Sinte’ has become a symbol of masculinity and is related to how far one can control himself and his peers from the effect of sinte’. It is argued that the use of synthetics marijuana is strongly influenced by social environment, both from the beginning of using sinte’ and the cause of terminating the use of sinte’.

**BEAUTY PRODUCTS AND SOCIAL EXISTENCE**

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While we use various chemicals every day, many of us are even unaware of it. In our daily consumption, we use chemical products from primary to the secondary needs, including the needs for social existence. Many consumers nowadays are prioritizing the fulfillment of their secondary needs than their primary ones for their existence and use various chemical products. While many existing literatures deal with the use of chemical products to enhance beauty and one’s persona for their work such as an actress, dancer, or performer in the specific research area, this article deals with how youth consume beauty products in order to be socially existed.

This study was conducted in Makassar. There were 10 participants involved in this study and they were all adolescent whose age ranging between 18 and 23 years. Data were collected using in-depth interview and observation.

The study shows how youth’s subjective norms and believe are shaped by their social environment, and this encourage them to enhance their beauty in order to “fit in”, to be accepted and to be existed in their social circle. While most of them are aware of the long term effect of chemical contained in these beauty products, their obsession to enhance their beauty is stronger. When they consider that they already fulfill the society’s beauty standard, such as having slimmer body, whiter teeth and/or brighter skin, this has enhanced their self confident. Through this outer performance, they consider that they have been socially existed. Thus, they start exposing themselves through social media (i.e. selfie), hanging around with friends, making more friends, etc. This is like the ugly duckling turn Cinderella effect with this beauty product and some chemical contained as the fairy godmother. However, as in the Cinderella fairy tale, the effect doesn’t last forever. It is arguing in this article that outer performance has played helps in enhancing one’s self-confident as well as help one to be socially existed.

*Keywords: Chemicals, social existence, beauty products, and social standard*

**TOTALITY IN COSPLAYING**

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Cosplay is a type of Japan’s soft power that is used to spread their popular culture around the world, including Indonesia. This unique popular culture has become one of the most popular youth cultures in Makassar. In general, cosplay is an activity of wearing costumes resembling fictional characters, in the form of characters such as anime, cartoons, games, movies, etc., by imitating all aspects of the character being cosplayed, including the appearance and behavior of the cosplayed characters. This article deals with how cosplayers try to appear totally in cosplaying.