

EFFECTS OF MAKEUP ON THE SELF-ESTEEM OF THE GRADE 12 HUMANITIES AND SOCIAL SCIENCES STUDENTS

ABSTRACT

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Makeup has long played a role in how individuals are perceived within society, often influencing self-presentation and confidence. This study is grounded in Erving Goffman's Self-Presentation Theory (1959), which posits that individuals use verbal and nonverbal cues to shape how they are viewed by others. The study investigates how the use of makeup affects various factors related to self-esteem, including confidence, social interaction, perceived complexity, frequency of makeup use, and common challenges encountered by users. It aims to understand the psychological and social implications of makeup use among Grade 12 Humanities and Social Sciences students. The researchers employed an exploratory research design and utilized cluster sampling to select participants. Data were collected through a structured survey questionnaire administered to 200 Grade 12 Humanities and Social Sciences students at Bestlink College of the Philippines. The instrument gathered data on makeup usage, its perceived effects on self-esteem, and challenges experienced by respondents. The results indicated that the majority of respondents strongly agreed that wearing makeup positively contributes to self-esteem, particularly in the areas of confidence, social interaction, and perceived complexity. Among various cosmetic products, lipstick was identified as the most commonly used. However, 24.17% of respondents reported experiencing time management issues as a result of their makeup routines. These findings suggest a strong link between makeup use and personal confidence, while also highlighting the practical challenges it may pose. The study recommends using makeup not only as a tool for aesthetic enhancement but also as a means of self-expression and interpersonal connection. Suggestions include experimenting with different looks to explore creativity, applying makeup as a social bonding activity, and establishing a consistent routine to manage time efficiently. An action plan is proposed to further explore the role of makeup in shaping self-esteem and to promote positive self-image practices among students.

RECOMMENDED CITATION

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