

ABSTRACT

EFFECT OF THE CITY OF SELECTED INCOME COMMUNITY SERVICES MAKE UP ARTIST (MUA) IN RAN MAKEUP

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This study aimed to determine the effect of people's income level city on the choice of makeup artist services (MUA) in which the study ran makeup done to the users of services make up artist in RanMakeUp Tanjung Karang Barat. Due to the age that demands everything becomes easier, including for people who want to look nice but do not have the ability to apply makeup.

This study uses a quantitative method. The data collection used questionnaire as the main instrument, then the data is processed using statistics. Samples was determined using snowball sampling techniques, namely by selecting the respondent through a continuous chain. Data have been obtained from the field and processed through the stages of editing, coding, tabulation, interpretation.

The results showed that: there is influence between people's income level cities, to services make up artist in RAN MAKEUP.

Keywords : Effects, Services, Make Up Artist