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## Social media impact on cosmetology students in enhancing makeup techniques ability and their character building

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### ABSTRACT

Social media, with the various platforms it offers, has become an integral part of the millennial generation. It is currently used as a means of self-expression, obtaining information, communicating, learning, sharing stories of experiences, and even complaining. As a result, social media will continue to play an important role in the future. This study is a type of quantitative research that aims to examine: (1) the description of social media use in the makeup techniques of makeup students, (2) the description of character formation in makeup students, and (3) the impact of social media on makeup techniques and the character formation of makeup students in the Family Welfare Education Department, Faculty of Engineering, Makassar State University. The research sample consisted of 39 students, selected through the simple random sampling method. Data collection techniques included observation, documentation, and questionnaires (surveys). The data analysis techniques used were descriptive analysis, prerequisite test analysis, and simple linear regression analysis. The research results show: (1) The description of social media use in makeup techniques by makeup students, based on indicators such as user frequency, type of content, makeup techniques, and cosmetic products, is generally categorized as high (48.72%). (2) The description of the character formation of makeup students, based on indicators such as self-confidence, discipline, honesty, and responsibility, is generally categorized as moderate (51.29%). (3) The impact of social media on makeup techniques and character formation in makeup students at the Family Welfare Education Department, Faculty of Engineering, Makassar State University can be seen through simple regression analysis. The results show that F-count = 279.175 with a significance of 0.000, indicating that the test is significant at the 0.05 level. The results also show that t-count = 16.709 with a significance of 0.000, indicating that the test is significant at the 0.05 level. In conclusion, students' perspectives, attitudes, patience, and self-confidence sometimes do not align with the expectations and desires reflected on social media. This discrepancy greatly influences the makeup techniques applied. However, students' responsibility and discipline need improvement for better character formation.

**Keywords:** Social media, makeup techniques, character building

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### INTRODUCTION

The digital era has begun to penetrate evenly since 2000, reaching various layers of the public, including those in remote areas. The development of digital technology provides speed and convenience in sharing public information, creating emotional and psychological experiences that appeal to people's desire for emotional connection. (Na Hyun, 2024) Social media has a

significant influence that cannot be separated from various aspects of everyday life. The increasingly advanced development of technology has disrupted human behavior and, in significant ways, changed the way people act, think, interact, share information, and even perceive themselves and others (Azzahra & Soesanto, 2024)

Digital transformation brings positive impacts for society, but the progress of technology also has negative effects. Social media has changed the connection between customers and organizations by creating and enabling two-way communication (Hamdan et al., 2019) As of 2024, data shows that the number of social media users in Indonesia has reached around 167 million people, which is equivalent to 60.4% of the total population. Most of these users are active on major platforms such as WhatsApp (90.9%), Instagram (85.3%), and Facebook (81.6%). TikTok has also become very popular, with 73.5% of active internet users using the platform (Andi Dwi Riyanto, 2024) These platforms, including Facebook, Instagram, YouTube, and TikTok, provide unmatched opportunities for direct consumer engagement and are increasingly utilized in digital marketing for beauty brands (Fadil Bakri & Bakri, 2023).

Based on the data, Indonesia is ranked as the 6th largest country in the world in terms of internet access, with around 3.6 billion users globally. Over time, social media users in South Sulawesi have continued to grow rapidly, coinciding with the increasing adoption of digital technology in Indonesia. Data from early 2024 shows that there are around 3.7 million active internet users in South Sulawesi. Nationally, around 60.4% of the population uses social media actively, with platforms such as WhatsApp, Instagram, and Facebook being dominant. WhatsApp has the highest adoption rate, followed by Instagram and Facebook, with TikTok also gaining popularity (Solissa et al., 2023)

Social media is one of the forms of rapid development of the internet, which has become an inseparable part of daily life. It has a significant influence on individuals, shaping behavior patterns such as culture, ethics, morals, creativity, and even character (Rosyidah & Ismeirita, 2023) Modern teaching facilities, such as multimedia and learning assistance networks, are actively introduced to optimize the teaching process through multi-channel systems, enhancing the practicality, relevance, and effectiveness of teaching (Lin, 2019).

With the progress and development of the times, the presence of social media has a major impact on the development and character of teenagers, especially among students (Amaruddin et al., 2020) explain that social media plays a significant role in shaping politeness in educational participants; however, it can also be an obstacle and may tarnish the politeness that has been instilled in them. The role of social media now stands as the third influential factor, following family and school, as the digital era has shifted the role of neighbors to that of social media (Harpreet Kaur Kalsi, 2024). Social media has a massive influence on the public because it can shape community views and impact the character of children and teenagers. This has led to the

creation of a "new world," a global network that transcends boundaries and time limitations (Amaruddin et al., 2020). Social media, as a functional means of character development in education, plays a role in shaping participants into skilled educators who can understand information, think critically, and develop qualities such as honesty, openness, transparency, and bravery (Faidah et al., 2021)

Character formation is necessary for the nation's generation to possess manners, ethics, moral values, and good morals. Social media has diverse impacts, both positive and negative. It is important for the role of parents, educators, and public figures to make the right decisions in controlling the use of social media by the younger generation. This aligns with the opinion of (Anzaini et al., 2023) who argue that social media in today's teenage world creates a new world in terms of thinking patterns, interaction, and communication, especially in the realm of education.

Character building is a movement that supports the social, emotional, ethical, and behavioral development of students, which can be interpreted as a form of moral values that prioritize the interests of others (Solissa et al., 2023) Planting character education will be more effective if it utilizes learning media that are already familiar and embedded in students' lives. The use of social media as a form of character education through digital media is also seen as effective for students. Using technology wisely in the context of the Industry 4.0 revolution makes character education even more urgent and should be frequently implemented. The decline in morals, knowledge, and positive character development among students is often caused by the misuse of technology and the internet. Therefore, the urgency of character development should be addressed for students in this digital era by combining technology with character formation, thereby shaping students' glorious behavior (Marini et al., 2021).

Observations made by researchers on students in the Make-up concentration of the Welfare Education Department Family show that when lecturers assign tasks, a large number of students seek knowledge via the internet. They use technology such as laptops and cell phones, which makes the learning process easier. The presence of social media in the beauty industry is highly influential, especially for millennials, who express themselves through cosmetics, demonstrate openness and cultural diversity, and expose their identities through digital networks. This has helped make the beauty business more accessible and diverse (Sadiq et al., 2023). In terms of character and attitude formation, students have become part of a social bond in implementing or applying makeup techniques from the tasks given. Students are enthusiastic about searching for tasks and enjoy browsing on social media through reliable internet networks, utilizing platforms like YouTube, TikTok, Instagram, Pinterest, and other applications (Puspitarini & Nuraeni, 2019). The applications offered by social media can change thought patterns, character traits, discipline, perseverance, creativity, and self-confidence, as well as influence students' behavior

in carrying out the learning process, particularly in makeup techniques. Lifestyle influences, individual needs, and personalities are some of the reasons students increasingly seek practicality and ease in completing assigned tasks (Nurhaliza et al., 2023)

The role of social media is now third, after family and school, because the digital era has shifted the role of neighbors to that of social media. Research by Siahaan et al. (2022) found that social media platforms like TikTok can positively impact teenagers' self-esteem and instill moral values through educational content. Based on surveys conducted by the researchers, learning methods such as job sheets, modules, handouts, and others become less interesting and are less engaging for students. It is worth noting that students prefer to find applications on social media to stay up-to-date with trends in makeup techniques, cosmetics tools and materials, and methods that can be applied in practical makeup lessons.

Furthermore, a survey conducted by the researchers on students in the Makeup Welfare Education Department, Faculty of Engineering, Universitas Negeri Makassar, reveals that students' self-confidence in their abilities and their time management discipline in completing tasks are generally influenced by references obtained from various social media applications they follow. The tasks assigned for practice often serve as a platform for students to observe the development of trendy makeup techniques. The types of content they follow depend on the styles they watch. Social media has changed how people connect, communicate, and acquire information, and consumer behavior is greatly influenced by the expansion of these platforms (Kalsi, 2024). Therefore, makeup techniques are one of the sources of information that students can wait for and choose to apply when doing makeup. The style of makeup followed by students can be an indicator of their ability to keep up with developments in the beauty industry. Based on this, the objective of the study is to investigate the impact of social media on makeup techniques in shaping the character of students in the Makeup Education Welfare Family Department at the Faculty of Engineering, Universitas Negeri Makassar.

## **METHOD**

This study is a descriptive quantitative study aimed at determining the impact of social media on makeup techniques (X) and their effect on character formation (Y) in students majoring in Welfare Education Family with a concentration in Makeup. The analysis used to determine the influence of each variable was simple linear regression. The population in this study consisted of students from the Welfare Education Family Department, Makeup Concentration, Faculty of Engineering, Universitas Negeri Makassar, Class of 2021-2023, with a total of 75 students who completed an initial questionnaire as social media users. The sample was selected using a random sampling method, where the sample was chosen randomly without regard to any strata within the

population, resulting in a sample size of 39 students. This method was used as the population members were considered homogeneous, as per Sugiyono's approach (Sugiyono, 2022).

Data collection techniques included observation, documentation, and questionnaires. The validity test of the instrument was performed to measure the accuracy of the data obtained, ensuring it was classified as valid data. A reliability test was conducted to assess whether the measurement tool (the questionnaire) showed consistency in measuring the same phenomena (Sugiyono, 2022). The reliability was tested by ensuring that all items with clear statements were valid in the validity test. Reliability was determined using SPSS 25 for Windows, with Cronbach's alpha being used for measurement. A study can be considered reliable if the reliability coefficient is greater than 0.5. Simple linear regression analysis was used to manage and discuss the data obtained and to test the hypotheses proposed.

## **RESULTS AND DISCUSSION**

### **A. Research result**

The instrument study on social media overview in makeup techniques and shaping student character concentration in the Welfare Education Department, Family Studies, is based on a validation test conducted using the SPSS program. The independent variable, social media with makeup technique (X), includes indicators such as user frequency, content type, makeup technique, and cosmetic products. The instrument consists of 12 statement items and 39 respondents, and the results show that all correlations are statistically significant with p-values smaller than 0.05. Similarly, for the dependent variable, character formation (Y), with indicators such as self-confidence, discipline, honesty, and responsibility, the responses were also gathered using 12 statement items and 39 respondents. The correlation analysis of these items also showed significant results, with p-values smaller than 0.05.

Its reliability by using Cronbach's alpha method with results variable X is 0.976 and the result of Y is 0.940 coefficient reliability  $> 0.5$ .

1. Based on results descriptive statistical analysis known that social media overview in technique make up based on results questionnaire data processing, namely:

Score Interval	Frequency	Percent	Category
26 – 31	5	12.82%	Low
32 – 37	3	7.69%	Currently
38 – 43	19	48.72%	Tall
44 – 48	12	30.77%	Very high
Amount	39	100.00	

Source: processed data in a way spss

Table 1. Distribution Social Media Frequency

2. Based on results descriptive statistical analysis known that description formation character , student that is :

Score Interval	Frequency	Percent	Category
31 – 34	3	7.69%	Low
35 – 39	20	51.29%	Currently
40 - 43	3	7.69%	Tall
44 – 48	13	33.33%	Very high
Amount	39	100.00	

Source : processed data in a way spss

Table 2. Distribution Frequency Character Building

3. The impact of social media on technique makeup in formation character Student Makeup Concentration Welfare Education Department Family Faculty of Engineering, Makassar State University is variable in study This is variable technique make up on social media (X) and the formation variable character (Y) so that The R2 value is obtained using SPSS see the following table:

Table 3. Model 1

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R	Std. error of the Estimate
1	0.940 <sup>a</sup>	0.883	0.880	1.73499

a. Predictor (Constant) X

Table 4. Anova

Anova						
Mode	Sum of Squares	Df	Mean Square	F	Sig.	
1	Regression	840,367	1	840,367	279.175	0.000
	Residual	111,377	37	3.010		
	Total	951,744	38			

a. Dependent Variable Y  
b. Predictor (Constant) X

Table 5. Coefficient

Coefficients						
		Unstandardized Coefficients		Stand Coefficients		
Mode		B	Std.Error	Beta	T	Sig
1	(Constant)	13,383	1,665		8,036	0,000
	X	0.712	0.043	0.940	16,709	0,000

a. Dependent Variable

## **B. Discussion Study**

1. Social media overview in technique makeup student majoring in Welfare Education Family Faculty of Engineering, Universitas Negeri Makassar.

The usage of social media, based on indicators such as user frequency, content type, makeup techniques, and cosmetic products, is generally categorized as high, with 48.72% of students showing strong dependence on social media for makeup techniques. Social media has become the primary source of inspiration and information for students. A significant amount of time is spent on platforms such as YouTube, Pinterest, Instagram, and others, to follow beauty trends and find cosmetics that suit their needs and preferences. Students often apply makeup techniques learned from these platforms to their models or clients. By uploading photos and videos showcasing their latest and stylish cosmetic looks, consumers promote cosmetic brands. Building good relationships with customers also enhances brand perception and boosts purchasing interest (Binwani & Ho, 2019).

That matter in line opinion (Talreja & Chaturvedi, 2023) who argue that two-way communication platforms, such as social media, are the most effective channels for promoting makeup products and techniques online, including through advertising.

2. Formation overview character student makeup concentration, Welfare Education major Family Character formation, measured by indicators such as self-confidence, discipline, honesty, and responsibility, is generally categorized as moderate, with 51.29% of students demonstrating these traits. Field observations reveal that students show self-confidence when presenting their work on social media. However, discipline is an area of concern, as it is reflected in their attendance, task completion, and time management. Students sometimes fail to balance their desire for success with effective time management and deep understanding. In the educational process, educators promote openness, transparency, and courage in completing tasks and fulfilling responsibilities. However, improvements are still needed in these areas. (Solissa et al., 2023) social media functions as a tool for character development, playing a significant role in shaping students' ability to understand information, think critically, and develop trust. It also contributes to building honesty, openness, transparency, and courage in character formation.

3. The impact of social media in technique makeup formation character student Makeup Concentration Welfare Education Department Family Faculty of Engineering, Makassar State University.

The impact of social media on makeup techniques was analyzed using simple regression analysis through the SPSS program. The regression equation is as follows:  $Y = 13.383 + 0.712 X$ . The statistical test for the regression model shows that the F-value is 279.175 with a significance of 0.000, which is below the significance level of  $\alpha = 0.05$ . This indicates that the regression model is statistically significant. Additionally, the t-value is 16.709 with a significance of 0.000, further confirming the statistical significance at  $\alpha = 0.05$ . The coefficient of determination ( $R^2$ ) is 0.883, indicating a strong influence of social media on the formation of makeup techniques and character in students. This finding aligns with Kulvinder Kaur's (2021) research, which found that social media is highly beneficial for the beauty and health industry. Sharing images and videos, especially on platforms supporting photo and video content, is one of the most effective ways to engage with the audience, and most respondents reported frequently posting on such platforms.

## **CONCLUSION**

Based on the results of research and discussion, social media plays an important role in makeup techniques and character development for students in the Makeup Concentration of the Welfare Education Department, Faculty of Engineering, Makassar State University. It serves as a major source of inspiration, following beauty trends, makeup techniques, cosmetic products, and their long-term use. Students can utilize social media as a means of self-promotion and information dissemination regarding makeup applications. The data collected indicates that social media users among makeup students are significant.

In character formation, students must be able to change their mindset, attitude, honesty, self-trust, discipline, and responsibility. These qualities are essential in matters such as class attendance, working on private projects, collaboration space, and adapting to new perspectives. It is important to enrich knowledge and complete assigned tasks. Students should be motivated and enthusiastic about improving themselves.

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