# Semantic Analysis of Make-Up Jargon in Make-Up Tutorial Videos on YouTube

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### Abstract

This study discusses the jargon found in the field make-up which is used by beauty vloggers in video tutorials make-up on YouTube. This study aims to describe kind of make-up jargon, its meaning, and the type of semantic change of make-up jargon. This study is a descriptive qualitative descriptive research with a Semantic approach. The data sources in this study are three YouTube channels beauty vloggers. The data in this study is in the form of utterances beauty vloggers containing jargon make-up. The results show that there are 28 make-up jargon that categorized into make-up product, make-up tools, make-up application technique, and make-up finish. The 16 make-up jargon experiencing changes in meaning, 9 fixed meanings, and 3 meanings that are not in the dictionary. Further, the type of meaning change is classified into generalization, specification, amelioration, metaphor, and metonymy.

**K*eywords:* *Jargon; Make-Up; Meaning; Tutorial Videos; YouTube***

### Introduction

The rapid worldwide popularity of make-up resulted in many emerging trends *make-up* which affects language development in the make-up field. One of the most effective ways to learn how to do makeup is through make-up video tutorials on social media, such as YouTube. By viewing make-up video tutorial, women can have an interest so they want to imitate and try to use make-up. It's not surprising, nowadays, there are many kinds of tutorials videos popping up make-up done by beauty creators or beauty vloggers on YouTube.

Each beauty vlogger has its own language characteristics, starting from how to review each product that will be used, how to apply the product on the face, to opinions about the product. This is conveyed with the peculiarities of each language beauty vlogger. The field of activity or work certainly has a number of special vocabulary or terms that are not used in other fields. In making videos, beauty vloggers has many terms make-up used. The use of terms in the tutorial videos is more understandable to people working in the world of make-up. Because there are different forms of terms that are unique and only understood by a profession or people working in the world make-up. The world make-up raises a lot of special terms that are difficult to understand by people outside the field, which is also a problem for

women who are starting to want to try to make up for themselves by using make-up.  The special terms used by a group of people are known as a form of language variation, namely jargon.

Jargon in the make-up field has a similar vocabulary but has a different meaning with a particular field. Like the word 'beat*'* which means to hit someone or something. However, in the field of music, 'beat*'* has the meaning as 'the basic rhythmic unit of a measure or bar'. Meanwhile, in the field of cooking 'beat*'* has the meaning of 'stirring the dough quickly so that the ingredients are mixed evenly'. Another example in the make-up field*,* 'baked'*,* for example, commonly known as a technique in cooking, whereas 'baked*'* in the field make-up has the meaning of applying pressed powder or loose powder to the area T-Zone on the face as a lock to give smooth and perfect results for a more natural and long-lasting look.

This phenomenon indicates that the example underwent a semantic change. Semantic changes are commonly referred to as changes in meaning.'Beat´ in the field of music will be understood by musicians or people who have the same interest, but will not be understood by people who are not interested in it, this also has similarities with 'baked*'* which is used in the make-up field.

Previous researches have already investigated the use of jargon as one of peculiar characteristic of language variety used in society (Amanda, et al., 2021; Febri, 2018; Ayuningtyas et al., 2022; Dhafid et al., 2014, Bilung, 2018) those of study focuses on recognizing and characterizing jargon's linguistic forms, and function but only several of it research about meaning of jargon form. This study is an attempt to identify the make-up jargon, its meaning, and the type of semantic change in specific make-up tutorial videos on YouTube.

## *Methodology*

This study conducted the descriptive qualitative research, the data source is from three Youtube channel beauty vloggers Tasya Farasya, Fathi Nrm, and Ini Vindy. Only one video is selected from each YouTube channel beauty vlogger related to the theme make-up predetermined, that is bold make-up look, natural make-up look,  and smokey-eye make-up look. The data in this study are in the form of para utterances beauty vlogger containing jargon make-up in tutorial make-up videos on their YouTube channel. Data analysis in this study used component analysis (Lyons, 1995: 107*)*. This study used the triangulation analysis technique adapted by Spradely and adopted by (Santosa, 2017).

## *Result and Discussion*

### 1.Kind of  Make-Up Jargon in Tutorial Make-Up Video on YouTube

After collecting data on make-up jargon in video tutorial make-up, it was found that there were 28 forms of jargon found. The terms are classified based on (1)make-up product, (2) make-up tools, (3) make-up application technique, and (4) make-up finish, as presented in the following table.

Table 1 Category of Make-Up Jargon

| No | Make-Up Category | Frequency |
|----|------------------|-----------|
| 1. | Make-Up Product | 11 |
| 2. | Make-Up Tools | 3 |
| 3. | Make-Up Application Technique | 9 |
| 4. | Make-Up Finish | 5 |
| | **Total** | 28 |

Based on table 1, make-up product become the most make-up jargon category, the researcher found 11 data. Then, followed by make-up application tecnique which found 9 data. There are 5 data of make-up finish jargon category, and 3 data of make-up tools category.

a. Make-Up Product

*Food and Drug Administration* (FDA) defines cosmetics as products used by humans to clean, beautify, promote attractiveness or change appearance without changing the structure and function of the body. Cosmetics are ingredients or preparations intended for use on the outside of the human body. According to Monica Sood (2019: 13) make-up products are distinguished by the area of the body intended for the application of make-up. There are different types of product required for a complete make-up.

• Sample Data 001

*Lalu untuk* **blush** *nya ku lihat warnanya kaya lebih ke pink, jadi warna merahnya bukan ke peach ya, jadi aku pakai MAC warna pink kaya gini* (Ini Vindy/Wedding Make-Up Look).

On data 001 there is a word blush. Blush is a noun in English which means to *perona pipi*. The word is a basic word because it does not undergo a morphological process. In Indonesian, the equivalent word blush, is *perona pipi*, but rarely used in make-up field. In the make-up field, blush is included in the product make-up category.

b. Make-Up Tools

Tool Make-up related to the equipment used for make-up. Tool Make-up help in applying the product make-up in order to create results of make-up which is maximal (Kryolan, 2010: 155). In the video tutorial make-up, there are 3 make-up tools, namely beauty *blender, brush,* and *palette.*

• Sample Data 002

*Oke setelah aku set pakai powder aku langsung lanjut nge set pake Wardah insta perfect matte fit powder foundation yang nomer 12. Ini aku set nya mau pakai* **brush** *aja* (Fathi Nrm/Bold Make-Up Look).
On data 002 there is a vocabulary brush. Brush is a noun in English which means *kuas*. These words are basic words because they do not undergo morphological processes. In Indonesian, the equivalent word brush is *kuas*, but rarely used in make-up field. In the make-up field, brush included in the make-up tool category.

c. Make-Up Application Technique

Make-up There are various techniques, each of which has its own purpose and function. Make-up technique greatly affects the results make-up what you want to get. In make-up tutorials videos, there are 9 make-up techniques, that's blend, smokey, touch-up, tap-tap, bake, contour, conceal, set, and swatch.

• Sample Data 003

*Jadi sebelum di set pakai apa-apa gitu di* **blend** *dulu ya. Pakai foundation langsung di set pakai powder, ini dari Laura ya* (Fathi Nrm/Wedding Make-Up Look).

On data 003 there is a vocabulary blend. Blend is a verb in English which means to *campur*. These words are basic words because they do not undergo morphological processes. In Indonesian, the

equivalent word blend is *campur*, but rarely used in make-up field. In the make-up field, blend included in the make-up application technique category.

d. Make-Up Finish

Make-up finish related to the end make-up result. Use of products, and techniques in make-up plays an important role in the final result make-up which is desired. In make-up tutorials videos there are 4 terms of results make-up, that is natural, glowy, dewy, and matte

- Sample Data 004

*Nah biasanya kalo aku mau pergi kaya cuma hangout aja, make-up ku cuma **natural** aja* (Tasya Farasya/Natural Make-Up Look).

On data 004 there is vocabulary natural. Natural is an adjective in English which means *alami*. These words are basic words because they do not undergo morphological processes. In Indonesian, the equivalent word is *alami*. However, in make-up field the equivalent word is rarely used. In the make-up field, natural included in the make-up finish category.

**2. Kind of Make-Up Jargon Meaning in Tutorial Make-Up Video on YouTube**

The discussion of the meaning of each jargon is compared with the meaning of the two dictionaries, Webster's Comprehensive Dictionary (WCD), and the Oxford Advanced Learner's Dictionary (OALD). Apart from the dictionary, the meaning of the jargon is also compared to the official website of a product, and online beauty magazines namely, Cosmopolitan, Allure, and Glamor magazine. This is done to understand the meaning.

Table 2 Kind of Meaning in Make-Up Jargon

| No | Meaning in Make-Up Jargon | Frequency |
|----|---------------------------|-----------|
| **1.** | Make-Up Jargon with Semantic Change | 16 |
| **2.** | Make-Up Jargon with no Semantic Change | 9 |
| **3.** | Make-Up Jargon which are Not Listed in Dictionaries. | 3 |
| | **Total** | 28 |

The table above shows the frequency of the jargon make-up which undergoes a change in meaning, jargon make-up which has a fixed meaning, and jargon make-up which is not listed in the dictionary. From the 28 data analyzed, there were 16 data that experienced a change in meaning, and 9 data that had a fixed meaning. In addition, there are also 3 pieces of data that are not listed in the dictionary.

a. Beauty Jargon with Semantic Change

In this section, there is a lexicon that has changed its meaning. Lexicons that experience changes in meaning have semantic features that are different from their conceptual and social meanings.

- Sample Data 001

*Aku sebenernya rawan banget sih sama eyeshadow warna biru gini, kayak gak cocok aja gitu di wajah aku. Tapi karena ini mau buat hasil **smokey** make-up jadi aku akan coba dengan menggunakan warna i*ni (Ini Vindy/Smokey Make-Up Look)

Based on beauty vlogger speech, smokeyes  refers to one of the make-up finish. According to the WCD, smokey refers to making black or dark, such as a dark gray color. So, word smokey is associated with dark colors, especially gray colors. In the make-up field, the word smokey appears with the word eyes which refers to a style or look make-up which involves several color patterns of eyeshadow to make a gradation with the darkest hue of the eye. Smokey in the make-up field is not limited to gray as stated in the WCD, but there are many colors, such as gold, metallic brown, and orange brown (Metzger, 2017: 3-4). Therefore, word smokey experience a change in meaning.

b.Beauty Jargon with no Semantic Change

In this section, there is a lexicon that has a fixed meaning. Lexicons with fixed meanings have the same semantic features as their conceptual and social meanings.

- Sample Data 002

Terus lanjut ini aku mau pakai *eyeshadow* dari Jacquelle yang dia kolaborasi sama Disney (Fathi Nrm/Smokey Make-Up Look)

Based on the beauty vlogger speech above, eyeshadow refers to one of the make-up products. According to OALD, eyeshadow is defined as a type of colored cosmetic product that is applied to the area above the eyes (eyelids) to make it look more attractive. In the make-up field, eyeshadow refers to colored cosmetics that are applied to the eyelids to enhance the appearance of the eyes. Therefore, eyeshadow no change in meaning.

c. Beauty Jargon which are Not Listed in Dictionaries

Make-up jargon which is found in this section as a new word because it has not been listed in the dictionary. Make-up jargon which are not listed in this dictionary are only studied from their social meaning

- Sample Data 003

*Oke sekarang ini aku mau pakai kaya krim bronzer gitu dari Channel, ya pokoknya ini bronzer dari Channel ya. Nih kaya gini bronzernya. Terus ini tuh warnanya bagus banget kaya bikin wajah warm gitu. Sekarang mau aku ambil aja langsung pakai **beauty blender** aku* (Tasya Farasya/Bold Make-Up Look)

Based on the beauty vlogger speech above, beauty blender refers to one of the make-up tools. According to OALD, the word beauty has the meaning of beauty while the word blender is an electronic device that works to refine food and mix it, the two words combine and form a new meaning. In the make-up field,  beauty blender does not refer to a tool for mixing food but refers to a tool in the form of a sponge used for flattening foundation or concealer. Beauty blender is actually the name of one of the companies that creates round, teardrop-shaped sponge products that are used as tools*make-up* (Chadwik, 2018: 1). However, beauty vloggers use the word beauty blender more often to mention sponge as applicator make-up, not the companies. From that opposite meaning to beauty blender, it can be seen that the term beauty blender has different meaning in make-up field. So it can be conclude that the term beauty blender belongs to make-up jargon which not listed in dictionaries.

### 3. Types of Semantic Change in Make-Up Jargon found in Tutorial Make-Up Videos on YouTube

The meaning of make-up jargon found will be classified into several types of changes in meaning. The type of change in meaning used is based on Breal's taxonomy of meaning change in Trauggott & Dasher (2002: 54). The types of changes in meaning are divided into five parts, namely generalization, specialization, metaphor, metonymy, and amelioration.

Table 3 Types of Semantic Change in Make-Up Jargon

| No | Meaning in Make-Up Jargon | Frequency |
|----|---------------------------|-----------|
| 1. | Generalization | 7 |
| 2. | Specialization | 8 |
| 3. | Amelioration | 3 |
| 4. | Metaphor | 9 |
| 5. | Methonymy | 1 |
| | **Total** | 28 |

Based on the data finding table, from the 6 types of Breal semantic changes, only 5 types of semantic changes were found in the make-up jargon in this research. Metaphor is the dominant type of change in meaning with a total of 9 data. Furthermore, the second most frequent change in meaning is specialization with a total of 8 data. The third change in meaning is generalization with a total of 7 data. The fourth change in meaning is amelioration with a total of 3 data. The last, change in meaning is methonymy with 1 data.

Semantic changes with the type of metaphor in this study show the mapping of words from different fields into the field of make-up. Most of the lexical items identified as experiencing metaphor semantic changes originate from the realm of the field of painting. Furthermore, the type of specialization semantic change in this study is largely due to the addition of semantic features related to cosmetic products. Then, in the generalization type of semantic changes in this study in the form of expansion of form, function, types of nouns and colors included in adjectives. In the type of amelioration semantic change in this study, it has improved in the form of getting a sense of attractiveness that elevates its meaning. The last type of semantic change is metonymy, there is only one data in this study. This change is caused by the literal meaning being highlighted and becoming the main meaning of the lexical make-up tool under study.

### *Conclusion*

Based on the result of the research above, it can be concluded that there are 28 make-up jargons used by beauty vloggers in video tutorial make-up on YouTube. Those then categorized into make-up products, make-up tools, make-up application technique, and make-up finish. The make-up jargons used by beauty vloggers mostly have undergone semantic change. Then, found several make-up jargon with no semantic change. It is also found that there are three jargon make-up which are not categorized in dictionaries. This is due to the rapid development of language so it is necessary to use a more up-to-date dictionary. Semantic changes to th make-up jargon raises the type of change, where the change is dominated by a change in the meaning of the metaphor, then followed by specialization, generalization, amelioration, and metonymy.

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