

Art of Makeup as a Visual Medium

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ABSTRACT

Makeup art is a form of face painting that highlights handmade skills. It shows one's ability to develop artistic character, especially in the visual aspect. This ability is honed through practice and the application of concepts inspired by face shapes. Makeup skills are based on an understanding of personality which is mainly reflected in an attractive and regular appearance. This not only increases self-confidence but also helps build good relationships and has a positive impact on individuals who use makeup. This study aims to describe the views of facial stylists on visual elements. A qualitative approach is used in this research method, by building constructions based on the statements provided. Field data is combined with theory, especially in the context of visual communication which is based on graphic elements. The results showed that a line is a series of points used in various contexts. Form is a symbolization formed by lines or combinations of lines with other elements. Color plays an important role in creating separation, emphasis, and harmony in works of art. Color psychology suggests that each color has certain emotional effects, ranging from positive to negative. It is believed to have a great influence on emotions, psychology, and human behavior, so it can communicate non-verbally and convey messages with deep meaning.

INTRODUCTION

Make up is an art in beautifying the face by using tools and cosmetic products to disguise shortcomings and improve the appearance so that it looks ideal. Many people choose to use makeup because it can have a positive impact on women's appearance. The use of makeup requires knowledge and skill because if not applied properly it can cause interference and damage to the facial skin. In this era of globalization, the rapid development of information facilitates access to various things, especially information about beauty. Many women dream of having a beautiful appearance, and the higher the standard of beauty makes the effort to look attractive even more necessary. Therefore, makeup is often an option as a means to enhance appearance and beautify oneself (Suhada, 2014; Firnas, 2017).

Makeup is a form of non-verbal communication that uses cosmetic products as a medium. A person who puts on makeup in a certain style wants to express or communicate his identity or personality to others through his appearance. The process of applying makeup or makeup is a way to change a person's original appearance by using different types of cosmetics and tools available. The term makeup often refers to the transformation of a person's facial appearance. Non-verbal communication through makeup can be considered an artifactually form of non-verbal communication. Artifactual in this case includes all aspects of appearance, including clothing, cosmetics used, as well as other attributes such as pins, rank, and others. These artifacts codes include the use of clothing, cosmetics, equipment, artwork, status symbols, architecture, etc (Juliani, 2022; Thalia & Franzia, 2018).

In addition to functioning as an artifactual communication, makeup can also be considered a form of visual media. Visual media is a type of media that can only be seen and does not contain elements of sound. Visual media uses the sense of sight alone as a means of delivering messages, without involving other senses such as hearing. Makeup reflects the nature of this visual medium because it can only be observed with the eyes without involving other senses. Some elements of visual media that are reflected in the use of makeup include lines, shapes, colors, and textures. These elements are very important in makeup application techniques because each face has a diverse skin shape and color (Reza, 2023; Ikrom, 2022; Ayu, Restu, & Nesia, 2019; Srisadono, Miranda, & Lubis, 2022). This study aims to see the perspective of makeup art as part of visual communication.

THEORETICAL REVIEW

Art of Makeup

The makeup part of a visual art form allows one to creatively express themselves, their personality, and feelings through the play of colors, textures, and application techniques. More than just a tool to beautify a look, makeup becomes a medium for individuals to channel their imagination, tell stories about themselves, and convey unique emotions and characteristics. The art of cosmetology requires an in-depth understanding of various application techniques, color theory, and experimentation with different types of textures to

achieve the desired effect. By making makeup a form of artistic exploration, one can develop their creative potential and create a unique and expressive look (Blair, 2024).

Makeup is an incredible art form, opening up endless possibilities for self-expression, creativity, and artistic development. By utilizing makeup as a medium of expression, as well as exploring different colors and textures, as well as gaining expertise in its application techniques, artists can fully develop their creative potential (Lemons, 2005). Artists and youth can expand their skills and grow in their artistic journey through unlimited imagination. Makeup is a form of art that can be tailored to the individual (Gamboa, 2019).

Visual Medium

Visual media allows people to create beyond the limits of imagination. Makeup and visual media are two things that fill each other's gaps to become a skill that provides a new economic field for today's new world. Coupled with digital platforms in the media space, platform technology has brought revolutionary changes to cultural and creative content, giving birth to new categories of creative workers, such as celebrities. Not only that, visual media is used in a simple form by using digital applications and creating avatars or painting creators that are cartoonish or similar to the original (Xiao, 2023).

This ability is needed to understand the components and functions of visual media. The context in visual media is that makeup as a visual medium provides a powerful means of self-expression, creativity, and artistic development. Using makeup as a means of expression allows a person to explore various visual possibilities using color, texture, and application techniques. Artists and young people can hone their skills and develop their artistic journey by using make-up as a visual medium that allows for endless exploration (Stokes & Price, 2017). Visual media theory plays an important role in understanding the interaction of visual media with society, culture, and individuals, and provides tools for analyzing the effects and meaning of visual media production and consumption in everyday life (Gupta, Santini, & Jain, 1997). So this concept needs to be adapted to the context of events in terms of representation, ideology, codes and symbols, power interests, technology, and critical analysis. This is according to the context of the makeup and the field of use.

METHODOLOGY

This study looked at the construction of visual communication from several women who use makeup as part of self-identity (Moleong, 2017). The use of informants was used by five people taken from among students who were accustomed to makeup and also as makeup. Data taken is done by interviewing informants and dividing them form of important points explaining visual media as part of the integrated art of personality. Data is collected and processed codically according to the question. Then proceed with the conclusion of the data.

RESULTS

Makeup in the modern era has undergone many developments. In principle, makeup aims to disguise shortcomings and highlight the advantages of one's face. A makeup artist not only needs to understand the basics of cosmetology but also needs to have a good understanding of the makeup concepts he wants to apply. Makeup has two main functions, namely the seduction function and the camouflage function. The function of seduction refers to the use of makeup by individuals to enhance their attractiveness. Usually, individuals who use makeup for this purpose feel that they are already attractive, but want to add to their appeal with makeup. Meanwhile, camouflage function refers to the use of makeup by individuals to hide their physical flaws. Usually, individuals who use makeup for this purpose find it less attractive and use makeup to improve their appearance. Visual communication media emphasizes the use of media that can be seen without the presence of sound elements. Visual media is a type of media that utilizes the sense of sight. From the data obtained the 4th point becomes a point of view, in the study of the data owned.

Table 1. Informant's perspective on makeup as a visual medium

Informant	Perspective	Icon
Informant 1	<i>"The line used in eyebrow-making is a curved line. The eyebrows look more swooping and sharp so that the appearance of the face becomes more firm and such a shape is considered very suitable for a face shape like me. For the use of lines in the manufacture of eyeliner, I use Straight lines. Because my eyelids are wide so there is no need for excessive scratches which will actually make my eyes look too sharp and disguise the appearance of eyelashes. While in making lip lines I use semicircular lines so that the volume of the lips becomes larger so that the lips look thicker and fuller, so that when applying lipstick the shape of the lips becomes plumpy"</i>	Line
Informant 2	<i>"I usually choose the type of arched eyebrow line, because it follows the shape of my eyebrows that are already curved and so that they look firmer. So I just nebelin so that it looks neater, firmer and formed. For making eyeliner I usually only draw straight lines, because the shape of straight lines matches the shape of the whole face. And I usually draw eyeliner so that the eye line looks firm. While making lines on the lips I usually just draw the right lip line and don't exceed the original lip line. Because the shape of the lips is quite thick, so just adjust it"</i>	Line
Informant 3	<i>"I use curved lines to emphasize my makeup, in addition to emphasizing makeup because my eyebrows have been curved. So just tidy up. For making eyeliner</i>	Line

	<i>I use straight lines , to give a simple and natural impression. As for my lip line, it's just the original lip line to make it look neater."</i>	
Informer 3	<i>"For the shape that I use in making eyebrows is a bit big and long because that shape is what feels right to my face, and can make a firm and slightly arrogant impression when combining it, I tend to use an eyebrow pencil sharpener before using it because it needs a pointed side for application at the tip of the eyebrows to get a pointed and firm effect. For the creation of the shape of the lips, I shaped them into thick and rather large so that the lips look more sexy and plumpy."</i>	Shape
Informer 4	<i>"I made the eyebrows long, because I have a plane face shape so I wanted to make the eyebrows look more curved and long to fit my face shape. And to shape my lips usually shape slightly beyond the lip line to make them look more plumpy and sexy"</i>	Shape
Informer 5	<i>"I prefer the shape of small eyebrows because they adjust to my eyebrows, continue to put in a thin thin shade so that I don't block it because yes I harden it doesn't match if the eyebrows are fixed. After all, my eyebrows are already quite shaped, also quite thick. So the use of eyebrows is thin enough to tidy up. As for the shape of the lips, I prefer a thick shape, because the use of thick lipstick makes my face brighter with the support of the lipstick color used."</i>	Shape
Informer 2	<i>"The choice of color on lipstick and blush is very important because it affects the impression of being more colorful and bright on the face and gives a more lively impression. Likewise the choice of color on the eyebrows. I myself choose nude colors in the use of lipstick, because besides being felt to match all skintones, this color tends to give a calm impression but is also able to make a sexy impression without excessive feelings at once. This is suitable for me who wants to look seductive but also relaxed at the same time. For the blush color I chose to use Peach coral, because this color is felt to exude a sweet aura in me so that it looks like "cute" without excessive touch. As for the color of the eyebrows, I prefer black, because black looks more neutral and looks natural"</i>	Color
Informer 1	<i>"Color is very important for the use of makeup, because if there is no color then makeup looks paler and unattractive. I personally choose to use nude or brown sugar in applying lipstick because the color is more natural and added a little striking red on the</i>	Color

	<i>inside of the lips. Nowadays it is called ombre lips. If I use a color that is flashy or too dark it is very inappropriate because it can make me look older. For blush, I prefer to wear peach/orange because it looks calmer and fresher. If my eyebrows prefer black, because it shows a natural impression.</i>	
Informer 4	<i>"For lipstick use, I prefer to use cherry or pink. Because it looks fresher and like a healthy lip color. For blush color selection, I prefer to use nude or peach colors, because more inclusion in my skintone also gives a calm impression. If it's eyebrows, I often and like to use brown, because I feel more beautiful if I use brown and it fits my face."</i>	Color
Informer 3	<i>"I choose to use a foundation with a liquid texture and does not have high coverage so that it feels light on the skin and is able to make the face look like "make up no make up" or actually wear makeup but it doesn't look like wearing makeup so that the appearance of the face does not look menor and putty. For the use of powder I use Translucent powder, I use this powder because my skin type is normal to oily this powder is able to hold the oil on my face without changing the color of the previous foundation so that the makeup looks more natural. As for polishing my lips using a velvet matte texture or called lipstick, because it is not fully matte finish and not completely glossy finish. So my lips still look healthy and plumpy because there is a glossy effect but also still look full and sexy because there is a matte finish effect."</i>	Texture
Informer 4	<i>"The texture of the foundation that I use is cream, because it is easier to blend and apply to my face and can cover the shortcomings on my face. For powder, I use a solid textured powder, because solid powder sticks faster and is easy to tap on the face. While the texture of lipstick that I use to polish lips is a type of lipstick cream or commonly called lipcream, because cream is easy to blend and easy to absorb. The texture is also light and durable."</i>	Texture
Informer 5	<i>"I prefer to use a liquid textured foundation , because it is easier to apply and not too thick to produce a natural impression and I use powdery textured powder, because it absorbs oil and makes a smooth impression on the face. For lips I prefer to use liptint, because the liquid texture makes lips feel light and leaves a long-lasting finish."</i>	Texture

Visual media elements can be important in the use of makeup, because the application of makeup requires techniques that include these elements, such as lines, shapes, colors, and textures, so that makeup looks more perfect on the user. By paying attention to these elements, the use of makeup can be done more regularly and can be adjusted to the shape of the face and skin tone. These visual elements can affect the final result of the makeup application. By understanding lines, shapes, colors, and textures, one can create a more harmonious makeup look that suits their facial characteristics and skin tone. It is also possible to create a more personalized makeup look and adapt it to different occasions and individual styles. Thus, the use of visual media elements in makeup applications can provide more professional and satisfying results (Dimas, 2016; Sarastuti, 2017; Thalia & Franzia, 2018; Widyadari, 2023).

DISCUSSION

Make-up and visual media opened up a new field in body art after tattoo art. Various aspects of makeup are used in visual media such as film, television, and photography, with their impact on the perception of beauty and body image. In the film and television industry, makeup has a key role in shaping character. With the help of makeup, an actor can drastically change his appearance to portray a particular character, using prosthetics, temporary tattoos, and other special effects that require high makeup skills. Discussions can include techniques and processes used by makeup experts in the entertainment industry to create convincing characters (Albarran, 2020).

Makeup also plays a crucial role in photography, particularly in terms of style and attitude. Makeup is used to highlight facial features, conceal imperfections, and create dramatic effects. Discussions can highlight the need to work together as a team between photographers and makeup artists to create visually striking and eye-catching images (ibiinternational, 2023).

Visual media, such as advertisements, movies, and social media, frequently distorts our perceptions of reality. Makeup is frequently used in visual media to create standards of beauty that are unrealistic or unachievable for most people. This non-realistic brain might negatively affect an individual's perception of themselves and their level of self-acceptance.

The transformation of trends in the world is like changes in the fashion industry, continuing to evolve. Discussions can help uncover how makeup trains have changed over time and how visual media has had a significant impact in identifying and improving today's trains (Casciani, Chkanikova, & Pal, 2022). The technical aspects of makeup, especially for visual media, are becoming increasingly important, with widespread awareness about camera resolution, wearables, and lighting that can affect the appearance of makeup in photos.

The makeup itself has a unique quality where makeup is used as a means of self-expression: Makeup is frequently cited as a means of self-expression. Many people use makeup as a ruse to mask their identity, sexual orientation, and gender. In the visual media environment, storytelling is used as a tool to convey information or stories about characters or subjects that are now being photographed or filmed (Zou, Luh, & Lu, 2022).

Social media has become the primary channel for influencers, makeup artists, and makeup artists to exchange content, engage audiences, and promote products. Conversations can explore how social media has changed how makeup is promoted, applied, and consumed by the general public, as well as how it affects standards of behavior and body image.

CONCLUSIONS AND RECOMMENDATIONS

The use of makeup as a visual medium in shaping self-image to increase self-confidence. The findings may also provide additional understanding to makeup users that makeup has the potential to make a positive impression on others, as well as have an impact on self-image formation and increased self-confidence. Lines, shapes, colors, and textures are important parts to see as part of harmonizing a cheerful look.

FURTHER STUDY

This research only looks at students' perceptions of skills in making up and what transitions they note. The weakness of this research is that it has not looked at the phenomenon of makeup styles that are currently trending so that in the future it can be developed in that direction.

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