

## ABSTRAK

Azzka Kalonica, 2024, Pengaruh Penggunaan *Korean Make Up Look* Terhadap Kemampuan Mahasiswi Universitas PGRI AdiBuana Surabaya. Skripsi. Program Studi: Pendidikan Vokasional Kesejahteraan Keluarga. Fakultas Teknik, Universitas PGRI Adi Buana Surabaya. Dosen Pembimbing: dr. Ria Andriani Mukti, M.Si.

*Korean Makeup Look* adalah salah satu dari tipe make up yang bertujuan untuk mempercantik diri ala wanita Korea. Kosmetika yang akan digunakan dan kemampuan dalam mengaplikasikan harus didukung dengan pengetahuan benar dan tepat. Penelitian ini bertujuan: 1) Mendeskripsikan langkah-langkah dalam pengaplikasian *Korean Makeup Look* terhadap mahasiswi PVKK Konsentrasi Tata Rias 2020-2023 Universitas PGRI Adi Buana Surabaya. 2) Mengetahui pengaruh penggunaan *Korean make up look* terhadap kemampuan mahasiswi PVKK Konsentrasi Tata Rias 2020-2023 Universitas PGRI Adi Buana Surabaya.

Metode penelitian menggunakan pendekatan kuantitatif. Populasi dan sampel penelitian ini yaitu mahasiswi Program Studi PVKK – Konsentrasi Tata Rias Angkatan 2020-2023 jumlah 40 mahasiswi. Teknik pengumpulan data menggunakan kuensioner, melalui google formulir. Teknik analisis yang digunakan yaitu *Uji T dan Uji Koefien determinasi*.

Hasil penelitian: 1) 17,5% mahasiswi memilih sangat setuju, 42,5% mahasiswi memilih setuju, 40% mahasiswi memilih netral. Dapat di simpulkan bahwa mahasiswi Universitas PGRI Adi Buana Surabaya Konsentrasi Tata Rias 2020-2023 mampu dalam pengaplikasian *Korean makeup look*. Hasil Penelitian ke: 2) Terdapat ada pengaruh penggunaan *Korean Makeup Look* terhadap kemampuan mahasiswi Univeritas PGRI Adi Buana Surabaya.

**Kata Kunci:** *Korean Make Up Look, Kemampuan, Mahasiswi.*

## ABSTRACT

Azzka Kalonica, 2024, The Effect of Using *Korean Make Up Look* on the Ability of PGRI AdiBuana University Suarabaya Students. Thesis. Study Program: Family Welfare Vocational Education. Faculty of Engineering, PGRI Adi Buana University Surabaya. Supervisor: dr. Ria Andriani Mukti, M.Si.

*Korean Makeup Look* is one of the types of makeup that aims to beautify themselves in the style of Korean women. Cosmetics to be used and the ability to apply must be supported by correct and appropriate knowledge. This study aims to: 1) Describe the steps in applying *Korean Makeup Look* to PVKK students of Cosmetology Concentration 2020-2023 PGRI Adi Buana University Surabaya. 2) Knowing the effect of using *Korean Makeup Look* on the ability of PVKK female students Concentration of Cosmetology 2020-2023 PGRI Adi Buana University Surabaya.

The research method uses a quantitative approach. The population and sample of this study were female students of the PVKK Study Program-Cosmetology Concentration Class of 2020-2023, totaling 40 students. Data collection techniques using questionnaires, via google forms. The analysis technique used is the T test and the determination coefficient test.

Research results: 1) 17.5% of female students chose strongly agree, 42.5% of female students chose agree, 40% of female students chose neutral. It can be concluded that female students of PGRI Adi Buana University Surabaya 2020-2023 Cosmetology Concentration are capable of applying Korean makeup look. Research Results to: 2) There is an effect of using Korean Makeup Look on the ability of female students of PGRI Adi Buana University Surabaya.

**Keywords:** *Korean Make Up Look, Skills, College Student.*

