A Semantic Analysis of Beauty Terms in Make-up Books

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Abstract. The study aimed to reveal beauty terms used in makeup books, and to find out the kinds of beauty terms found in the makeup books and their meanings. This study used qualitative method based on Miles and Huberman's theory. The writers used semantics approach based on theory of kind of meaning by Wijana and Rohmadi (2008). In this study, the writers found 69 beauty terms in two makeup books written by international top makeup artists and influencers. Those terms were then clustered into makeup tool, makeup application technique, make up terms, and makeup mistake. The 69 terms belong to primer and secondary meaning. As primer meaning. lexical meaning gained 8 terms, denotative meaning gained 15 terms, and literal meaning gained 6 terms. On the other side, the rest is grammatical meaning, connotative meaning, and figurative meaning. Each of them gained 10 terms, 13 terms, and 17 terms. This study informed that most of the terms in the context of beauty have experienced change in semantics. Denotative meaning was the top among those meanings. In relation to the findings of the beauty terms found in this study, this confirms that beauty enthusiasts, as part of our community, have established their own vocabulary.

Keywords: makeup, meaning, semantics, terms

INTRODUCTION

Language has always been affected by the constant development of technology and cultures, and it is adaptive. Language is undoubtedly changed through ages and through the needs of human being, and it happens in meanings and cultures. People in specific contexts require a language in order to communicate with others (Susanto & Watik, 2017). Human as a part of social community has to build social relationship and communicate through language. Communication happens when its three components meet: a hearer and a speaker/ a writer and a reader and the message being delivered in a context of language use. Social context portrays how language is used by a certain group of people and how it is affected by the way they communicate and interact to each other. A group of people who develop and use language exclusively known as speech community. The specific words used by party or exclusive community are called variety. As a language element, words own meaning. However, a word can have more than one meaning depends on its context. One word may appear in some sentences, but it has different meaning if the contexts of the sentences change.

There is a term which uses similar word, but goes different in meaning when it comes to specific field, for example in the field of beauty.

Nowadays, the popularity of beauty world increases significantly. Begin from that, many trends of beauty have been appearing which influence the language development in the sphere of beauty. Many beauty terms which made up of similar word in general, but some of them interpret different meaning related to its context. When utilizing language for communication, both the speaker and the listener negotiate the meaning (Susanto, 2018). Those beauty terms can be understood by placing ourselves in the speaker's position.

There are many sources to learn about makeup today. Here, the writers took makeup books as the basic knowledge for learning make up to be analyzed. The terms analyzed can have different meanings depends on the field, in this case is in the field of beauty sector. In this study, the writers employed semantic approach to uncover the kinds and meanings of beauty terminologies.

Related to semantics, many studies have been conducted to figure out the meanings in specific terminologies like songs speech, jargon, advertisement, etc. Semantics compromises with system of deep meaning in a language (Pateda, 2010:65). It begins with the study about technical terms in movie script. Ni Putu Yolanda (2015) analyzed the *Soul Surfer* movie scripts to know the kinds of meaning found in the script. She presented the results qualitatively as follows: the kinds of meaning found in the movie script was referential meaning, ideational meaning, meaning-in-use meaning, and behaviorist.

Kartika Putri, A.H (2017) investigated the types of dimensions meaning found in the advertisements of beauty products. In her study, she employed qualitative analysis to describe the meanings she found in three different brands of cosmetics' products advertisements. Advertising assumes a crucial function and is one of the ways of achieving commercial goals such as profit (Susanto & Rahayu, 2014). The results of the analysis showed that the concept of beauty can be represented through slogans in cosmetics' advertisements. Some types of lexical relations were found just like polysemi, homonym, synonym, connotative, denotative and kind of ambiguity. Further, the results informed that the presentation of advertisements' language in real aspect were used to showcase the power of the products.

Jessica Bilung (2018) examined the lexical meaning of beauty jargon in makeup tutorial videos on Youtube. A semantic approach was applied to reveal the meaning and to identify the jargons in the videos. The finding presented 35 lexical items as the jargon. In addition, metaphor, specialization, generalization, amelioration was existed, and some jargons were irrelevant with the conceptual meaning, and some ambiguous lexical items.

A semantic study English language slogan was also conducted. In their study, Asrifan dkk (2019) identified the types of the English slogan and semantic analysis found in the slogan. Observation was done to get the data. Qualitative method was applied to get the findings. The findings showed that there were four types of slogans in general: product slogans, health slogans, environmental slogans, and educational slogans. While conceptual meaning,

associative meaning, connotative meaning, affective meaning and stylist were also found in the study.

This study is an attempt to identify the beauty terms found on makeup books and their meanings. From those previous studies, dissimilarities occur between those investigated earlier and this present study. Many concerns with the investigation of meanings in slogans, advertisements, movies and videos, but there are only few who put their interests in investigating about terminologies in particular field just like in makeup field. To make it clear, the source of the data was taken from the makeup book written by beauty moguls known worldwide. Furthermore, the data in this study were analyzed using the theories of meaning proposed by Wijana and Rohmadi (2008). The writers conducted this study to complete the space by investigating the terminologies in the beauty sector, and their meanings in specific. By having this study completed, the writers concern to give more understanding to the readers about some terminologies which are same in words, but different in meaning if they happen in different context and in different field.

METHOD

Since this study employed descriptive-qualitative method, the writers described the findings in the form of sentences, not in number. The authors chose qualitative research because it is a characteristic that may be modified as well as a characteristic of unique occurrences discovered by the researcher (Susanto & Yosephine, 2019). The main data of this study was taken from the makeup books written by two beauty moguls, Chris Scott and Monica Sood. The book entitled *Face with a Heart* was written and launched by Chris Scott on 2014, while *The Essence of Beauty* was written and launched by Monica Sood in 2019. Terminologies related to beauty and make up were taken from the books to be identified to find out their kinds and their meanings. The data was then analyzed in three stages of analysis based on Miles and Huberman (1994): First, data reduction is the process of reducing the data which has irrelevant information. Then, there is data display which served in the form of tables, charts, networks, and etc. The last, conclusion drawing which is related to the topic. In sum, According to (Susanto et al., 2019) Those are data reduction, data display, and conclusion drawing and verification.

FINDINGS AND DISCUSSION

This part presents the findings and discussion of the findings. 69 beauty terms were gained from the two books. Those then classified based on six classifications: makeup, makeup tool, makeup application technique, makeup finish, terms about makeup and makeup mistake. The 69 terms were then identified using Wijana and Rohmadi's theory to know the kinds of meaning they belong. It was found that there was lexical meaning, grammatical meaning, denotative meaning, connotative meaning, literal meaning, figurative meaning, primer meaning, and secondary meaning. The table below shows the findings.

1. The Beauty Terms Found in the Makeup Books

Table 1 Kinds of Beauty Terms Found in the makeup books

Kinds of Beauty Term	Beauty Term	Kinds of Meaning
Anatomy	Apple	Figurative meaning
	Arch	Literal meaning
	Ball	Figurative meaning
	Contour	Denotative meaning
	Crease	Denotative meaning
	Crown	Figurative meaning
	Inner Corner	Connotative meaning
	Outer Corner	Connotative meaning
	Shelf	Figurative meaning
	Skin tone	Lexical meaning
	Sweet spot	Figurative meaning
	Under tone	Literal meaning
Makeup	Blush	Denotative meaning
	Bronzer	Lexical meaning
	Brow	Connotative meaning
	Concealer	Connotative meaning
	Corrector	Connotative meaning
	Eyeliner	Literal meaning
	Eye shadow	Lexical meaning
	Facial contour	Grammatical meaning
	Foundation	Figurative meaning
	Highlighter	Denotative meaning
	Lipstick	Lexical meaning
	Lip balm	Lexical meaning
	Lip color	Denotative meaning
	Lip gloss	Denotative meaning
	Lip liner	Denotative meaning
	Loose powder	Grammatical meaning
	Luminizer	Grammatical meaning
	Mascara	Literal meaning
	Powder	Literal meaning
	Pressed powder	Figurative meaning
	Primer	Connotative meaning
	Setting spray	Figurative meaning
	Translucent powder	Grammatical meaning
Makeup Tool	Beauty blender	Grammatical meaning
	Brush	Denotative meaning
	Bullet brush	Grammatical meaning
	Camouflage brush	Grammatical meaning
	Puff	Figurative meaning

	Blend	Denotative meaning
	Cat eye	Figurative meaning
	Contour	Connotative meaning
Makeup Application Technique	Deposit	Figurative meaning
	Fuzzy liner	Grammatical meaning
	Lash filler	Literal meaning
	Set	Connotative meaning
	Touch up	Lexical meaning
	Wedge liner	Figurative meaning
	Flawless	Denotative meaning
	Glossy	Lexical meaning
Makeup Finish	Matte	Denotative meaning
	Satin	Connotative meaning
	Stain	Connotative meaning
	Base	Connotative meaning
	Coat	Figurative meaning
	Complexion	Denotative meaning
	Coverage	Figurative meaning
Term about Makeup	Full	Connotative meaning
	Light	Figurative meaning
	Luminosity	Lexical meaning
	Medium	Figurative meaning
	Pigmented	Denotative meaning
	Sheer	Denotative meaning
	Ashy	Denotative meaning
	Clumpy	Connotative meaning
Makeup Mistake	Creasing	Grammatical meaning
	Flaky	Figurative meaning
	Smudging	Grammatical meaning

2. Kind of Beauty Terms Found in Makeup Books

a. Anatomy

This part presents about the beauty terms in relation with human body. Mostly, the terms mentioned are related to facial area.

1) Apple

In the sphere of beauty, the beauty term *apple* means cheeks area appeared when smiling. This meaning is opposite to the term *apple* that known in common. This statement supported by the term apple listed in the dictionary which refers to a kind of particular fruit. From that, it is clear that the beauty term *apple* found in the makeup books and the term *apple* listed in the dictionary or has known in common is completely different.

Here, the beauty term *apple* has meaning which does not refer the form of apple as kind of fruit, but defined as facial part in the context of beauty. It can be concluded that the beauty term *apple* belongs to figurative meaning.

2) Arch

The beauty term *arch* means eyebrow area which is highest in the line placed in the outer half of the eyebrow. Here, the beauty term *arch* refers to its referent in a conventional way. So, it can be seen that the beauty term *arch* is classified into literal meaning. The beauty term *arch* is also classified into primer meaning because this beauty term can be known without the context.

3) Ball

The beauty term *ball* means the part of the eyelid, skin that has the eyeball underneath it. Meanwhile, the term *ball* listed in the dictionary means something which has a round shape, but the term *ball* here does not mean the *ball* in general. The beauty term *ball* found in the makeup books should be defined by the concept of beauty. It is clear that the beauty term found in the makeup is opposite to the term *ball* listed in the dictionary. Both of the terms have different referents referring to each matter. From that, it can be concluded that the beauty term *ball* belongs to figurative meaning. The beauty term *ball* can also be categorized as secondary meaning because the beauty term *ball* in the sphere of makeup cannot stands without its related context.

4) Contour

The beauty term *contour* means the outer edge of the face which is the beginning of the cheek bone to roll back from the crown, whereas the term *contour* listed in the dictionary means the form of something in a specific shape. The meaning listed in the dictionary is almost similar; it is general to define the beauty term as the part of face. From that definition, it can be concluded that the beauty term *contour* belongs to denotative meaning.

5) Crease

The beauty term *crease* means line in the eye area between the eyelids and the brow bone. Whereas, the term *crease* listed in dictionary defined as the line which formed by skin fold. Referring to its referent, both of the term is almost similar because both of the term means a line, but the term listed in the dictionary defined in general. From that definition, it can be seen the beauty term *crease* belongs to denotative meaning.

6) Crown

The beauty term *crown* can be defined as the outer edge of the cheek bone. From the definition, it can be seen that the beauty term *crown*

found in the makeup books has a different meaning from the term *crown* listed in the dictionary that we have known in common. From that, it can be concluded that the beauty term *crown* belongs to figurative meaning. The beauty term *crown* can also be categorized as secondary meaning because the beauty term *crown* in the sphere of makeup cannot stands without its related context.

7) Inner corner

As the kind of meaning, the beauty term *inner corner* can be defined as small area of eye between the eye and bridge of nose. Meanwhile, in the dictionary listed that the term *inner corner* means the corner of building. From that definition, it can be seen that the beauty term *inner corner* has connotative meaning because the beauty term *inner corner* in the makeup books has different emotive value with the term inner corner in primer meaning.

8) Outer corner

Based on the context of beauty, the beauty term *outer corner* can be defined as outer part of eye in area of eyelid which shaped as V by following the outer lash line. However, the term *outer corner* listed in the dictionary means the corner of building. From that definition, it can be concluded that the beauty term *outer corner* belongs to connotative meaning because those of term means corner but it has different emotive value.

9) Shelf

In the makeup books, the beauty term *shelf* can be defined as the top of cheek bone. From the definition, the term *shelf* in the makeup books is different with term *shelf* in general. The beauty term *shelf* should be defined in the concept of beauty. So, it can be concluded that the beauty term *shelf* belongs to figurative meaning. Moreover, the beauty term *shelf* also categorized into secondary meaning because the beauty term *shelf* must be followed by its context.

10) Skin tone

The beauty term *skin tone* means the color of skin. It is similar to the term listed in the dictionary. From that definition, it is clear that the beauty term *skin tone* found in the makeup books is similar to the term listed in the dictionary. So, it can be concluded that the beauty term *skin tone* belongs to lexical meaning. Moreover, the beauty term skin tone also categorized as primer meaning because the beauty term skin tone can stand without followed by its context.

11) Sweet spot

The beauty term *sweet spot* defined as an eye area from the eyebrow across the pupil into lower lash line. It can be defined as the anatomy because the beauty term *sweet spot* associated with beauty as its context. Moreover, the beauty term *sweet spot* has different meaning to the term listed in the dictionary which means the center area of golf club. Other than that, the term *sweet spot* also cannot define in literal because it is opposite to the sphere of beauty. From that, it can be concluded that the beauty term *sweet spot* is categorized into figurative meaning. Furthermore, the beauty term *sweet spot* also classified into secondary meaning because the beauty term *sweet spot* must be followed by its context.

12) Under tone

The beauty term *under tone* is classified as primer meaning. Referring to the kind of meaning, the beauty term *under tone* can be defined without using its context in completely way. The beauty term *under tone* means the color underneath the surface of the skin. From that definition, the beauty term *under tone* could be defined by the concept of beauty. In short, the beauty term *under tone* belongs to literal meaning.

b. Makeup

This part deals with makeup product used to do makeup. Here are several makeup products found in the makeup books.

1) Blush

Blush means a face makeup used to bring out the color in the cheek for showing blushing look. The beauty term *blush* has connected directly into its referent. Moreover, the beauty term *blush* listed in the dictionary has some meaning such as a face makeup and reddening of the face. So, it can be concluded that the beauty term *blush* is categorized into denotative meaning because the beauty term *blush* points out the meaning of term *blush* in general way.

2) Bronzer

Bronzer means makeup product which is used to warm up the skin by adding a golden or bronze glow. In the dictionary, the beauty term *bronzer* means a cosmetic applied to the skin to pretend sun tan. Here, it is clear that the beauty term *bronzer* defined as makeup product. Those terms have similar meaning which referring to cosmetic to tan skin or called sun kissed look. From that, it can be seen that beauty term *bronzer* belongs to lexical meaning. Furthermore, the beauty term *bronzer* can also be categorized as primer meaning because this beauty term can be defined clearly without followed by its context.

3) Brow

Brow must be defined as makeup product. However, this beauty term cannot connect into its referent directly. The beauty term should be defined based on the concept of beauty. If there is no concept of beauty, the beauty term *brow* will only define as part of eye or eyebrow. From that, it can be concluded that the beauty term *brow* has connotative meaning because the term *brow* without context will only be defined as part of eye, whereas in the beauty term here means makeup product. Moreover, the beauty term *brow* is also categorized as secondary meaning because this beauty term must be followed by its context to reveal the meaning.

4) Concealer

Concealer can be defined as base makeup which has thicker and more solid concentration than extra coverage foundation used to cover skin imperfection such as tattoos, spots, scars, and other skin concerns. As listed in the dictionary, the term *concealer* means people who hide something. It can be seen that *concealer*, a beauty term, as found in makeup books and dictionary have different meaning although both of the term has similar function that is to hide or cover something. It can be classified that *concealer* has connotative meaning because of its different emotive value.

5) Corrector

Corrector can be defined as makeup product by having concept of beauty in mind. However, the beauty term *corrector* cannot be defined directly because it does not refer to its referent in a conventional way. As listed in the dictionary, the beauty term *corrector* means a person who removing errors whereas, the beauty term *corrector* means makeup product which used to neutralize skin imperfection by removing skin discoloration such as redness and darkness. Both of the definition is similar especially about the function, but the term *corrector* has different emotive value. From the definition above, it can be concluded that the beauty term *corrector* has connotative meaning.

6) Eyeliner

Eyeliner means eye makeup used to define the eyes by lining the inner eyelids. In the dictionary, the beauty term *eyeliner* means a kind of pencil use on the edges of the eyelids. From the definition, it can be concluded that the beauty term *eyeliner* belongs to literal meaning because the beauty term connected to its referent directly.

7) Eye shadow

Eye shadow means eye makeup is used to accentuate the eyes while the term *eye shadow* listed in the dictionary means a cosmetic used in the

eyelids in order to make them a color. Both of the definition has similar meaning especially about the function that is used for accentuate the eye look by coloring the eyelids. So, it can be concluded that the beauty term *eye shadow* belongs to lexical meaning because the meaning of beauty term found in the makeup book is similar to the meaning of term listed in the dictionary. The beauty term *eye shadow* also classified into primer meaning because this beauty term does not need context to reveal the meaning.

8) Facial contour

   Facial contour is formed from the word *contour* adjoined by word *facial*. In the dictionary, the word *contour* means outline of an object. While as beauty term *facial contour* means face makeup used to define the outer line of face usually a few shades darker than skin tone. It can be seen that the beauty term *facial contour* opposites the term *contour*. *Facial contour* can be defined as a makeup product associated with the concept of beauty in mind. In short, *facial contour* has grammatical meaning.

9) Foundation

   Referring to the concept of beauty, *foundation* defined as base makeup applied to the face to even out the skin tone and texture. In the dictionary, the term *foundation* means the lowest part of building and also can be defined as the basis of something like organization etc. From that definition, it can be seen that the beauty term *foundation* has opposite meaning to *foundation* as beauty term found in makeup books. So, it can be concluded that the beauty term *foundation* belongs to the figurative meaning.

10) Highlighter

   Highlighter means makeup product which has glow finish used to emphasize particular area of the face for catching the light naturally. In reverse, in the dictionary, *highlighter* has more than one definition: first, *highlighter* is a bright colored pen used to mark part of a document. Second, *highlighter* is a pale colored cosmetic used to emphasize the shape of face. Those definitions lead *highlighter* as a beauty term to be part in denotative meaning.

11) Lipstick

   Lipstick directly connected to lip color in the form of liquid or solid stick. The term *lipstick* both in dictionary and in beauty terminology has no different meaning, which means this term belongs to lexical meaning.

This term is also included in primer meaning because it can stand alone and meaningful without any context following it.

12) Lip balm

Lip balm means tinted or clear lip product which helps moisturize the lip. *Lip balm* is in the group of lexical meaning because the term itself has the same definition both in dictionary and in beauty sector. Moreover, the beauty term *lip balm* also classified into primer meaning because this term connected to its referent and does not need any context to explain the meaning of the term.

13) Lip color

Lip color is a lip product used for coloring the lip with various finishes. The beauty term *lip color* can be defined based on the concept of beauty which associated in the mind. The beauty term *lip color* could be understood by the people because it is commonly used in daily life. From that, it can be concluded that the beauty term *lip color* belongs to denotative meaning.

14) Lip gloss

Lip gloss is a hydrating lip product to create fuller lips and to coat other lip colors. The term *lip gloss* in the dictionary means a clear or very slightly colored substance put on lip to make shiny finish. From the definition above, the meaning of beauty term *lip gloss* found in the makeup books refers to the meaning of the term listed in the dictionary. Furthermore, this meaning involved objective factual information, that is why it belongs to denotative meaning.

15) Lip liner

Lip liner means lip product used to define the lip and make the illusion of taller lip. Meanwhile, in the dictionary the term *lip liner* means lip cosmetic. The beauty term *lip liner* refers to lip cosmetic in a broad sphere. Both of the meanings point to reference directly that indicates the concepts. The meaning is included in denotative meaning.

16) Loose powder

Loose powder means denser powder provides more coverage which can be matte or sheer, depending on the application technique. Whereas in the dictionary the term *loose powder* cannot be found. Here, the beauty term *loose powder* refers to the face cosmetic which can be defined by having concept of beauty in the mind. The beauty term *loose powder* is categorized into grammatical meaning because it formed from word powder narrower by-word element loose.

17) Luminizer

Luminizer means makeup product which creates illusion of healthy and glow skin. This beauty term *luminizer* cannot be found in the dictionary, so it can only be defined as a makeup product by having the concept of beauty. However, the beauty term *luminizer* formed by its basic word *luminous* which adjoined other word element. From that, it can be concluded that beauty term *luminizer* belongs to grammatical meaning.

18) Mascara

Mascara means eye makeup used for enhancing eye look to be longer and voluminous. In the dictionary, the term *mascara* means cosmetic used to darker the eyelashes. From the definition above, it can be seen that the beauty term *mascara* found in makeup books has similar meaning with meaning from the dictionary, but it is closer to eye makeup commonly. The beauty term *mascara* belongs to literal meaning. Moreover, the beauty term mascara can be classified into primer meaning because this term can stand alone without any context following it.

19) Powder

As listed in the dictionary, the beauty term *powder* could be defined as makeup powder. Referring to its referent, the beauty term *powder* means makeup powder applied to face after the base makeup application to set the base makeup. Both have literal meaning because those imply its referent in a conventional way.

20) Pressed powder

The beauty term pressed powder means powder which contains generous amount of pigment that can be used over sheer and light coverage to enhance the coverage, whereas the term *pressed powder* in the dictionary means powder which is pressed. From the definition above, it can be seen that the beauty term *pressed powder* found in the makeup books is different from *pressed powder* in the dictionary. The beauty term *pressed powder* should be defined by the concept of beauty in the mind of participant. So, it can be concluded that the beauty term *pressed powder* belongs to figurative meaning.

21) Primer

The term *primer* can be defined as the basic or main of something. From that definition, it could be important to take attention to the context in defining the meaning of a term. Here, the beauty term *primer* means makeup base used as makeup preparation. The beauty term *primer* can be defined as a makeup product by its concept of beauty. So, it can be concluded that beauty term *primer* contains connotative meaning because that beauty term has different emotive value with term *primer* in primer meaning.

22) Setting spray

Setting spray means makeup finishing product used to lock the makeup longer on the skin. In the dictionary, the beauty term *setting spray* means the setting of spray. It is opposite with the meaning of the beauty term *setting spray* found in the makeup books. This meaning deviates from the referent, but refers to other referents which have meaning so far from its conventional way for many goals. The meaning is figurative.

23) Translucent powder

Translucent powder means loose powder which has transparent coverage. Meanwhile, *translucent powder* listed in the dictionary means powder which is opaque. The meaning listed in the dictionary does not refer to the meaning of beauty term used in the makeup books. However, the beauty term *translucent powder* formed by word powder as basic word adjoined word translucent which defines the powder more specific. From that, it can be concluded that the beauty term *translucent powder* belongs to grammatical meaning.

c. Makeup Tool

This part mentioned beauty terms in the context of makeup tool usually used to do make up.

1) Beauty blender

The term *beauty blender* means a makeup sponge used to apply makeup. By looking at the word formation, the beauty term *beauty blender* can be categorized into grammatical meaning. The beauty term *beauty blender* can be defined in a denotative way by looking at the word. However, the beauty term *beauty blender* cannot be found in the dictionary. Here, it is important to look at the context for defining the meaning of a word. From the word *blend* which means combine and specialized by the term beauty, the beauty term *beauty blender* is defined as a makeup tool used to blend the makeup.

2) Brush

Brush means a makeup tool made out of natural or synthetic bristles and the wood or plastic handle with a variety of styles, shapes, and bristles types, whereas *brush* listed in the dictionary means a tool with bristles used for painting, cleaning, and making hair neat. From the definition above, it is clear that the meaning listed in the dictionary is broad. The beauty term *brush* should be defined by concept of beauty in the mind. The beauty term *brush* belongs to denotative meaning because this meaning involved objective factual information.

3) Bullet brush

The beauty term *bullet brush* means a brush with extremely versatile bristle and shaped pointy bullet on the tip. The term *bullet brush* refers to makeup tool. It can be defined by concept of beauty in the mind. Here, the word *brush* is narrower by-word *bullet* as word element used to define the shape of brush which differentiates from brush in common. The beauty term *bullet brush* has grammatical meaning because it arises as a result of the functional word in the sentence.

4) Camouflage brush

The beauty term *camouflage brush* means a brush with soft bristles that is not too scratchy and tapered at the end of bristles used to apply concealer. The beauty term *camouflage brush* has different meaning from meaning listed in the dictionary. From that, the beauty term *camouflage brush* should be defined by having concept of beauty. However, the beauty term *camouflage brush* can be claimed as grammatical meaning because this beauty term formed by word *brush* adjoined word *camouflage* which describes the word brush more specific.

5) Puff

The beauty term *puff* means a makeup tool provides a smooth and opaque finish. Meanwhile, the beauty term *puff* does not refer to its referent in conventional way. So, it is clear that the term *puff* in the dictionary has opposite meaning with the meaning contains in the beauty term *puff*. From that definition, it can be concluded that *puff* belongs to figurative meaning.

d. Makeup Application Technique

This part presents some makeup application techniques and their kinds of meaning.

1) Blend

Blend means combining makeup product onto the face to avoid harsh lines. In the dictionary, the term *blend* means combine into one or mix together. The term blend listed in the dictionary is defined the term *blend* in general, but it can be enough to determine the meaning of the *blend* found in the makeup books. Both of terms has similar meaning. The beauty term *blend* belongs to denotative meaning because this meaning communicated the intent in a straightforward manner.

2) Cat eye

The beauty term *cat eye* means a wedge liner with higher wing in the outer corner. Meanwhile, the term *cat eye* can be defined as the eye of cat. From the definition above, it can be seen that the beauty term *cat eye* found in the makeup books is different from the meaning of *cat eye* as literal meaning. So, it can be concluded that the beauty term *cat eye* contains figurative meaning.

3) Contour

Contour means make contour line by one of shades to reshape part of the face such as forehead, nose, cheekbones, and chin. In the dictionary, the term contour means the form of something in specific shape. Here, the meaning listed in the dictionary has a little bit difference which caused by its emotive value. The beauty term contour can only be defined as a makeup application technique by concept of beauty. From that, it can be concluded that the beauty term contour is categorized into connotative meaning.

4) Deposit

The beauty term deposit means applying color technique on the non-crease along the eyelid as part of the eye. The meaning of the beauty term deposit is different from the term deposit in literal way. In the dictionary, the term deposit means a sum of money. It can be seen that both of them is quite different. From that, it can be concluded that the beauty term deposit belongs to figurative meaning.

5) Fuzzy liner

The beauty term fuzzy liner means bottom lash eyeliner or applying the lash liner in a diffused, slightly soft-focus way and the bottom liner is half intensity of the top liner. This beauty term cannot be found in the dictionary, so the beauty term fuzzy liner should be defined by concept of beauty. Meanwhile, the beauty term fuzzy liner is formed by word liner adjoined word element fuzzy. It is clear that the beauty term fuzzy liner is the combination of the words fuzzy and liner. This term is under the umbrella of grammatical meaning.

6) Lash filler

The beauty term lash filler means filling the entire underside of the top lash along the lashes grow into the inner corner. This beauty term cannot be found in the dictionary. So, this beauty term should be defined by concept of beauty. The beauty term lash filler leads into eye area; it can be identified by word lash as its basis. From that, it can be concluded that the beauty term lash filler is categorized into literal meaning.

7) Set

The beauty term set means putting a powder to hold the makeup applied on the face, whereas in the dictionary, the term set means a group of things that belong together in used. From the definition above, it can be concluded that the beauty term set belongs to connotative meaning because both of the term has different emotive value. Other than that, the beauty

8) Touch up

The beauty term *touch up* means retouch the appearance of the makeup look, whereas the term *touch up* listed in the dictionary means touch something to improve the appearance. From the definition, it can be seen that both of the term contains similar meaning. So, it can be concluded that the beauty term *touch up* is categorized into lexical meaning.

9) Wedge liner

The beauty term *wedge liner* means line a little higher in the outer corner of lash line and dive inward into the center of eye. This beauty term cannot be found in the dictionary. Related to its meaning, this beauty term is opposite from the meaning listed in the dictionary. From that, it can be concluded that the beauty term *wedge liner* belongs to figurative meaning.

e. Makeup Finish

This part serves some terms related to makeup finish.

1) Flawless

Flawless means the appearances of people's makeup looked as if they showed natural perfection. Meanwhile, the term *flawless* in the dictionary means someone or something which are extremely great. From that definition, it can be seen that the term flawless listed in the dictionary presents broad meaning. So, it can be concluded that the beauty term *flawless* belongs to denotative meaning.

2) Glossy

The beauty term *glossy* means a finish of shiny look, whereas in the dictionary, the beauty term *glossy* means smooth and shiny. From the definition, it can be seen that the beauty term *glossy* found in the makeup and the dictionary has similar meaning. Due to its similarity in meaning, *glossy* is regarded as lexical meaning.

3) Matte

The beauty term *matte* means a finish of less moisture and no shine on the surface often appears flat or dull. In the dictionary, the term *matte* can be defined as an appearance like a dull surface. Here, it is clear that the beauty term and the term in the dictionary has similar meaning in general. From that, it can be concluded that the beauty term *matte* belongs to denotative meaning.

4) Satin

The beauty term *satin* means the middle of dewy and matte finish, whereas the term *satin* in the dictionary means a cosmetic finish which reflects light to extent but is not very shiny. From the definition, it can be concluded that the beauty term *satin* belongs to connotative meaning because both of term has different emotive value.

5) Stain

The beauty term *stain* means a bit shiny with highly pigmented finish. Meanwhile, *stain* listed in the dictionary means a colored mark that is difficult to remove. Both of the term has different emotive value. So, it can be concluded the beauty term belongs to connotative meaning.

f. Term about Makeup

This presents about some terms related to makeup product, but is not refers to specific product.

1) Base

The beauty term *base* means the basic first layer of makeup used as makeup preparation, whereas the term *base* listed in the dictionary means basic of something. The meaning of *base* listed in the dictionary is too broad. Moreover, both of term has different emotive value. It can be seen that the beauty term *base* cannot directly defined as a term related about makeup. The beauty term *base* should be defined by understanding the context. We can conclude that the beauty term *base* belongs to connotative meaning.

2) Coat

The beauty term *coat* means last layer product provides finish touch of makeup look. In the dictionary, the term *coat* means a thin layer of substance used to cover something. From the definition above, the term *coat* does not refer to its referent conventionally. So, it can be concluded that the beauty term *coat* contains figurative meaning.

3) Complexion

The beauty term *complexion* means the appearance of a person's skin, especially on the face, which represents the result of makeup. In the dictionary, the term *complexion* means skin condition of the face. From the definition, it can be seen that both of the term has similar. So, it can be concluded that the beauty term *complexion* belongs to denotative meaning.

4) Coverage

The beauty term *coverage* means the opacity capability of cosmetic product to cover the skin. However, the term coverage does not refer to the referent conventionally. So, the beauty term *coverage* should be defined as

term about makeup by having concept of beauty in the mind. So, it can be concluded that the beauty term *coverage* belongs to figurative meaning.

5) Full

The beauty term *full* means the most corrective to cover birthmarks, hyperpigmentation, scars, etc. Meanwhile, the term *full* means something contains as much of a substance as can. From that, it can be concluded that the beauty term *full* is categorized into connotative meaning because the beauty term *full* has different emotive value although they mean a similar meaning.

6) Light

In the makeup books, the beauty term *light* means the opacity to cover unevenness and slight blotchiness. Meanwhile, in the dictionary the term *light* means something related to brightness such as light as bright source, traffic lights, an electric lamp, etc. Those meaning is different from the beauty term *light*. So, it can be concluded that the beauty term *light* belongs to figurative meaning.

7) Luminosity

The beauty term *luminosity* means glow illusion of skin. Meanwhile, *luminosity* listed in the dictionary means healthy glow of the skin. From the definition above, it can be concluded that the beauty term *luminosity* is categorized into lexical meaning.

8) Medium

The beauty term *medium* means the opacity which can cover freckles, discoloration, blotchiness, and red marks. Meanwhile, *medium* listed in the dictionary means a way to describe something in degree or amount. It is opposite from the meaning of beauty term. So, it can be concluded that the beauty term *medium* is categorized into figurative meaning.

9) Pigmented

The beauty term *pigmented* means the result of cosmetic product is related to the opacity of the color, whereas the term *pigmented* in the dictionary means acquired color. The meaning of the beauty term found in the makeup books and the term listed in the dictionary has similar meaning, although the meaning of term from the dictionary a little bit abroad than the beauty term. From that, it can be concluded that, the beauty term *pigmented* belongs to denotative meaning.

10) Sheer

The beauty term *sheer* means the most transparent coverage, whereas in the dictionary, the term *sheer* means very thin, light, and

delicate material. In common, those mentioned is similar. From that, it can be conclude that the beauty term *sheer* belongs to denotative meaning.

g. Makeup Mistake

This part serves about term which means some mistake often appear in doing makeup.

1) Ashy

The beauty term *ashy* means the color of gray. Meanwhile, in the dictionary, the term *ashy* means the color of gray. From the definition above, it can be seen that both of the term has similar meaning. So, it can be concluded that the beauty term *ashy* belongs to denotative meaning.

2) Clumpy

The beauty term *clumpy* means a thick, messy look which appears in the usage of mascara. However, the term *clumpy* in the dictionary opposite to beauty term found in the makeup books. The beauty term *clumpy* should be defined by concept of beauty in the mind. So, the beauty term clumpy belongs to connotative meaning because this beauty term could have the different meaning depends on its context.

3) Creasing

The beauty term *creasing* means lines caused by clumping base makeup. This term formed by word crease which adjoined suffix –ing. From that, it can be concluded that the beauty term *creasing* belongs to grammatical meaning.

4) Flaky

The beauty term *flaky* means skin condition which less hydration, whereas in the dictionary, the term *flaky* means something which breaks easily into small thin pieces. It seems the beauty term *flaky* is more specialized about makeup. From that, the beauty term *flaky* can be defined by its context. So, it can be concluded that the beauty term *flaky* is categorized into figurative meaning.

5) Smudging

The beauty term *smudging* means blotted makeup. The term *smudging* comes from the word smudge which means a dirty mark. Here, the beauty term *smudge* formed by word smudge adjoining suffix –ing. From that, it can be seen that the beauty term *smudging* belongs to grammatical meaning.

CONCLUSION

From the analysis of beauty term in the makeup books entitled "Face with a Heart" and "The Essence of Makeup", it can be concluded that there are 69 beauty terms found in both of the makeup books. Those beauty terms are divided into six classifications in the sphere of makeup, they are anatomy, makeup, makeup tool, makeup application technique, makeup finish, and makeup mistake.

Based on Wijana and Rohmadi's theory, those beauty terms classified into lexical meaning, grammatical meaning, denotative meaning, connotative meaning, literal meaning, figurative meaning, primer meaning, and secondary meaning. However, some beauty terms have more than one meaning which are primer meaning or secondary meaning because of the appropriateness of context to explain the beauty term.

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