

Conference Paper

Makeup Training in the Community of Carnival Costume Developers in Ronggo Village, Kecamatan Tajinan

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Abstract

The cultural parade continues to experience very rapid and lively developments. This is why people suddenly become craftsmen or producers of Carnival costumes, even though they start this business with self-taught abilities. These Carnival costumes are rented out to the wider community who will hold cultural parade events in the local area or outside the region. But unfortunately, the Carnival costume producers do not have the makeup skills to maximize the appearance of their Carnival costume characters. Therefore, the researchers provided makeup training for the community of Carnival costume developers in Ronggo Village, Kecamatan Tajinan, so that people can better package the products produced. First, a survey was carried out about the costume craftsmen's location and costume reconstruction. The method of cooperation (cooperative) was used, and the activities included explanations or lectures, and practical training on makeup and show clothes. This service was carried out for 2 months starting from the making of dedication proposals, preparation for the implementation of training, training on makeup and performance clothing, and taking certificates. The training was carried out by researchers who were observed by three observers. The community looked very active and already had pretty good makeup skills. After conducting the training, the presenter evaluated the results of the makeup training demonstration and provided conclusions. It is hoped that the next service can be held again with different research targets.

Keywords: training, makeup, carnival costumes

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1. Introduction

Local wisdom has a close relationship with traditional culture in a place. This local wisdom contains a lot of views and rules so that people have a guideline in determining actions such as people's everyday behavior. One of the local wisdoms that is still being implemented in historic or national days commemoration is the regional cultural carnival or cultural parade. The cultural parade continues to experience very rapid and lively developments. People are always waiting for this annual event because they can witness

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the various types of culture that exist in this country. This is why people suddenly become craftsmen or producers of Carnival costumes, even though people start this business with self-taught abilities. Their abilities, of course, only rely on creation and creativity, not using schooling techniques to support these abilities. One of the areas that produces Carnival costumes is Ronggo village, Tajinan sub-district. In the village there are several craftsmen with the same product. The field of costume crafts that is produced is one of the potentials of the community in Ronggo village. In addition, this costume is one of the complements and attractions of the Carnival, because the cultural parade or Carnival is one of the branches of the art show in the form of a procession. This Carnival costume is rented out to the wider community who will hold cultural parade events in the local area or outside the region.

However, it is unfortunate that the producers of Carnival costumes do not have the makeup skills to maximize the appearance of their Carnival costume characters. In a show, makeup and costumes really support the appearance; therefore, the ability to process makeup and costumes should be maximized.

2. Methods

The methods of implementing the service of “Makeup Training in the Community of Carnival Costume Developers in Ronggo Village, Tajinan Sub-district” are: 1) surveying the location of the Carnival costume craftsmen in Ronggo Village, Tajinan Sub-district and checking the costumes that must be renovated as soon as possible in order to achieve program objectives, 2) conducting regular training of makeup on Carnival costume craftsmen in Ronggo Village, Tajinan Sub-district, which consists of a lecture on how to practice carnival makeup, explanations and tutorials about makeup sequences, demonstrating how to practice makeup, and holding a gradual evaluation so that the Carnival makeup results can be more optimal, 3) implementing this service for 2 months which includes the making of service proposals, preparation for training implementation, training on makeup and show clothes, and taking certificates, 4) the location of the service is in the village of Ronggo, Tajinan sub-district, 5) tools and materials include makeup ingredients: powder, lipstick, foundation, eyeshadow, eyeliner, eyebrow, shading, highlighter, rose, mascara, mirror, comb, powder puff, makeup brush; costume materials: cloth, glue, sponge, beads, lace, wire, rubber, scissors, tape measure; documentation tools: camcorders, cameras, recorders, 6) regular makeup training for Carnival costume craftsmen in Ronggo Village, Tajinan Sub-district, 7) conducting a gradual evaluation so that the Carnival makeup results can be maximized.

The program objectives to be achieved in the above stages of work are: to increase the ability of Carnival makeup to become proficient, to have advanced skillful community groups to process Carnival costumes and makeup, to spread out the information to a wider community that Ronggo village is one of the villages that has the potential to become a superior village, and to raise the community's passion for producing business in the field of performing arts such as costume processing and Carnival makeup.

3. Discussion

The process of making Carnival costumes started from making designs, coloring, cutting fabrics, to installing frames on the patterns that have been made. The historical concept of the area and the temple became the costume designs made by each craftsman. Each participant, both male and female, holds their own tools, such as scissors, cutters, glue, *nipah* sticks, and cloth. Participants had fun cutting, coloring, and arranging each part that had been formed. They did not only do what the instructor instructs them to do, but also carefully follow every detail provided.

This Carnival design and costume making training was attended by 25 participants from all genders, both men and women, whose basics are salon business owners, art teachers, traders, tailors as well as housewives and farmers. The themes developed by the local people are kingdoms, characterizations, and also the fantasy of animals and plants.

[1] suggests eight main objectives of the training program, including: a. to improve performance b. to improve employee skills c. to avoid managerial obsolescence d. to solve problems e. as the new employee orientation f. to prepare promotion and managerial success g. to improve satisfaction for personnel development needs h. if a business entity conducts training for its employees, it is necessary to first explain what the objectives of the training are. In the training, there are several main targets to be achieved.

[2] the purpose of training conducted by companies is to increase productivity, improve quality, support HR planning, increase member morale, provide indirect compensation, improve occupational health and safety, prevent expiration of personnel skills and knowledge, and increase the development of the capabilities and expertise of personnel. The training aims to improve the theory mastery and decision skills to solve problems related to activities to achieve goals.

The term costume applies to the general public (not for performances only). What distinguishes costume clothes from ordinary clothes is the moment of wearing or using

the clothes. Costume clothes are used in certain moments such as carnivals, ceremonies or plays. Meanwhile, Carnival is historically a celebration held before the pre-Easter period, which is often carried out by Catholic Christians in Europe and America. The term carnival itself according to experts comes from Latin, namely *carne* which means meat. Carnival enters into English, which is a Germanic language that was first spoken in early medieval age and is currently the most commonly spoken language throughout the world. From this definition it can be concluded that carnival is a festive event thus this event is the most eagerly awaited in various celebrations. As an explanation of the definition of carnival, the following examples of carnival in Indonesia will be given.

In makeup training, people gain experience in the form of demonstration of steps to prepare tools, materials, linen and cosmetics, demonstration of facial cleansing steps using cosmetic cleansers and fresheners with cosmetic fresheners, application of moisturizer, foundation and powder, application of eyeshadow and eyeshadow bases to the eyelids, demonstration of how to use eyeliner on the eyeline and mascara and false lashes on the upper and lower lashes, eyebrow pencil in making eyebrows, application of shading and blush, and shaping lips by applying lipstick and lip gloss.

The art of makeup aims to form the impression of a model's face into a form of fantasy that is imagined, but is immediately recognized by the viewer. [3] The embodiment of the creativity of a beautician who wants to apply his dreams or delusions in the form of a historical figure, personality form, flower and/or animals motifs or stylization by applying makeup, bodypainting, styling hair, and complementary accessories. The embodiment of the fantasy of a beautician who wants to describe dreams in the form of historical figures, personalities, flowers or animals, by applying makeup, painting on the body, styling hair, clothing and accessories; for example, the form of a beautiful princess, flower princess, sea goddess, mermaid or others. [4]

After conducting the training, the speaker evaluates the results of the fantasy makeup training demonstration, provides conclusions on the results of the fantasy makeup demonstration, and provides conclusions on the results of the trainee's party makeup and veil styling. The results of the evaluation were that participants paid close attention to the material regarding corrective makeup, paid attention to the demonstration, actively asked and responded to all questions, participants prepared the tools, materials, linen and cosmetics used in fantasy makeup, the participants were enthusiastic in carrying out cosmetic practices, fantasy makeup, participants independently evaluate the results of fantasy makeup, participants do a post test, prepare materials and cosmetics, and participants make costumes that will be updated [5].

We can see the activities of training participants from the involvement of training participants in various training processes such as listening to lectures, discussing, making something, implementing a skill, making a report on the implementation of tasks and so on. Meanwhile, learning activities are all activities carried out in the process of interaction between trainers and participants in order to achieve learning goals. [6]

Based on the assessment of the training participants' activities above, it can be concluded that a good or active activity of the trainees is that the participants listen and look carefully at the time the material is presented and practice skills together.

4. Result

The result of this service was that the training was carried out by researchers who were observed by three observers. The community looks very active and already knows and has pretty good makeup skills. After conducting the training, the presenters evaluate the results of the fantasy makeup training demonstration, and provide conclusions. Apart from this, it can also be seen in the participants' interest in the material presented. Enthusiasm was also seen in the questions asked by the speakers during the discussion session or question and answer session. Participants' questions are generally related to facial makeup and selection of equipment that suits body or face conditions, as well as themes that match costumes.

The next session was carried out with makeup practice. One of the participants becomes a practical demonstration model. The enthusiasm of the participants was shown in the desire to take a close look at the makeup process. With close observation, participants can examine the details of makeup more clearly than if they see from books or other media shows.

The training materials and practices provided are considered to have provided better self-confidence for the participants. With the training, knowledge and practical skills of basic makeup are obtained which are believed to improve the quality of their appearance. This fosters a better self-confidence when compared to previous times. This change is also expected to improve the performance of these training participants. Participants assessed that the basic knowledge and skills obtained from the training would be very useful for application in everyday life. This is mainly related to the good appearance needed at work.

In addition, the results of the training can be applied in life at either home or social life. This practical knowledge is also considered to be able to help the participants prepare for the Carnival performance. Because the Packaging Carnival, of course, is very

interesting if it has been implemented. This is the result of training that can improve skills and economic power. From this provision, the community gets provisions to increase the results of Carnival costume products in the form of services and products.

The makeup training activities carried out showed the enthusiasm of the participants. The results of the training will be applicable at work, at home and in social life. This activity is also considered to be able to improve the daily economy and increase the confidence of the participants in terms of the appearance of Carnival costumes and makeup works. From this activity, it is hoped that it can be continued with other makeup materials or advanced makeup. Other materials that can be given are dress or fashion materials. This activity is also expected to be carried out for the needs of the teaching staff or lecturers.

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