
Abstract

This study looks at the self-concept of men who work as make-up artists in Jakarta. The majority of Indonesians who still follow a patriarchal culture believe that the make-up artist profession should be performed by women because the world of make-up, make-up, and beauty are the hallmarks of femininity. As a result, a man who works as a make-up artist still invites the public's pros and cons to this day. The constructivist paradigm is used in this study, along with qualitative research methods and Alfred Schutz's phenomenological theory. Researchers used observation and interview techniques, such as semi-structured interviews and in-depth interviews, to collect data for this study.

According to the study's findings, not all men who work as make-up artists adopt or apply all of the characteristics of women. The study's resource persons were able to distinguish between the context of their soul and the context of their body, allowing them to limit and assume that the make-up artist profession is only a passion and a promising job opportunity.

Keywords: phenomenology; bullying; patriarchal culture; male make-up artist; self-concept

Abstrak

Penelitian ini melihat konsep diri pria yang berprofesi sebagai *make-up artist* di Jakarta. Mayoritas masyarakat Indonesia yang masih menganut budaya patriarki percaya bahwa profesi *make-up artist* harus dilakukan oleh perempuan karena dunia *make-up*, dan kecantikan adalah ciri-ciri feminitas. Alhasil, pria yang berprofesi sebagai *make-up artist* masih mengundang pro dan kontra publik hingga saat ini. Paradigma konstruktivis digunakan dalam penelitian ini, bersama dengan metode penelitian kualitatif dan teori fenomenologis Alfred Schutz. Peneliti menggunakan teknik observasi dan wawancara, seperti wawancara semi terstruktur dan wawancara mendalam, untuk mengumpulkan data untuk penelitian ini. Menurut temuan penelitian, tidak semua pria yang berprofesi sebagai penata rias mengadopsi atau menerapkan semua karakteristik wanita. Narasumber penelitian mampu membedakan antara konteks jiwa dan konteks tubuhnya, sehingga memungkinkan mereka membatasi dan menganggap bahwa profesi *make-up artist* hanyalah *passion* dan peluang kerja yang menjanjikan.

Kata kunci: fenomenologi; bullying; budaya patriaki; penata rias pria; konsep diri
