



Teenager's Interest in Traditional Cosmetics as Feedback on "The Best Natural" Book

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ABSTRACT

Books as mass and educational media have several functions, one of which is persuasion which can be used as a reference for decision-making after reading books. "The Best Natural" is a communication and educational media that provides information related to traditional cosmetics and has an attractive visual appearance as a way to convey the information in it. The purpose of this study was to identify and examine the influence of the popular book "The Best Natural" on the interest in using traditional cosmetics among teenagers. This research is quantitative research with data collection techniques used by researchers as a questionnaire. The data analysis method used is descriptive statistics. The population in this study were students of the Jakarta State University Cosmetology Study Program with an age range of 17-21 years with a total of 86 people. The sampling technique used was purposive sampling. Based on the data, there is an increase in the percentage of interest in using traditional cosmetics among teenagers after reading the book *The Best Natural*. The interest score percentage is 71.10% before reading the book and after reading the book the result is 73.89%, This book can be used as a reference teaching material for traditional cosmetics courses and instructional media or as reading material for the general public.

Keywords: *The Best Natural Book, Traditional Cosmetics, Cosmetics for teenagers, Instructional Media*

1. INTRODUCTION

Teenage is a period of transition from childhood to adulthood maturity. According to WHO, teenagers are residents in the age range of 10-19 years, according to the Decree of the Minister of Health of the Republic of Indonesia Number 25 of 2014, teenagers are residents with an age range of 10-18 years and according to the Population and Family Planning Agency (BKKBN) the age range of teenager is 10-18 years. 24 years old and unmarried. According to the 2010 Population Census, the number of the 10 - 19-year age group in Indonesia is 43.5 million, or about 18% of the total population. In the world, it is estimated that the youth group is 1.2 billion, or 18% of the world's population [1]. The period of rapid change and development both physically, psychologically, and intellectually. Teenagers have a great curiosity and love adventure and challenges. Associated with triggered physical changes by hormonal changes in the body. Hormone imbalances create a wide spectrum of problems for

teens. Irregular periods, acne, fatigue, irritability, rage, depression, weight gain, facial hair, and insomnia all can be blamed on out-of-whack hormones [2]-[4]. Physical appearance becomes oily skin, acne, hair loss, dandruff, and others. This is a trigger for teenagers to take care of themselves using cosmetics changes caused by hormones make teenagers lose confidence because their previously healthy. They are one of the most common activities children and youth today, which serves as a communication and entertainment portal so that they want to look perfect [5].

Based on a survey conducted in 2020 on the use of cosmetics in Indonesia with a total sample of 2830 respondents. Judging by the age of the respondents, most of them are in the age group of 18-25 years (46.8%), and most of the respondents are students (29.4%). Then when asked the reason for using cosmetics, 75.1% of respondents stated that using cosmetics to beautify themselves, then 66.7% of respondents also stated that it was to increase self-confidence [6]. In Indonesia, the trend of beauty

products is increasing even during the Covid-19 pandemic, awareness of taking care of beauty also has an effect due to changes in people's lifestyles and new trends that have emerged. This can be seen from the report from the Central Statistics Agency (BPS) in 2020 which revealed that the cosmetics industry experienced an increase of 5.59 percent. Then, throughout 2021 it is also projected to increase by 7 percent [7]. On average, the total expenditure of Indonesian people for cosmetic and personal care needs is still US\$ 20 per capita. Until 2021, the government noted that there were 797 large cosmetic industries and small and medium-sized industries (IKM) in Indonesia. This figure is up from 760 companies in the previous year. Of the 797 national cosmetic industries, 294 are registered with the Investment Coordinating Board (BKPM) [8].

Interest in using cosmetics based on the research above is mostly based on beautifying themselves, respondents also stated that it was to increase self-confidence to be able to socialize with their environment. Interest can be conceptualized in a variety of ways, each of which reflects the theoretical orientation of the research questions being asked and the methods being used. In spite of their differences, common to most of this work is the assumption that interest is a phenomenon that emerges from an individual's interaction with their environment [9], [10].

Communication is the basis for all interactions between individuals, groups, and everyday human life to interact with one another. Every time someone conveys his thoughts or feelings to others, both verbally and non-verbally. According to Devito (1997) communication refers to actions by a set of people or more who give messages, occur in a certain context, have a certain influence, and have the opportunity to provide feedback [11]. According to Wilbur Lang Schramm. Mass media is a working group organized around several devices to circulate the same message, at the same time, to a large number of people. The device in question is technology as a message to the public, for example books to convey information as a medium of communication. Books as mass media have several functions, one of which is an information function, an educational function, an entertainment function, persuasion/persuasion, and others. Persuasion means influencing the attitudes or opinions of others. The mass media have many ways of persuading people, it's no wonder that many people form their opinions from the information they get from the mass media [12]. Instructional media is used as a means of supporting the learning process, both in the form of physical and non-physical tools used by teachers in conveying information to students to make

it more effective and efficient. Books are used as learning media to convey information [13]. Instructional media that are attractively designed bring out creativity, subject knowledge, and knowledge to determine what information is conveyed [14].



Figure 1 The Best Natural Book.

“The Best Natural” is a communication and educational media that provides information related to traditional cosmetics. The book was developed by the Bachelor of Applied Cosmetics and Beauty Care study program at the State University of Jakarta in 2022 has an attractive visual appearance as a way to convey the information in it.

Contents

- Kata Pengantar (i)
- Kulit & Rambut (1)
- Laki (1)
- Apa itu Kulit? (2)
- Apa Sisi Sisi Kulit Itu? (5)
- Jenis Kulit (5)
- Apa Saja Kulit dan Rambut? (5)
- Apa itu Rambut? (6)
- Apa itu Rambut Sehat? (7)
- Apa Saja Masalah Rambut? (8)
- Kosmetik Tradisional (11)
- Apa itu Kosmetik Tradisional? (11)
- Manfaat Kosmetik Tradisional (12)
- Tradisional (14)
- Beda (16)
- Apa itu Bedak Dingin? (16)
- DIY Do It Yourself Bedak Dingin (17)
- Lulur (21)
- Apa itu Lulur? (21)
- Manfaat Lulur (21)
- Fungsi Lulur (24)
- DIY Do It Yourself Lulur (25)
- Beda (26)
- Apa itu Bedak Mangir? (26)
- Manfaat Bahan-Bahan Bedak Mangir (27)
- DIY Do It Yourself Bedak Mangir (27)
- Perawatan Tradisional Untuk Perawatan Indonesia (30)
- Miyak Cam-Caman (32)
- How to Apply Miyak Cam-Caman (33)
- DIY Do It Yourself Miyak Cam-Caman (34)
- Miyak Lintang (36)
- DIY Do It Yourself Miyak Lintang (37)
- Miyak Kemiri (38)
- DIY Do It Yourself Miyak Kemiri (39)
- Sari (41)
- Apa itu Sari? (41)
- Biografi Penulis (44)

Figure 2 The Best Natural Book Contents.

The content in this book explains instructions for making traditional cosmetics that you can make yourself, be it cosmetics for hair, face, or body skin. Books as a communication and educational medium have a persuasive function and can be an invitation to make a decision after reading the book. In this study, we want to see the effect of The Best Natural book on the interest in using traditional cosmetics in teenagers.

2. METHOD

This study is quantitative research with data collection techniques used by researchers is a questionnaire. The data analysis method used is descriptive statistics. The population in this study were students of the Cosmetology study program at the State University of Jakarta with a range of 17-21 years with a total of 86 people. The sampling technique used is Purposive Sampling. Purposive sampling is used when the characteristics the researcher is interested in are presumed to be of low prevalence in the population: in other words, since most of the people in the population would not meet the (multiple) criteria of interest, probability sampling would be an inefficient recruitment method [15]. The sample in this study were students of the Cosmetology study program at the State University of Jakarta who were teenagers with a vulnerable age of 17-21 years who read the book *The Best Natural*.

3. RESULT AND DISCUSSION

This study consists of two variables, namely the independent variable and the dependent variable. The independent variable in this study is the book *The Best Natural* and the dependent variable is interest. In research in this study, the results were analyzed using descriptive statistics. Descriptive statistics are statistics used to analyze data by describing or describing the data that has been collected for data analysis to test the effect of the independent variable on the dependent variable [16].

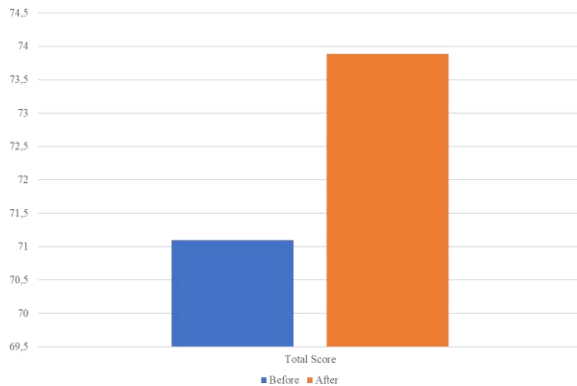


Figure 3 Score of interest in using traditional cosmetics before and after reading *The Best Natural* Book.

Based on figure 3, it has been found an increase in the score of interest in using cosmetics for teenagers. Before reading the book "*The Best Natural*" the result was 71.10% and after reading the book the result was 73.89%.

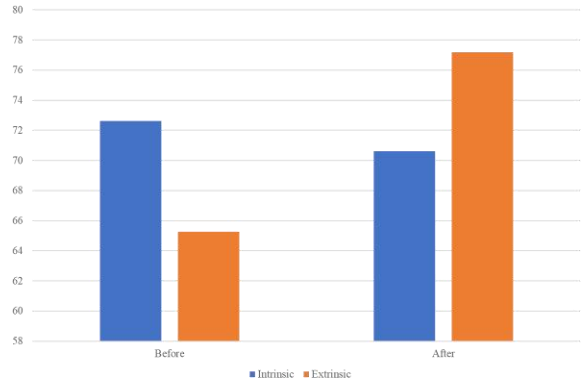


Figure 4 score of interest by aspect in using traditional cosmetics before and after reading *The Best Natural* Book.

The increase can also be seen from the intrinsic and extrinsic aspects. Although the intrinsic aspect has decreased after reading, the extrinsic aspect has experienced a rapid increase.

Discussion

Table 1. Percentage of Interest in using traditional cosmetics before and after reading *The Best Natural* Book.

Criteria	Before		After	
	Freq	%	Freq	%
V. High	4	5%	18	21%
High	63	73%	38	44%
Moderate	17	20%	28	33%
Low	1	1%	2	2%
V. Low	1	1%	0	0%
Total	86	100%	86	100%

Based on table 1, it shows that there is an increase in the percentage of interest in using traditional cosmetics in teenagers after reading the book *The Best Natural*, from very high criteria at first only 5% after reading to 21% of the population. The high criterion has decreased from 73% to 44% of the population, because the population in this criterion has spread to higher or lower criteria after reading. In the medium criteria there was an increase initially 20% to 33%. Furthermore, the low criteria also increased from 1% to 2%, but the very low criteria decreased from 1% to 0%.

Furthermore, the intrinsic factors of interest in the use of traditional cosmetics in teenagers in this study were interest, knowledge of traditional cosmetics, attitudes, and perceptions of traditional cosmetics. The

extrinsic factor of interest in the use of traditional cosmetics in adolescents is the support and infrastructure owned by teenagers to access the use of traditional cosmetics.

The Best Natural has received a response from the audience, whether it's a response of interest because it is intrinsic or extrinsic. The Best Natural can influence other people so they can try and use the information in it to make decisions to use traditional cosmetics.

This proves that The Best Natural book has a significant effect on the variable of interest. As previously explained, that. Books as mass media have persuasive purpose, which shows the very strong power of mass media to influence and shape the behavior of a person or audience. Within the framework of behaviorism, mass media is one of the factors from outside the individual that changes the behavior of a person or his audience through the process of classical conventions, role conventions, or imitation processes (social learning). The media audience is considered an empty head who is ready to receive and store every message given to him. As happened in the book The Best Natural, which has information about traditional cosmetics it has an invitation function, thus generating interest among teenagers to use traditional cosmetics. This of course has also proven the power of the media to influence a person's interests and actions.

4. CONCLUSIONS

The conclusions that can be drawn from this study, with the results of this study, described previously, following conclusions can be drawn based on the percentage of teenagers interested in using traditional cosmetics after reading The Best Natural book. Interest score percentage is 71.10% before reading the book and after reading the book the result is 73.89%, the decision that the two variables The Best Natural book and interest are strongly correlated. With the value and data from the analysis, it can be explained that The Best Natural book which has information about traditional cosmetics can attract teenage readers to use traditional cosmetics, in accordance with one of the book's functions, which is inviting as a medium of mass communication. The statement above is also supported by the data from the analysis in this study which can answer the hypothesis that there is an effect of The Best Natural book on the interest in using traditional cosmetics in teenagers. This book can be used as a reference teaching material and instructional media for traditional cosmetics courses or as reading material for the general public.

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