

**MAKEUP MODIFICATION QUEEN OF HEART IN THE FILM ALICE IN  
WONDERLAND AS CARNIVAL MAKEUP WITH PHYSIOGNOMY**

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**ABSTRACT**

Character make-up is not only a means in films to create fictional characters, but also a component in performing arts, which plays a role in enhancing visual aesthetics, artistic expression, and overall appeal in works of art such as carnivals, one example of which is the Queen of Heart character in the film Alice in Wonderland. The challenges in creating makeup based on fictional characters adapted using a physiognomy approach are an interesting discussion. This research aims to create a modified design for the make-up of the Queen of Heart character as a carnival make-up with physiognomy. This research uses the content analysis method with the Miles and Huberman data analysis model. The adaptations made to the Queen of Heart's make-up were done without losing its distinctive characteristics so that the source of the idea can still be recognized even though it is displayed in a different make-up. Research and development of the source of the concept of Queen of Heart as carnival makeup carried out by researchers, resulting in similarities, differences, advantages, and disadvantages of Queen of Heart make-up in films with adaptations.

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**INTRODUCTION**

Cosmetology can generally be interpreted as the art of changing the appearance of the face to make it more perfect [1]. Makeup is the art of beautifying the face by highlighting the beautiful parts of the face and disguising or covering the imperfections on the face to support a person's appearance and self-confidence [2]. Psychologically, makeup has two functions, namely seduction and camouflage. The seduction function improves one's appearance, and the camouflage function covers one's physical shortcomings [3]. Makeup is very important to maintain your daily appearance. Makeup is a major need for women, especially beauty students, by using cosmetics they become more confident and attractive. Without using cosmetics, they feel unattractive and lack self-confidence [4]. There are several parts to makeup, starting from everyday make-up, special/corrective makeup, stage makeup, and character/fantasy makeup. Character or fantasy makeup is putting on make-up by forming a character through makeup on the face, makeup that uses cosmetics to perform performing arts. Character makeup is characterized by sharp lines of make-up on the face, bold color choices, and thick foundation [5].



Character make-up has very diverse functions and involves several aspects:

1. Create a character identity. Character make-up aims to create a character that is played to resemble the desired character using cosmetics [6]. The main function of character makeup is to create a visual identity for the character in a work of art. Using certain makeup techniques, a makeup artist can change a person's appearance to match the desired character image.
2. Emphasize characteristics and emotions. Character make-up is make-up that is applied to change a person's appearance in terms of age, character, face, ethnicity, and nation so that it suits the character they are playing, which is applied either in whole or only in part so that it can only be seen from the front [7]. Character make-up can highlight the physical and emotional characteristics of the character being presented by adding dramatic elements to facial expressions to convey certain emotions.
3. Makes the characters more real. Character makeup can help players reveal the character of the character they are playing [8]. With the help of character make-up, one can bring imaginatively created characters more alive and real to help them that are more easily absorb and connect with the story being told.
4. Customize the theme or settings. Character makeup can be adjusted to the theme or setting of the story. Character make-up is the art of using cosmetic ingredients to create a role or character with the characteristics of sharp facial lines, the colors used are striking and contrasting colors, and the foundation used is thicker [9]. For example, in fantasy productions, character makeup may involve the use of fictional elements such as prosthetics or unusual colors.

Character makeup is not only a tool in the world of film to create fictional characters, but also a key element in performing arts that helps improve the visual quality, artistic expression, and overall appeal of a work of art such as dance arts festivals, costumes, etc. other In this case, a fashion show or carnival is most often demonstrated, which involves the beauty of clothing, hair styling and makeup. This art activity is usually found to display the charm of make-up and buns at art performances, competitions and festivals or other performances, such as carnival festivals. Carnival festivals are celebratory events generally held on a large scale and involve various performances, parades, and entertainment activities. Carnivals are usually organized to celebrate something, such as a particular national, religious, or cultural celebration [10]. A characteristic feature of carnival festivals is a parade involving participants wearing spectacular and creative costumes, often accompanied by music, dancing and floats. Carnival participants usually walk or move through certain paths in front of spectators who come to watch the event. Carnival festivals can be held in various places, including big cities, villages, and certain regions. This event brings together the local community and can attract tourists from the various areas to come and enjoy the excitement on offer. Carnival is often a time of color, joy, and creativity, where people can come together in of celebration. Some of the world's famous carnival festivals include the Rio de Janeiro Carnival in Brazil, the Venice Carnival in Italy, and Mardi Gras in New Orleans, United States [11].

One example of a film that stands out for makeup is the film *Alice in Wonderland*, because several actors have different character makeup according to what they are



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playing in the film. The film "Alice in Wonderland" has been adapted in various versions. However, story's core comes from the classic novel "Alice's Adventures in Wonderland" by Lewis Carroll, published in 1865. This story tells the adventures of a little girl named Alice who unexpectedly plunges into a magical and strange world, Wonderland. There are several segments, one of which is a meeting with the Queen of Hearts in her palace. The Queen of Hearts is an authoritarian figure who often orders executions for no apparent reason, but she is a good person. Just because his sister accused him of having eaten the rest of the bread, his mother didn't believe him, and he ran out of the house and then fell and hit his head on a rose pot made of semen, so his head grew bigger and he became an extreme character and had an obsession with beheading anyone. Whatever bothers him. This film displays aspects of makeup and costumes featuring one of the main characters, Queen of Heart, because it displays make-up according to her character, which can be studied using physiognomy. Physiognomy comes from Phisis, which means nature, and Gnomon, which means judgment [12]. Physiognomy is the art and science used to recognize a person's character by looking at their face, known as Face Reading [13]. The science of physiognomy is considered very important in the West. Ancient Greek experts studied character and traits through the shape of the face, hair, body parts, and even voice [14].

The reason the author chose the character of the Queen of Heart in the film Alice in Wonderland is because this film is interesting to research in the field of makeup. Consideration of makeup design, use of color, shape of makeup, and decorative make-up will help shape the character adaptation of the Queen of Heart. Makeup styles will reveal similarities, differences, strengths and weaknesses in character. The researcher used a physiognomy or face-reading approach in the *Wirasat Sapii* manuscript by Imam Syafi'i.

## **METHOD**

This research uses a content analysis research method. Content analysis is a research technique that produces objective and systematic descriptions of the content contained in communication media [15]. Content analysis is also interpreted as a systematic technique for analyzing the meaning of messages and how to express messages. Data analysis aims to simplify the results of processed qualitative data arranged in detail through analysis steps such as data reduction, data display, and conclusions [16].

The content analysis method used in this research is the Miles and Huberman data analysis model, which includes three components: form of data reduction, data display/presentation, and conclusion drawing/verification [17]. The aim is to interpret the similarities, differences, and advantages and disadvantages of adapting the make-up of the Queen of Heart character in the film into carnival make-up.



## RESULTS AND DISCUSSION

### Results

The development carried out was in the form of adapting the makeup of the Queen of Heart character in the film into carnival makeup at the International Carnival event. Adaptation is the process of reinventing and presenting an existing work in a way that gives it new meaning. The following describe the modification process based on the Miles and Huberman model data analysis process.



Figure 1. Miles and Huberman model data analysis process

The film *Alice in Wonderland* is a live-action adaptation inspired by Lewis Carroll's classic works, especially "Alice's Adventures in Wonderland" and "Through the Looking-Glass". In this story, Alice returns to Wonderland after experiencing a series of adventures there as a child. In the series "Through the Looking-Glass", Alice wants to save the Mad Hatter from the evil power of the Queen of Heart, in this scene there is a history of the Queen of Heart's childhood, which was originally a protagonist who became an antagonist. Researchers took the scenes and visual conditions to realize them in carnival makeup. In this research, data selection was carried out after observing the film *Alice in Wonderland* on the physiognomy of the Queen of Heart character in a form that is easier to understand, then sorting and first describing the results of the documentation in the form of screenshots.

1. In this scene, the Queen of Heart, Irrecabeth, feeds her pet ants.



Figure 2. The little Queen of Heart is feeding her pet ants

2. Then, his sister, Miran (the white queen), secretly entered her room, ate the remaining bread from the kitchen, and left the bread crumbs behind, even though her mother forbade the two brothers from eating the bread.





Figure 3. The Queen of Heart's little sister is eating cake

3. Then their mother got angry and asked them who had eaten the bread. Miran accused Irrecabeth of being the perpetrator and not wanting to be honest. Finally, Irrecabeth felt unfair and ran out of the house. Because he was treated unfairly, Irrecabeth ran away with explosive emotions. Then he tripped and fell so that his head hit a rose pot made of bricks.



Figure 4. The Queen of Heart fall

4. From that incident, the Queen of Heart's head began to grow bigger and her character changed to become antagonistic, her emotions were extreme, vengeful and cruel.

Data presentation is a series of information organizations, and descriptions in the form of complete narratives to further enable research conclusions to be drawn [19]. Data presentation is carried out by descriptively discussing the character's physiognomy, starting from traits, hair, skin color, face shape, eyebrows, eyes, ears, nose, lips and forehead.. Then it was adapted into carnival makeup by adding decorations such as headpiece accessories and earrings.



Figure 5. Moodboard Queen of Heart to be adapted





Figure 6. Queen of Heart with the character makeup from movie Alice in Wonderland

### Discussion

The following are the results of the Character Analysis of the Queen of Heart in the film Alice in Wonderland with Physiognomy:

1. Hair. The Queen of Heart's hair is red brick. The red color in the Queen of Heart's hair symbolizes bravery but not in a good way. The Queen of Heart has the nature of not being afraid of anyone. The Queen of Heart's hair is a type of stiff hair, which also means being brave.
2. Face. The Queen of Heart's face shape is Square Face. This face shape means means of being determined/reliable in making decisions, quick in taking action, diligent and enterprising.
3. Head. The Queen of Heart has a large head shape. A big head means you have a big memory.
4. Eyebrow. The Queen of Heart's eyebrows are a high, distant type of eyebrow. High eyebrows have a complex meaning, are polite, and have high standards. Meanwhile, eyebrows that are pulled apart mean that the mind is broad and sensitive.
5. Eye. The Queen of Heart has plain, convex eyes with large irises. Plain eyes depict worry and anxiety, always feeling uncomfortable, and having difficulty living a normal life. Convex eyes mean having mischievous and arrogant behavior. Meanwhile, the eyes with large irises cannot hide emotions. Queen of Heart uses Sea Turquoise eyeshadow. This eyeshadow color symbolizes wisdom, luck, peace, and full of hope.
6. Nose. The Queen of Heart nose is a Sportsman Nose type, which means it is independent and superior in art.
7. Forehead. The Queen of Heart's forehead is a very broad forehead. A wider forehead is a sign of cruelty.
8. Lips. The Queen of Heart's lips are medium to upper and lower. In physiognomy,



medium lips mean having perfect character.

9. Ear. The Queen of Heart has Pointed Earlop Ears. This ear shape means stubbornness.
10. Skin color. The Queen of Heart's skin color is white. This skin color shows a cold, indifferent, pure nature.
11. Character traits. The Queen of hearts is extreme in her nature. He is short-tempered and very dramatic. He is very cruel, vengeful, and has explosive emotions. Despite its extremes, it still has a comedic edge, especially due to its extreme instability. This creates an interesting contrast between the horror and the comedic elements. Not only that, the Queen of Heart is a brave ruler of Wonderland, not afraid of anyone and still has the good nature of being forgiving. This is shown in the final scene when he and his sister return to the past and his sister apologizes for making him feel unfair and the Queen of Heart immediately forgives him without any conditions.



Figure 6. Modified Character Makeup

Following are the results of the analysis adaptation of Queen of Heart Character Makeup for Carnival with Physiognomy.

1. Hair. The Queen of Heart's stiff hair was adapted into smooth hair but still red brick, making the Queen of Heart character more elegant but still has a brave nature.
2. Face. From Square Face/Square adapted to HeartShape Face. By clarifying the shading, the cheeks point downwards to form a heart. This face shape changes the nature of the Queen of Heart, whose emotions are explosive, to having a level of emotional intelligence, being strong- minded or not being dramatic. The heart-shaped shading is carved using fake blood with the concept of dripping on the forehead. This blood depicts that the Queen of Heart is a person with a hard life who has a cruel, cruel nature, and shows her identity as the Queen of Hearts. There is a chess motif on the face outside the heart shape down to the neck. This chess motif has a dramatic charm that matches the Queen of Heart's personality. Contrasting colors and geometric designs give a conventional (traditional) and avant-garde (innovative) appearance.
3. Head. The head is not made big and remains medium in size. The middle head is a



sign of being wise and clever in character.

4. Eyebrow. High, distant eyebrows are adapted to become high, curved eyebrows pointed at the ends. Eyebrows with this shape look arrogant and intimidating to others.
5. Eyes. The plain, convex eyes with large irises were adapted into Foxy Eyes. Foxy Eyes are formed with eyeliner by sharpening and raising the corners of the eyes to create sharp eyes like a fox. Foxy eyes give the impression of sharp eyes that seem to be quietly engulfing you. Plus, keep the Sea Turquoise blue eyeshadow on the inner eyelid. Red eyeshadow is applied to the outer eyelid. On the right eye, a heart symbol is also added to show that there is still love for the Queen of Heart.



Figure 7. Eyes Make Up

6. Nose. The nose is adapted to the Royal Nose by adding shading to the right and left sides of the nose to create a sharp and small impression. Royal Nose means Independent.



Figure 8. Nose Make Up

7. Forehead. From a very broad forehead adapted to a medium forehead. This forehead is a sign of being sensitive, brave enough to give in, and easy to forgive. Similar to the forgiving nature of the Queen of Heart, this forehead is suitable for the Queen of Heart character.
8. Lips. Still with medium upper and lower lips, the adaptation to the lips is to shape the lips like a heart but still form perfect lips by using red lip tint.
9. Ear. Just like the original and does not change the original shape, namely the Pointed Earlop Ears shape. This ear shape means stubbornness. Added pearl earring accessories. Pearls are often considered a symbol of purity and natural beauty. Its round shape and soft shine can represent a simple and elegant beauty. Wearing pearl earrings can be interpreted as a sign of luxury and social status. This continues with the Queen of Heart being the eldest daughter of the king and she is the heir to his throne.







Figure 9. Pearl Earring Accessories

10. Skin color. Still maintaining the Queen of Heart's original skin color, which is white. To balance the white color, white Face Painting is used.
11. Headpiece/headdress. The headdress consists of a headband containing red roses, pearls and playing cards. Red roses are an important visual element for Queen of Heart. Red roses are generally considered a symbol of love and romance. In the context of Queen of Hearts, it creates an interesting contrast with an authoritarian and cruel character, adding emotionality to the character. It shows a more human or hidden side behind a tough character. The red rose creates a sense of power and splendor, it is a visual symbol of the character's desire and ambition to maintain his power in Wonderland. Playing cards, including the Red Heart, are often used as symbols of authority or leadership in the context of Wonderland stories. The Queen of Hearts, with her title as Queen of Red Hearts, plays an important role in the Kingdom of Wonderland and often rules firmly. The Queen of Hearts character and the Red Heart card collectively create the theme of greed and decision in the Wonderland story. Pearls as a visual element represent beauty and splendor, their round shape and soft luster can represent simple and elegant beauty.



Figure 10. Headpiece

12. Gloves. Black gloves can create a more elegant look, as well as adding a retro or classic touch.





Figure 11. Gloves

Comparison of the Queen of Heart's character make-up in the film with the results of the adaptation as Karnava make-up.

1. Equality. The colors chosen for the makeup in films with carnivals are similar. Maintaining the character of a character who is vengeful, cruel, extreme, ruthless and brave. The visual elements used in carnival makeup are closely related and found in the film.
2. Difference. The make-up in the film only uses blue eyeshadow and the placement is not appropriate, the eyebrows are just curved lines. Meanwhile, the make-up at the carnival has been changed to a new make-up, namely on the eyes, the eyeshadow is made neater by adding red and eyeliner to sharpen the eyes and tidy up the eyebrows and make them rise more to give a meaner impression. The Queen of Heart's head in the film is large in the shape of a heart, in the carnival make-up the head is reduced by cutting part of the skull to make it thinner, therefore on her face make-up there are blood spots still dripping in the shape of a heart. In the film, the Queen of Heart wears a crown while at the carnival she wears a rosecard headpiece.
3. Excess. Carnival makeup is more dramatic than makeup in films. Use more visual elements such as gloves, earrings, striking headpieces. Long-lasting makeup according to the duration of the carnival and under the sun.
4. Lack. Carnival make-up uses many properties so those who wear it can get sore quickly. Some makeup uses body painting oil base. If it is scratched or scratched by an object it will shift. Fakeblood will feel sticky because it is made from sweetened condensed milk and food coloring.

Table 1. Queen of Character makeup comparison table heart in adapted films as carnival makeup

<b>Queen of Heart Character Makeup in the film</b>	<b>Adapted Queen of Heart character make-up</b>
The colors chosen for the makeup in the film maintain the character who is vengeful, cruel, extreme, ruthless and brave	The visual elements used in carnival makeup are closely related and found in the film.
Makeup on the film wearing blue eyeshadow with disproportionate placement, blocking the eyebrows.	The eyeshadow is made neater with blue shading and overlaid with red and eyeliner to sharpen the eyes
The eyebrows are just lines curved	Tidy up the eyebrows and make them



	rise more to give a meaner impression
The Queen of Hearts' head in the film is large, and heart-shaped, so her stubborn character is very visible	In the carnival make-up the head is reduced by cutting part of the skull to make it thinner, therefore on her face make-up there are blood. Spots still dripping in the shape of a heart
In the movie, Queen of Heart wear a crown	At the carnival Queen of Heart wears, a rose card headpiece
The makeup in the film depicts the original queen of heart character	The carnival make-up is more dramatic than the make-up in the film, namely the addition of a black and white checkerboard image and the Property of blood from being cut from the skull to become thinner.
In the film, the Queen of Hearts doesn't wear many accessories, only a small crown	Use more visual elements such as gloves, earrings, striking headpieces
The eyebrows are just lines curved	Tidy up the eyebrows and make them rise more to give a meaner impression

## CONCLUSION

This research found similarities and visual differences between the film character make-up and the carnival make-up of the Queen of Heart character. The similarities are in the color palette used, namely red, blue, black and white, the characters of the characters are vengeful, cruel, extreme, cruel and brave, as well as the visual elements used are still related and exist in the film such as playing cards, chess and roses. . The differences are in the eye makeup where the carnival makeup is made neater and sharper, the size of the head, and the head accessories, namely in the film a crown is used while in the carnival a rosecard headpiece is used. The advantage is that carnival makeup is more dramatic and uses lots of supporting visual elements, such as earrings, gloves, striking headpieces. Long-lasting makeup according to the duration of the carnival and under the hot sun. And the disadvantages are that there are too many properties so the user gets sore quickly, makeup that uses a body painting oil base will shift when it comes into contact with objects, and Fakeblood will feel sticky because it is made from sweetened condensed milk and food coloring.

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