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1 **Cover Letter**

2

3 20 September 20, 2020

4 Cosmetology Education Program, ¹⁶Faculty of Engineering, Universitas Negeri Jakarta

5 Rawamangun Muka, East Jakarta, Indonesia 13220

6

7 **Dear ICELS 2020 Committee,**

8

9 We would like to intend to send a manuscript for consideration so that it can be published in
10 the Scopus Journal under the direction of the ICELS2020 Committee. The script is entitled
11 *Millennial Makeup Style Inspiration*. If this manuscript is accepted and passes the selection for
12 Scopus journal publication, then we as writers are ready to take part in the clinical journal
13 training required by the committee. For information, this journal is free from any conflicts of
14 interest, is not in the process of being published elsewhere, and is purely the result of research
15 conducted by the team.

16 Beauty content is currently trending among millennials. The importance of maintaining the
17 appearance and taking care of themselves will encourage millennials to do various ways. One
18 of the easiest ways is to educate yourself through YouTube. Ease of access, as well as a variety
19 of content that can be chosen without conditions, without even requiring a fee, make YouTube
20 the number one media favoured by millennials.

21 This research is the Nethnographic approach. The strengths and novelty of this research
22 compared to previous studies lies in the research method. If other studies mostly look from a
23 quantitative side, this method is reviewed qualitatively. In addition, this research will be
24 relevant considering that many millennials currently accessing YouTube aspire to become

25 YouTubers, so this research can be used as an illustration of millennials' views on beauty
26 content on YouTube.

27 We believe that this manuscript deserves to be published in a Scopus indexed journal with the
28 help of the ICELS2020 committee because it will be suitable research in today's conditions, and
29 we hope that this article can be read, evaluated, and its feasibility. For the willingness of the
30 ICELS2020 Committee to consider this article, thank you.

31

32

33 *Our behalf sincerely,*

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50 **Millennial Makeup Style Inspiration**

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Millennial Makeup Style Inspiration

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ABSTRACT

65 Nowadays makeup millennials are inspired by beauty videos on social media platforms in the
66 form of YouTube and Instagram. YouTube and Instagram are teen beauty info platforms that
67 are learning to beautify faces through makeup. Various styles in makeup video tutorials are
68 available on YouTube, such as Korean Makeup, Thailand, Traditional Indonesia. In addition to
69 YouTube, the platform millennials love in learning makeup is Instagram. In everyday life,
70 teenagers express makeup style as natural makeup. This research is qualitative with the
71 Netnography approach. In this study used data derived from online communities aged 12 to 22
72 years. Data collection techniques combine between questioner deployment, interview, and
73 analysis of facial makeup video tutorial content. Interestingly, millennial's makeup style that is
74 expressed in their daily faces does not always follow what they watch.

75

76 **Keywords:** Beauty, Makeup, Millennial, YouTube.

77

Introduction

79

80 Social media becomes the daily life of teenagers either as users or manufacturers. Even in the
81 research, Lim described social media in Indonesia in CNN reporters has ambiguity as
82 entertainment and a tool of change (Lim, 2013). Social media can be entertainment, learning,
83 and business including beauty businesses (Sokolova & Kefi, 2020). In the community, social
84 media is divided into two categories based on age, namely parents and teenagers. A total of 473
85 respondents responded to Facebook being considered the parent version and were shut down
86 by respondents.

87 The communication platform used by millennials is Line or Whatsapp. While the social media
88 platform in search of Beauty information in this study is YouTube 41.5% and this is according
89 to Bhatnagar's research on the YouTube platform for beauty (Bhatnagar, 2016). In addition to
90 YouTube, the answer in this study was Instagram as many as 43.7% of respondents.
91 Interestingly, respondents chose Instagram more than YouTube in viewing Beauty content.
92 Bhatia explains the construction of black women's identities in the UK on Beauty YouTubers
93 in India but the platforms used are YouTube and Blog (Bhatia, 2020).

94 YouTube contains a variety of information in the form of photos or videos packaged in the form
95 of video, while Instagram has two forms of photos and videos. In the past, magazines and
96 television were the media that had a big influence in the search for info. It turns out that the
97 shift of print media to online media happens to make teenagers not look for info in women-only
98 print magazines, television in search of Beauty info. Currently, millennials search for Beauty
99 info via Instagram or YouTube via smartphone.

100 Smartphones are small, lightweight, and easy to carry, the important thing in surfing on
101 YouTube and Instagram is the use of smartphone netted with the internet. No problem any
102 browser used then the internet users can log in by clicking the YouTube or Instagram icon or
103 platform that we like on the home page of google, yahoo, and or directly touch the social media
104 application that we have saved in the home page. YouTube in various research is said to have
105 helped many teachers and students or lecturers and students in classroom learning (Sriadhi et
106 al., 2018), in the field of marketing (Felix et al., 2017; Gannon & Prothero, 2018; Godey et al.,
107 2016). In the Beauty research conducted Gannon turned out to be social media used by
108 YouTube and Blog platforms (R. V. Kozinets, 2010; Robert V. Kozinets et al., 2018).

109 Platform YouTube and Instagram become the platform that Indonesian teenagers love today in
110 finding and learning Beauty info. It said Indonesia, because this study used 473 respondents,
111 aged teenagers with the territory of respondents in the region in Indonesia. Previous research

112 described makeup video tutorials in the YouTube platform as preferable in the form of vlogger
113 videos which are pure blogging activities rather than animated videos because it gives a real
114 effect to understand and learn and teenagers who watch Beauty channel with no weight and its
115 nature is just entertainment. Teenagers are still trying to look beautiful according to the
116 development of technology (Geldart, 2010; Rohner et al., 2014; Zhang, 2012).

117 This study aims to understand the new society of millennials. Young people present themselves
118 to fit (Doster, 2013) in with their peers it's just that the space is changing in social media so that
119 it's called the online community and knowing how adult teenagers implement the results of the
120 spectacle of makeup tutorials in her. After teenagers watch a lot of facial makeup tutorials and
121 try to express them into their faces. But interestingly, YouTubers or Influencers as new idols
122 are also economic driving agents. With YouTubers or Influencers as agents, producers, and
123 consumers, millennials become a community that is affected by what has been exemplified on
124 YouTube or Instagram Beauty.

125 On the other hand, millennials are becoming driving agents that re-spread what they learn about
126 makeup on the YouTube and Instagram platforms, contributing to Beauty explains that
127 millennials are both producers and consumers in expressing makeup done by YouTubers or
128 Influencers. But when asked how daily makeup is precisely the respondent's answer adjusting
129 their respective personalities. In the study, respondents inspired Beauty videos on the YouTube
130 and Instagram platforms to be able to learn, repeat wherever they are so that millennials become
131 easier to learn, repeat and re-upload the makeup results learned.

132 The spread of makeup learning is done by teenagers by watching in beauty videos so that
133 teenagers are good at makeup without the need for beauty courses specifically like before.
134 Previously women learned from Beauty magazine or face-to-face learning. Currently, these
135 activities can be replaced by Beauty videos on YouTube or Instagram. Social media research
136 such as YouTube has been done a lot but social media research on the field of Beauty is not

137 found much in the Indonesian context. Contributions to research provide an understanding of
138 online communities that have dual roles. YouTubers as content creators mean as producers, as
139 agents, and consumers. Providing an understanding of human behavior that already relies on
140 technology is included in the achievement of its development.

141

142 **Materials and Methods**

143 *Research design*

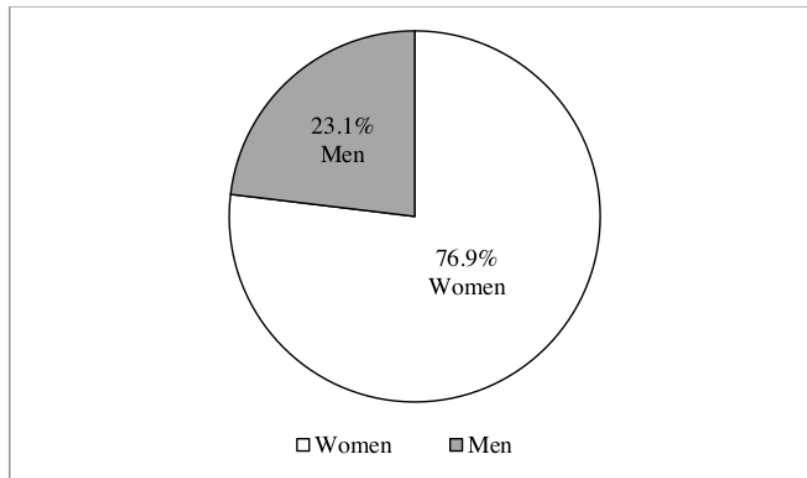
144 This research uses qualitative research and Netnography approaches that have been introduced by
145 Kozinets in the field of marketing. The Netnographic work areas are common in a face-to-face way but
146 the Netnography approach is shifting to the online community (Robert V. Kozinets et al., 2018; Reid &
147 Duffy, 2018). The Netnography method examines the human experience in digital services (online
148 entertainment streaming, online storage space, or online gaming (Reid & Duffy, 2018; Tolbert &
149 Drogos, 2019). The Teen category is to have a range of 15 to 22 years old and unmarried status. Teen
150 is someone who is looking for self-identity with various technologies so-referred to as Millennial
151 (Tolbert & Drogos, 2019). In this study, researchers collected data through multiple-choice questioners
152 with google forms, dissemination of questioners with what'sApp group, and interviews.

153

154 *Population and Participants*

155 The initial study was conducted in the form of a multiple-choice of 40 questions for teenagers aged 15
156 to 22 with a total of a 473 respondents and additional respondents outside of the google form as many
157 as 28 people. Initially, researchers expected the majority of respondents to be aged 12 to 15 but because
158 the spread was widespread inhomogeneous communities such as schools it turned out that respondents
159 who answered more at the age of 19-22 were 56.5%. The remaining 76.9% of respondents were women
160 and the remaining 23.1% were men (See figure 1).

161



162

163 *Figure 1. Description of respondents in the study*

164

165 ***Data analysis technique***

166 YouTube content research applies gender (Tolbert & Drogos, 2019) construction that distinguishes
167 between female and male content and beauty content is more dominated by women. Then researchers
168 attempted to create a follow-up questioner against a group of 12 to 15-year-olds with short statement
169 answers, it turned out that the questionnaire encountered various obstacles when filled out by
170 respondents. Not all respondents between the ages of 12 and 15 understood the questioner. The difficulty
171 of filling out the questionnaire was evident when the process of filling out data as many as 28 people,
172 aged 12 to 15, the first school education in the eighth grade, women, through WhatsApp group.
173 Researchers make questions about self-identity simple and simple and a few simple questions. It turns
174 out that their answers are many that they do not understand ranging from copy-paste questions to
175 answering the contents of the question itself so that in answering they have to repeatedly fill in by
176 repeating the copy-paste of the writing and repeating the answer that has been given.

177 The respondent's progress in filling in the additional questioner was seen by the researchers. In 28
178 respondents only answered as many as 17 respondents. Here shows that the age range given by WHO
179 found that in this study it is best to separate between early adolescents and adult adolescents because
180 with a long age range (8 years) makes maturity a very different behavior. The results of additional
181 respondents' answers are by their knowledge and many questioner stuffing is not answered. Furthermore,

182 interviews with several adult respondents were conducted to understand respondents men in watching
183 beauty video-specific YouTube views with two platforms namely YouTube and Instagram when they
184 search for beauty info.

185 YouTube video material contains beauty activities that are common in society namely natural makeup,
186 traditional Indonesian bridal makeup, European bridal makeup to trending makeup such as Korean
187 makeup, Thailand with various other makeup categories. In the respondent's answer seen how they
188 expressed the results of watching the tutorial with themselves. Clifford Geertz defines culture as a series
189 that humans use to regulate their behavior in the form of rules, plans, or instructions. Williams states the
190 concept of culture in the meaning of centered on daily life which is in the form of value, material, or
191 symbolic or moral objects.

192 The culture defined by Williams is closer to 'culture' as a whole way of life. Williams recommends that
193 culture be investigated in some terms. First, institutions that produce arts and culture. Second,
194 educational formations, movements, and factions in cultural production. Third, forms of production,
195 including all its manifestations. Fourth, the identification and forms of culture, including the specificity
196 of cultural products, its aesthetic purposes. Fifth, its reproduction in the course of space and time. Sixth,
197 the way it's organized.

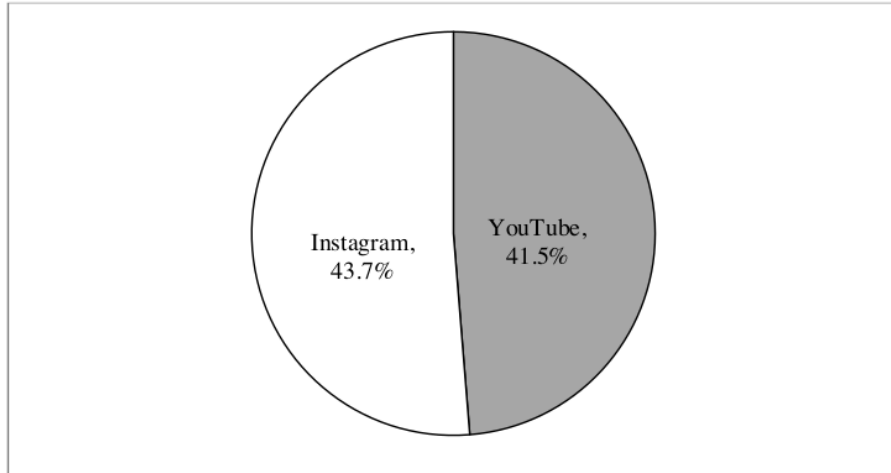
198 Referencing Gramsci's theory of Hegemony it is said that hegemony originated from the Ancient Greek
199 which is "*eugemonia*" is the power or dominance of the values of life, the norm of the culture of a group
200 of people that eventually turns into a doctrine against other groups of society that the predominantly
201 group consciously follows it. This group of followers did not feel oppressed and felt it should be.
202 Theoretical perspectives, talk about the hegemony of the state with its behavior in constructing identity,
203 researcher sees that the theoretical approach using Gramsci's analysis of state hegemony, deconstruction
204 by Derrida, and multiculturalism by Ali Rattansi in the research.

205

206 **Result and Discussion**

207 Today, Millennials are consumers, agents, and manufacturers in Beauty info on YouTube and
208 Instagram platforms. Millennials are making YouTube and Instagram a new space in the search

209 for beauty info. In search of Beauty information, 41.5% of respondents out of a total of 473
 210 respondents were done on YouTube or 43.7% Instagram (Figure 2).



211

212 *Figure 2. Media used to search for beauty content*

213

214 The shift in media learning has changed a lot with smartphones in the hands of millennials.

215 They search for information by accessing information over the internet for 2 hours/day as many

216 as 25.7% or 120 people, 3-5 hours a day as much as 34.5% (161 people), 8-12 hours as much

217 as 10.7% (50 people), and 26.3% or more (about 123 people) very rarely access it (See table 1).

218

219 *Table 1. The duration of the respondent using the internet every day*

Duration	Percentage (%)
2 hours/day	25.7%
3 – 5 hours/day	34.5%
8 – 12 hours/day	10.7%
Very rarely access	26.3%

220

221

222 YouTube itself became a learning video liked by teenagers and accessed more than 1 hour per
223 day by 331 people out of 473 respondents or as many as 70% per day access YouTube. The
224 quota they spend reaches 10gb as much as 57% per month. When asked what the motivation of
225 watching YouTube was then 59.6% answered only as entertainment. Gramsci said the
226 dominance of YouTube or Instagram can force Millennials to continue enjoying beauty
227 channels regularly. Millennials voluntarily access YouTube or Instagram information and
228 follow what YouTubers or Influencers do. In this case, the subject mastered is millennials who
229 seek to behave the same as other millennial groups. In Machiavellian, it is said that power can
230 only be done by coercion or deception. But in Gramsci, it is said dominance is done with force
231 but voluntary subjects must be created to be mastered.

232 In the past, the appearance of a person in each region was very different from each other but in
233 the global community, it was formed one character that was the same between users in
234 behaving. This can happen because, in addition to being a consumer, Millennials become new
235 agents by re-uploading videos or photos that they do at all times. In this case, the natural makeup
236 favored by teenagers becomes similar to each other in any region or region in Indonesia they
237 are in. This study also took respondents from various regions as many as 473 people and the
238 respondent's answer approved the influence of influencers in expressing knowledge and
239 makeup skills from YouTube or Instagram.

240 From the respondents' results, it turned out that when they had tried to express various makeup
241 styles such as Korean, Thai, Traditional Indonesian makeup (See figure 3 for an example of
242 YouTube beauty content that respondents access) and various other makeup categories in the
243 end the style expressed more permanently came home to their respective choices by minimizing
244 makeup according to needs and ages. Makeup consists of two simple makeup and complete
245 makeup. In this category, natural makeup is the same as simple makeup. In everyday life,

246 teenagers are makeup styled naturally. Millennials express colors, shapes, and styles according
 247 to their respective souls that look natural according to their teenage years.

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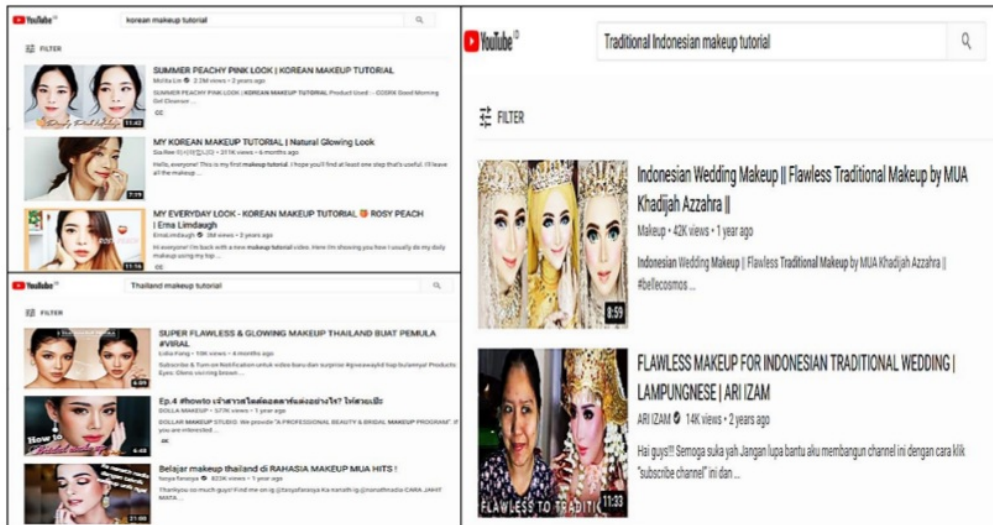
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258 *Figure 3. Examples of Beauty content commonly accessed via YouTube*

259

260 On special occasions, many makeup expressions follow the trend without having to be
 261 themselves. But judging by the similarities, the makeup style becomes more uniform because
 262 YouTube or Instagram has been widely followed by teenagers and teenagers repeating the
 263 makeup style that followed so that the spread becomes massive. According to critics of
 264 multiculturalism who prove identity is a form of power relations because the identity of the
 265 teenager will relate to things beyond him in this case YouTube or Instagram when studying
 266 makeup. YouTube has given you the space to find info, learn, and re-express millennial makeup
 267 style.

268

269 **Conclusion**

270 On special occasions, makeup expressions follow trends without having to be themselves and
 271 the style of makeup has become more uniform because YouTube or Instagram has been

272 followed by many teenagers and teenagers repeating the style of makeup they follow so that the
 273 spread is massive. YouTube has provided ample space to make space for information seeking,
 274 learning, and re-expressing millennial style, but interesting that Adolescent responses stated
 275 that the style of makeup in everyday life matches their style as themselves.

276

277 **Acknowledgment**

278 The researchers thanked the grants given by the Ministry of Culture and Education and the respondents
 279 in this study.

280

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