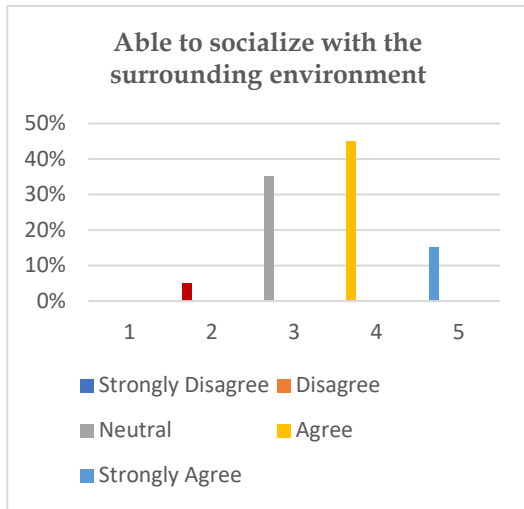e) Able to socialize with the surrounding environment using *Peek-a-Boo hair coloring.*

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Diagram 2. 5 Able to Socialize with the Environment

The results showed that 45% of students felt that they were able to socialize well in the surrounding environment using Peek-a-Boo hair color. This shows that their new appearance helps in social interaction.

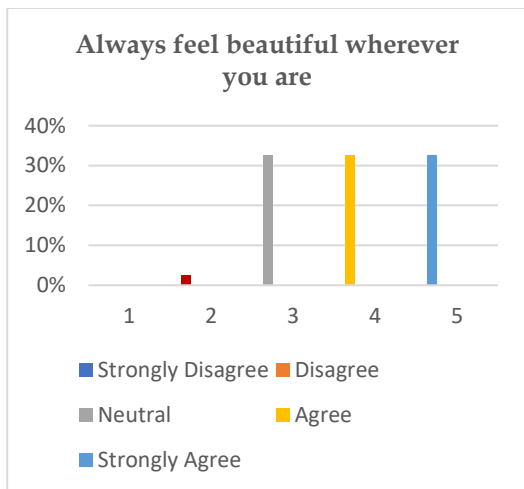f) Still feel beautiful wherever you are by using *Peek-a-Boo hair color*.

Diagram 2. 6 Still Feel Beautiful Everywhere

As many as 32.5% of students feel beautiful wherever they are after doing hair coloring. This suggests that they feel better about themselves.

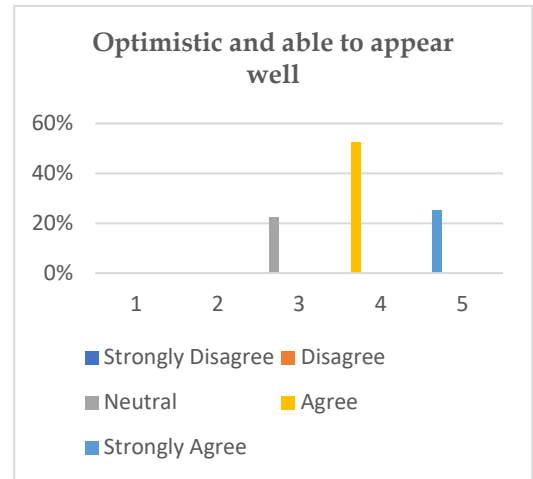g) Optimistic and able to look good using *Peek-a-Boo hair color*.

Diagram 2. 7 Optimistic and Able to Look Good

The results show that 52.5% of students feel optimistic and able to perform well. This sense of optimism contributes to confidence in a variety of situations.

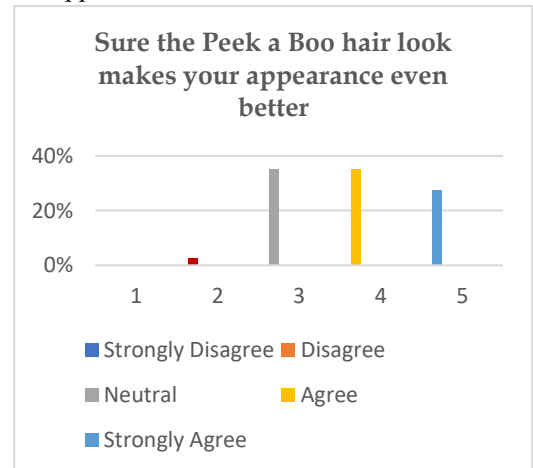h) Be sure to use *Peek-a-Boo* hair coloring to make the appearance even better.

Diagram 2. 8 Confident in Improved Appearance

As many as 35% of college students believe that *Peek-a-Boo* hair dye makes them look more attractive. This belief is very important in building a positive self-image.

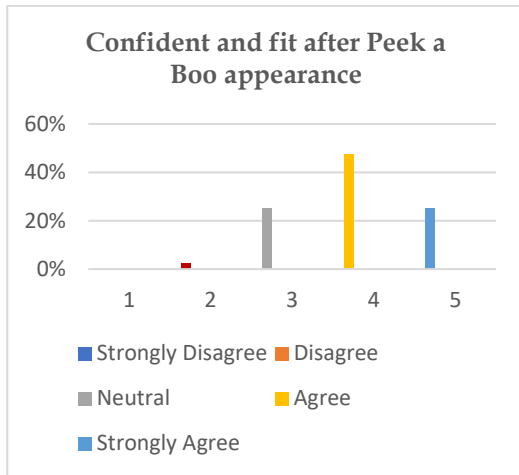i) Confident and fit in appearance after using *Peek-a-Boo hair color*.

Confident and fit after Peek a Boo appearance

[Chart: bar graph showing percentages for responses 1-5 with legend: Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree]

Diagram 2. 9 Confident and Suitable in Appearance *Peek a Boo*

The results showed that 47.5% of college students felt confident and matched their appearance after using *Peek-a-Boo* hair color. This sense of fit supports their confidence.

j) Trust and be able to accept others' criticism of appearance by using *Peek-a-Boo hair color*.

Trust and be able to accept criticism from others

[Chart: bar graph showing percentages for responses 1-5 with legend: Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree]

Diagram 2. 10 Able to accept criticism of appearance

As many as 60% of students believe and are able to accept criticism from others regarding their appearance. This shows that they have a strong mentality and are open to input.

k) Confidence is more increased than ever after using *Peek-a-Boo hair color*.

Your self-confidence is greater than before using Peek-a-Boo coloring

[Chart: bar graph showing percentages for responses 1-5 with legend: Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree]
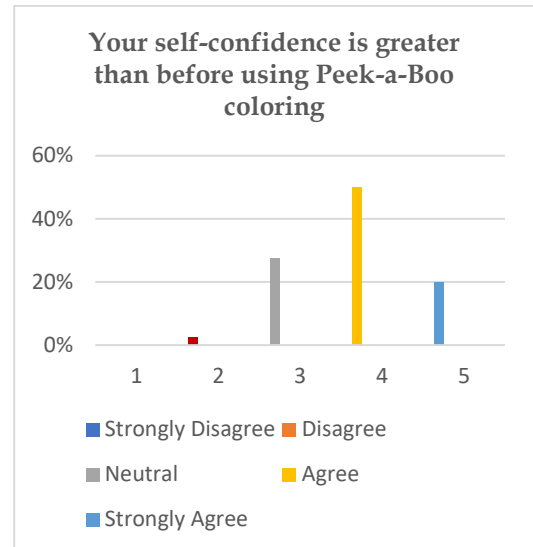
Diagram 2. 11 Increased Confidence

The results showed that 50% of college students felt that their confidence increased after using hair coloring. This is a positive indicator of the impact of appearance on self-confidence.

l) Happy to receive other people's feedback and suggestions on *the appearance of Peek-a-Boo* hair coloring.

Happy to receive input and suggestions from others

[Chart: bar graph showing percentages for responses 1-5 with legend: Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree]
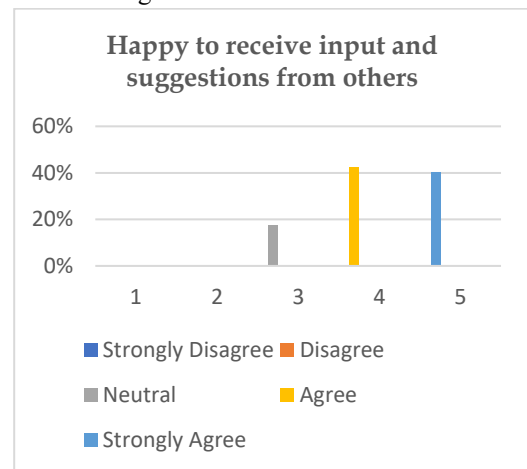
Diagram 2. 12 Happy to receive feedback from others

As many as 42.5% of students feel happy to receive feedback and suggestions from others on their performance. This open attitude shows high confidence.

m) Not receiving negative impacts in daily life after using *Peek-a-Boo hair coloring*.
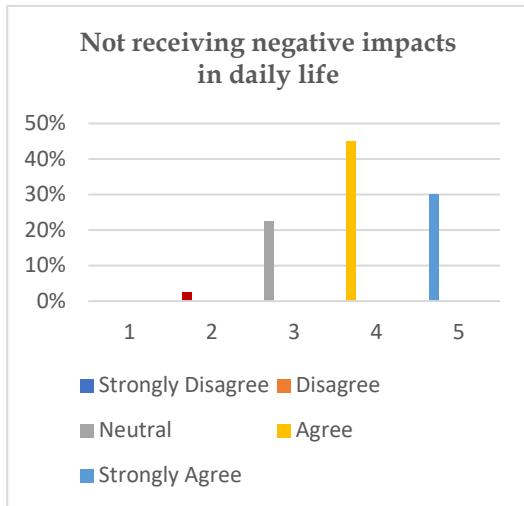
Diagram 2. 13 Not Receiving Negative Impacts

The results showed that 45% of college students did not feel negative impacts in their daily lives after using hair coloring. This shows that they are not affected by social stigma.

n) Able to attract the interest of people around to follow the *Peek-a-Boo hair coloring model*.
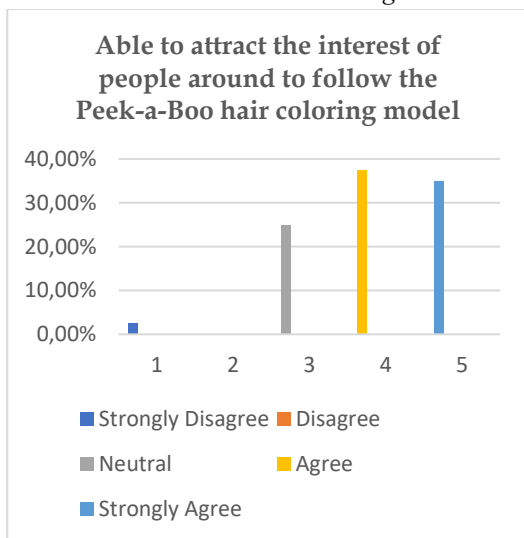

Diagram 2. 14 Able To Attract Others To Follow

As many as 37.5% of students feel that they are able to attract the interest of others to follow the *Peek-a-Boo* hair coloring model. This shows that they feel confident in influencing others.

o) Does not affect activities in the community especially in social norms after using *Peek-a-Boo hair coloring*.
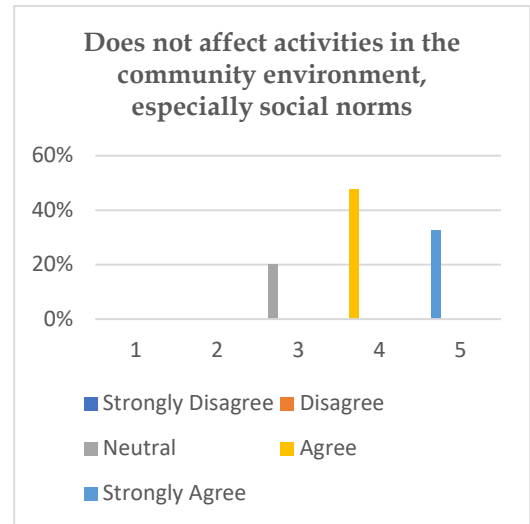

Diagram 2. 15 Does Not Affect Activities in the Community

The results showed that 37.5% of college students felt that their hair coloring did not affect activities in the community, especially in social norms. This shows that they can adapt well without feeling pressured by existing norms.

Based on the results related to confidence levels, this is in line with self-confidence research which states that physical appearance can affect how individuals feel about themselves and interact with others (Hasmayni, 2014). In addition, attractive appearances can improve self-image and facilitate positive social interactions (Suprida, 2020). Therefore, hair coloring can serve as a tool to express oneself and increase confidence among students.

3. **The Relationship Between *Peek-a-Boo* Hair Color and the Confidence Level of UNESA Students of the 2022 Cosmetology Study Program**

Table 3. 1 Normality Test

Tests of Normality

	Kolmogorov-Smirnova			Shapiro-Wilk		
	Statistics	Df	Sig.	Statistics	Df	Sig.
TKD	.095	40	.200[*]	.984	40	.824
PW	.088	40	.200[*]	.970	40	.349

[*]. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

Based on the results of the normality test using *Shapiro-Wilk*, the variable X (use of color) had a p-value of 0.349, which indicates that the data is normally distributed. Likewise, the variable Y (confidence level), which has a p-value of 0.824, also shows a normal distribution. Thus, both variables X and Y meet the assumption of normality.

Correlations

		PW	TKD
PW	Pearson Correlation	1	.880[**]
	Sig. (2-tailed)		.000
	N	40	40
TKD	Pearson Correlation	.880[**]	1
	Sig. (2-tailed)	.000	
	N	40	40

**. Correlation is significant at the 0.01 level (2-tailed).

Based on the results of the correlation test, there was a *Pearson* correlation value of 0.880, which shows a strong and significant relationship between color use and confidence levels. The significance obtained (p-value = 0.000) indicates that this relationship is significant at the level of 0.01. Thus, the greater the use of *Peek-a-Boo* hair color, the higher the level of student confidence. These results show that there is a close relationship between the use of *Peek-a-Boo hair color* and the level of student confidence in the Cosmetology Education Study Program Class of 2022 at the State University of Surabaya.

These results support the hypothesis that *Peek-a-Boo* hair color use is closely related to students' confidence levels. This is reinforced by research (Suprida, 2020) which explains that hair dyeing is becoming increasingly popular which is influenced by culture and social norms. With a positive correlation coefficient value of 0.768, it can be concluded that the greater the use of hair color, the higher the level of student confidence. Support from research (Dianningrum & Satwika, 2021) shows that there is a positive relationship between body image and self-confidence, stating that "the better the body image that adolescents have, the higher their self-confidence." Thus, the use of *Peek-a-*

Boo hair color can increase students' confidence in social interaction and facing the academic environment.

COVER

Conclusion

Based on the research and the results of the data analysis that has been carried out, the following conclusions were obtained:

1. Based on the results of the selection of hair color that most students of the 2022 Cosmetology Education Batch prefer, namely 40% (16 out of 40 respondents), they prefer *shade* colors (*maroon, navy,* and *magenta*) in *Peek-a-Boo* hair coloring. This can be explained by a theory (Saputra Gozali, 2020) which states that hair color selection is often influenced by psychological and social aspects.
2. Based on the results of the research, the confidence level of UNESA makeup students class of 2022 after using *Peek-a-Boo* hair dye showed positive results, where students had a high level of confidence after using *Peek-a-Boo hair coloring*.
3. Based on the results of the statistical test, there was a significant relationship between the two variables, with *a Pearson* correlation of 0.880 (p-value < 0.01), which showed that the use of color was closely and strongly related to the level of student confidence.

Suggestion

Based on the results of the research that has been concluded, the following suggestions can be given:

1. It is recommended that students of the State University of Surabaya Cosmetology Education Class of 2022 consider using *shade colors in* Peek-a-Boo *hair coloring*, considering that most respondents showed a preference for this color. Further research can be conducted to explore the factors that influence the selection of such colors.
2. For the next study, it is hoped that it can evaluate the long-term impact of the use of hair color on students' confidence levels. It is recommended that educational institutions hold programs or workshops related to self-development and self-acceptance.
3. Further research can be expanded to include other variables, such as the influence of social environment in determining hair color choices, thus providing more comprehensive insights into the relationship between hair coloring and self-confidence.

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