

**STUDY ON THE INFLUENCE OF “HALLYU” AND ITS INFLUENCE ON
THE MAKEUP APPEARANCE OF TAIWANESE FEMALE COLLEGE
STUDENTS**

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“Hallyu” refers to the global popularization and subsequent dissemination of pop culture from Korea. And among Hallyu, K-Pop and Korean dramas have the largest influence on the success of K-Beauty in Taiwan. For K-Pop, Korean pop-music artists have led out the “Korean-style” makeup appearance. For Korean dramas, the growing number of audience for Korean dramas has translated into the success of upgrade the reputation of Korean cosmetic and brings more Korean cosmetic brands entering into Taiwan.

This research selected Taiwanese female college students as the study objects. By collecting data through web-based questionnaires, analyzing first-hand data by the SPSS statistic software and finding out the result by classification analysis. This research concluded that Taiwanese female college students like Korean artists, K-beauty and Korean dramas among Korean entertainment industry. Therefore, they learn some information such as makeup skills from those related Korean artists. Nevertheless, they only accept the main characteristics of the makeup appearance but not go so far as to imitate all the details as what Korean artists do.

In the end, this paper has concluded several findings to respond the relationships between Hallyu and its influence on the makeup appearance of Taiwanese female college students, and giving some personal viewpoint in the end of the research paper.

**Keywords: Hallyu, K-POP, Korean Dramas, Korean-style Makeup, Makeup
Appearance**