

# ABS 284

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**PUBLIC PERCEPTION TOWARDS NAIL ART AS A FASHION STATEMENT FOR  
EUROPEAN BRIDES**

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**Abstract**

European bridal grows rapidly and demands newer development trends all the time. The need for the appearance of a bride for the European bridal fashion trend that continues to develop has caused many things, including the innovation of nail art in the development of European bridal itself.

Public perception is an important factor in the development of nail art so that it is an important aspect for conducting a research. This study aims to obtain data and clearer information on people's perceptions of nail art as a fashion statement for European brides. The <sup>15</sup>method used in this research is quantitative method.

The results of this study indicate that the perception of internal and external factors is in the positive (good) category. For internal perceptions that answered the majority were positive (80%), neutral (16%), and negative (4%). Meanwhile, the majority of external perceptions answered positively (84%), neutral (13%), and negative (3%).

Based on the research public perception on nail art being one of the focuses on creating a fashion statement so that the use of nail art can show the identity of European brides. Nail art that can make brides look prettier and more attractive at a wedding by wearing nail decorations that are tailored to the theme and color of her wedding dress.

**Keywords:** perception, European Bridal, nail art

## **INTRODUCTION**

Marriage is special, experienced only once in a lifetime so it needs to be prepared optimally, starting from planning the execution time and invitations to preparing for the bridal makeup.

There are several stages in marriage, one of them is a wedding reception. Both the bride and the groom certainly want to look special on their wedding day. In this procession, they will be the center of attention because all the guests pay attention to their make-up, hair, and attire. The desire to look special requires someone who understands bridal make-up so that the bride and the groom use make-up services in order to look more beautiful on the wedding day.

In European brides, the dress worn by the bride is a long dress. For formal ceremonies in large churches, a bridal train is usually added because the dresses worn are long dangling and fill a large room. European bridal grows rapidly and demands newer development trends all the time. The need for the appearance of a bride for the European bridal fashion trend that continues to develop causes many things, including innovation in the development of European bridal itself.

One of the main innovations in European bridal, apart from the attire, is the use of accessories and make-up. Accessories can be interpreted as supporting a woman's appearance in showing her overall identity. One of the beauty accessories that are now used by women is nail art. Nail art is the development of manicure and pedicure.

Nails have the main function of grasping objects, scratching, protecting soft and nerve-filled fingertips. Apart from the main function, nails can also be a means to beautify the appearance of the fingertips. Nails have an important role for function and cosmetics, that is, in addition to the fingers for holding objects, they are also used to mirror a person's beauty in their daily appearance and for their special appearance, such as during their wedding.

Nail art is a development of the art of decorating nails in the world of beauty that can support the development of fashion. In the past, women were happy and satisfied using only plain red nail polish. However, women nowadays have started to recognize various kinds of nail polish colors. Nail art is an act of decorating nails by giving colors, images, paintings, and decorations to the nails. (Karakhati, 2015:5). Almost all European brides use nail art today.

The appearance of the nails is an important thing to pay attention to, because the wedding ring that is embedded beautifully on the finger of the bride will be the center of attention of all invited guests.

From this description, nail art has become an interesting part of the fashion world, especially European bridal . Not only variations in the types and techniques of nail art, but more than that nail art has become a part of an activity that is quite important for the perfection of the appearance of a bride.

## **MATERIALS AND METHODS**

### ***Public Perception***

<sup>1</sup> Perception is a process of organizing, interpreting the stimulus received by an organism or individual so that it becomes something meaningful, and is an activity that is integrated within the individual. The response as a result of perception can be taken by individuals in various forms. Which stimulus will get a response from the individual depends on the attention of the individual concerned. Based on this, the feelings, the ability to think, the experiences possessed by individuals are not the same, so in perceiving a stimulus, the results of perceptions may differ from one individual to another. (Walgito, Bimo, in Inda Tri, 2018)

Also explained by King, A, Laura (2017: 102) that perception <sup>8</sup> is: "the process of organizing and interpreting sensory information so that it makes sense". It is concluded that <sup>8</sup> perception is a person's process of capturing something, identifying and interpreting it through interpretation. In the sense of perception there are main things, namely perception as a mental process, in perception there is an object / stimulus that is understood / captured and the perception is obtained through observation / sensation (sensing). When it is combined between perception and society, community perception is a process in which a group of individuals who live and live together in a certain area respond to things that are considered attractive from the environment in which they live.

Perceptions or views of a person are not just formed, there are many factors that can cause why two people who see something give different interpretations of what they see. For this reason, <sup>1</sup> there are several factors that influence perception, namely internal factors and external factors or objects of perception.

Internal factors that influence perceptual selection include psychological needs, background, experience, personality, general values and beliefs and self-acceptance. External

factors that influence perception are: intensity, size, contrast, movement, repetition, familiarity and something new. (Pareek, in Nizar, A., 2014: 25)

The term society covers several aspects so that the ability of a definition which has attempted to cover the whole, still does not fulfill the elements. The definition of society according to states that society has several elements, namely: a) humans who live together, b) mix for a long time, c) they are aware that they are one another, d) they are aware that they are a system of living together. (Soerjono Soekanto: 2009 in Inggar, R: 2018; 16)

It can be concluded that public perceptions are observations made by a group of people who live in a certain area, interact with each other, consist of various groups and have mutual agreement in customs and regulations, on the environment or circumstances around them by using their senses so that the group realizes what is going on around it.

### ***European Bridal***

Indonesia is one of the countries that has many alternatives for wedding attire, where a prospective bride can choose to wear an European bridal gown or a traditional Indonesian wedding dress. In European Bridal, the bride wears a dress in the form of a white long dress (Wedding Gown / Longdres) which symbolizes purity. European bridal attire generally consists of a bodice attached to the body. Another part is the lower part of the dress (skirt) which is usually chosen by a model that expands so that it looks luxurious and becomes the center of attention. The European bride dress is a long dress (longdres), usually taken in the form of a bustie silhouette, which is the outline of the outfit that accentuates the back of the bride. (Ervinawati, et al., JFP, 2012: 2)

While the groom's outfit, wearing a black formal suit called a tailcoat, a stiff white shirt with a wing collar or a lacy shirt on the chest (wing collar), a black or gray bow tie made of linen. smooth or form a white knot (fourin hand), wearing a white or black vest, gloves, flowers on the collar (White Bountoniere), black shoes and socks that match the color of the shoes. The flower on the coat collar is customarily taken from a flower from the hand held by the bride.



Figure 1. European Bridal

Source: PNG Fuel (<https://wedding+couple&tbn>, accessed July 26, 2020)

The bride always make the audience amazed when walking towards the wedding area, therefore the European bridal is no exception, the bride has to look perfect due to her healthy, fit, well-groomed skin, make-up , hair do, wedding gown, shoes, accessories, to the appearance of well-groomed and attractive nails, for that a bride will prepare the beauty and appearance of her nails to add charm and beauty to the appearance of the photo and video documentation.

Beautiful nails enhance the attractiveness of the women on her wedding day. Although small, nails are a part of the body that deserves attention at a wedding. When the groom wears a wedding ring and takes a photo, the appearance of charming nails will make the bride look more charming. (Saraswati, S., 2019)

### *Nail Art*

In the past, women liked to color their nails using plain red nail polish, but along with the development of fashion and beauty technology, nowadays women are getting to know various colors and techniques of coloring and nail art.

In Indonesia, the art of decorating nails began to be known since 2005. Initially only in the treatment of manicure and pedicure. The subsequent development that the art of decorating nails can be used by everyone and has become a part of the world of fashion. The fame of nail art entered its heyday in 2011. This was caused by the success of the fashion industry at the world fashion week. At that time, unique and artsy nail designs became an attractive nail decoration trend with houndstooth motifs.

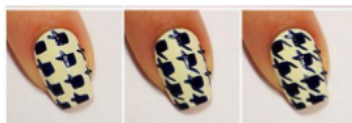


Figure 2. Nail Art Houndstooth

Source: <https://www.google.com/search> (accessed, August, 16 2020)

Nail art is done on clean and healthy nails, therefore before doing nail art, nail care (manicure and pedicure) must be done first. Nail Art is a work of art that can be done on fingernails and toenails after going through the process of hand care (manicure) and foot care (pedicure), namely nail care by cutting nails, shaping nails, cleaning cuticles, softening and polishing nails. (Maspaitella, et al, 2017: 2)

Beautifying and decorating nails is not only done for the hands, but also for the toenails, this is done to harmonize the appearance of the shoes or footwear used at the wedding to make it look more harmonious. For this reason, it can be concluded that the appearance of a bride in European bridal as a whole will be the center of attention for all invited guests, in this case



attention is also focused on the appearance of the nail ornaments worn. Therefore, beautifying your nails with nail art is a mandatory series of treatments for the bride. (Desianti, M, 2018: 1)

According to Nur Endah (2003: 10) explains that there are several basic principles of nail art that must be considered are as follows: (a) Pressure on certain effects so that nails look more attractive, (b) The purpose of nail makeup is to beautify appearance, so decorations and colors need to be adapted to skin type, age, clothing and occasion. This means that the art of decorating nails (nail art) or coloring nails aims to make the nails look more beautiful, attractive and enhance the appearance of less than perfect fingers and hands.

Nowadays, the art of decorating nails has developed very rapidly, so that various designs related to the art of decorating nails are increasing from time to time. This is in line with the increasing variety of colors created in nail polish products and various designs of nail art, including the following: 1) two dimensional nail art, 2) three dimensional nail art, 3) nail piercing, 4) free style, 4) marble. (Newman, M. in Putri, N. 2020: 38 )

One of the nail art designs is a two dimensional design (2D), which uses several colors with various themes such as flowers, this design does not add trinkets or accessories attached to the nails. Painting made on nails with liquid nail polish does not produce an embossed painting, but can produce a painting with character and in accordance with the desired object.



Figure 3. Two Dimensional Nail Art

Source: <https://www.antvklik.com/> (accessed, September 16 2020)

Apart from the two dimensional designs mentioned above, the most interesting design is the three-dimensional shape. These designs usually involve using different materials, which include gel, color acrylic, and special types of glue. The patterns or designs include flowers, animal figures for shapes, and many more. The painting that is on the nails is embossed painting, it can be applied to real nails, artificial nails and artificial or continuous nails.



Figure 4. Three Dimensional Nail Art

Source: <https://shopee.co.id/> (Accessed, September 16 2020)

Various nail art motifs chosen by the bride, such as flower motifs, rainbow motifs, crystal motifs, to sparkling nail decorations with glitter accents. In addition, the art of decorating nails was chosen by the bride with the two-dimensional (2d) and three-dimensional (3d) types which made the art of decorating nails more diverse. The bride look prettier and more attractive at a wedding by wearing nail ornaments that match the theme and color of her wedding dress (Kim, K H: <https://www.weddingku.com>, accessed September 14, 2020).

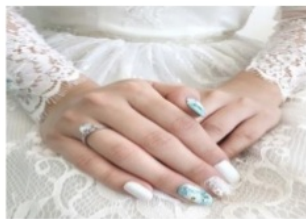


Figure 5. Nail Art on European brides

Source: <https://www.maniqure.my>, accessed on August 21, 2020)

In choosing a nail art design for the bride, it is necessary to consider several things, including choosing a nail theme, this is adjusted to the various choices of nail ornaments and materials that can be chosen as desired. Furthermore, choosing a design that matches the color and model of the wedding dress, this is intended so that the nail art design chosen for the bride is neither too flashy nor excessive, especially in European bridal, which uses dresses that tend to be white, soft and harmonious with the color of the wedding dress.

Nail art has become an interesting part of the fashion world, especially European bridal. Not only variations in the types and techniques of nail art, but nail art has also become a part of an activity that is quite important for the perfection of the appearance of a bride in this case is in European brides. This is the reason that nail art on the bride is also an important part of make-up and wedding dress.

### ***Fashion Statement***

Fashion is a combination of styles with designs that tend to be chosen. The word Fashion can also be interpreted as a person's way of expressing or presenting themselves in a bold and unusual way in front of others, but still paying attention to the beauty of others who see them which refers to the selection of fabrics, clothes, and jewelry that shows one's identity. through fashion products in the form of clothing, jewelry and clothing worn in public spaces.

<sup>2</sup> Fashion Statement is something unusual that you wear, own, or use that is intended to show people that you know a lot about fashion

According to the Macmillan dictionary, it explains that <sup>2</sup> fashion statement is something unusual that you wear, own, or use that is intended to show people that you know a lot about fashion. This can be interpreted as an unusual thing worn by someone who shows that the

person really understands and pays attention to his style of dress. There are three important things to underline that a fashion statement has 3 (three) elements, namely the bold way, unusual and intended to show the people.

Fashion Statement is a fashion item that is used to steal people's attention to see it. A fashion statement usually has an unusual shape and uses colors that grab attention which gives the impression of bold look. A fashion statement can take the form of anything someone wears from head to toe, such as the use of hair accessories, ear accessories (earrings), ornaments or finger accessories (rings) to the use of socks as a complement in a style of appearance (fashion).

In European Bridal, one of the important elements besides the bride's dress is the use of accessories and make-up. European bridal accessories support the appearance of the bride in showing her fashion identity. For this reason, there are many needs and requests to complement the appearance of European brides which then lead to many ideas that can enrich the insight by adding elements to the appearance of European brides as objects that add beauty (fashion statement). One of the accessories elements that add to the beauty of a European bridal appearance is nail art.

### ***Research Methods***

This research was conducted from July to August 2020, with a sample of 30 women consisting of prospective brides, adolescents, married residents, make-up artists with the criteria of 20-45 years of age and know about nail art. The <sup>20</sup> method used in this research is quantitative descriptive **method** which only provides an overview or description of the variables of a phenomenon under study.

The analysis used in the descriptive-quantitative method only uses descriptive statistical analysis in the form of single tables and cross tables, with data on frequency (f) and percentage

(%) (Ardianto, 2011: 48). The survey used is a cross-sectional survey where data collection is carried out only at a certain time in a few days or a few weeks.

Primary data were collected by distributing closed questionnaires in the form of questions arranged in writing using a list of questions in order to obtain answers from respondents. The type of measurement scale used in the questionnaire is the Likert scale. The Likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena (Sugiyono, 2013:134).

## RESULT AND DISCUSION

### 1. The percentage of answers to the Impression indicator

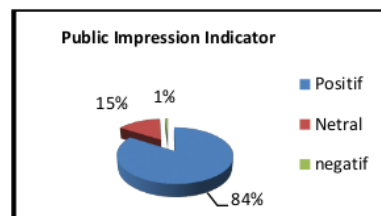


Figure 6. The percentage of answers to the Impression indicator

From the results of data analysis, the researcher wants to describe how the public's impression of nail art is. Based on the percentage of the community, the indicator of nail art in western brides is 84% expressed a positive impression of the art of decorating nails as a fashion statement for western brides, and 1% shows a negative impression of the art of decorating nails.

### 2. The percentage of answers to the Knowledge indicator

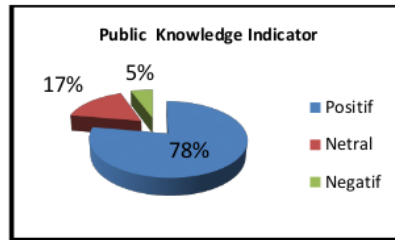


Figure 7. The percentage of answers to the Knowledge indicator

From the analysis of the indicators of knowledge, people have good knowledge, which is indicated by 78% showing a positive perception about nail art, and 5% showing the opposite.

### 3. The percentage of answers to the Public Opinion indicator

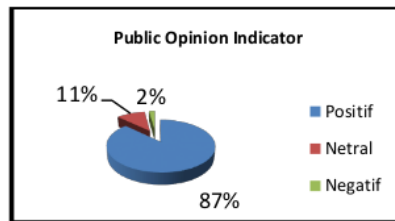


Figure 4. The percentage of answers to the Public Opinion indicator

As for the indicators of public opinion on the art of decorating nails as a fashion statement for western brides, 87% expressed a positive opinion and 2% were negative.

### 4. The percentage of answers to the Understanding indicator

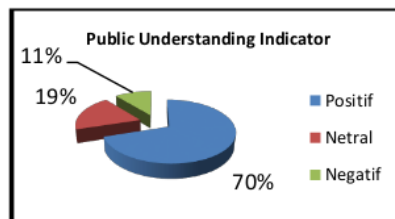


Figure 8. The percentage of answers to the Understanding indicator

For indicators of public understanding of nail art, 70% expressed a positive understanding and 11% expressed a negative understanding.

#### 5. The percentage of answers to the Interpretation indicator

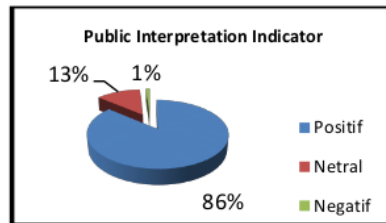


Figure 9. The percentage of answers to the Interpretation indicator

In the indicator of people's interpretation of the art of decorating nails, 86% gave a positive interpretation that the art of decorating nails was a fashion statement for western brides, and only 1% of the people gave a negative interpretation of nail art.

Perception of nail art <sup>1</sup> is influenced by internal and external factors. Internal factors are personal factors, such as individual needs, age, past experiences, personality, gender, and other things that are subjective in nature related to beauty class. Meanwhile, external factors are factors outside the individual, such as environment, culture, and social norms which greatly affect a person in perceiving beauty class.

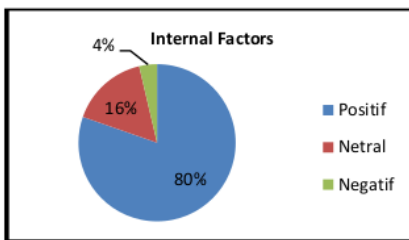


Figure 10: Percentage of Internal Factors

The <sup>1</sup> results of this study indicate that the perception of internal factors and external factors is in the positive (good) category. For internal perceptions that answered the majority were positive (80%), neutral (16%), and negative (4%).

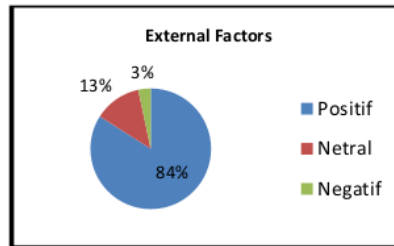


Figure 11. Percentage of External Factors

Meanwhile, the majority of external perceptions answered positively (84%), neutral (13%), and negative (3%).

In the results of this study, nail art received a positive response even though the respondents had some doubtful perceptions about nail art such as the price which was quite expensive because of the need for an expert nail stylist who was very skilled in the art of decorating nails as desired.

Respondents have the desire to wear nail art even though they just want to follow trends. The desire to wear nail art is inseparable from one's lifestyle, someone who has a modern lifestyle or always follows existing trends will certainly not object to using nail art as accessories at his wedding.

Perceptions of nail art as a fashion statement for European brides are <sup>1</sup> influenced by internal and external factors. Internal factors are personal factors, namely individual needs, age, past experiences, personality, gender, and other things that are subjective in nature related to beauty class.



While external factors are factors outside the individual, such as environment, culture, and social norms which greatly influence a person in perceiving nail art as a fashion statement in European Brides. From the concept of perception above, it can be concluded that this is in accordance with the paradigm or mindset that develops in society about the art of decorating nails as a fashion statement for European brides.

## CONCLUSION

Based on the results it has been described above that nail art can be said to be a fashion statement for European brides to be able to present a more attractive bride and become the center of attention. In general, the public perception of the art of decorating nails states that it is very positive, especially as a fashion statement for western brides.

<sup>1</sup> The results of this study indicate that the perception of internal factors and external factors is in the positive (good) category. For internal perceptions that answered the majority were positive (80%), neutral (16%), and negative (4%). Meanwhile, the majority of external perceptions answered positively (84%), neutral (13%), and negative (3%).

The comparative relationship between this research and previous research is the first research mainly focuses on Nail Art as a Photography Fashion Statement, whereas this study focuses on creating a fashion statement in women's appearance. In addition, photography shows various detailed photos of nail art to show photos of the whole body so that it can show the character or identity of the user of nail art (nail art).

Whereas in the second study on A Study on The Expression of Pantones's Color-Trend Nail Art by Wedding Image, it was explained that the color trend that occurs every year results in impacts and changes in all kinds of aspects, including nail art, hair, dress and make-up. This

study aims to find color trends in bridal clothing and nail art that can make the bride look prettier and more attractive at a wedding by wearing nail decorations that are tailored to the theme and color of the wedding dress.

It can be said that the relationship between this study and previous research is as a complement and as information that strengthens the synchronization of the art of decorating nails, including perceptions on aspects of knowledge, impressions, opinions, understanding and interpretation so that researchers can indicate that the art of decorating nails is a fashion statement on appearance European bridal.

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