


Beauty class training for ethics and skills level for STEBIS IGM Sharia economics students

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Article Info	ABSTRACT
<p>Keywords: Beauty Class, Ethics, Skill, Training</p>	<p>This service discusses beauty class training at the ethics and skills level of sharia economics students at STEBIS Indo Global Mandiri Palembang. This happens because of the importance of ethics and one's appearance when entering the world of work and society where currently there are still female students who do not pay attention to ethics in appearance. The aim of the training offered is to improve cosmetology skills and increase their self-confidence, beauty class levels of ethics and skills for students are part of self-development. This training is carried out by presenting tutors and models to act as examples for the training participants. The results of this training show that students are able to look good and have an ethical appearance not only in terms of physical appearance but also attitude. This is very useful for students as preparation when entering the world of work and for those who have an interest in the beauty business when they graduate.</p>
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INTRODUCTION

Higher education is the highest educational institution whose mission is to provide knowledge, understanding and skills as well as develop diverse values and improve the quality of knowledge for students. Having a diploma does not guarantee that people have the skills necessary to be successful in the workplace and employment. A series of campus activities are carried out so that every graduate of a certain level of education must be intelligent in reason and emotion. Universities can take on the role of making the nation's life smarter through the learning process and supporting various activities carried out by the Student Activity Unit, which not only has hard skills but also soft skills.

Being visually beautiful ultimately fosters the development of specific skills to beautify oneself and others. These skills can be learned through cosmetology training. Cosmetology Training includes content in the areas of cosmetology, professional licensing, the cosmetology industry, and cosmetology training and education. Many areas of beauty education are very broad and contain new knowledge so they require educational intervention as a more effective learning and teaching strategy. (Britton, 2012)

Beauty habits are a key tool for creating and maintaining “differences” between men and women. They created the typical role of women as beauticians, who have to spend a lot of time and money on makeup, hairstyles, hair removal, creams and drugs, fashion, Botox and cosmetic surgery. (Mckay, Moore and Kubik, 2018)

Everyone needs to look neat, clean and attractive because appearance is one way of communicating in society. Especially for people who work, where it is the most important thing to pay attention to appearance because it is an important part of work activities, people who work maintain relationships with co-workers as well as internal and co-workers outside the company where they work. Apart from that, providing an attractive appearance is one aspect of service quality that can give a professional impression. (Aria Mulyapradana et al., 2022)

Interpersonal intelligence enables individuals to act adaptively based on knowledge about themselves, students' capacity for reflection and balance, self-awareness, and initiative. (Rainey et al., 2021) Soft skills themselves are not only obtained through educational institutions, but personal skills can also be developed through training carried out alone or with experts in the field. For example, offering beauty courses known as "beauty classes". (Rofi'i, R., & Mukti, 2017)

Soft skill is very necessary for a person's success, one of the activities carried out by the Indo Global Mandiri College of Economics and Sharia Business through beauty class training at the ethical level of sharia economics students, where in this case the students are taught appearance ethics such as attitude and overall appearance, female students practice how to stand, how to walk, how to sit and table manners, apart from learning how to make up so that students have skills that can support their appearance in the world of work later. (Neni Herlina, 2022)

A woman is identified as something that has beauty so it is pleasing to the eye. However, beauty is very difficult to define, because beauty comes from within and depends on the perception of the individual who feels it. Beautiful in one person's eyes is not necessarily beautiful in the eyes of others. Having beauty is every woman's desire. People think that a beautiful face is important and considered a necessity. Each person's understanding of beauty is definitely different, according to the perceptions and culture of the local community. The concept of beauty in different cultures gives rise to their own understanding and standards of beauty. (Endarini1 et al., 2023)

Currently there are beauty classes for certain cosmetic products. Beauty class is a place to share experiences on how to apply make-up. Beauty class participants usually get tips and tricks or special methods for applying makeup. Participants in this class can immediately practice the knowledge of how to apply makeup. Beauty classes are a trend that attracts women's interest. Beauty classes are an ideal space to build beauty. (Ambarwati, 2018)

This Beauty Class has a comprehensive meaning where beauty includes wisdom, brain function, good posture and good ethics. Inner beauty includes beauty in the presence of all positive things, positive moral attitudes, integrity, honesty and good ethics. (Samper, A. & Yang, L. & Daniels, 2018) External beauty does not mean physical, but it can show

good performance. This cosmetology course introduces students to the world of work and helps them become professionals. (Mukhlisah and Irfan, 2023) Building abilities and character is an important part when students graduate from college with a professional attitude. (HMPS, 2022)

Beauty class is a class that teaches you how to look good and attractive, especially in the world of work. Beauty class activities also teach about appearance etiquette which includes how to stand, how to sit, how to walk, how to eat, how to behave towards superiors, how to speak, how to look, and so on. (Tamba, W., Rizka, M., & Andriani, 2020) Applying makeup is a way to make makeup more perfect. Her beauty work as a form of self-expression becomes a reference for various aesthetic images and shapes a person's identity. (Women and Leipoldt, 2023)

Feeling confident and looking attractive is a need for every woman. However, many women don't know how to apply makeup correctly and have difficulty choosing makeup products. Therefore, training is offered to improve female students' cosmetology skills and increase their self-confidence. We hope that through this activity, students, especially at the Sharia Economics and Business University, can improve their appearance and broaden their insight and skills in preparing themselves to enter the world of work. (Kurniati, 2018).

METHODS

This make-up training is held based on needs and to improve the ability of female students in their personal appearance when they graduate from STEBIS IGM. This activity took place in the Indo Global Mandiri Hall. This training was held one day on November 23 2023, with 30 sharia economics study participants as participants. The methods used in this training are lecture, question and answer and demonstration methods. The lecture method is to provide verbal training directions to participants regarding personality ethics in looking good in accordance with existing norms, and explanations related to the process of developing soft skills with personal appearance and the stages of make-up that will be carried out in the training. This demonstration method involves more explanation and how to demonstrate using cosmetic tools in accordance with the correct steam make-up stages so that when applied they can complement each other. This is very effective because it is easier for the participants to carry it out, because it has been combined with tools such as pictures, -images, text material, lectures and discussions. Question and answer method, so that participants are encouraged to raise problems related to personal ethics.

RESULTS AND DISCUSSION

The training activity given to STEBIS IGM sharia economics students on "Beauty Class Ethics Level" explains: ethics and soft skills: where the process of self-development is about the level of mastery of the ability to build relationships, interact and work effectively with others, the ability to understand, respect and respecting the behavior, understanding and beliefs of others, as well as the ability to contribute to other people or the company. Being a superior person is not only beautiful outwardly but from the heart. (Jumariah, 2020)

This Beauty Class activity was first led by a campus lecturer, explaining that beauty class is not just about looking beautiful with make up, but beyond that we have to fulfill many things, both inner and outer beauty, so that everyone who sees us looks fresh and charming. and make our presence always welcome. When students enter the world of work, they become professional and competent, not just cognitively intelligent, which is accompanied by a good attitude and ethics. Good attitude reflects in everyday life. (Hamer, W., & Wahyuni, 2021)



Figure 1. Resource person giving direction to participants

The second material was delivered by Wardah cosmetics, in this material Wardah explained the stages of applying make-up. Female students receive information about facial skin health and an explanation of each facial skin type. This will really help in finding the right products and care methods to maintain healthy facial skin. The first step in make-up is that students practice how to apply make-up properly and correctly. Starting from using cream and facial cleanser, followed by using moisturizer, foundation, foundation, eye-shadow, blush on, eye liner and mascara. Wardah uses a model to explain how the make-up tools look clear and ready to be put into practice. In this session participants were given the opportunity to discuss and ask questions with cosmetics wardens. At the end of this training, all participants took a group photo.



Figure 2. Wardah cosmetics provides an explanation of skin type



Figure 3. Demonstration Session



Figure 4. Photo with the Wardah cosmetics team, Sharia Economics Lecturers and Participants

CONCLUSION

From the description above, we can take the meaning of true beauty. Someone is called beautiful not because they have an attractive, charming face, but rather because they have a good personality. Good personality and character will be more appreciated. A person's beauty can be improved by applying make-up correctly so that it can produce perfect results. This is very useful for students as preparation when entering the world of work and for those who have an interest in the beauty business when they graduate.

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