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Improvement Strategy Knowledge and Skills of Daily Makeup for Household Women and Working Women

Trisnani Widowati, Ifa Nurhayati, Eny Widhia Agustin, Parsih Wulan Suryani, Berliana Dwi Febriani, Eka Rosiana Wildaningtyas

Universitas Negeri Semarang, Indonesia

Abstract

Semarang city has 16 sub-districts, of which Gunungpati sub-district is Wrong One among them. Subdistrict This location not enough more from 30 kilometers from Semarang toward north. Subdistrict Mount Pati Alone own number of villages 16 fruit And village Patemon is Wrong one of them. Inhabitant Which stay in village The majority of housewives in RW 07 are Aanita office workers, lecturers And nurse. One of the characteristics of modern women today this is a woman who does personal care and makeup in daily activities. Applying makeup for women office workers useful for supporting a more visible appearance beautiful and can increase women 's self-confidence at work. Woman Which Work office often meet with clients, this of course makes women in the profession as an office worker requires knowledge of daily makeup as supporting their appearance so that they are more confident when meeting clients. Constraint Which faced para Mother House the stairs especially Mother worker in village Patemon RW 07 The first is a lack of knowledge about daily make-up according to type facial skin and face shape, both require training on daily make-up that is appropriate to the face shape and skin type for outdoor activities. office, and to add ability in skills make-up face Which can used Also in add income family.

Keywords: makeup everyday, women worker

INTRODUCTION

Make-up is a person's way or effort to beautify themselves, especially their body part face (Martha T, 2015). Technique *make-up* or make up face can differentiated become five category that is *airbrushing*, *fashion make-up*, *theatrical make-up*, *special effects make-up* and *beauty make-up up/bridal make-up* (Gragas U, 2010). Facial make-up is also used as the art of beautifying the face by highlighting the already beautiful parts and covering them lack Which There is (Sandra L, 2012). Makeup also aims to support a person's self-confidence (D. Purnamasari, 2013). Moment This system make-up face can made source income addition specifically for Mother House ladder, besides That Mother House ladder Also Can use social media accounts that you already have to promote your work results make-up they.

In make up face, stylist make-up must capable combine combination from two elements which different because the purpose of makeup is to cover flaws and attract attention so it looks more attractive and attractive (Nikmah I, 2010). Process Getting good *makeup results requires knowledge, skills, creativity*, thoroughness, seriousness, patience, diligent practice, and sufficient time for make-up (Sandra L, 2010).

Based on a survey that has been conducted carried out, it was discovered that there were 50% more housewives in the village of Patemon Rw 07 have an age that is included in the productive age, namely between 25 years and 40 years, and the housewives in Patemon village RW 07 Gunungpati, Semarang have a profession as an office worker, lecturer and nurse. At this age and profession it is expected that para Mother have skill in make up face For add flavor believe self for para mothers when working, apart from that when mothers can do makeup well

they can also opened a new business, namely accepting make-up, considering that currently make-up is very popular Many women are interested in supporting it appearance when attending at various program.

The existence of women as career women who have jobs has more complex conditions. Women who work outside the home will always try to appear beautiful in public. However, there are also career women who don't really care about their appearance being a beautiful and attractive figure, because he is busy working so he doesn't have much time to take care of himself (DR Rukmawati and I Dzulkarnain). It is appropriate for female employees or workers to maintain an attractive appearance. The interaction between employees and consumers is warmer and feels comfortable, but the appearance is not an appearance that is not excessive.

Because appearance is an assessment of individual performance, female employees can use this as an opportunity to further improve the quality of their performance in the office. (A. Mardiah)

Basically, every individual has his or her own attractiveness. Each individual has their own way of increasing attractiveness. This is done to arouse other people's interest in him. The research results show that there is an influence of the use of facial cosmetics on attractiveness. Photos using facial cosmetics have higher *mean attractiveness results than photos without using facial cosmetics* (DD Herasafitri et al., 2016) .

Makeup training for women to maintain their daily appearance has been widely carried out. This activity was carried out, among others, by PT Pelindo III Tanjung Perak Surabaya. This activity aims to change the appearance of 88 female employees regarding how to *make up* in the office according to standards. Apart from that, how to style your hair to make it neater, and harmony in wearing a headscarf according to the company uniform (DR Rukmawati and I. Dzulkarnain). Dharma Wanita PBB (DWP) Indramayu district held make-up training for 50 female civil servants and civil servant wives in the local district government (Anonymous, 2014). The Department of Out-of-School Education, Faculty of Education (FIP) State University of Malang (UM) held *Hijab Beauty training*. This training was attended by 106 participants from PDA Aisyiyah Malang district. The training material includes attitude training, entertainment, preparation of *make-up materials*, procedures for using *make-up*, and wearing the syar'i hijab (J. Wibowo, 2016) .

The Family Planning Women's Community Empowerment Agency (BPMPPKB) of South Tangerang City (Tangsel) is holding beauty cosmetology training to increase knowledge, create employment opportunities and to increase the family economy. This activity was attended by around 100 housewives and women from 7 sub-districts (Anonymous, 2016). The Surakarta Police conducted "Beauty class" training to provide knowledge about how to care for and apply make-up to make you look attractive. The training was attended by hundreds of policewomen and civil servants in the Surakarta Police (M. Lingga, 2016) .

Dharwa Women's Association (DWP) West Kutai (Kubar) held make-up training for female civil servants and wives of civil servants in the Kubar Regency Government. The total number of participants was 60 people, consisting of 40 participants from agency units, the rest were administrators and committee members. With this training program, it is hoped that students will be able to master the techniques for applying make-up and hair properly and correctly, so that they no longer need to spend money on going to the salon to do make-up, because they can do it at home (Anonymous, 2017) .

Cosmetology training which is carried out as a form of community service activity by universities has also been widely carried out. Cosmetology training is part of the design of the entire Setia Budi University vocational KKN program which is carried out in Kadapiro sub-district, Mojosoongo sub-district, Surakarta. The scope of the training was chosen according to the PKK program and the participants' interests, namely decorating the headscarf with sequins, how to make up/dressing up, how to make up using a bun and headscarf and continued with mentoring. After all the programmed activities are completed, an evaluation is carried out by the implementing team regarding the achievement targets (Sugiarti, 2015). The KKS-Community Service Program provides training in basic make-up skills and hijab creation to women of productive age 18-56 years in Dulohupa village, Boliyohuto sub-district, Gorontalo district. This activity was carried out as an effort to increase women's independence. Training is carried out by delivering basic make-up material, make-up demonstrations and participant practice (I.

Mohamad and LAR Laliyo, 2016). Make-up training is part of traditional dance teacher training. Activities range from providing insight into the art of dance, training in the Cendrawasih dance from Bali to learning *make up*. The teacher carries out all activities starting from dance insight material, dance practice, to *make-up* practice and is resourced by the service team himself and the service team, then reflection is carried out. This activity was a successful activity because the teacher went from not being able to dance to being able to dance Balinese. Improvement notes will be discussed together, to develop a follow-up plan (A. Restian, 2016).

Makeup training everyday also have many benefits for Mother House ladder like make-up training already there is : Community Empowerment Process Through Beauty Make-up Training in Manuju Village, North Polombangkeng District, Takalar Regency, namely, community involvement of unemployed housewives and young women by taking part in beauty make-up training so that after the participants complete the training they can open their own businesses (Aliyah, N, 2022). Besides that through participant make-up training training can practical knowledge and direct practice using make-up tools, especially facials, for daily activities (Soehardi, F. and Soehardi, DV L, 2019) .

For this reason, make-up training can be used as well inner effort increase the self-confidence of mothers when at work, apart from that for housewives stairs at Rw 07 Patemon village Which own lots of free time outside time for look after family. Para Mother House ladder Which No Work can fill in spare time the can empowering self with activity Which can add income like take make-up training. One of the businesses that can be opened after taking make-up training This is by accepting service make-up for the opportunity to party, And to events certain Which need deep makeup support support his appearance .

On devotion public This will taught technique make-up daily covers application cosmetics Which Correct And in accordance form face And type skin face, making eyebrows according to face shape, and several other makeup techniques at D Desa Patemon RW 07, Gunungpati, Semarang.

METHOD

Implementation method devotion to public This consists from :

a. Observation

Stage beginning activity Community Service involves stage observation and preparation. Observation carried out in RT 01 RW 07 village Patemon, sub-district Gunungpati, Semarang city. Three method observations used includes :

1. Observation Field :
 - Observation direct to condition public
 - There isn't any interaction ask answer, data is obtained from observation direct .
2. Interview
 - Excavation information through interview direct with inhabitant public.
 - Data obtained from questions asked to inhabitant .
3. Focus Group Discussion (FGD)
 - Activity discussion group directed .
 - Purposeful For dig information as much possible and discuss various problem public .

Stage preparation aim For understand condition society and environment around before involve self in activity Community service .

b. Orientation

Stage second from activity Community Service is activity introduction about makeup daily. Purpose of activity This is introduce aspects cosmetology- related, incl meaning of makeup and tools as well as cosmetics used. Activity This consists of two stages main :

1. Presentation and Introduction to Material about Various Eyebrow Shapes :
 - Inform to public about various form appropriate eyebrows with form face .
 - Stage beginning For give understanding about variation form eyebrow .

2. Presentation and Introduction to Material about Makeup:
 - Inform public about facial makeup in a way general .
 - Introduce technique make up face, tools, materials, and cosmetics used .
 - Explain steps base in the make -up process daily .

Activity This aim For give knowledge base to public regarding facial makeup, so they can understand concepts and practices make up with Correct .

c. Implementation

Stage furthermore after understand technique make up face, recognition tools, materials / others, cosmetics, and use of social media is implementation simulation. Training methods covers lecture, demonstration, discussion, practice, and evaluation. Activity implementation This covers two aspects main:

1. Practice Making Eyebrow :
 - The participants, especially the mothers, gained knowledge beginning about making appropriate eyebrows with form face .
 - Demonstration making eyebrows by lecturers and students followed with practice by participants .
 - Students and lecturers give guide to participants, help they determine form appropriate eyebrows. _
2. Daily Makeup Practices :
 - Practice *makeup* daily started with demonstration by lecturers and students, followed by women in the village Patemon RW 07, Gunungpati, Semarang City.
 - Steps practice covers preparation tools, materials / others, and cosmetics, manufacturing eyebrows, application *foundation*, powder, *eyeshadow*, *eyeliner*, mascara, *blush on*, and *lipstick* in accordance with principle makeup daily .
 - Students and lecturers give guidance during practice, helps participant understand and apply technique with Correct .

Implementation This designed as form simulation For apply theories that have been taught, while give support practical and guide to participants so they can make up face with more believe self and appropriate with cosmetology principles .

RESULTS AND DISCUSSION

Activity devotion This attended by 20 participants moms village Patemon RW 07, Gunungpati, Semarang, divided in three stage : observation, introduction to make-up, and implementation .

1. Stage Observation :

Before implementation, team devotion do survey and management clearance in April 2023 via chairman of RW 07, Mr. Arifianto. Agreement time activity carried out, and implemented scheduled for July 2023 at the hall inhabitant .

2. Stage Introduction and Understanding about Makeup:

Implementation method activity involve lectures, demonstrations, and practice. Material about facial makeup daily delivered by Ifa Nurhayati, S.Pd., M.Pd., involving introduction tools, materials, techniques make-up, and cosmetics. Practice making eyebrows and makeup daily done with guidance students and lecturers .

3. Stage Implementation :

Simulation practice making eyebrows and makeup daily carried out by participants. Evaluation done twice, first through discussion about make-up, and secondly through monitoring progress participant. The result show enhancement Skills participants, esp in making eyebrows, with 91% showing good result. Training This give benefit significant, possible participant For make up face in a way independent and even inspiring a number of participant For explore more in the field of beauty care. Training This show potency work as make-up and

can become source income for participant .

CONCLUSION

Through activity devotion public about improvement strategies Cosmetology knowledge and skills daily for woman House stairs and women workers in Patemon Village RW 07, Gunungpati, Semarang, can withdrawn a number of conclusion significant. First, participants succeed apply acquired knowledge and skills in make up face, especially in making eyebrows and make- up daily. Second, it happened enhancement creativity among moms village Patemon RW 07, Gunungpati, Semarang, in particular in make- up context for party events. Third, there is savings cost related to cosmetology, because with skills possessed by participants No need invite Makeup Artists (MUA) to every opportunity, possible they For make up face yourself and produce the appropriate make-up with preference personal. Overall, activities This give impact positive on knowledge and skills participants, as well open potency development creativity and thrift cost in aspects of facial makeup .

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