

# **Review on Makeup Psychological Function: From The Perspective of Occupational Status**

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# **Review on Makeup Psychological Function: From The Perspective of Occupational Status**

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**Abstract.** The result of research from Korichi, Pelle-de-Queral, Gazano, and Aubert (2008) clearly showed that makeup could support two opposite "up" functions, i.e., "camouflage" versus "seduction". This review based on three studies, the objective of the studies are to find the kind of makeup psychological function of sales promotion girl (SPG), prostitute, , and model. All of the participants were emerging adulthood women. Participants of the studies consisted of 45 women which had been rated beautiful by her pimps, 100 SPG, and 46 models.

Results from the prostitute participants showed that 24% participants classified 'camouflage', 70.7% participants classified "seduction", and 5.3% participants classified 'camouflage-seduction' combination. Results from the SPG participants showed almost the same with the prostitute participants, 12% participants classified "camouflage", 68% participants classified "seduction", and 20% participants classified 'camouflage-seduction' combination. There are huge difference between results from prostitute and SPG participants, with model participants, which are the 91,3% participants classified "camouflage", 8,7% participants classified "seduction". Theoretical and practical implications of these findings are discussed.

**Keywords:** *Makeup Psychological Function, Prostitute, Sales Promotion Girl, Model*

## **Introduction**

It is common for women to use facial cosmetics, or more widely known with the term make-up, in the current era. The world of make-up has been developing rapidly, as has the companies producing it. In 2015, the global sales of make-up reached the number of USD 23.8 billion, increasing by 50% each year (Datamonitor, cited in Dooley, 2017). Make-up is a part of

cosmetics. According to Parker (2009), make-up comprises of products of colorful cosmetics, cosmetics which usage result in color when applied to a body part, such as lipstick, mascara, eye-liner, eye-shadow, blush-on, etc.. Make-up can express a different aspect of an individual's personality (Bibiano, 2002). The body part that is most commonly applied with make-up is the face. The face can provide a first impression of an individual when they encounter another person (Zebrowitz & Montepare, 2008). Make-up also has the beneficial effect on a woman's physical attractiveness (Scott, 2007). Women with make-up are also considered to be healthier and more confident than without (Nash, Fieldman, Hussey, Leveque, & Pineau, 2006).

According to Korichi, Pelle-de-Queral, Gazano, and Aubert (2008), there are two psychological functions of make-up, which are: (1) camouflage, to reduce the burden of individual negative assumption on individual attractiveness and/or global self-image; and (2) seduction, to support or increase positive self-image. There are two indicators or dimensions used to determine the psychological function of make-up. The two indicators are valuation and variation. Valuation is the relative attractiveness assessment of the face. If an individual assess their face to still be attractive with or without make-up, this shows the psychological function of seduction. If an individual assess their face to be more attractive with make-up than without, this shows the psychological function of camouflage. Variation is related to the variation of the make-up structure being used.

According to Korichi, Pelle-de-Queral, Gazano, and Albert (2008), individuals with the seduction function of make-up use make-up to better their appearance. Generally, individuals with the seduction function of make-up think that their face is attractive, and the reason to use make-up is to be more attractive. The camouflage function of make-up is possessed by individuals that use make-up to hide their physical shortcomings, these individuals think that they are not attractive, so they use make-up to be more attractive.

Korichi et al. (2008) conducted a research to find the relation between psychological characteristics (self-esteem, anxiety, assertiveness, and personality) with women's need for make-up. The research was conducted on 70 cosmetics-using women of the age range of 25-65 years. Results showed that participants with the camouflage function preferred to be silent, tend to be anxious, of low self-esteem, unassertive, had high neuroticism levels and low extraversion levels compared to the participants of the B group. The participants with the seduction function could socialize more, tend to be more optimistic, calm, with high self-esteem, stable emotion, not anxious, tend to be assertive with high extraversion levels and low neuroticism levels compared to the participants of the A group.

As previously explained, make-up is currently very developed and widely used by women. Several work professions also necessitate the employees to always have make-up on during work. Therefore, this review

consists of three researches with the aims of: (1) discovering the psychological function of make-up on Sales Promotion Girl (SPG). SPG are women working for a company in one or several activities, which are promoting and giving demonstrations of products, communicating, attend to and collect information from customers, with the goal of building intention or conveying a message to the customers (Kotler & Armstrong, 1997). The second (2) aim of the research is to discover the psychological function of make-up on prostitutes. This is conducted by considering that prostitutes tend to be low-skilled, labor-intensive, female, and well-paid. Prostitution is a multibillion dollar business that employs millions of women worldwide. A recent study by the International Labour Office estimated that in Indonesia, Malaysia, the Philippines, and Thailand, between 0.25-1.5 % of the female population work as prostitutes and that the sex factor accounts for between 2-14 % of the gross domestic product (Lim, cited in Edmund & Korn, 2002). The third (3) aim of the research is to discover the psychological function of make-up on models. A model must look pretty and attractive. This is necessary as a first impression on clients using the services of a model (Sanggarwaty, 2003). Aside from beauty and physical attractiveness, a model must have an attractive face. Many methods are used to obtain a pretty and attractive face. One of it is by using make-up.

## **Method**

The participants of the first research were 100 SPGs, especially make-up SPGs. The data collection was conducted using purposive sampling (Congadi, Sugoto, & Yuwanto, 2010).

The participants of the second research were 45 female prostitutes of 17-25 years of age that were physically rated by their pimps to be women with attractive faces. Data collection was conducted using snowball sampling in several areas of Yogyakarta (Yuwanto, 2010).

The participants of the third research were 46 active models of 18-25 years of age (emerging adulthood). Participants were required to use make-up routinely in daily lives, not counting make-up during work. Sampling techniques were snowball sampling and purpose sampling (Wiranata, Sugoto, Yuwanto, 2016).

The instruments of this research were scales to measure the psychological functions of make-up based on valuation and variation.

## **Result**

Results of the first research showed that there were three psychological functions of make-up from the 100 SPG participants, which were seduction (68%), camouflage (12%), and camouflage-seduction (20%). Results of the second research showed that there were three psychological functions of make-up from the 45 prostitute participants, being camouflage from 24% of the participants, seduction from 70.7% of the participants, and

camouflage-seduction from 5.3% of the participants. Results of the third research showed that out of the 46 model participants, 91.3% classified camouflage and 8.7% classified seduction.

## **Discussion**

Shear and Graff (1987) conducted an observational study and showed that individuals that apply their make-up professionally feel more attractive, mature, friendly, tidy, confident, calm, and orderly. This result is in accordance with the research results on the psychological function of make-up on SPG and prostitute, where the majority had the psychological function of seduction, in which the SPG and prostitute participants assess their faces to be attractive with or without make-up, furthermore, the prostitute participants had attractive faces. This finding meant that the SPG and prostitute participants used make-up to support positive self-image (the function of seduction). Participants preferred to be as they were and considered natural face to be better than a face with make-up (Korichi, Pellede-Queral, Gazano, & Aubert, 2008), so most participants only used make-up during work.

Different results were showed by the model participants which majority had the psychological function of camouflage, meaning most models used make-up to cover their physical shortcomings, the individuals assessed themselves as unattractive so they used make-up to become more attractive. A model with the obligation to use make-up to support their profession

would use make-up as a work obligation. This could be assumed because models are obliged to use make-up and is a habit in their daily lives, so the psychological aspect of make-up is no longer visible because make-up has become a habit and just a formality to support their work.

If reviewed from the work categories of SPG, prostitute, and model, the highest income was from the model, compared to the SPG and prostitute in this research. SPG and prostitute only use make-up during work, and will generally return to their humble lifestyle after work. A different lifestyle is experienced by the model, because besides using make-up during work, model must also maintain their appearance during daily life, for example during hang-outs to increase their social circle or shopping for new clothing and accessories to support their appearance.

## **Conclusion**

Most of the SPG and prostitute participants used the psychological function of seduction in make-up, while the model participant used the psychological of camouflage in make-up. This was caused by the different lifestyle between the SPG, prostitute, and model. The SPG and prostitute in this research had humble lifestyle while the model had the obligation to follow the lifestyle for those of above average social status, causing to think their make-up was something to be used in their daily activities.



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## **Declaration of Interest**

The authors report no conflicts of interest in this work.

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