

ADULT WOMEN'S INTEREST IN FACIAL SKINCARE USING THE THREAD LIFTING METHOD

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ABSTRACT

This study aims to determine the factors that influence the interest of adult women in facial skincare using the thread lifting method. The population of this study was consumers who visited the clinic to do facial treatment thread lifting. The research sample was taken as many as 34 female consumers aged 30-60 years, who visited the clinic to do facial treatment thread lifting. The research method used was a descriptive quantitative method. Data were collected using a survey method. The survey in this study uses a closed questionnaire to get an overview of the aspects of wants, interests, needs, knowledge. The research instrument used a Likert scale with a range of 1-5 levels. The answers range from very positive (scale 5) to very negative (scale 1). Based on the results of the study showed that the interest of adult women in thread lifting large threads on indicators of need with a percentage of 78.7%. So, it can be concluded that the interest of adult women in thread lifting for facial skincare is in a good category.

Keywords: adult women, thread lifting, facial care.

Introduction

The beauty of a woman is often identified with healthy skin, a tight face, free from skin disorders, and no visible aging of the facial skin, but with the routine of modern women who are always dense, eating patterns that are completely instant and not interspersed with a good lifestyle, skin beauty will be disturbed and the impact will cause neglected skin beauty.

As we get older, the symptoms of aging cannot be avoided. This symptom of aging makes the skin look saggy and wrinkles begin to appear, which is how wrinkles start. This aging symptom has become a scourge and fear for some modern women so that many women tend to take care of facial beauty instantly. Facial care is an attempt to nourish, care for, and maintain skin looking healthy, fresh, taut, so that it will look youthful (Rostamailis, 2005: 38). The facial treatment itself is divided into two types, namely traditional treatments and modern treatments. Traditional treatments are treatments that are carried out from generation to generation using natural ingredients but are currently starting to be abandoned because these traditional treatments are considered to require a long time. Therefore, facial treatments that used to use natural ingredients, over time with the desire of consumers to get fast results and an instant process, beauty care has shifted to using modern facial treatments carried out by professionals in the medical field.



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Lifestyle conditions with high mobility and job demands that always look beautiful and attractive make many women interested in choosing modern facial treatments. Modern facial treatments are an option because this treatment is considered to have several advantages, such as a relatively short treatment time and instant results. This is indicated by the increasing number of clinics and beauty salons in big cities, some of which offer facial skin care services. Beauty salons generally offer several facial skin treatments that are performed by

Therapists while in beauty clinics facial treatment actions are carried out or supervised directly by a skin specialist. Shaleh (2004: 263), Interest can be defined as a tendency to pay attention to and act on people, activities, or situations that are the object of that interest, accompanied by feelings of pleasure. So that the interest in an object makes the focus of the subject's attention, there is an effort from the subject that is done with pleasure, there is an attraction from the object.

Interest is the interest or attention that causes the choice of an object or activity that is profitable, pleasant, and will eventually bring satisfaction to him. Interest is one of the psychological aspects that can encourage humans to achieve goals. Interest is the feeling you get because you have something to do with it. Interest in something is studied and can influence further learning and influence the acceptance of new interests (Syaiful Bahri Djamarah 2015: 191).

Interest in facial skin care is a woman's need. However, this facial skincare cannot be separated from how interested a woman is in doing facial skin care itself. A person who does facial skincare tends to have clearer and brighter skin.

The rapid development of beauty clinics is also caused by the ever-increasing public demand, making the beauty clinic business grow rapidly. Beauty clinics are an industrial sector that offers modern skincare services, especially those aimed at slowing down the aging process. Facial skin tightening treatment is one of the treatments that aim to slow down the aging process by making the skin tighter, reducing fine wrinkles, and making the face look younger. The beauty clinic offers several types of methods that can be used. The types of methods used in modern facial treatments include facelift, laser, Botox, chemical peels, and thread lift. Of the various types of treatments that are popular today, they are treatments to make skin look young. Thread lift (thread lift) is a relative innovation in modern facial care in Indonesia.

A thread lift is an action that is used to stimulate collagen in the body, and also to tighten facial skin. The thread lifting method is believed to have many advantages over plastic surgery, such as a fairly fast processing process. "The thread implant process only takes about 30 minutes to wait for the anesthetic cream to work, and the process only takes 10-15 minutes. Besides, after the thread implantation, the patient can immediately start doing activities." (record. Nasriatul Hannak, 25 July 2015)

Facial skin tightening treatments using the thread lift method can be done in trusted beauty clinics and handled directly by a beautician. Thread lift treatment is an alternative for consumers who want instant skin firming results. This is what makes thread lifting in great demand by consumers and is a current trend. Many entrepreneurs in the beauty sector see this as an opportunity, so that beauty clinics have been established that offer skin rejuvenation treatments through the thread lifting method. It was the reason for this research on "Adult Women Interest in Facial Skincare with the Thread Lift Method".

Maintaining appearance for modern society has become a primary need in carrying out daily life. The trend of thread lifting for facial care makes it the choice for a facelift with short time and instant results. Consumers according to education, age, occupation, have different behavior towards choosing the use of thread implant for facial care. From this problem, a research problem can be formulated:

- a. How is the interest of adult women in thread lifting for facial care?

- b. The influence of various methods used in modern facial care.
- c. The influence of adult women's interest in choosing different modern skincare.
- d. There is a demand for modern women to always look beautiful and youthful with modern technology.
- e. The thread lifting method is believed to have many advantages over other modern treatments in the field of beauty to make women look beautiful and stay young.

The aim to be achieved through this research is to find out about the factors that influence the interest of adult women in doing facial skincare using the thread lifting method.

The definition of Adult Women's Interest in Thread Lifting for Facial Skincare

Interest is one of the psychological aspects that can encourage humans to achieve goals. Someone who has an interest in an object tends to pay more attention or feel happier to that object. However, if the object does not evoke pleasure, then that person will have no interest in that object. Therefore, the level of attention or pleasure of a person towards the object is influenced by the level of one's interest.

Interest is a process that remains unique to pay attention and focus on something that is of interest to it with feelings of pleasure and satisfaction. Interest is a factor that is quite important in life because it will affect the smoothness of achieving certain goals (Singgih, 1989: 68). Meanwhile, according to Slamet (2003: 157), interest tends to keep going to pay attention to and remember some wishes. Meanwhile, according to Sardiman (2007: 77), interest is a condition that occurs when a person sees the characteristics or temporary meanings of a situation associated with his wants or needs. Interest can be a person's need because, without interest, someone will not have that need.

Based on the above understanding, it can be concluded that interest is focusing on something he is interested in, for example, the tendency to feel attracted, like, indulge or enjoyment in something or a certain field so that it will bring satisfaction in a person. Satisfaction in a person appears without coercion which makes a person feel good. The satisfaction of someone who makes you feel good will cause that person's interest to do it again or repeatedly.

Someone's satisfaction is the level of a person's feelings after comparing the expected results. One of the results of one's satisfaction is feeling happy. The feeling someone is going back to doing something. This has become a unit of positive interest because there is something from within that makes a person feel happy and without coercion. This positive interest is what people often do because it creates satisfaction and pleasure in them. As for someone's interest in doing something because of the encouragement from the surrounding environment, not from oneself. This interest usually creates a feeling of dissatisfaction or pleasure, so that someone will not do it again. According to Munandar (1992: 9) quoted from Susanto (2016: 64), the development phase of interest takes place in stages and follows the individual development pattern itself. Interest is a learned motive, which encourages and directs individuals to find and be active in certain activities. Interest indicators can be identified using an analysis of the activities carried out or objects that are made fun of.

Sukartini (1986: 65) quoted from Susanto (2016: 64) said four indicators of interest were analyzed, namely: 1) desire to have something, 2) objects or activities that are liked, 3) types of activities carried out to obtain something that is liked, 4) the efforts made to realize the desire or feeling for the object of desire.



In the four indicators of interest, it can be explained that the desire to have something is where a person wants something that must be owned to achieve a sense of satisfaction in himself, the object or activity that is liked is one's pleasure of the object or activity that is liked will not appear satisfaction in him, the type of activity that is done to obtain something that is liked is a type of activity that is carried out without being like there will be no sense of satisfaction in a person, the efforts made to realize the desire or feeling for certain objects or activities mean how we do a hobby to manifest a sense of interest in ourselves, someone.

In the four indicators of interest, it can be concluded that a person's interest must remain in that person, where pleasure is one of the factors supporting people to have or have the interest to return to doing it in an activity. In addition to the joy that is manifested, usually, someone will do this pleasure repeatedly as a form of realization of interest. Nursalam (2009: 43) interest is measured using a questionnaire or by using an interview. In TRA (Theory of Reasoned Action), interest is part of the intense so that there is no visible activity and direct observation cannot be made. The results of measuring interest according to Ajzen (1996) can be categorized into high interest (67-100%), medium interest (34-66%), and low interest (<33%).

The kinds of interests according to Rosyidah (1988: 1) are taken from Ahmad Susanto, (2013: 60), the emergence of interest in a person in principle can be divided into two types, namely, an interest that comes from nature and interest that arises due to outside influences. First, the interest that comes from innate arises automatically from each individual, this is usually influenced by heredity or natural talent. Second, the interest that arises due to outside influences arises along with the development process of the individual concerned. This interest is very much influenced by the environment, encouragement from parents, and habits or customs.

Hereditary interest arises from every individual who is influenced by heredity. This hereditary factor is one that affects individual development. What a person often does will be done by his offspring because it has a positive character and has become a habit and is believed so that someone does it with internal interest. Meanwhile, interest in outside influences is strongly influenced by the environment. The environment itself is a place where someone grows and does something if the environment supports interest. This external factor apart from the environment of interest arises when someone gives or tells a positive experience so that the interest arises but not from within oneself.

This parental factor is very influential on the emergence of someone's interest, if this cannot be done it is very disturbing so that it affects the attention of parents to bring back that interest, this is a form of attention from parents for someone to do an interest which they consider positive. This habit factor is a factor that influences outside interest. Knowledge, skills, and desires are habiting a person has. A person must know the actions he takes, skills are how we do these actions and desire is how we act to do something.

Traditional Treatment

Traditional treatments are manifold. There are traditional ways of handling or treatment that are inherited from our ancestors, but some come from other countries, while modern treatments for facial skin treatment depend on the diagnosis and pathogenesis. Treatment techniques for skin disorders can be done utilizing topical therapy, oral therapy, parenteral therapy, and cosmetic surgery (S. Putro, 1998: 49). Traditional treatments should be carried out following general directions. Medicinal substances derived from plants must be considered in several treatments such as the selection of ingredients, cleaning of ingredients, and ways of processing materials and their application to the skin. In modern treatment, treatment can be done using topical

therapy, namely, using creams or ointments for skin disorders, such as dry skin, solutions for wet skin disorders, powder, and compresses. Oral therapy, namely oral medication, can be in the form of pills, capsules, caplets, or syrup. Parenteral therapy is treatment by injection, which can be in the form of hormones, antibiotics, corticosteroids.

The advantages of natural care, the ingredients are easy to get, do not cause side effects, the treatment can be done alone and whenever we want, it saves time and money, the disadvantages are that the effects will only be felt if it is done regularly and regularly, it takes patience, while the advantages of modern care The results are felt faster when compared to natural treatments, the drawback is that the treatment must be under the supervision of an expert doctor, it requires relatively expensive costs, not necessarily safe for every skin type (Noormind Concern, 2013: 33). The above opinion explains that traditional treatments tend to be troublesome because even though natural ingredients are easy to get, they still need patience and a strong will so that the results can be seen.

Modern Skin Treatment

Modern skincare shows faster results even though the treatment must be under the supervision of a doctor and is relatively expensive. In general, modern skincare can be divided into three methods, namely invasive, minimally invasive, and non-invasive treatments (www.aestheticsandbeauty.co-en) let-it-glow, 4 September 2015: 10:17). Invasive treatment is a method that uses surgery or surgery, minimally invasive treatments are skin treatments with injections such as Botox, dermal fillers, and thread lifts. The non-invasive treatment is a method without surgery or injection, and only uses products or tools. Examples include peels, facials, microdermabrasion, lasers, and radiofrequency.

Thread Lift

One of the newest modern facial care methods that can overcome various skin problems, especially to reduce signs of aging on the face, one of which is by performing thread lifting treatments. The thread lift is a treatment used to achieve a lifting effect on the face by inserting threads into the skin. The threads can then be left in place.). This statement explains that Thread Lift is a treatment used to achieve a lifting effect or a lifting effect on the face by inserting the thread and absorbing it into the skin, the thread can then be left in place.

Thread lifting is one of the methods used to beautify oneself, especially in areas that are considered sagging, such as cheeks, lower chin, eyebrows, skin on the abdomen, arms, thighs, breasts, and other parts. Thread lifting is done to get a firmer skin effect by inserting the monofilament thread into the skin. The thread can be placed on any part considered loose with a high level of safety, short processing, instant and permanent result. The thread lifting method is generally applied to the face (Shimizu and Terasa, 2013: 1).

The thread lift is a treatment to reduce signs of aging such as sagging skin, wrinkles, creases, smile lines. (Arimuko et al. 2015: 1). This statement explains that thread lifting treatment is aimed at anyone who is already experiencing signs of aging and wants to have a younger-looking appearance. This treatment is generally done on the face.

This treatment aims for volumizing, tightening, suspending-lifting, remodeling collagen, acupuncture (Arimuko et al. 2015: 1). Based on the above statement, this thread lifting treatment has a volume function on the skin, which makes the skin look fuller, the function of tightening, namely, tightens sagging skin, the suspending-lifting



function, namely lifting skin that drops or drops, collagen remodeling function, stimulating collagen formation by inserting threads into the skin as well as the acupuncture function, inserting threads into acupuncture points into the face.

Thread lifting treatments can vary in terms of thread use and methods. There are various types of threads including, absorbable threads, non-absorbable threads, and a combination of the two threads. There are two types of threads into the skin:

The first is the Free-floating method and Thread with barbs and cogs. The free-floating method means leaving only threads into the skin while the fixing method means fixing/assigning threads into the tissue under the skin. Also, there are other types of methods using thorn threads and serrated threads with barbs and cogs that stick under the surface of the skin and lock in place (Shimizu and Terase, 2013: 5).

Polydioxanone or (PDO) is a type of thread that has recently been known for skin tightening and lifting. Polydioxanone (PDO) is a synthetic filament thread. After 180-240 days, they are completely absorbed (Arimuko et al. 2015: 1). Polydioxanone (PDO) is a synthetic filament yarn that will be absorbed by the body in 180-240 days. This type of yarn has several types, starting from the simplest to modified threads.

Thread lifting treatments can vary according to the thread type and method. The following is an explanation of thread lifting treatment using monofilament yarn that can be absorbed by the body and the results of this treatment.

The threads used in this method are skin-absorbable monofilament threads, the size used for facial skin is usually 5-0 ~ 7-0 (see table 2.1), then attached using a 25 ~ 31 G. needle (see table 2.1). This needle is injected into the skin and the thread will be V-shaped and then left in place.

Table 1 Needle and Thread Size

needle			
size	length	size	length
31G	30mm	7-0	30mm
29G	40mm	6-0	50mm
	50mm	6-0	70mm
27G	60mm	5-0	90mm
25G	90mm	5-0	150mm

Source: (Shimizu and Terase, 2013: 2)

Thread Lift for Facial Care

Thread lift treatment is not a procedure done to pull the skin or surgery to eliminate excess skin, it is not suitable for people who have serious problems with sagging skin and severe wrinkles. The best candidates will be women from the late '20s and middle of '50s whose skin is soft (Shimizu and Terase, 2013: 5). Good candidates for thread-lifting are women in their late 20s and their mid-50s considering they still have soft skin.

Most people who have symptoms of aging skin such as sagging skin on the face prefer treatment with minimal surgery (minimally invasive surgeries). In recent times, with the advancement of laser treatments, fillers, and thread lifts, minimum surgery and fast time with effective results are more possible. When compared to facial lifting surgery, thread implant treatment has a very fast processing time and almost no visible scars. These advantages show that this treatment is more attractive to consumers who do not wish to perform invasive surgeries.

The steps in the threaded implant treatment are as follows: a local anesthetic is applied using lidocaine cream before the procedure. This procedure is performed on areas of loose skin, starting from the bottom up. While the skin is being pulled in the desired direction, a needle is injected into the area. For facial lines, the procedure will be carried out parallel to the face line, and out of the Marionette line.

The needle is injected under the skin as much and wherever possible. Then, as much and as much as possible the needle is injected following the direction of the cheekbones. On the cheek area, about 5 to 10 needles are used to pull in the desired direction.

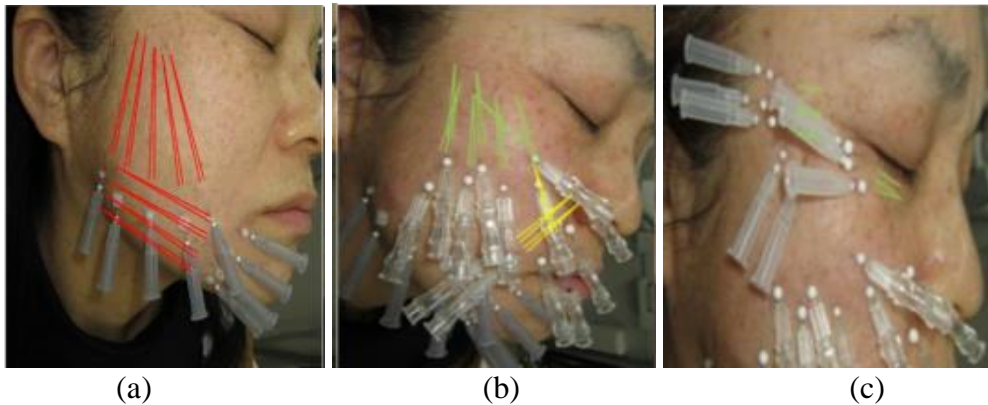


Figure 1. Treatment Procedure (a), Treatment Procedure (b), Treatment Procedure (c)
Source: (Shimizu and Terasa, 2013: 3)

Because the eye bag and the corner of the eye are prone to internal bleeding, use a thin 31G 30mm needle with great care. The needle is injected parallel to the eye contour in the eye bag, and line with the wrinkle at the corner of the eye. Finally, the needle is removed while pressing down on the gauze. The shorter the procedure, the fewer side effects will occur.



Figure 2. Using 118 facial thread
Somber: (Shimizu dan Terasa,2013:3)

According to Hery Tri Setiawati, Post care after treatment is a treatment that is carried out after the skin has finished undergoing treatment. This post-care aims to help speed up the recovery process, maximize treatment results, and most importantly, avoid complications such as infection (www.aestheticsandbeauty.co-id/let-it-glow, 4 September 2015: 10:17).



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From the above opinion, the care that is carried out after the skin has undergone treatment or postcard must be important to avoid side effects after treatment. The kinds of post-care measures include icepacks, topical/systemic antibiotics, analgesics, anti-inflammation (Arimuko et al. 2015: 3). Ice packs or ice packs are done immediately after the treatment is applied to the face that has been injected, topical antibiotics are applied to the injection scars to avoid infection and speed up wound healing, anti-inflammation is used to avoid swelling of the face.

The following is a table of indications, absolute contraindications, relative contraindications, complications, and downtime:

Table 2 Indication and Counter Indication

Indication	Absolute Contraindication	Relative Contraindicated
Lifting all parts of the face	Have skin infection and inflammation	Skin that is very serious and deep (over 70 years old)
Face Slimming	During Pregnancy	Has scars on the face
Adjusts the contours of the face	In Anticoagulant treatment	Have Autoimmune Disease
Improve face texture		

Source: (Shimizu and Terase, 2013: 8)

Table 3 Complication and Downtime

Complication	Downtime
The threads come out of the face	Using makeup is possible after the procedure
Pain	
Soreness	
Swelling	
Rash	
Infection	
Internal bleeding (especially around the eyes)	
The scar the needle left	

Source: (Shimizu and Terase,2013:8)

From the table above, it can be seen that the indications, contraindications, and complications can vary from person to person. It all depends on a person's skin condition, age, and medical history. This method of thread lifting which is classified as a minimally invasive treatment or maintenance with a minimum of surgery allows the use of makeup immediately after treatment considering the complications that may arise, before conducting the thread lifting treatment it is required to carry out an analysis carried out by an expert.

Methods

The research method used was descriptive quantitative methods. Descriptive research is research that tries to describe a symptom, event, event that is happening now (Noor, 2012: 35). The data were collected using a survey method. The survey in this study used a closed questionnaire, namely a questionnaire that already provided answers to every question asked.

The population is a generalization area consisting of objects or subjects that have certain qualities and characteristics that are determined by the researcher to study and then draw conclusions (Sugiyono, 2013: 62). The target population in this study were consumers who visited the clinic to do thread lifting for facial care. The number of consumers who visited Fifi Muthia's clinic to do thread lifting was 34 patients.

The sample is part of the number and characteristics of the population (Sugiyono, 2013: 63). The sampling technique used is by using the Boring Sampling technique (total sampling), this technique is carried out if the population is considered small or less than 100 (Noor, 2012: 156). The whole study sample was taken as many as 34 female consumers aged 30-60 years, among consumers who visited the clinic that implanted threads for facial care.

In general, research will be successful when using instruments, because the data needed to answer research questions and test research hypotheses require instruments. A research instrument is a tool used for data collection. The research instrument is very closely related to data collection techniques, each data collection technique will have a different form of instrument. In principle, researching is measuring, so there must be a good measuring instrument. Measuring instruments in research are usually called research instruments.

The instrument used in this study was a questionnaire (questionnaire). The questionnaire is a data collection technique that is done by giving a set of questions or written statements to the respondent to be answered. To obtain value, the knowledge questionnaire uses a Likert scale, which is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena. With a Likert scale, the variables to be measured are translated into variable indicators. Then the indicator is used as a starting point for arranging instrument items which can be statements or questions.

The lattice of the adult women's interest in facial care using the thread lift method is for quantitative descriptive analysis. In research, phenomena are determined specifically by the researcher, hereinafter referred to as research variables. Research instruments that use the Likert scale can be made in the form of a checklist or multiple choice.

With a Likert scale, eat the variables to be measured and translated into variable indicators. Then the indicator is used as a starting point for arranging instrument items which can be statements or questions. For quantitative analysis, the answers to the data are scored,

Table 4 Adult Women's Interests Instrument Grid

Research Variable	Aspect	Instrument Grille	Grain Number	
			(+)	(-)
Consumers' Interest	The desire to have something	The desire to do thread lifting treatment	1, 3, 4, 6, 7, 8	2, 5, 9
	Objects or activities that are liked	Interest in thread lifting treatments	10, 11	12, 13
	Types of activities undertaken to obtain something	Types of needs for thread lifting treatment	14, 15, 17	16
	Efforts are made to realize the wishes	Information about thread lifting care	18, 19, 20, 21, 22, 23, 24, 25	
Subtotal			20	6
Total			26	



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The data in this research is quantitative data which will be analyzed descriptively in percentage. To determine the descriptive category/type of percentage obtained by each indicator.

Result and Discussion

Based on the age profile of the respondents, thread lifting treatments were most popular in the age range 46-55 years. Based on the respondent's occupation, entrepreneurship is most interested in thread lifting treatment. While, based on the amount of monthly income, thread lifting treatments were most popular with respondents with an income of > IDR 5,000,000

Based on the Desire Indicator which consists of 5 statements (4 positive and 1 negative), the percentage is 75.7%. So, it can be concluded that the interest of adult women in conducting thread lifting treatments is seen from the percentage obtained, so the Desire Indicator is included in the Good criteria. This means that adult women have a high enough desire to carry out thread lifting treatments.

Table 5 Data Results from Desire Indicators

Question numbers		SA	A	LA	DA	SDA	Score Obtained
(+)	(-)						
1		8	25	1	0	0	143
	2	0	1	0	28	5	139
3		7	27	0	0	0	143
4		1	17	3	10	3	105
	5	3	6	1	23	1	115
6		7	25	0	1	1	138
7		1	22	0	8	3	112
8		5	23	0	4	2	127
	9	1	1	0	27	5	136
Total							1158
Average Point							128,67
Percentage							75,7%

SA = Strongly Agree, A = Agree, LA = Less Agree, DA = Disagree, SDA = Strongly Disagree

Based on the Interest Indicator which consists of 4 statements (2 positive and 2 negatives), the percentage is 67.6%. So, it can be concluded that the interest of adult women in conducting thread lifting treatments is seen from the percentage obtained, so the Interest Indicator is included in the Good criteria. This means that adult women have a high enough attractiveness to do thread lifting because there is not much information about the effect of thread lifting on facial care.

Table 6 Aspects of objects or activities that are liked (Interest Indicator)

Question numbers		SA	A	LA	DA	SDA	Score Obtained
(+)	(-)						
10		0	20	0	10	4	104
11		6	26	0	1	1	137
	12	2	13	0	18	1	105
	13	3	7	0	23	1	114

Total	460
Average Point	115,00
Percentage	67,6%

SA = Strongly Agree, A = Agree, LA = Less Agree, DA = Disagree, SDA = Strongly Disagree

Based on the Needs Indicator which consists of 4 statements (3 positive and 1 negative), the percentage is 78.5%. So, it can be concluded that the interest of adult women in thread lifting is seen from the percentage obtained, so the Needs Indicator is included in the Good criteria. This means that adult women have a high enough need for thread lifting as a facial skincare option. Where the need for thread lifting care can support a woman's appearance to stay young.

Table 7 Aspect Types of activities carried out to get something (Needs Indicator)

Question numbers		SA	A	LA	DA	SDA	Score Obtained
(+)	(-)						
14		5	26	0	2	1	134
15		2	25	0	4	3	121
	16	1	0	0	27	6	139
17		6	27	0	1	0	140
Total							534
Average Point							133,50
Percentage							78,5%

SA = Strongly Agree, A = Agree, LA = Less Agree, DA = Disagree, SDA = Strongly Disagree

Based on the knowledge indicator consisting of 8 positive questions, the percentage was 76.3%. So, it can be concluded that the interest of adult women in performing thread lifting treatment is seen from the percentage obtained, so the Knowledge Indicator is included in the Good criteria. That is, sufficient knowledge can attract adult women in conducting thread lifting treatments.

Table 8 Aspects of Efforts made to realize desires (Knowledge/information indicator)

Question numbers		SA	A	LA	DA	SDA	Score Obtained
(+)	(-)						
18		4	27	0	3	0	134
19		6	27	0	1	0	140
20		0	23	2	6	3	113
21		6	27	0	1	0	140
22		4	27	0	2	1	133
23		2	20	0	8	4	110
24		6	25	0	2	1	135
25		6	23	1	3	1	132
Total							1037
Average Point							129,63
Percentage							76,3%

SA = Strongly Agree, A = Agree, LA = Less Agree, DA = Disagree, SDA = Strongly Disagree



Table 9 Results of Each Indicator

Indicator	Percentage	Category
Desire to have something (an indicator of desire)	75,7%	Good
Favorite object or activity (an indicator of interest)	67,6%	Pretty good
Types of activities carried out to get something (indicators of needs)	78,5%	Good
Efforts made to realize desires (knowledge / information indicators)	76,3%	Good

Based on the calculation of the research data, the results showed that the indicators of need were included in the good criteria with a percentage of 78.7%. That is, thread lifting treatment in terms of interest in adult women in terms of need indicators is higher. Meanwhile, the indicator of knowledge/effort in realizing the desire by seeking information about thread lifting, including the good criteria, ranks second with a percentage of 76.3%. The desire indicator is also included in the good criteria with a percentage of 75.7%. This means that adult women have a high desire to carry out thread lifting treatments, ranking 3rd. The indicator of attractiveness got pretty good criteria with a percentage of 67.6%. That is, thread lifting for adult women is considered quite attractive as a facial treatment option.

Conclusions

Based on the calculation of the data, the results of the study showed that the greatest percentage of adult women's interest in conducting thread lifting treatments was found in the need indicator with a percentage of 78.5%. The knowledge indicator is included in the good criteria with a percentage of 76.3%. Meanwhile, the indicator of desire is also in good criteria with a percentage of 75.7%. In terms of criteria, the majority of indicators are included in the "good" criteria except for the indicators of interest, which are categorized as quite good with a percentage of 67.6%.

Based on the results of this study, it can be concluded that the interest of adult women in conducting thread lifting treatments in terms of the indicators of need, knowledge, desire, and average interest is included in the "GOOD" category. This means that thread lifting treatments are quite attractive to women.

Based on the discussion and conclusions of the study, it is known that the indicator of the need for facial care with the thread lifting method is the biggest element in the interest of adult women in choosing facial care measures. So that it can be an input for beauty practitioners (skincare salon owners) that it is undeniable that in modern facial care they need for consumers (adult women) to do thread lifting is a high need for those who are interested in this modern era to look more beautiful, tighter, and looks younger than other facial treatments.

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