

A STUDY OF TRADITIONAL BRIDAL MAKE UP IN LUBUK BEGALUNG, PADANG, WEST SUMATERA

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ABSTRACT

The research was conducted to describe traditional bridal make up in Lubuk Begalung, Padang, West Sumatera. Bridal make up is an important part of wedding ceremonies. The problems based on process, technique and equipment used in facial correcting. The method used is descriptive method with qualitative approaches by interviewing, direct observation and documentation followed with verification and analysed data and concluded.

The result showed that (1). Equipment used in traditional bridal make up consist of brushes, sponges, puffes, applicators, scotch tapes, razor blades. (2). Type of cosmetic products used for bridal make up are vary diverse using modern cosmetics such as Shuueemura, Dermaderm, Ultima, MAC, PAC, Crayolan, LT Pro, La Tulip, Ranne, Revlon, Pixy, Viva, Sari Ayu, Mirabella, Mybelline, Inez. (3). Facial correction tehknique performed by using shading technique (using dark color to disguise the less perfect part of the face) and Tint technique (using bright color to accentuate perfect part of the face) (4). The Traditional bridal make up in Lubuk Begalung, started with eyebrow 's correction, facial cleansing, application of basic powder, performing eyebrow, application eye shadow then followed with application the eyelashes, application the nose shading, application the blush on, application lipstick, end with finishing touch by using compact powder and shimmering.

Keywords : Traditional Bridals, make up, Lubuk Begalung, Padang, West Sumatera.

1. INTRODUCTION

The bride is always like a king and queen day because the wedding reception is a special moment, everything is beautiful and full of beauty. For that the role of a makeup artist is very important that brings the bride in a beautiful and beautiful appearance so that everyone who saw it to be amazed and fascinated with her beauty (Santoso, 2010). In addition to fashion and bridal gear to display the bride in totality cannot be separated from the bridal makeup.

The beauty of a bride-to-be can be realized through makeup. Where makeup is done to be able to correct the parts of the less than perfect faces such as eyebrows, eyes, nose, lips and chin to be more proportionate. beauty is something that can be enjoyed by the eye associated with the element of art. To be beautiful through make-up by paying attention to the whole face then the interesting part is what is highlighted and the less than perfect in disguise with the help of cosmetics (Gusnaldi, 2005).

According to Andiyanto (2003: 12) explains that the make-up is (makeup face) has a function to change (make over). Changes to more beautiful and

perfect with face correction. The process of going in that direction is certainly not as easy as turning the palm of the hand, because it requires knowledge, thoroughness, seriousness, patience, and the provision of enough time to do it (not to be done in haste). However, based on the researchers' observations of bridal makeup artists in the Lubuk Begalung Padang subdistrict and documentary data in the last two years it was found that the brides felt less satisfied with the cosmetics used by the makeup artists where the cosmetics were not durable and quick to slide so the the bride feels not confident when bermake-up. In addition, the bride is also not satisfied with the results of makeup, especially on the formation of eyebrows because many makeup artists less attention to the exact conditions of the bride's prospective bride. Though correction technique is very determining of the success of cosmetology let alone bridal makeup. This is often forgotten by the bridal make-up in Kecamatan Lubuk Begalung.

This study aims to describe the results of makeup of bridal face of Padang from bridal makeup artists in Kecamatan Lubuk Begalung which includes the type of equipment, the type of cosmetic products used and techniques of facial correction and work process of bridal makeup design Padang.

2. THEORE THINKING FRAMEWORK

2.1 The nature of the bridal makeup

Makeup is not a new thing to be known or used but it has been known since thousands of years ago by women, where in every ethnic group has certain characteristics and signs or standards of "beautiful" meaning. To produce the perfect makeup and beautifully required knowledge and high mastery of techniques bermake-up especially the type of make-up that is gala and beauty glamor (Khogidar, 2011).

Facial makeup is one of the science that learn about the art of beautify yourself and others by using cosmetics by covering or disguising the less than perfect parts on face and parts of face (like nose, eyes, lips and eyebrow) with color shading such as brown and also features perfect or beautiful parts of the face using a bright tint (Astatik 1995)

2.2 Type of bridal makeup equipment

To make illustrations of the face required some equipment and applicators tailored to the function and its usefulness. Astatik (1995) explains to get good makeup results, then the accuracy in using the tool must be considered, while for the perfection of make-up, not only cosmetics are required, but there are some equipment needed to simplify the use of cosmetics and perfection of the end result of make work -up.

According Tilaar (1995: 5) explains that in the use of cosmetics, we need a tool or tool in the makeup. These tools are intentionally created to be used according to the character of the product (powder, solid and liquid) as well as facial considerations (skin of the eyelid, lips skin, and so on). Various suitable tools used in facial makeup consist of powder, powder sponge, big powder brush, eyebrow brush, eyebrow, eyelash curler, eye shadow brush, cheek brush, lip brush.

In the process of implementing makeup is supported by equipment and applicators that have various "characteristics", these objects have their own function and if its function is maximized its existence will be very helpful in creating a perfect makeup (Andiyanto, 2003).

2.3 Cosmetics cosmetology bridal face

Cosmetic bridal makeup circulating in the market is very diverse in terms of brand, quality and quality of the cosmetics. But here needed the professionalism and thoroughness of a makeup artist in the selection of cosmetics, so that the results of cosmetics used to realize the wishes of the bride on the day happy and appear more beautiful with the help of cosmetics.

Cosmetics not only beautify but also comfortable and lightweight when used and the formula is kosher and can perfect the make-up results in sacred moments like at the time of proposal and wedding reception (Khogidar, 2011). According to Andiyanto time of proposal and wedding reception (Khogidar, 2011). According to Andiyanto (2003) states that along with the development of technology, cosmetics are available on the market are produced in a variety of types and forms. Each year its packaging and texture are progressing, essentially created to make it easier to use. In addition also to provide better results for bridal makeup.

2.4 Face correction technique.

Women created by God in various forms and physical between one another are not the same. Although not everyone is blessed with a proportionate structure and character, but this is not a barrier to creating excellent makeup. With cosmetics and the art of corrective makeup, weaknesses or flaws in the face can be disguised, while the uniqueness of which the surplus can be highlighted.

In the essence of the ideal makeup makeup is a makeup that can correct the part of the less than perfect become more proportionate, by trying as much as possible to make the makeup look natural with other words does not look artificial (Andiyanto, 2003). According to Tillar (2008: 22) suggests that the weakness of the less than perfect face can be corrected with corrective makeup so that the face looks ideal by providing shading and tint on certain parts of the face. The technique of correction on makeup consists of facial shape, eyebrows, eyes, nose, lips and chin.

2.5 Work process of bridal makeup implementation.

To realize the beauty of a perfect pengantin, it must go through a series of facial makeup process, according to Khongidar (2011) explains that the process of makeup bridal makeup includes moisture application of foundation, talcum powder, solid powder followed by blusher and eyelash top, eyelash down, eye shadow penetration, mascara smearing, eyeliner, eyebrow formation, and lip gloss imprinting.

According to Yuliarma (2009) explains that there are stages of activities and techniques of bridal dressing consists of (1) make up the face with modern cosmetics, (2) hairstyles for making buns, (3) pairing sunting pengusin on the bridal head which consists of , sunting ketek (serunai), sunting gadang, mansi-mansi, sarong sarumpun, kembang rocking, a pair of peacocks, kote-kote, laca, jasmine and banana sarak to cover the bun on the back.

In line with the above opinion Tilaar (1995) suggested that to produce perfect makeup must be through the sequence step makeup the right face from the basic powder, dilanjutkan with decorative facial makeup step and done in the right order. The work process of bridal make up is as follows:

- a. Cleaning eyelids with eye shadow cleaner, and cleanse facial skin with cleansing milk in accordance with skin type, then apply a freshener.
- b. Protect facial skin with megoleskan moisturizer thinly and evenly on face and neck.
- c. Provide foundation, choose the appropriate color with facial skin. Apply evenly with the growth of hair on the face.
- d. Put the powder, with a color that matches the foundation. Spruce powder with a powder brush to flatten. Then refine with solid powder, choose a transparent color / according to the skin color looks smooth and makeup can last long.
- e. Protect the eyelids by applying an eye shading cream, then correction and beautify the shape of the eye with eye shadow (eye shadow), Dab gently and blend. The right color selection is tailored to skin color and occasion.
- f. Reinforce the eye line with eye pencils or eye shadow.
- g. Shaping eyebrows using an eyebrow pencil.
- h. Shape the nose thinly.
- i. Flick eyelashes with eyelash curler, then Dab lentate eyelashes.
- j. Apply blusher in accordance with the shape / face with a cheek / blush on the cheek.
- k. Apply lipstick.
- l. Make a final correction (finishing touch).

3. METHODS

3.1 Types of research

Based on the scope and purpose, this research is in the form of descriptive research with qualitative approach method. In this research which become instrument or research tool is researcher own directly involved in research. Data collection is carried out by the researchers themselves without asking for help from intermediaries. Data collection techniques used by researchers are: observation, interview, and documentation.

Research sites the location of this research was conducted in Lubuk Begalung sub-district. Lubuk Begalung district area is located in the city of Padang Province of West Sumatra.

3.2 Data Type

3.2.1 Primary data

Primary data (main) obtained through observation and interview needed in research. The data obtained is data related to the object of research that is tat arias Padang bride in Kecamatan Lubuk Begalung Padang in accordance with the research focus.

- a. The type of equipment used in the bridal makeup.
- b. The type of cosmetics used in bridal makeup.
- c. Facial correction technique on bridal makeup Padang.
- d. Work process of makeup implementation on bridal makeup paddies.
- e. Work experience of bridal makeup Padang in Kecamatan Lubuk Begalung.

3.2.2 Secondary Data

Secondary data obtained through documentation, images, photo, and literature review, then the determination of informants is determined after the researcher went directly to the field based on the focus and objectives

of the study and in accordance with the needs and relevance of the target informant is the bridal makeup artist.

3.2.3 Data source

Source of data obtained through informants or informants who understand about makeup bridal face Padang that is the bridal makeup in Kecamatan Lubuk Begalung Padang, the research process is carried out continuously, so that all things that are known about the makeup of the bride's face Padang can be revealed clearly and correctly.

3.2.4 Data collection technique

Data collection is carried out by the researchers themselves without asking for help from intermediaries. Data collection techniques used by researchers are: observation, interview, and documentation. These three data collection techniques are used in the hope of obtaining the necessary data and information and can be mutually supportive and complementary.

3.2.5 Data Validity Inspection Technique

In this study the researchers checked the validity of the data by way of review of the bridal makeup Padang which includes the type of equipment, the type of cosmetic products used and techniques of facial correction and work process of bridal makeup Padang in Lubuk Begalung Padang district done by repeated from one respondent to other respondents, who better understand and understand mengenai tata bridal makeup Padang in Kecamatan Lubuk Begalung Padang, so that data or findings can be justified truth.

To verify the findings of the research will be done by testing the validity of qualitative research data that is by credibility test data or trust to the data of research results in testing the validity of data in this study is done by extension of observation, increasing perseverance in research, triangulation, auditing.

3.2.6 Data analysis technique

Data analysis is the process of compiling or processing data to be interpreted better. The newly obtained data consists of field notes obtained through interviews, observations and documentation related to the type of equipment, the type of cosmetics products used and the techniques of facial correction and work process of bridal makeup in Padang in Lubuk Begalung Padang. Analysis of the results of research conducted during field data collection took place. The analysis used by the researchers is Miles and Huberman model analysis. The steps in data analysis of Miles and Huberman model are Data reduction, Data display, Verification / Conclusion drawing (verification / drawing conclusion)

4. RESEARCH RESULT AND DISCUSSION

4.1 Equipment type

Equipment plays an important role in the success of a make-up, the equipment used varies considerably in terms of function and usefulness. This is stated by all the bridal fairies interviewed. Most of the bridal makeup have used theoretical tools such as the use of brushes and brushes and the use of sponges and puffs of bridal make-up has also been used in accordance with its function and usefulness, as well as applicators. For auxiliary devices such as a sharpening tool, the bridal makeup shoots the eyebrow pencil with a razor blade and a taper, while the cutton bud serves

as a correction tool in case of error. The bridal makeup also uses eyelash curler before the false eyelash installation process, so that the lashes are bent and blend with the original eyelashes.

4.2 Types of cosmetics used on makeup of bridal face Padang

The type and brand of cosmetics used to apply bridal makeup in accordance with the demand of the bride or the customer, the type of cosmetics product used consists of various products such as cleaning and refreshing using Sari Ayu and Viva products, for concealer using Atsiri products. The Foundation uses Shu eumura, dermaderm, LT pro and La Tulip, Ultima, Crayolan, PAC. For talcum powder using Shu eumura products, Ultima, La Tulip and PAC. For solid powder using MAC products, PAC, Ultima, La Tulip in the form of Solid. For eye shadow using Ultima, PAC, La Tulip, Mirabella make-up II, Ranne and PAC products. For eyeliner and mascara use La Tulip, Sari Ayu, Revlon. For pencil eyeliner use Pixy and Crayolan products. For eyebrow pencil use viva and crayolan. For blush-on using Mac products, Ultima, PAC, La Tulip, Sari Ayu in the form of a palette of cosmetics. For lipstick using La Tulip PAC product, Ultima. There is a palette and stick. In addition, it also uses lip gloss using Sari Ayu products. For shimmer use PAC and LT pro products.

Cosmetics to make up the bride's face Padang used by the bride's makeup has started to follow the development of modern cosmetics trend. The use of eye shadow color on the bridal makeup Padang is still dominant use of gold color, yellow on the eyelids this is adjusted to the dominant wedding dress containing gold color element (gold).

From the results of research that the authors do, researchers found the type of cosmetics products for different foundation with other elastic, the type of product used is the product of Shu eumura from Japan. Where this product is shaped Liquit in Mix with cosmetics dermaderm so impressive more subtle. For application by using the wax technique, the application of the layered foundation in the absorption is assisted by sponges damped with ice water.

Correction techniques on the parts of the face adjusted to the condition and the face of the bride to be in the make-up, so that the bride's face impressed ideal and will emit the aura of bride beauty, but there are still from bridal makeup that does not make corrections in accordance with the provisions of the technique of facial correction.

4.2.1 Face shape

The shape of the face in addition to the oval shape should be corrected so as to be ideal or oval. Based on observations in the field the researchers found that the shape of the face of four rectangles and rectangles by the bridal makeup is not done corrections such as the left and right jaws are given shading with dark eye shadow (brown) and the use of blush-on directed diagonally on the cheek area so that the face memorable oval, still a lot of bridal makeup has not understood about face correction techniques.

4.2.2 Eyebrow

Based on the results of observations and interviews and document data on bridal makeup. For the technique of eyebrow correction techniques are generally used by shaving the eyebrows in the direction of eyebrow hair growth and there is also opposite to the growth of eyebrow hair.

Based on the results of observations that researchers do on the bridal makeup in Kecamatan Lubuk Begalung found that the bridal makeup in the eyebrow correction using a very dangerous tool and can be fatal to the face and bridal eyebrows. The tool used is a razor blade, where the right tool for eyebrow shaving called eyebrow razor, this tool has been widely sold in the market.

At the time of formation of eyebrows found that the bridal makeup does not brush the eyebrows so that the eyebrows look uneven and smooth. Eyebrows play an important role in makeup, eyebrows framing the face. Eyebrow shape that does not fit the face shape will affect the overall impression of the make-up itself. Eyebrow shape that is applied sebahagian bride has been following the development trend of eyebrow shape.

4.2.3 Eye

Overall eye-correction techniques performed by bridal makeup based on observation guides and documentation results that researchers do, researchers look for the formation of eyelids in general bridal makeup using false eyelash glue and scotch tape are self-made and ready-made. The level of accuracy in the formation of the corner of the eye should be more in note, if the eyelid is too large will reduce the beauty of the eye.

4.2.4 Nose

Nose section correction technique based on observations that researchers do on the bridal makeup Padang in Kecamatan Lubuk Begalung. Researchers see the placement of shading on the nose is still not perfect so that the nose does not look sharp.

4.2.5 Lip

For lip correction techniques performed by the bridal makeup based on the observation of the researchers found the bridal makeup does not pay attention to the correct technique of lip correction. If incorrect lip formation will make the bride's lips look not ideal, for the use of lip gloss should be used not too much, will cause lipstick easily fade. For lip correction technique.

4.2.6 Chin

Based on the observations that researchers do on the bridal makeup, the researchers saw for the correction of the chin in general, bridal makeup has understood how the technique of chin correction, there is a chin correction but using the wrong cosmetics such as applying a cheek rouge on the chin, shading and tint techniques should be adjusted to chin shape.

4.3. Work process implementation of makeup makeup of Padang bride in Kecamatan Lubuk Begalung.

To create the perfect bridal makeup makeup in need of some workmanship. If the work process of the implementation of makeup done properly and appropriately it will produce a perfect bridal make up, then here needed a professional makeup artist in bridal makeup. For the execution of the bridal makeup is done in the salon and there is also a makeup that came to the bridal house (door to door) usually in accordance with the request of the bride.

The work process of bridal make up is done by the bridal makeup in Kecamatan Lubuk Begalung, between the makeup with one another almost no difference starting from the correction of eyebrow shape, facial cleansing, basic powder, eyebrow formation, eye shadow smearing, the

formation of the shadow of the nose, the application of rouge cheek, lipstick smearing and final correction (finishing touch) by using solid powder and shimmering

5. CONCLUSION

The result of bridal makeup done by the bridal makeup in Lubuk Begalung Padang subdistrict still need the renewal and deepening of knowledge about the make up of the bridal face so that the bridal makeup can pay more attention to the type of tool used, and use the bridal makeup equipment in accordance with function and usefulness. Apart from that to the bridal makeup in order to improve the quality of bridal makeup results by paying more attention to the type of cosmetics products used, facial correction techniques and the process of proper bridal makeup execution so that the future will be able to compete and always follow the development of make-up trends so as to enhance personal economic value through bridal makeup.

Experience bridal makeup artist in Lubuk Begalung district Padang bridal make up classified into the bride and groom's makeup is still young and there are also experienced. In the opinion of many people that the level of work experience usually affects the work of a person. But not always the opinion is always true for bridal makeup. Where if a bridal makeup artist does not keep up with the science and makeup trends of the bridal face then, she will be outdated.

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