

***CORELATION BETWEEN COSMETIC USE BEHAVIOR TO SELF
CONCEPT IN EARLY ADULT MEN***

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ABSTRACT

This study aims to examine the correlation between self concept and cosmetic use behavior in early adult men. This study uses a quantitative approach. Subjects in this study were male regular Mercu Buana. Sampling method using purposive sampling. The number of samples in this study is 312 respondents. The measurement in this study used the self concept scale with Alpha Crombach value of 0.914 and cosmetic use behavior scale with Alpha Crombach value of 0.816. Data analysis techniques in this study are the secret test and normality test. The results of this study indicate a positif correlation between self concept and cosmetic use behavior of 0.080.

Keywords: Early adult men, Self Concept, Cosmetic use behavior