COMPARISON OF THE MAKEUP PROCESS STARTING FROM EYEBROWS AND COMPLEXION ON THE FINAL RESULTS IN THE NUSANTARA BRIDAL PRACTICE ACTIVITIES OF UNESA MAKEUP STUDENTS CLASS OF 2023

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Abstract

Bridal makeup is an activity of facial makeup on the bride that aims to highlight the existing advantages and cover up facial deficiencies. In the bridal makeup process, makeup artists generally use makeup techniques starting from the eyebrows and starting from Complexion. The purpose of this study is to determine the efficiency, disadvantages, advantages, and standards of good makeup work results. This type of research is quantitative, with a data collection method using a questionnaire sheet with a total of 159 respondents from UNESA Makeup Students. The data analysis method used is the independent sample t-test statistical test using the SPSS program. The results of this study are that the makeup technique starting from the eyebrows has a value of all aspects of 23.1195 and the average calculated value of all aspects of the statement is 2.889, the makeup technique starting from Complexion has a value of all aspects of 22.679 and the average calculated value of all aspects of the statement is 2.834, and there is a significant difference between the makeup process from the eyebrows and the makeup process from Complexion. The average difference between the two groups was 0.912 with a Standard Error of 0.437. This study shows that although both techniques have their own advantages, the technique of starting from the eyebrows is more recommended for a more efficient makeup process.

Keywords : Bridal Makeup, Complexion, Brow.

INTRODUCTION

Facial makeup is the activity of transforming one's appearance from its original form using cosmetic products and tools, with the aim of improving physical features that are considered less than perfect. The purpose of facial makeup is to enhance natural charm by highlighting the best features and concealing imperfections. The right makeup techniques are key to achieving an ideal makeup result, so cosmetics should not be applied without strategy.

The State University of Surabaya offers a Makeup Art Study Program that includes several courses focusing on the art of makeup, such as Nusantara bridal makeup, traditional, international, and fantasy makeup. These courses include learning activities conducted through practice. The practical activities are carried out both in groups and individually. Certainly, with practice, students' skills in applying makeup will be increasingly honed, and their knowledge about the world of makeup will grow.

Each student has their own distinctive style when carrying out the makeup practice process. The differences in the makeup process among students are quite significant, one of which is the technique used. Some students start the makeup process with the technique beginning from the complexion, while others begin by shaping the eyebrows first. This is

2020) stated that video media is a tool that displays done to adjust to each student's ability and due to several influencing factors. Each technique they choose has its own level of difficulty and ease. The efficiency level also depends on the student themselves during the practice process with the chosen technique. Efficiency includes time, the level of ease or difficulty, and the comparison of the amount of tools and materials used. However, despite the differences in process and technique, the goal remains to create the best possible final makeup result, while still considering efficiency, which needs to be evaluated.

The reason the researcher chose the Nusantara Bridal Makeup course for this study is to see whether both techniques can be used for various makeup looks in different traditional customs. With various customs and different makeup appearances, each custom certainly has its own distinctive characteristics, even though the looks are not very different. Therefore, the researcher needs to know whether applying the technique starting from the eyebrows or starting from the complexion produces results that meet the criteria of the makeup appearance for each custom.

Besides the issues mentioned above, the comparison of makeup techniques between starting from the eyebrows and starting from the complexion is currently widely discussed by makeup artists in the beauty world, both in real life and on social media. This has caused makeup artists to be curious whether

there is a significant difference between the two techniques.

The objectives of this study are: 1) To find out the efficiency of makeup starting from the eyebrows and starting from the complexion. 2) To identify the drawbacks of makeup starting from the eyebrows and starting from the complexion. 3) To identify the advantages of makeup starting from the eyebrows and starting from the complexion. 4) To determine the standard of good makeup work results.

METHOD

The research approach applied is quantitative with a descriptive observational model. This study was conducted at the State University of Surabaya, involving 159 UNESA students from the S1 Makeup Education Study Program, Class of 2023, who participated in the Nusantara Bridal Makeup course practice during meetings 3, 4, and 5. The object of this study is the makeup process starting from the eyebrows and starting from the complexion among UNESA Makeup students to observe efficiency, drawbacks, advantages, and the standard of the final results.

The main instrument for data collection in this study is a questionnaire. The questionnaire was chosen to understand respondents' assessments of this research based on the standard of beauty makeup and the makeup process starting from the eyebrows and starting from the complexion. The questionnaire uses a Likert scale measurement in the form of a checklist. Each item is rated using a Likert scale with levels ranging from strongly agree to strongly disagree.

Table 1. Scale Likert

Assessment	Indicator	Score
Strongly Agree	SA	4
Agree	A	3
Disagree	D	2
Strongly Disagree	SD	1

RESULTS AND DISCUSSION

This research involved 159 respondents who are Makeup Education students at the State University of Surabaya, Class of 2023. The presentation of the research results includes diagrams showing the average data as well as statistical analysis compiled in the following table:

1. Instrument Test
   a. Normality Test

Table 2. Normality Test Results

Respondent Results	Kolmogorv Smirnov Sig.	Shapiro Wilk Sig.
Makeup Process Starting from Eyebrows	.081	.180
Makeup Process Starting from Complexion	.055	.387

Based on the normality test results, the significance value of the Kolmogorov-Smirnov test for the makeup process starting from the eyebrows is 0.081, while the significance value for the makeup process starting from the complexion is 0.055. Furthermore, the significance value of the Shapiro-Wilk test for the makeup process starting from the eyebrows is 0.180, whereas the significance value for the makeup process starting from the complexion is 0.387. This indicates that the significance values of both the Kolmogorov-Smirnov and Shapiro-Wilk tests are higher than 0.05. Therefore, the data in this study are normally distributed.

b. Homogeneity Test

	Levene's Test For Equality of Variance		t-test for Equality of Means				
	F	Sig.	T	Df	Sig. (1-tailed)	Mean Difference	Std. Error Difference
Equal variance assumed	2.952	.087	2.089	316	.037	.912	.437
Equal variances not assumed			2.089	310.004	.038	.912	.437

Source: SPSS 26 Output, 2024

The table above shows the results of the Independent Sample T-Test comparing the makeup process starting from the eyebrows and the makeup process starting from the complexion on the final results of the Nusantara bridal practice. In this table, Levene's Test for Equality of Variance shows an F value of 2.952 with a significance (p-value) of 0.087 (> 0.05), indicating that the assumption of equal variances is met (equal variances assumed).

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The t-test for Equality of Means shows a t value of 2.089 with degrees of freedom (df) of 316 and a significance (2-tailed) value of 0.037 (< 0.05), indicating a significant difference between the makeup process starting from the eyebrows and the makeup process starting from the complexion. The mean difference between the two groups is 0.912 with a Standard Error of 0.437. These results demonstrate that the eyebrow and complexion makeup processes have a significantly different effect on the final outcome of the Nusantara bridal practice.

2. Final Results of Nusantara Bridal Makeup Practice Using the Makeup Process Starting from the Eyebrows

The final results of the Nusantara bridal makeup using the makeup process starting from the eyebrows are presented as averages in the following diagram:
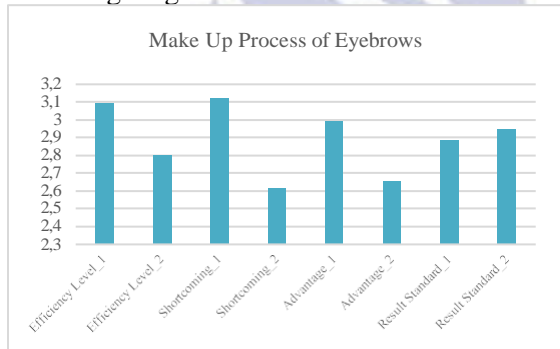

Figure 1.
Average Diagram of Makeup Process Starting from the Eyebrows

Based on Figure 4.1, the total score from all observed aspects of the makeup process starting from the eyebrows is 23.1195, and the average score from all statement aspects is 2.889. In aspect 1, which looks at drawbacks from the risk of errors, the highest average score is 3.125. The risk of errors in eyebrow makeup has the highest average score because this process requires high precision. Errors in eyebrow makeup can include asymmetrical shapes, inconsistent thickness, or eyebrow lines that are too sharp or too soft. The main reason this aspect is the highest drawback is that shaping eyebrows requires detailed technical skills to ensure balance and symmetry on both sides of the face. Additionally, not all face shapes support a single eyebrow style, so the risk of error increases if there is no adjustment. This is because the makeup process starting from the eyebrows is prioritized as it can facilitate the next stages of the makeup process.

In aspect 2, which looks at drawbacks from difficulties in color and texture adjustment, the lowest average score is 2.616. The difficulty in adjusting color and texture receives the lowest average score. Although considered easier compared to the risk of errors, challenges still exist, especially in ensuring a natural final result. This includes matching eyebrow color with skin tone, hair color, or other facial makeup, which requires the right color combination so the result does not look too striking or inappropriate. Also, differences in eyebrow texture whether thin, thick, coarse, or smooth mean that texture adjustment requires different products and specific application techniques.

3. Final Results of Nusantara Bridal Makeup Practice Using the Makeup Process Starting from the Complexion

The final results of the Nusantara bridal makeup using the makeup process starting from the complexion are presented as averages in the following diagram:
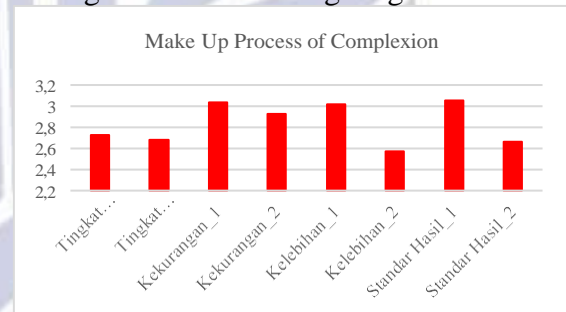

Figure 2.
Average Diagram of Makeup Process Starting from the Complexion

Based on Figure 4.2, the total score from all observed aspects of the makeup process starting from the complexion is 22.679, and the average score from all statement aspects is 2.834. In the drawback aspect 1, which looks at the makeup process from the risk of errors, the highest average score is 3.031. The risk of errors in complexion makeup receives the highest average score because the complexion is the foundation of the entire makeup process. Errors at this stage will affect the overall final result. Several reasons why this aspect becomes the main drawback include the selection of foundation, concealer, or powder colors that do not match the skin tone, causing the complexion to appear patchy, too light, or too dark. Choosing the wrong undertone (warm, cool, neutral) can also create an unnatural result. Uneven application causes the foundation to look cakey or patchy. Additionally, improper

application techniques, such as using the wrong tools (sponge, brush, or fingers), increase the risk of uneven results.

In the advantage aspect 2, which looks at the makeup process from the flexibility of adaptation, the lowest average score is 2.573. Flexibility of adaptation is considered an advantage, but the low average score indicates that although there is potential for adaptation, in reality, this flexibility still has limitations. This is due to several factors, namely not all complexion products (foundation, concealer, powder) have formulations flexible enough for all skin types or conditions. For example, certain foundations may be too drying for dry skin or too oily for oily skin. Also, the application techniques used do not always produce consistent results across all skin types.

4. Final Results of the Makeup Process Starting from Eyebrows and Complexion on Nusantara Bridal Practice

a) Efficiency Level of the Makeup Process

Based on the data obtained regarding the efficiency level of the makeup process in Nusantara bridal makeup, two main aspects were analyzed: Time Duration (Aspect 1) and Ease of Application (Aspect 2), focusing on two main categories: Eyebrows and Complexion. The research results show that in the Time Duration aspect, the Eyebrows category has the highest average efficiency level, which is 3.094, classified as good, while the Complexion category recorded an average of 2.723, also classified as good. This difference indicates that the eyebrow makeup process is much more efficient in terms of time compared to the complexion process. One factor explaining this finding is that eyebrow makeup often uses more focused and quicker techniques, such as using pencils or pomades, which usually require less time to achieve the desired result. Meanwhile, makeup on the complexion tends to require more steps, starting from applying foundation, concealer, blush, to contouring, each requiring precision and more time to ensure a smooth and natural look.

In Aspect 2 (Ease of Application), the Eyebrows category also scored higher with 2.798, while Complexion scored 2.685. This shows that the makeup application process on the eyebrows is considered easier by practitioners or observers compared to the complexion area. One explanation is that eyebrows are often simpler to apply because they focus on drawing lines or shading with standardized techniques and easier applicator tools like eyebrow pencils or spoolies. Conversely, makeup application on the complexion requires more complex color adjustments and texture matching, as well as the use of various products that need more detailed arrangement, such as foundation, concealer, bronzer, and setting powder, which require more attention and additional skills.

Overall, the research results indicate that the Eyebrows part is more efficient both in terms of working time and ease of application compared to the Complexion. This advantage can serve as a basis to assess aspects that need attention to speed up the bridal makeup process without compromising aesthetic results. As a recommendation, training or more efficient techniques in applying makeup on the Complexion area could be conducted to minimize duration and increase application comfort without sacrificing the quality and perfection of the overall makeup.

b) Drawbacks of the Makeup Process

Based on the data obtained from the study on the drawbacks in the makeup process for Nusantara bridal makeup, it appears that the eyebrow area shows advantages compared to the complexion in several important aspects. In Aspect 1 (Risk of Errors), although the drawback score for the eyebrows is 3.125, which falls into the good category, the difference with the drawback score for the complexion at 3.031 is very small and still within the good category. Nevertheless, the drawback score for the eyebrows is slightly higher than that of the complexion, but the difference is minimal, indicating that both areas overall have relatively low potential for errors during application. The eyebrow process is easier to predict and less dependent on adjusting color or skin texture, making it easier to avoid mistakes during application.

The advantage of the eyebrows is clearer in Aspect 2 (Difficulty in Color and Texture Adjustment), where the eyebrows have a lower drawback score of 2.616 compared to the complexion's 2.930. This shows that color and texture adjustment in the eyebrow

area is simpler and easier to manage than in the complexion area. Eyebrow work does not require complex product adjustments to match the skin tone or texture of the bride's face. Conversely, the complexion area requires more detailed attention in selecting and adjusting the color of foundation, concealer, and blending these products to perfectly match the varying skin tones and textures. More complicated adjustments in the complexion area can lead to more drawbacks or difficulties in achieving the desired result if not carefully managed.

Overall, this data shows that although both eyebrows and complexion have drawbacks still categorized as good, the eyebrow area has advantages in reducing the risk of errors and difficulties in color and texture adjustment. This indicates that eyebrow application tends to be more straightforward and does not require many adjustments that could cause potential errors, whereas the complexion area demands more attention to color, texture, and blending aspects that affect the final result. Makeup artists need to consider these factors to speed up and optimize the Nusantara bridal makeup process.

c) Advantages of the Makeup Process

Based on the data obtained regarding the advantages of the makeup process in Nusantara bridal makeup, two main aspects were analyzed: Neatness or Precision (Aspect 1) and Flexibility of Adaptation (Aspect 2), comparing the categories of Eyebrows and Complexion. In Aspect 1, which measures how neat and precise the makeup result appears, Complexion scored an average of 3.018, slightly higher than Eyebrows, which scored 2.993. Although this difference is small, it indicates that makeup on the complexion is considered neater and more precise than on the eyebrows. The complexion process, which includes applying foundation, concealer, and contouring, requires very detailed techniques, including color gradation adjustments to create a smooth and seamless look that blends with the skin. Additionally, lighting strength and makeup durability are important factors ensuring the final result looks neat, reflected in the slightly higher precision score. However, despite Complexion's advantage in

precision, the result for Eyebrows remains in the good category with a score of 2.993, showing that eyebrows are also given considerable attention, even though the application technique is simpler and generally faster than that of the complexion. This can be explained because eyebrows focus on forming clear and symmetrical lines, so although the desired precision level is not as high as for the complexion, the neatness aspect is still valued.

Meanwhile, in Aspect 2 (Flexibility of Adaptation), Eyebrows scored higher at 2.654 compared to Complexion's 2.572. This indicates that eyebrow makeup is considered more flexible and easier to adapt to various face shapes and bridal makeup styles. The greater adaptability of eyebrows can be influenced by diverse design characteristics, such as eyebrow shapes that can be formed according to the bride's preference and suit various styles, whether natural, bold, or classic. Conversely, Complexion requires more attention regarding color matching with skin and facial texture, as well as proper lighting to achieve a flawless result that blends with the entire facial appearance. The variety of products used in complexion makeup, such as foundation, concealer, and setting powder, often requires a more careful approach and sometimes less flexibility in adapting to personal needs or individual preferences.

Overall, the research results show that although Complexion excels in Neatness or Precision, the Eyebrows are more flexible and easier to adapt to various face shapes and makeup needs. The advantage of eyebrows in flexibility of adaptation can be a consideration in choosing more versatile makeup techniques and products, while the higher precision achievement in the complexion area indicates that meticulous application is crucial to creating a clean and orderly appearance.

d) Standard of Final Makeup Results

Based on the data presented regarding the results of Nusantara bridal makeup using the makeup process, there are two main aspects focused on in this study: the final quality of the makeup (Aspect 1) and symmetry and aesthetics (Aspect 2). The research results show that for the eyebrow area, the final makeup quality score is 2.886, which falls into the good category, although there is still

room for further improvement. This indicates that although the eyebrow application process has been carried out quite well, there is potential to enhance the techniques and products used to achieve a more perfect appearance. In the aspect of symmetry and aesthetics, the eyebrows scored higher, at 2.949, also in the good category. This score indicates that the eyebrows successfully create balance and proportional shape on the bride's face. This may suggest greater attention given to eyebrow symmetry during the application process, as well as the makeup artist's ability to adjust eyebrow shapes to the bride's facial structure, resulting in a more harmonious and balanced look.

For the complexion area, the final makeup quality score is higher at 3.056, also classified as good. This increase reflects that the technique of color selection and application in the complexion area successfully provides a more natural, smooth, and flawless facial appearance. The application of foundation, concealer, and other makeup products works well to create an even and integrated look, meeting the expectations for bridal makeup. However, in the aspect of symmetry and aesthetics, the complexion scored lower at 2.660, still within the good category. This indicates some imperfections that may relate to tonal differences between the product color and the bride's skin or lighting effects influencing the final result. These imperfections could be caused by inaccurate foundation color selection or suboptimal blending techniques, leading to imbalance or visible color differences in some facial areas.

Overall, the research provides a fairly clear picture of the strengths and weaknesses of these two makeup areas. Eyebrows are rated higher in terms of symmetry and aesthetics, while the complexion scores better in the final makeup quality. The weakness in the complexion area may stem from imperfections in symmetry and color matching, whereas the eyebrows show better balance and proportion despite potential improvements in final quality. Therefore, efforts to improve bridal makeup should consider enhancing the eyebrow application process and paying more attention to tonal selection and lighting techniques in the complexion area to create a more harmonious and balanced final result.

5. Difference in Final Results of Nusantara Bridal Makeup Practice Using Makeup Process Starting from Eyebrows Compared to Complexion

Based on data analysis using SPSS 26 software, the Kolmogorov-Smirnov and Shapiro-Wilk normality tests yielded values greater than 0.05, indicating that the data are normally distributed. Furthermore, the homogeneity test showed a significance value greater than 0.05, meaning the data are homogeneous. Additionally, the Independent Sample T-Test on the overall aspect scores produced Levene's Test for Equality of Variance with an F value of 2.952 and a significance (p-value) of 0.087 (>0.05), indicating that the assumption of equal variances is met.

The t-test for Equality of Means showed a t value of 2.089 with degrees of freedom (df) of 316 and a significance (2-tailed) value of 0.037 (<0.05), concluding that there is a significant difference between the makeup process starting from the eyebrows and the makeup process starting from the complexion. The mean difference between the two groups is 0.912 with a Standard Error of 0.437.

The data also show that the average result of the makeup process starting from the eyebrows is higher than that starting from the complexion. This is because the eyebrows act as the frame of the face, greatly influencing the overall facial structure and proportion. By shaping the eyebrows first, the framework of the facial appearance can be determined, making it easier to adjust makeup application on other areas such as the complexion, eyes, or lips.

Moreover, from a time efficiency perspective, starting with the eyebrows allows the complexion to be applied more strategically, avoiding excessive layering around the eyebrow area. This also helps save complexion products like foundation and concealer, as application can be focused only on areas needing coverage. Furthermore, with the eyebrows already shaped, the makeup artist or individual has a "visual guide" that makes subsequent steps more directed and consistent. Overall, starting makeup from the eyebrows not only speeds up the process but also produces a more aesthetic and organized final result.

COVER

Conclusion

Based on the results of the research and discussion in the previous chapters, it can be concluded that the makeup process starting from the eyebrows produces superior results compared to the technique starting from the complexion. The final results using this technique are consistently rated in the good category. This assessment is evident in the accuracy of eyebrow shaping, harmony between the eyebrows and facial structure, and the sharpness of makeup details. The average score of makeup results starting from the eyebrows is higher than the other technique, indicating the effectiveness of this method in producing Nusantara bridal makeup that meets aesthetic standards.

The makeup technique starting from the complexion also achieves scores in the good category, but on average, its scores are slightly lower than the eyebrow method. This process allows students to focus on creating an even and smooth complexion at the beginning, but it can present challenges at the eyebrow shaping stage, especially in maintaining proportion and balance with other facial structures. In Nusantara bridal practice, this technique requires more adjustments after completing the complexion, which may affect the efficiency of the makeup process.

The process shows that students choose between starting makeup from the eyebrows or the complexion depending on their personal situation and condition, as each technique can influence the smoothness of the makeup process. Students using the eyebrow-first technique tend to complete the makeup more efficiently and achieve satisfactory results. Thus, this study shows that although both techniques have their respective advantages, the eyebrow-first technique is recommended for a more efficient makeup process.

Suggestions

Based on the conclusions from the data analysis, the following suggestions are proposed for this study:
1. The use of the technique starting from the eyebrows requires re-correction to ensure the results appear neater, because after the eyebrow shaping process, the subsequent makeup stages may cause smudging that can alter the already formed eyebrow frame.

2. The use of the technique starting from the complexion needs careful attention when entering the eyebrow application stage, as shaping the eyebrow frame usually requires corrections around the eyebrow area using concealer. This can affect the neatness level of the complexion area around the eyebrows.

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