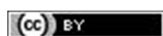


Self Image of Male Adolescents Who Does Face Treatment Routinely at Skin Care Clinic in Yogyakarta, Indonesia

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Abstract - This study was aimed to determine the self-image of male adolescents who does face treatment routinely at skin care clinics in Yogyakarta, Indonesia, also the factors that influencing of their self-image. The methodology used in this study was qualitative method with phenomenology approach. Subjects in this study were three male adolescents who does face treatment routinely at skin care clinics in Yogyakarta, Indonesia. Qualitative data analysis was obtained from in-depth interview and non-participant observation. Data were analyzed by using content analysis technique. The result of this study showed that commonly male adolescent's self image is a positive self image. Based on the aspects, positive self image of male adolescent is found in identity, behavior, self-personal, self-family and self-social aspect. That is happen because they have strong motivation, self-confidence and optimistic that they will get a better life. They can carry out their roles in the family or social environment. But, there were also negative self image that is on self-physical and satisfaction aspect. Male adolescents often compared their body to others, so they see themselves from underestimate perspective. There were factors that influencing their self image, such as physical, clothes and jewelry, peers, parenting, family, social development and other's reaction to themselves.

Keywords - Self Image, Male Adolescent, Skin Care Clinic, Yogyakarta.

I. INTRODUCTION

The desire to look beautiful and charming to attract the others is common attention in woman, but now man also think about their charm to attract their others. One of the ways that man doing to improved their charm is facial treatment at skin care clinic.

Reference [5] showed that for the last ten years in the whole world, the number of men who doing face treatment reached 70 percent. And also now almost 50 percent of Indonesian men are start paying attention and caring to their skin. Not only washing the face, but also doing face treatment routinely at skin care clinics to removing acnes or to smooth the skin [1]

The result of survey conducted on April 1-9, 2017 at skin care clinics in Yogyakarta, Indonesia founds almost 15-20 percent of visitors are men aged 17-22 years old. It shows that male adolescents are more dominant than adult men in

doing facial treatments at skin care clinics. This is because adolescence begin 10-13 years old and end to 18-22 years old [13]. So many phenomenom of facial treatment by male adolescents supported with opinion [6] which said few male adolescents who body kateksis or feel satisfied to their body.

Skin care clinics are used as a means to describe their self adolescence. In psychology, it called self imaged. Self imaged is what someone sees when he see himself [4]. Definition of self image is overall subjective perception of a person, include body image and impression of personality, skill and so on [3].

Adolescence is a critical life stage in which an important issue is the establishment of the self [12]. Adolescents often have higher or lower self image than it should be, woman adolescents see themselves from overestimate perspective and male adolescents see themselves from underestimate perspective [9]. Therefore, positive self image is a crucial

factor in develop identity, psychology crisis of adolescence [16], [10].

Many phenomena about male adolescents who do facial treatments to improve their self image supported by previous result of study is from Indonesian setting by [15]. The result was found that there was significant influence of negative self image to man's behavior in purchasing facial treatment products, also because negative self image encourages men to behave to overcome these negative self image by buy facial treatment products. Reference [14] show that adolescents who treat their face have positive self image (56%) and adolescents have negative self image (44%). It show that adolescent who does face treatment in skin care clinic have relatively high negative self image.

Furthermore, this phenomena supported by result of interview and observation to a male adolescent initial MT, 20 years old who treat his face routinely at a skin care clinic in Yogyakarta. MT does not seem has a serious face problems, but he still routinely treat his face at skin care clinic. It is because he feels not confident to outdoor activities if he think his face oily and unclean. MT said he prefers not to leave the room and meet other people when he not using skin care cream from skin care clinics. MT thinks his face will be messy, oily and look ugly when he not using the skin care cream. Interview result also show MT feeling not confident when walking or standing beside his girl friend who taller and have brighter skin than him.

Based on theory, self image is a result from success and failure, critics and rewards, and others reaction to someone [7]. Factor that influenced self image are physical, name or nick name, clothes and jewelry, peers, family, parenting, social development [8]. Self image is influenced by interactions with other people, how reaction of others to someone, how they see quality and value [2]. Peers in group and community also influence the forming process of someone's self image [8].

The aspects of self image are first, identity is image of what he is. Second, Satisfaction is how they feel about their self perception. Third, behavior is how they perceive their own behavior. Fourth, the self-physical is how they see their health, body and body size. Fifth, self-personal is how they perceive their personal. Sixth, self-family is how they perceive themselves by referring to the others who they feel most familiar with. Seventh, self-social is how they perceive their self is sufficient in their social interaction with many types people in their environment [4].

There were a positive self image and negative self image. Positive self image can make someone have a more positive view of his future [17]. It shows that positive self image is characterized by someone who has strong motivation, clear goals, optimistic will get a better life, and immediately rise from failure. Negative self image is characterized by someone have low motivation and negative view of his future. Moreover, self image affect to self esteem, self confidence, behavior and relate to others. People will respond either positively or negatively according to how confident he is [11]. Reference [11] also explained that to have a positive self image, someone must accept things about him (as he is) with his strengths and weaknesses, he also have to learn to think about them in a positive ways. It shows that positive self image is characterized by confidence, easy to relate with others, accept things about himself as he is with his strengths and weaknesses and learn to think about them in a positive ways. And negative self image characterized by inferior, difficult to relate with others and can't accept him.

Based on this phenomena, the purpose of this study are determine self image of male adolescents who does face treatment routinely based on to the aspects of self image whether positive or negative self image and the factors that influenced their self image.

II. RESEARCH METHOD

2.1. Methods

This study used a qualitative method with a phenomenology approach. This study used interview and observation method. Interview method used in-depth interview and observation method used non-participant observation. Data were analyzed using meaning interpretation or called as content analysis.

2.2. Sample

This study used purposive sampling technique. The criteria of subject are 12-22 years old male adolescent, member of skin care clinics in Yogyakarta, minimum used one type of face treatment product at skin care clinic Yogyakarta and treat their face routinely minimum twice a month at skin care clinic Yogyakarta.

This study involved 3 male adolescent who treat their face at skin care clinic Yogyakarta, Indonesia. First subject initials MT is aged 20 years old. MT is a student at a university in Yogyakarta. MT has been member a skin care clinic in Yogyakarta since 2013 and does face treatment at skin care clinic almost four times a month. MT does whitening facial treatments and use two facial care cream products at home from skin care clinic almost everyday.

Second subject initials DE is aged 21 years old. DE is a marketing employee in Yogyakarta. DE has been member a skin care clinic in Yogyakarta since 2012 and does face treatment at skin care clinic twice a month. DE does acne and brightening facial treatment and use mask treatment at home from skin care clinic twice a week.

Third subject initials SY is aged 21 years old. SY is a freelance photographer. SY has been member a skin care clinic in Yogyakarta since 2010 and does face treatment almost three times a month at skin care clinic. SY does acne facial treatments and use one facial care cream product from skin care clinic almost everyday.

III. RESULT AND DISCUSSION

3.1. Self Image of Male Adolescent who does Face Treatment at Skin Care Clinics in Yogyakarta

As a part of personality, [4] mentions there were seven aspects of self image are identity, satisfaction, behavior, self-physical, self-personal, self-family and self-social. Identity aspect is is image of what he is. MT admits that he was a introvert and sometimes difficult to socialization with the others. MT considered that he has more weaknesses than strengths. This result supported by [11], self image affect to self esteem, self confidence, behavior and relate to others. It show that if adolescent have negative self image so they fell not confident and negative self esteem too. DE considered that he has more strengths that weakness. Moreover, SY said that he is a easy going and hard worker. SY considered that he has a balanced strengths and weakness. This results supported by [11], positive self image is characterized by someone who confidence and can accept him selves as he is with his strengths and weaknesses. It showed that commonly self image of male adolescents on identity aspect is positive self image.

Satisfaction aspect is how they feel about their self perception [4]. Overall, all subjects said that not yet satisfied to themselves because still needed more improved and not yet achieve their wishes. MT said that he not yet satisfied to him selves because has e lot of weakness in physical and bad attitude. DE and SY said that he not yet satisfied to him selves because still has bad attitude and not yet achieve what their wishes. This results supported by [9] that adolescent often perceive their selve not consistent with actual situation. Woman adolescents often perceive overestimate to their self and male adolescent perceive underestimate to their self. It showed that commonly self image of male adolescents on satisfaction aspect is negative self image.

Behavior aspect is how they perceive their own behavior [4]. MT said that he is a introvert and sometime difficult to starting a conversation with others, but he has good attitude such as responsible and help other people unconditionally. Moreover, DE and SY said that they are a easy going and have big motivation. This result supported by [11], self image affect to self esteem, self confidence, behavior and relate to others. It shows that positive self image is characterized by someone has positive behavior in relate to others. It showed that commonly self image of male adolescents on behavior aspect is positive self image.

Self-physical is how they see their health, body and body size [4]. DE said that he has nice physical and style. Different with DE, MT and SY said that they feel uncomfortable to their body. MT said that he has short body and pug nose. Moreover, SY consider that nothing interesting in his body and he has acnes and too thin body. This result supported by [6], few male adolescents who feel body kateksis or satisfied to their body. Negative self image is characterized by someone can not accept him selves as he is [11]. It showed that commonly self image of male adolescents on self-physical aspect is negative self image.

Self-personal is how they perceive whether their personal self is sufficient [4]. MT said that now he is an adequate person because he always try to improve his bad attitude. Besides that, DE also said that he is an adequate person because he always try to improve his bad attitude and achieve his goals. SY said that now he not yet achieve his goals, but he always try to do the best and improve his attitude. It supported by SY's friends tell him that he has become a good person. This results supported by [17], positive self image can make someone have a more positive view of their future. It showed that positive self image is characterized by someone have strong motivation, clear goals, optimistic will get a better life, and will immediately rise from failure. It showed that commonly self image of male adolescents on self-personal aspect is positive self image.

Self-family is how they perceive their selves by referring to the others who the closest with him [4]. All subjects said that they have good relationship with their family and they can carry out their role optimally in their family. This result supported by [6], as adolescence progress, opposition to family member gradually diminishes and relationship become more pleasant and loving. Moreover, positive self image can make good relationship with other, especially family. It showed that commonly self image of male adolescents on self-family aspect is positive self image.

Self-social is how their perceive their self is sufficient in their social interaction with many types people in their environment [4]. MT said that he has close fiends and good relationship to them. In line to MT, DE and SY also said that they have good relationship to friends and other social environment. This result supported by [11], self image affect to self confidence, behavior and relate to others. People will respond either positively or negatively according to how confident someone is. It shows that if someone have positive self image, so he will confidence to relate with others and then others will respond positively to him. It showed that commonly self image of male adolescents on self-social aspect is positive self image.

3.2. Factors that Influence the Self Image of Male Adolescents who Does Face Treatment at Skin Care Clinics in Yogyakarta

3.2.1 Physical

DE said that he has nice physical and style. But, MT and SY said that they feel uncomfortable to their body. MT said that he has short body and flat nose, sometimes he feeling not confident when walking or standing beside his girl friend who taller and have brighter skin than him. Moreover, SY consider that nothing interesting in his body and he has acnes and too thin body. This result supported by [8], physical affect to someone's self image. Physical often compared with their friends so that can causes inferior. It showed that negative self image on physical and satisfaction aspects because they feel not satisfied to their physical and always compared it to other people.

3.2.2 Clothes and jewelry

All subjects feel comfortable and confident to their clothes, style and jewelry. Although they feel confidence to their style, they still treat their face routinely so they will be more charming. This result supported by [8], clothes and jewelry are standard to adolescent .Good style and clothes which according to adolescent often make they accept to their groups.

3.2.3 Peers

MT said that his friends always advice him when he make a mistake and every advice from his friends always become a introspective to himself. MT also said that his friend consider that facial treatment is a common thing and his friends support his activities about facial treatment. DE said that he has friend who support his activities. Moreover, SY said that he has friends were people who could be invited to discuss about everything. Same with MT, DE and SY also said that their friends support them to treat their face, and also facial

treatments are one of recommendations from their friends. This results supported by [8], peers are one of critical factor have strong effect to development self image and self confidence of adolescent.

3.2.4 Parenting and family

All subject said that parentings had a positive influence to themselves. MT said that his mother is over protective to him, but it make he become a healthy and discipline person. Parenting of DE make he becomes a easy going, attractive and humorous person. Moreover, SY said that his parents teach him to build good communication to others member's family, it make he be a polite person, easy going, find his identity and distinguish which needs and desires. This result supported by [8], parenting have strong influence to development adolescent's self images.

All subjects said that their family supported what they did, include treat their face. MT said that his mother who recommended him to treat his face routinely. Same with MT, SY also said that his mother who recommended him to trat his face routinely at skin care clinic to reduce his acnes and be more handsome. This result supports by [8], family have strong influence to development adolescent's self image.

3.2.5 Social development

MT said that his social environment can accept what he is. DE said that his social environment also can accept his existence and he has been carrying out his role in environment. SY said that his social environment is good environment and care to the others. All subjects admit that there was no negative comment to him about his facial treatment. This result supported by [8], perceive environment and society support influenced by someone's self image.

3.2.6 Other's reaction

All subjects said that he rarely receive negative comments from other, even new or strange people about his attitude. Related to facial treatments, all subjects said that when they meet new people and then that person knows about his facial treatment, he never receive bad comment about it. Therefore, they think that they are a good person and never make a big mistake to other people. This result supported [9], feedback from others will develop self image as "good man" or "bad man".

IV. CONCLUSION

Based on the discussion, the conclusion from this study were commonly male adolescent's self image is a positive self image. Based on the aspects, positive self image of male adolescent was found in identity, behavior, self-personal,

self-family and self-social aspect. Male adolescent who does face treatment at skin care clinic show positive self image because they know what they identity and needed. They have strong motivation, self-confidence and optimistic will get a better life. They can carry out his roles in the family, peer and other social environment But, there were negative self image, that is on self-physical and satisfaction aspect. Male adolescent who does face treatment at skin care clinic not yet satisfied to their body, especially face or body size. Male adolescents often compared their body to others, so they feel underestimate to themselves.

There were factors that influencing their self image, such as physical, clothes and jewelry, peers, parenting, family, social development and other's reaction to him. All factors have strong influence to male adolescent's self image and it happens continuously. Negative self image is due to male adolescents feel not satisfied to their physical, so they always compared it to other people. But positive self image is due to male adolescents feel comfortable and confident to their clothes, style and jewelry and also their family support what they did. Moreover, it is because their environment can accept their existence and they rarely accept negative comment to themselves.

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