

## CHAPTER V

### CONCLUSION AND RECOMMENDATION

This chapter is divided into two parts: conclusion and recommendation. The conclusion wraps up the condition on the formation of metrosexual lifestyle and identity through consumption practice in the trend of men using skincare. Meanwhile the recommendation involves further research.

#### 5.1 Conclusion

The subjects of this research are men who use skincare in the trend of using skincare. The focus of this research is to show metrosexual masculinity in the trend of men using skincare. This research provides some evidence from questionnaire and in-depth interviews to five respondents involved which are then characterized by: sophistication, femininity, and heterosexuality. The researcher found that four out of five respondents namely (MH, 25), (IM, 24), (RR, 25), and (MY, 24) are metrosexual men who showed a hedonistic lifestyle and adopted consumptive behavior through consumption of self-care products, namely skincare. These four respondents formed their metrosexual identity through the practice of consuming skincare in their daily activities. The researcher found that all four respondents admitted that the reason they use skincare is because for them physical appearance, especially the face, is very important. Respondents with metrosexual identity believe that having a good looking face can increase their confidence so they spend money on body care products. Furthermore, respondents with metrosexual identity enjoy doing body treatments and do not hesitate to

spend a lot of money because they are financially stable men. This supports a luxurious and hedonistic lifestyle which is a characteristic of sophistication. Respondents with metrosexual identity choose to spend time in cafes, malls, salons where they get pleasure. This shows that metrosexuals have sophistication characteristics seen from their social interactions. The researcher found that, femininity and heterosexuality are interrelated because respondents with metrosexual identity enjoy activities that are traditionally associated with femininity such as body care, shopping, fashion. Although often associated with women or homosexual, it does not mean they have homosexual tendencies. All four respondents with a metrosexual identity admitted that they are heterosexual men.

Meanwhile, there is one respondent, namely (DK, 23) does not identify as metrosexual even though he uses skincare in his daily activities. It is because he does not fulfill the characteristics of metrosexuals based on Hall's theory. He feels that he is not a metrosexual man. Facial appearance is important to him, but it is not his main priority because he is not yet financially stable so it is not enough to buy skincare every month. Therefore, the first respondent (DK, 23) arguably does not have metrosexual characteristics, as he does not have a steady income yet and tends to be frugal in consuming things. According to their responses, the researcher found that the four respondents construct their self-image as metrosexual men who have a good facial appearance and are attractive through the practice of consuming body care products. Thus, they are men who are consumers of body care products, fashion, with hedonic lifestyles as

metrosexuals, showing that consumption has a great influence on the way people create their identities.

## **5.2 Recommendation**

The results of the study give rise to two recommendations. The first recommendation is about other theories that can be applied to the trend of men using skincare. The second recommendation is the application of the theory of metrosexual masculinity for further research. These recommendations are presented in a potentially useful way for any cultural researcher.

The first recommendation relates to another theory that can be used in the trend of men using skincare. For instance, the issue of toxic masculinity that is spread in society can affect how men consume body care products that have long been identified with femininity. Gender and sexuality, which are also part of literary studies, can be applied in analyzing metrosexual issue in the trend of men using skincare. For instance, it is about women's perception of metrosexual men. Since most metrosexual men are neater, cleaner and more stylish than women. This produces the stereotype that metrosexuals are gay. This kind of research is valuable to find out the formation of those stereotypes. It is because many women feel insecure when they choose metrosexuals as their partners. The second recommendation is regarding the application of the theory of metrosexual masculinities for further research. The future researchers can use the theory of metrosexual masculinities in analyzing any men's images in lifestyle magazines or other men's visual representation in online media.