



The Effect of Make-up on Self-Confidence Psychology in Adolescent Girls

Ritna Fahrurroh*

Universitas Negeri Semarang, Gunung Pati Semarang, Indonesia

*Correspondence: E-mail: rfahrurroh@students.unnes.ac.id

ABSTRACT

The purpose of this article is to examine how make-up affects the psychological self-confidence of adolescent girls. The subjects of this review article are young women aged 18-22 years. The method used in this review is the literature study method. Literature study is a data collection method directed at finding data and information through documents, both written documents, photographs, images and electronic documents that can support the writing process. The data taken for this study is in the form of journals about teenagers, self-confidence and make-up. The result of the analysis of this study is that make-up is quite influential for most young women in terms of the psychology of self-confidence.

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1. INTRODUCTION

Adolescence is a period of development and transition between childhood and adulthood that includes physical, intellectual, emotional and social development. Adolescence lasts between the ages of 13-18 years. At this time, adolescents are in a condition where they are looking for as many experiences as possible to train mentally, emotionally, identity, and form a self-image in society. This is because they want to get recognition from the public and attract the attention of the opposite sex by showing their existence. This stage of development is prone to turmoil and clashes with the social environment. Teenagers have a natural trait that wants to present themselves as a person who has unique characteristics and is not owned by other individuals or what is commonly referred to as adolescent originality.

In the arena of self-discovery, adolescents must plunge directly into the social environment as the main place to seek experience. Teenagers are required to have self-confidence. Self-confidence is an attitude where individuals feel confident in their abilities, create a sense of security in themselves, do not depend on others, and know what is needed. People who have self-confidence are usually always able to deal with all situations properly. Today, the problems faced by adolescents stem from self-confidence. This can be understood because with sufficient self-confidence an individual will be able to actualize their potential with confidence. Self-confidence helps individuals achieve success. The characteristics of people who have self-confidence are feeling acceptable to society, believing in themselves and having a calm attitude, having good social relationships, being able to work effectively and responsibly, being emotionally healthy.

In an effort to increase self-confidence, it is necessary to improve related matters. Self-confidence does not come by itself, one of which is supported by appearance because it is considered important for adolescents (Tristiana *et al.*, 2024). The physical changes experienced by adolescents are far from perfect, making adolescents start to pay attention to their physical appearance. In addition, the realization that appearance will have a big influence on their acceptance in their peer group will also strengthen adolescents' attention to their physical appearance. Those who are attractive will usually be treated better than those who are less attractive. If adolescents feel that they are not as attractive as expected, then they will look for ways to improve their appearance. Adolescent girls think that the reason why they prioritize appearance and physical attractiveness is because they think that social support, popularity, career and choice of friends are strongly influenced by physical attractiveness (Rahmawati, 2021). The face becomes the overall physical attractiveness of a person. This happens because in this era, people can indeed judge the quality of women in terms of their physical attractiveness.

In a study by Renita Sektivela and Dewi Retno, a questionnaire was distributed to students at one of the private universities in Surabaya. The research questionnaire aims to see the factors that influence the self-confidence of students living in Surabaya. The research questionnaire aims to see the factors that influence the self-confidence of students living in Surabaya. The research questionnaire was distributed to female students aged 18 to 22 years. Respondents who answered this research questionnaire totaled 20 respondents. From the results of the answers to the questionnaire distributed, that 17 young women felt insecure with a percentage of 85%, when they did not use make-up during college activities and 2 people answered other options, namely if they did not wear the hijab when traveling and did not use neat clothes with a percentage of 10%, and 1 person answered the option if they wore make-up when going and doing college activities with a percentage of 5% (Stascia, 2019). So from the results of the questionnaire distributed, it can be concluded that these young

women students feel confident if they prioritize appearance by using make-up when doing activities on campus and pay attention to other appearances such as the clothes they wear when traveling and doing activities on campus. Based on the current phenomenon, one of the ways to improve physical appearance by adolescents, especially on the face, is make up. make up is polishing and giving a touch of color to the face so that it makes the face beautiful and attractive. Make-up when applied to the body will produce color changes such as lipstick, mascara, eyeliner, eyeshadow, and blush (Wilbert & Effendy, 2023).

Someone using makeup can look more beautiful than before. The current make-up trend is widespread in all walks of life, both the upper and lower classes. Make up with pricey to cheap prices is available and easily found in various stores and e-commerce platforms. Nowadays, artists and social media celebs have a big influence on make-up, such as introducing and creating make up brands, making make up tutorials and other make up tips. Many innovations are made by influencers in bringing the impact of makeup to the community. From the description above, this paper aims to find out how make up affects the psychology of self-confidence of adolescent girls based on the conditions of adolescent development where they still need attention and attention from others to get recognition from the community.

2. METHODS

The method used in this study is the literature study method. Literature study is a data collection method directed towards the search for data and information through documents, both written documents, photographs, images and electronic documents that can support the writing process. This article requires several journals, information and research on self-confidence, adolescents, makeup and self-identity. Some of the journals needed are from ("Self-Concept, Self-Esteem, and Self-Confidence of Adolescents," 2016) regarding self-confidence, self-concept and self-esteem. Self-confidence is an attitude where individuals feel confident in their abilities, create a sense of security in themselves, do not depend on others, and know what is needed. People who have self-confidence are usually always able to deal with all situations properly. There are many things that must be done to foster self-confidence. Then the journal from (Kartono, 2014) regarding the factors that influence the use of makeup in women, one of which is the factor of self-confidence itself.

Another journal from (Saragih *et al.*, 2016) discusses a case study on the relationship between self-confidence and acne in female students at SMA negeri 1 Manado. However, from the case study studied, there was no significant relationship between the level of self-confidence and acne in acne-prone schoolgirls in class XII at SMA Negeri 1 Manado. About the influence of make-up functions as camouflage and seduction on the self-confidence of adolescent girls. Furthermore, a journal about make-up from (Saniati & Wilujeng, 2020) about the analysis of make-up cosmetic products of one of the global brands on purchasing decisions.

3. RESULTS AND DISCUSSION

The results of the data obtained, in descriptive analysis, show that make-up is quite influential on the psychology of self-confidence in adolescent girls. Adolescence is an age in which they are looking for as many experiences as possible to train mentally, emotionally, identity, and form a self-image in society. in looking for this self-image, it is not uncommon for teenagers to try to identify themselves through looking for models from other people. This is because they want to get recognition from the public and attract the attention of the opposite sex by showing their existence. This stage of development is prone to turmoil and

clashes with the social environment. Teenagers have a natural desire to present themselves as individuals who have unique characteristics and are not owned by other individuals or what is commonly referred to as adolescent originality. In the arena of self-discovery, adolescents must plunge directly into the social environment as the main place to seek experience. Teenagers are required to have self-confidence.

Explained from the journal by ("Self-Concept, Self-Esteem, and Self-Confidence of Adolescents," 2016) self-confidence is one of the important aspects of personality in human life. Self-confidence is an attitude where individuals feel confident in their abilities, create a sense of security in themselves, do not depend on others, and know what is needed. People who have self-confidence are usually always able to deal with all situations properly. With enough self-confidence an individual will be able to actualize their potential with confidence. Self-confidence helps individuals achieve success. The characteristics of people who have self-confidence are feeling acceptable to society, believing in themselves and having peace of mind, having good social relationships, being able to work effectively and responsibly, and being emotionally healthy. A person's self-confidence will be greatly influenced by the developmental issues they are going through. It depends on experiences in interpersonal relationships. Experience does not always have a positive impact as a means of achieving maturity and personality development, but it can also have a negative impact that can affect self-confidence. It is clear that self-confidence depends on one's social interactions.

Based on a journal from (Kartono, 2014) regarding the factors that influence the use of makeup in women are love career and outlook on life, all three of which are certainly based on self-confidence in living it. In an effort to increase self-confidence, it is necessary to improve related matters. Self-confidence does not come by itself, one of which is supported by the appearance that is considered important for adolescents. Because based on the fact that there is a social view of beauty tends to be seen as the main one, especially among women, especially teenage girls who see that facial beauty is often identified as the main model of social intercourse. Adolescents find it difficult to accept their physical condition when as children they have expressed their concept of how they will look as adults. The physical changes experienced by adolescents are far from perfect, making adolescents begin to pay attention to their physical appearance. In addition, the realization that appearance will have a major effect on their acceptance in their peer group will also strengthen adolescents' attention to their physical appearance. Those who are attractive will usually be treated better than those who are less attractive. If adolescents feel that they are not as attractive as expected, then they will look for ways to improve their appearance (Hasmalawati, 2018).

Adolescent girls think that the reason why they prioritize their appearance and physical attractiveness is because social support, popularity, career and choice of friends are strongly influenced by physical attractiveness. The face becomes the overall physical attractiveness of a person. It is undeniable that having a beautiful and attractive face is a dream for most women. For that many women in adolescence are more trying to look beautiful, one way that can be done to look beautiful is to use makeup. Make up is widely chosen because using make up can have a positive impact on the physical attractiveness of women. Someone using colorful makeup can look beautiful even much more beautiful than before. This can directly have a positive impact on one's mood.

(Fernanda, 2021) The phenomenon of beauty among teenagers now cannot be separated from the proliferation of influencers, beauty vloggers who are seen by consumers to find information about the desired product. In addition, beauty shops, and foreign products that are currently sold in the market, are one of the factors why this beautiful phenomenon continues to grow and attracts many audiences. The emergence of beauty vloggers influences

millennial consumers in beauty trends. For this reason, Indonesia is one of the countries that is a potential market in facing intense and competitive competition for cosmetic brands.

According to (Saniati & Wilujeng, 2020) that the function of makeup is more meaningful to cover individual shortcomings and make individuals more attractive, Because for most young women, they already feel good even though they don't use makeup and allow individual self-confidence to already exist even though individuals don't use makeup. The function of make up to cover self-deficiencies has more influence on low self-confidence. So that with individuals consider the function of make up to cover self-deficiencies can foster and even increase self-confidence in themselves. There are also study results that confidence is achieved when the physical appearance is appropriate to the situation. And a study found that one form of media provides a reflection, perception of society and the female body. So that the satisfaction of women's body image is influenced by media that shows female models with beautiful faces that are deliberately edited and manipulated with makeup so that they can disguise physical self-deficiencies and are far from reality. As the use of cosmetics increases, women's satisfaction with their bodies also increases. Because adolescent girls are most dissatisfied with their bodies so individuals use cosmetics to hide things that individuals don't like and accentuate things that need to be highlighted on themselves, where makeup makes a person's personality change in increasing self-confidence (Winivia et al., 2020). So it can be concluded that the function of make-up as camouflage has more influence on the self-confidence of adolescent girls because previously adolescent girls have low self-confidence so that individuals choose the function of make-up as camouflage to cover the shortcomings of physical appearance on themselves and the function of make-up as seduction has less influence on adolescent girls because previously adolescent girls already have sufficient self-confidence so that individuals choose the function of make-up as seduction to make their appearance increase for themselves.

4. CONCLUSION

Based on the results of the study of several journals in the literature, it can be concluded that make-up is quite influential on the psychology of self-confidence for most adolescent girls. the use of make-up for adolescent girls serves to cover individual self-deficiencies and make individual appearances more improved so as to increase self-confidence. This is because most people consider that social support, popularity, career and selection of life friends are strongly influenced by physical attractiveness.

AUTHORS' NOTE

The authors declare that there is no conflict of interest regarding the publication of this article. Authors confirmed that the paper was free of plagiarism.

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