

## MALANG BEAUTICIAN'S PERCEPTION OF MALANG KEPUTREN MODIFICATION IN BRIDAL MAKEUP

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### ABSTRACT

*This research was conducted at bridal studio providing bridal makeup Malang Keputren in Malang city with 15 experts of bridal makeup for 1 month in April 2012. The purpose of this research is to get a picture about Malang Beautician's Perception Of Malang Keputren Modification In Bridal Makeup. This research is based on quantitative and qualitative research with descriptive qualitative method. The result of this research showed 100% of Malang City beautician know about bridal makeup Malang Keputren. 70% of beautician bridal make-up has a had an interest in the modification bridal makeup of Malang Keputren. 86.65% had positive perception of to modification bridal makeup Malang Keputren. 86.65% of the environment that encourages beautician city of Malang to know the modification bridal makeup Malang Keputren. 91.06% showed interest in beautician Malang to modification bridal makeup Malang Keputren. 86.67% showed beautician Malang to modification bridal makeup Malang Keputren. 88,87% experience beautician Malang to make bride makeup of Malang Keputren. 86,63% needs of beautician Malang to be able to accept modification bridal makeup Malang Keputren and 89,95% hope of make-up of city of Malang about modification bridal makeup Malang Keputren. Based on the findings of this study, it is concluded that the bridal makeup of Malang Keputren has changed, where the change is caused by the changing era that is more modern and also the limited cost that make the perias city of Malang look for new innovation so that bridal makeup of Malang Keputren this can be more accepted by the people of Malang city and more following the tastes of consumers.*

**Keywords:** Perception, Malang Beautician's, Bridal Makeup, Malang Keputren

### INTRODUCTION

Malang is one of the Level II Municipalities of East Java Province located in the hills with an altitude of 444 m above sea level. In the 8th century (year 760 m) in the city of Malang has stood the kingdom as the oldest kingdom in East Java, with relics of Badhut Temple in KarangBesuki and its king named Gajayana. The 11th and 12th centuries present the kingdom of Singosari, and RadenWijaya (the son-in-law's son-in-law) who emerged as the greatest embryo in Nunsantara is Majapahit which is a long history series giving a certain cultural style to the life of Malang society today.

One of the typical traditions of Malang is the traditional ceremony of marriage with larapangkon. The meaning of larapangkon is a clone cock (rooster). The people of Malang in general use traditional wedding dresses each to hold a wedding ceremony. The bride of Malang Keputren is one of the wedding dress of Malang city to hold a marriage ceremony.

Origin was created Pengantin Malang Keputren originated from sites singhasarikerajaan relics located in the district Singosari. Malang regency, about 12 km north of Malang city. The triumph of the Singhasari government has produced many cultural works, as evidenced by the relics of temples scattered in several sub-districts in Malang, including: left-handed temples, singhasari temples, jajaghu temples, prajnaparamita statues, and statues bhikurti. From some history and evidence of cultural sites of temples and statues of this is to go dig or create the bride Malang Keputren.

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Based on the results of surveys and interviews conducted by researchers on the field on Wednesday, September 28, 2011, with perias city of Malang IbuEndang Sri M.Ismail in the city of Batu found that the bride Malang Keputren indeed have undergone changes and modifications from 1996 to 2012 in terms of clothing , makeup, and hairdo. This is due to the limited costs that become the barrier of the bride to wear wedding dress Keputren Malang. Therefore, the modification of Pengantin Malang Keputren done depends on consumer demand. The purpose of the limitation of the cost here is the inability of the consumers with the bride makeup Malang Keputren original because the price is too expensive. Therefore, the perias especially periaspengantin Malang Keputren looking for a solution by modifying the bride makeup Malang Keputren by not leaving the element value contained in bridal makeup Malang Keputren. In addition, the reason why the modification of bridal makeup Malang Keputren is a makeup that is less desirable by consumers because of the color that is too flashy and clothing that is used is not free.

The clothing and make-up of bride and groom Malang Keputren continues to grow rapidly, in accordance with the development of the era then there was a change of Bride Malang Keputren that still rests on the root of the culture of Makeup Bride Malang Keputren itself. The Change of Bride Malang Keputren has its own special attraction in the dress and bridal makeup. Although there is a difference, but the clothing and make-up of bride and groom Malang Keputren still have similarities, on: clothing worn, head decoration, and the implementation of marriage ceremony.

From the results of observations in the field has been formulated that the Makeup of Bride Malang Keputren has experienced variations in terms of clothing, makeup, jewelry and in terms of hair arrangement. Here the authors retrieve data from the development of Makeup Bride Malang Keputren from 1996 to 2012. The reason why taken in 1996 to 2012 due to limited data collection for the development of Makeup Bride Malang Keputren. The authors retrieve data from information HarpiMelati Malang city by adjusting the selection of MunasHarpiMelati Malang city conducted 5 years. Last inauguration for the latest munas in February 2012 in Jakarta. Darisinilah

authors can get accurate data before the inauguration munas Harpi Melati Malang the latest.

In the above description the authors feel challenged to explore and examine the cultural changes that occurred in bridal makeup Malang Keputren from 1996 to 2012. For data strengthening, the authors immediately collect a scattered culture and see the perception of the city of Malang in the variation of fashion Makeup The bride of Malang Keputren. With the changes experienced become more luxurious or even more simply, without eliminating the original elements of the Tata Dress and Bride Makeup Malang Keputren. On this occasion will be described the problem of the variation of fashion fashion and makeup of bride and groom Malang Keputren in 1996 to 2012, as well as the public perception of the variation of fashion modes fashion and Makeup of Bride Malang Keputren.

## **METODE**

This study was conducted in a studio that provides bridal makeup Malang Malang Keputren in Malang, East Java. The studio is attached to the attachment list. The time of the research was conducted in the odd semester, for 1 month that is April 2012. The method used in this research is quantitative and qualitative research with descriptive qualitative method. More details of quantitative research with qualitative approach in order to explain about the phenomenon that is happening or a picture of how Perceptions Period Malang Malang Fashion Change Change Mode Keputren. This quantitative research looks at the calculation of data using presentasnya, while the qualitative is the data analysis in triangulation of the percentage that has been obtained from quantitative.

Variable in this research is Perception Perias Malang City to Change Fashion Make Up of Malang Keputren. The population of this study is all perias city of Malang in Malang city, East Java Province. The sample in the study is the partial or representative of the population studied. The sample in this research is the bride and groom bride Malang Keputren and members Harpi Melati city of Malang, East Java Province. The sampling technique in this study is by using saturated sampling in which techniques are used for small relative populations, about 15 people, or studies that want to make generalizations with very small errors. So the sampling is saturated where all members of the member population are sampled. Samples taken from the existing gallery in the city of Malang and members of the harpi jasmine Malang city.

Instruments used in this study are questionnaires or questionnaires and interviews. Questionnaire or questionnaire is a technique of gathering virgin through forms that contain questions in writing to a person or group of people to get answers or responses and information needed by the researcher. Questionnaires or questionnaires are open-ended ie alternative answers have been provided so that respondents stay fill in accordance with the instructions, but respondents also include the reason why respondents chose the answer.

Data can also be referred to as data collection. The data is divided into two types, namely primary and secondary data. In this research type of data obtained by:

1. Primary data was obtained by distributing questionnaires to respondents of urban fairies in Malang with informants from Sanggar Alya, Sanggar Halimah, Sanggar Ratu, Sanggar Resmina Asri, Sanggar Ibu Agus, Sanggar Malang Keputren, Sanggar Etyk, Siska Studio, Sanggar Palupi, Sanggar Ladies, Sanggar Erna, Sanggar Fitri, Sanggar Enggar, Sanggar Rosa, and Sanggar Mahdonena

2. Secondary data obtained from various written sources such as informant biography, documents in the Office of Culture and Tourism, as well as books relevant to this research.

Questionnaire in the study consists of 21 items of questions that contain about the perception of urban makeup Malang to Fashion Change Bridal Fashion Malang Keputren.

**Table 1** Data Distribution Characteristics of Respondents

<b>Name of Sanggar Rias (interview informant)</b>	<b>Name</b>	<b>Address</b>	<b>Date of Form Filling</b>
SanggarAlya	Alia Rukmaniati	Jl.Sumeru No.29 Kota Batu	24 April 2012
SanggarHalimah	Ira Wirda	Jl. Masjid 135 B, Malang	25 April 2012
SanggarRatu	SitiMasrifah	Jl. Sidoagung no.91 Candirenggo-Singosari- Malang	25 April 2012
SanggarResminaAsri	M.A. Sri JatiningsiJuhaidi	Jl. Mesjid no 52, Singosari,Malang	26 April 2012
SanggarIbuAgus	IbuAgus	Jl. Widas I / blok L. no 5 Malang	26 April 2012
Sanggar Malang Keputren	IbuEmmy. S. Irfan	Jl. Rogonoto, no. 57, Singosari, Malang	26 April 2012
SanggarEtyk	Etyk	Jl. Wr. Supratman, Ruko.Kav 2. No. 8	27 April 2012
SanggarSiska	Hj. Susmiati	Ben Sutami B 17 F, Malang	28 Mai 2012
SanggarPalupi	IbuPeni	Jl. BakungDalam 7 Malang	29 Mai 2012
Sanggar Ladies	Yuyun	Jl. WisnuWardhana 112, Singosari, Malang	30 Mai 2012
Sanggar Erna	Erna Anggraini. P.S.H	Jl. Warinol, no. 19, Malang	1 Mai 2012
SanggarFitri	Rahma Tri A	SekarPutihPendemJunerejo, kotaBatu	2 Mai 2012
SanggarEnggar	EnggarWirawati	BunulRejo, no 87, Malang	3 Mai 2012
Sanggar Rosa	Rosa	BunulAsri B-67, Malang	4 Mai 2012
SanggarMahdonena	SanitaWijaya	Jl. Karangkretes no. 24, kotaBatu, Malang	4 Mai 2012
<b>15 responden</b>			

## CONCLUSION

1. High value for the category of experience Perias city of Malang know about Makeup Bride Malang Keputren. Experience here include the perception of the perias city of Malang about the change of Makeup Bride Malang Keputren that is as much as 100%. Respondents who know about the change of Makeup Bride of Malang Keputren is obtained from the experience of those who have or not they make up on the change of Makeup Bride of Malang Keputren.

2. As many as 70% of respondents have a push that has an interest in the change of Makeup Bride of Malang Keputren, a high assessment for the assessment criteria. The urban fairy of Malang stated that the change of fashion for bridal makeup of Malang Keputren looks very good, in terms of clothing that more mengikutin consumer taste, makeup more beautiful look and soft, more practical hair makeup and more robust results, and jewelry that looks more luxurious and elegant.
3. High score is obtained from a positive view of the personality of the perias about the change of fashion Bride Makeup Malang Keputren that is as much as 86.65%. This is because the change of Makeup Bride of Malang Keputren has more value than consumer assessment because of the change of Makeup Makeup Malang Keputren better and seem more luxurious, elegant, beautiful and perfect.
4. High value obtained from the category of circumstances or the environment that encourages urban makeup Malang knowing the change of fashion Make UpPengutin Malang Keputren that is as much as 86.65%. Respondents stated that the change about the Makeup of Bride Malang Keputren which has a higher value than the original bride makeup of Malang Keputren. This is because the change of Makeup Bride Malang Keputren more follow the development of the times and more varied.
5. The high value for the category of attention and interest of urban makeup Malang to the change of fashion Makeup Bride Malang Keputren that is as much as 91.06% have the attention that changes have been accepted by the people of Malang because the results of changes Makeup Bride Malang Keputren much better in sight the people of Malang and the issue of cost is also more affordable.
6. The high score for the category of interest of urban make-up Malang to the change of fashion of Makeup of Malang PengutinKeputren that is as much as 86,67% that the perias stated that have interest to wear crown keprabonjamaus for change of Makeup Bride of Malang Keputren rather than crown of jamangpadmakumala. For them the crown keprabonjamaus more luxurious and nice.
7. High value for the category of urban perias experience of Malang to the Makeup of Bride Malang Keputren that is as much as 88.87% stated that the eye makeup tailored to the clothing used for change Malang bride Keputren produce results more perfect makeup than the eye makeup color wearing yellow, orange and dark brown for eye makeup Malang bride Keputren a grip.
8. High value for the category of needs of the perias city of Malang to be able to accept the change of Makeup Bride Malang Keputren that is 86.63% said that the change of bride Malang Keputren women who do not wear shoulder strain or kitz substation more luxurious look because according to them if wear Modern kebaya kebaya to change the bride Malang Keputren not appropriate if wearing shoulder strain or kardegas, because the long modern kebaya have been wearing sequins and beads to beautify clothing.
9. The high value for the category of hope of urban makeup Malang about the change of fashion Make Up Bride Malang Keputren that is as much as 89.95% say that the culture of the brutality changes in the bride Malang

Keputren will be more prominent because the foreign culture that entered in the Malang PengantinKeputren is acceptable by the people of Malang. The thinking of a more modernisasi society make a change of Makeup Bride of Malang Keputren.

From the results of the research above shows that the Makeup of Bride Malang Keputren has undergone a change, where the change is due to the changes of the modern era and also the limitations of cost that make the perias city of Malang look for new innovations so that Makeup Bride Malang Keputren this could more accepted by the people of Malang city and more to follow the tastes of consumers. In addition, the respondents also have a positive view of the change of Makeup Bridal Makeup Keputren whether it changes the fashion of makeup, hair makeup, fashion and aksesoris Bride Malang Keputren.

### ***Suggestion***

Based on the conclusions that have been described, it can be formulated some suggestions as follows:

1. Expect for students of Family Welfare Department especially Education Studies Program of UniversitasNegeri Jakarta, with the result of this research should be used as additional information. Additional teachings for the course of Bridal Makeup II (Nunsantara Bride).
2. Hope for the people of Malang city not to leave the original bride of Malang Keputren although there have been changes and still to preserve the culture.
3. Can be used as a reference for new bride style for prospective brides Malang city.
4. oping for further research on the broader theoretical foundation, especially on the Keputren Malang Bride.