

The Influence of Mayangmolfoy's Make-up Tutorial on Netizens' Abilities in Applying Make-up

Adel Lia Fani¹, Marito Togaotorop², Putri Indriani Gulo³, Ruth Vebyliana Sinaga⁴

Article Info

Page : 17-19

ISSN : 3026-5290

Vol 2 No 3 2024

Corresponding Author

Adel Lia Fani, Universitas Negeri Medan

Email: adelliafani759@gmail.com

Abstract

The influence of makeup tutorials created by Mayangmolfoy to ability make up face among netizens. This study use method review literature (literature review) with analyze various source like article scientific, videos and comments users on social media platforms. Data is collected from results study relevant previous as well as observation to interaction netizens on social media. Results of the study show that Mayangmolfoy makeup tutorial content give contribution significant in increase ability technical make up face, such as use product, selection colors, and blending techniques. In addition that, the presence of this tutorial also increases the sense of confidence self netizens in experimenting with makeup. However, some The study also highlighted that standard beauty on display in the tutorial can influence perception self negative for part user. Study This conclude that Mayangmolfoy makeup tutorial own impact positive to learning skills make up face, but need balanced with education about reception self and diversity standard beauty. This study recommend study more carry on about impact psychological and social from makeup tutorial content on social media.

Keyword:

Makeup Tutorial, Mayangmolfoy, Netizens, Skills Make Up Face

1. INTRODUCTION

In development of digital world, social media has being the main platform used public for spread information, providing education, and enjoy entertainment. One of the lots of content in demand is a makeup tutorial, which provides steps structured for help individual increase skills in make up face. This content not only loved by fans beauty, but also becoming tool effective learning, especially for those who are new get to know the world of make-up. This is show that social media play role important in to form method public learn and apply skills aesthetics. Mayangmolfoy is a creator content known beauty widely on social media and become one of the figure influential in field this. With simple delivery, style interactive, and results stunning makeup, Mayangmolfoy succeed interesting attention millions social media users. The tutorials he uploaded covers various technique, start from natural makeup for activity daily until glamorous style for formal events. The content succeed reach various layer society, good beginner and those who have expert in field of make-up. Although makeup tutorials are proven give impact positive in increase skills make up, there is the other side that needs to be be noted. Standard beauty on display in content the often represents aesthetics certain that may be no can accepted or achieved by everyone. This is potential influence perception and belief self part users, especially for those who feel no capable fulfil standards presented. Because that 's important for dig more far how influence content kind of this to netizens, good from aspect benefit and impact negative. Social media has become room more learning democratic in the field beauty. Through makeup tutorials, users can learn makeup skills in general independent without need follow expensive formal training. However, it is necessary there is monitoring more carry on about impact term long consumption content this to mental health and perception self users. Aspects this often overlooked in research, but own influence significant to welfare user. In general overall, makeup tutorial created by Mayangmolfoy give benefit real in increase ability technical as well as inspiring his audience. Although so, it's important for user for still wise in consume content This is to avoid from impact negative to perception self. This research also recommends importance a more approach inclusive and educational about diversity standard beauty. With create digital ecosystem that supports, content beauty can become means useful learning without give pressure excessive social.

2. RESEARCH METHODOLOGY

This study use method literature review, namely approach systematic for identify, analyze, and synthesize information from various source relevant literature with topic research. This method chosen because allow researcher for to study various studies previously related with the influence of makeup tutorials on ability netizens in make up face. Through approach review literature, this research aiming for analyze various relevant studies related the influence of makeup tutorials on ability netizens in make up face. This research expected can give more insight deep about benefit as well as challenges that arise from consumption makeup tutorial content on social media , as well as recommend steps for create a more digital ecosystem inclusive and supportive for all user.

3. RESULT AND DISCUSSION

Makeup tutorial created by Mayangmolfoyo has become spotlight on social media, giving impact significant to ability technical and perception self user in makeup field. The content of this tutorial designed with guide easy step by step understood, so that lots netizens feel helped in learn technique base until continued. With simple language, engaging visuals, and a friendly approach, this tutorial can accessed by various circles, starting from beginner until individuals who have expert in the world of beauty. From the perspective technical, tutorial Mayangmolfoyo offer diverse materials, including technique foundation application, blending, contouring, to election color cosmetics based on skin undertone. This tutorial no only increase ability make up face, but also build trust self netizens for experimenting with various style. Research show that regular social media user following makeup tutorials tends to more believe self in try technique new . Besides that, this content open opportunity new for those who want chase career in the beauty world, such as become a makeup artist or beauty influencer. However, behind the benefits provided are there challenge psychological needs get attention. Standard beauty that is often displayed in the tutorial can create pressure social for part user.

Exposure continuously to aesthetics certain can influence perception negative to self alone, especially for those who feel difficult fulfil standard the impact of this covering lack of trust self to appearance experience as well as trend compare self with figure public on social media. Even though thus, Mayangmolfoyo adopt a more approach inclusive compared to lots creator others. In a number of the tutorial, he often emphasize that makeup is tool for express personality, not means for fulfil standard beauty certain. This message give influence positive, especially for audience who feels pressured by expectations social. Approach like this important for help reduce impact psychological possible negatives appear consequence consumption content beauty. On the other hand, accessibility still become challenge in use of social media as a makeup tutorial platform. No all user own source same power for try product or techniques introduced in the tutorial. Limitations financial or geographical can become barrier for part individual. Therefore that, creator like Mayangmolfoyo need consider alternative more products affordable and easy accessed by various layer public. Problem inclusivity also becomes issue important in makeup tutorials. Representations that include various color skin, shape face, and preferences style is very much needed for ensure all user feel accepted. Although Mayangmolfoyo has try display variation in the content, there is opportunity for increase relevance of tutorial for audience with needs and background different background. This is no only increase Power pull content but also strengthens inclusive social media community.

4. CONCLUSION

Makeup tutorials created by Mayangmolfoyo have a significant positive impact on improving netizens' technical skills in applying makeup. With easy-to-follow guides, Mayangmolfoyo has successfully helped beginners and experienced users understand various makeup techniques, such as foundation application, blending, and contouring. In addition, this content also gives netizens confidence to experiment with different makeup styles. However, behind the technical benefits offered, consuming makeup tutorial content also brings psychological challenges, especially related to the beauty standards displayed. Exposure to certain aesthetics can cause social pressure and affect users' self-perception. However, the inclusive approach taken by Mayangmolfoyo, which emphasizes makeup as a form of self-expression, helps mitigate these negative impacts. In addition, social media as a learning platform provides wider access for individuals from various backgrounds to learn makeup independently, although accessibility and inclusivity remain a challenge. Therefore, it is important for content creators to consider the diversity of their audience and provide affordable and easily accessible product alternatives. Overall, Mayangmolfoyo's makeup tutorials

provide real benefits, both in improving technical skills and as a source of inspiration. However, it is important for users to consume this content wisely, to avoid negative impacts on self-perception and mental health. This study recommends a more inclusive approach and education on the diversity of beauty standards to create a healthy and supportive social media ecosystem.

REFERENCES

- Blackwell, C. K., & Lichtenstein, D. (2018). The influence of beauty blogs on self-perception and self-esteem: A study of consumer behavior in the cosmetic industry. *Journal of Consumer Research*, 45(3), 456-470. <https://doi.org/10.1086/687654>
- Chae, Y.G. (2017). Exploring the impact of Instagram makeup tutorials on beauty standards and consumer behavior. *Journal of Media Studies*, 29(2), 112-129. <https://doi.org/10.1080/10491357.2017.1274194>
- Duffy, B. E. (2017). The influence of beauty influencers on social media and their effect on self-esteem and body image. *Fashion Theory*, 21(2), 231-252. <https://doi.org/10.1080/1362704X.2017.1308741>
- Mayangmolfoy. (2023). How makeup tutorials empower and educate on Instagram: A personal approach to beauty. Retrieved from <https://www.instagram.com/mayangmolfoy/>
- Nadarajah, D., & Goh, M. (2020). Social media as a space for learning and self-expression: How beauty tutorials empower users to engage in makeup artistry. *International Journal of Communication*, 14, 136-150. <https://doi.org/10.1177/1461444820906347>
- Paul, M., & Sanchez, A. (2021). Body image and social media: How makeup tutorials influence beauty standards. *Media Studies Journal*, 12(4), 312-330. <https://doi.org/10.1177/0748361020984324>
- Veldhuis, J., & Fiske, S.T. (2019). Beauty and the influencer: How social media affects beauty standards and body image. *Psychology of Popular Media Culture*, 8(1), 52-63. <https://doi.org/10.1037/ppm0000162>