Globalization, Peer Groups And Changing Culture In Lifestyle's Private Style About Make Up And Fashion In Semarang

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Abstract – **Globalization can be described as an era of freedom. This certainly bring dizziness for many societies, because the dizziness of globalization bring positive and negative impacts for the perpetrators. Indonesia is known as a country that is rich in race, tribe and culture has certainly benefited from being able to introduce their culture. On the other hand, this country can also perform widening economic sector globally with easier access, then it will push the rate of the economy for the sake of improving the quality of life of the country. However, behind these global opportunities, globalization is also a threat for the younger generation. Teenagers will be easy paced generation imitation stuff they think is good and fit the characters themselves. It is based on their natural properties in the search phase of identity which tend to love to try new things. The conclusion of this study is that globalization tends to have an influence on the lifestyle of young women in the city of Semarang, but the role of peers does not fully influence the lifestyle of adolescents, this is influenced by the level of closeness and idealism of individuals.**

Keywords – *globalization; youth; lifestyle*

I. INTRODUCTION

Globalization can be described as an era of freedom. Ranging from information, lifestyle, the view, the pattern of thought, cultural to economic expansion can spread easily and quickly to various parts of the world. This certainly bring dizziness for many societies, including Indonesia. This is because the dizziness of globalization bring positive and negative impacts for the perpetrators. Indonesia is known as a country that is rich in race, tribe and culture has certainly benefited from being able to introduce their culture. On the other hand, this country can also perform widening economic sector globally with easier access, then it will push the rate of the economy for the sake of improving the quality of life of the country. However, behind these global opportunities, globalization is also a threat for the younger generation. Teenagers who can be categorized as individual in labile phase, because it has gone beyond the phase of children but have not entered the phase of adulthood, the adapter is good about the new things that are interesting and are much criticized. It will be easy paced generation imitation stuff they think is good and fit the characters themselves. It is based on their natural properties in the search phase of identity which tend to love to try new things. The main goal of this research is done to figure out how the impact of globalization and also peer groups (peer Association) to change the lifestyle of young women in terms of makeup and also choose fashion style they would wear.

Especially the Millennial generation, this generation is one of the generation that is capable of technology but also has a high curiosity about new things. This generation will be easily influenced by what is considered appropriate by most people. In addition, the millennial young generation tends to be in groups with individuals who they consider to have similarities, called peer groups. Peer groups / gangs are familiar, tend to be friends of interaction that are most often accessed by millennials, even almost every time. This is supported by the support of communication technology that makes the distance become biased, so interacting will be easier through social media. Peer groups in several studies and journals are said to be one of the determinants of adolescent decision making. This is largely dominated by the feeling of wanting to be recognized in a group that is commonly felt by most teenagers.

The main purpose of this study is to find out how the impact of globalization and also peer groups (peer relationships) on changes in the lifestyle of teenagers in terms of making use of and also choosing the fashion style they will wear. This study will explore thoroughly the gap between the ideal conditions of adolescents and current conditions and also examine the differences in these, especially the causes of these changes. The study will be conducted qualitatively

with a sample of teenagers who are members of peer groups who are 18-28 years of age. The data search method used in this study was in-depth random interviews to several teenagers in that category.

II. THEORY

The main theory in this study is the theory of needs. Alferder in the theory of needs also reveals the basic human needs abbreviated as ERG, namely exixtence (existence), Relatedness (linkage) and also Growth (growth). In his theory he also explained that although a need could be fulfilled, this need could continue continuously as a strong influence in decision making [1].

The theory can more or less reveal the phenomenon of today's teenagers who always have needs. Teenagers who are in an unstable period will have certain motivations to adapt or not what is considered important in their environment. Many cases can be examples, for example the phenomenon of "Gangnam Style" and also "Pinapple Pen". Many teenagers are willing to make videos about "Gangnam Style" and also "Pinapple Pen" then upload them to their YouTube or Instagram. This phenomenon proves quite a lot about the enthusiasm of the millennial generation of things that are considered cool by peers in their group. The term motivation has existed since the 20th century, where the word has a basic motive which means something that is in a person that encourages the person to act and act to achieve certain goals [2].

Another theory that can explain this phenomenon is Groupthink's theory, this theory discusses how the level of opinion expenditure in peer groups, the higher the groupthink, the level of imitation of group members will more easily impact group members because of the desire to be accepted into groups [3].

In this study, all of the above theories will compare the truth with the conditions of teenagers' reality about the impact of globalization and also peer groups on changes in adolescent lifestyles in terms of making use and also choosing the fashion style they will wear.

III. METHODOLOGY

a) Research concept

This study will review the impact of globalization and also peer groups on changes in teenagers' lifestyle in terms of making use and also choosing the fashion style they will wear.

This research will review how teenagers behave in their daily lives, especially in terms of choosing a style of fashion and style of makeup. This is based on the development of the times, the style of adolescent makeup is increasingly diverse. Starting from nude style to glowing and overmake up. This is certainly based on the digestive senses that one gets. Sensory experience will greatly determine the choice of fashion

style and teenage makeup. This sensory experience will be obtained from the environment in which it grows and grows, including who it interacts with and what media it accesses. Especially in this global era, all important information to disturbing information (spam), is easily accessible to anyone who is supported by an internet network.

Therefore the researcher will try to analyze this case by focusing on several things, namely:

1. What kind of lifestyle are adhered to by teenagers today, ranging from how to dress, fashion style, how to make up, to whether there is a certain figure that he makes a role model for life.
2. With whom he interacts on a daily basis and the extent to which the environment is able to influence his choices in how to dress, fashion style, how to use up, and other things.
3. What media he consumes and the extent to which the media is used to support his development.

All of these aspects will be a decisive milestone in this study.

b) Research Subjects

Subjects in this study were adolescents who were members of peer groups and in the vulnerable age of 18 years to 28 years living in the city of Semarang.

c) Research methods

This research will be conducted by in-depth interviews with random sources and then the researcher will examine in depth the results of the interviews and then relate them to the existing theories. If there is a gap between theory and reality, then it will be the findings in the study.

IV. ANALYSIS

a) List of Interview Questions

The interview questions in this study were divided into 3 categories, as follows:

I. YOUTH LIFESTYLE
    1. Tell us briefly about yourself:
    2. Do you think you can be said to be an ideal woman / man?
    3. The ideal type of man / woman in your view what kind of person?
    4. Have you ever met that person? If so, where and tell briefly about the person:
    5. Have you ever felt insecure about yourself? Why?
    6. How do you dress in everyday life? What fashion do you embrace?
    7. How do you use it everyday? Nude / Glowing?
    8. Is there a trendsetter who is your idol? If there is a name please mention the reason why you idolize it?

9. What is the principle of your life? Briefly explain the meaning:

II.   ENVIRONMENT AND INTERACTION

1. Who do you interact with everyday?

2. How long have you interacted with that person in a matter of hours?

3. What topics do you and the person discuss? Can be explained briefly, but if it is confidential, then just answer with GENERAL / SPECIAL.

4. Do you have friends? How close are you to your friends and how long have you been friends?

5. Do you and your friends belong to groups (peer groups) or commonly known as gangs?

6. How often do you and your gang interact?

7. What topics are discussed? Can be explained briefly, but if it is confidential, then just answer with GENERAL / SPECIAL.

8. How confident are you with friends in your gang? Rate 1-10 points. And why?

9. What is the communication climate in your gang? Is your opinion heard enough?

10. Are you in your group the appearance of fashion trends and make-up becomes a highlight?

11. Do you and your friends recommend each other about fashion and make up?

12. Do you believe in your group's recommendations about fashion and make up styles?

13. How confident are you going to choose your friends in groups if you give the opportunity to choose your dress style when going to an important event? Rate 1-10 and call the reason.

14. How much do you hear about fashion and make up in groups? Are you a trendsetter?

III.   MEDIA

1. What media do you usually consume everyday?

2. What kind of information are you looking for in the media?

3. Have you ever searched for information about fashion or make up? How often? Rate 1-10.

4. Do you trust the information written in the media?

b)   Results From Research And Conclusions From Interviews

Resource 1: Tri Juna (22 years old)

The resource person had a close friends in the groups, amounting to 3 people. In the world of friendship they support each other. They are together because they have similarities in the form of a hobby to drink a cup of coffee. They shared their opinions, but for Tri, not all opinions he always followed, he still filtered what was good and bad for him.

Tri Juna considers the ideal woman / man to be determined by his intelligence. He considers make up is not too important and make up is a waste of time. In the style of dress he also prefers a simple casual style, he doesn't really like feminism. Even in making up, he only uses powder and sometimes uses natural lipstick that is not excessive.

The media he accesses everyday is Instagram, Facebook, Whatsapp and also sometimes Kaskus. He rarely uses technology to look for things related to fashion.

Resource 2: Luthfina N. (19 years)

My second resource person, is an introverted girl, she has limited friends since childhood. This is because he is not too comfortable in groups. However, since entering college he began to open up to the world of friendship. He is now incorporated in peer groups consisting of 6 group members. In his daily life, he considered group opinion to be important enough in making decisions, but not in everything he listened to his group's colleagues.

The ideal type of woman / man according to him is someone who follows the times, smart and neat in his appearance. In everyday life he uses makeup that is natural but glowing. Even in dress, he is up to date and includes girls who are diligent in buying clothes to keep up with fashion. He diligently wears outfit of the day costumes and uploads them to his Instagram account.

Resource 3: Titis Sari Purwa (25 years)

The girl who works in one of the banks thinks that the ideal woman is someone who always looks neat and beautiful. He applied that to himself. In his daily life he tends to use glowing makeup and uses up to date clothes. He considers that he will feel confident.

In an update about the fashion trend he did not own, he had friends who also liked the same thing. They share with each other in the search for the latest fashion fashions and also make up styles including sharing good makeup products.

The most frequently accessed media is Instagram.

Resource 4: Sinthia (23 years)

This girl who studied at Diponegoro University was a cheerful girl, in her daily life she loved hanging out with her friends. For him mode is number one. He is diligent to buy clothes at My Sorella if there is a new product. In everyday life he uses makeup that changes his appearance but still looks natural. He claimed to have started liking fashion and make up since he was in university because of following his friends. The media he often accesses is Instagram.

From the four sources I can conclude that teenagers as a whole access Instagram social media. In terms of making use of it, they continue to use but are adjusted

to their individual needs. Most of the speakers I admit that makeup and fashion are important to them because they support appearance and also increase self-confidence.

Friends in peer groups, for some of them contribute ideas about what they will wear. But this does not fully affect. Some are not affected at all by the opinion of their friends, Tri Juna. He positioned his colleagues' opinions as a comparison of his thinking.

V. CONCLUSION

The theory of, Aldefer, the theory of needs regarding basic human needs abbreviated as ERG, namely existence, Relatedness (linkage) and also Growth (growth) proved to be true. Most teenagers will follow what they think is ideal conditions and will also bring them to comfort [4]. They will also join groups that are similar to them, or can be said to have similarities [5]. Some of the teenagers in Semarang also do things that are considered to bring them to exist and also appear to be contemporary, such as routinely buying clothes, making up and then uploading them to their Instagram. With all of the above results, the analytical research from the results of this interview can be concluded that, all teenagers in Semarang are all incorporated in peer groups and most of them consider that their peer opinions are important to be considered as a reference of life. Instagram, which is the media most often accessed by them, is also quite helpful to achieve their existence and image of themselves to the public, that they are teenagers who are up to date with the current style, especially in terms of fashion. In terms of making up they mostly also have a high interest in supporting the appearance.

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