

ABSTRACT

BEAUTY PRIVILEGE FORMS IN SOUTH KOREA AND INDONESIA FILM (Qualitative Content Analysis of 200 Pounds beauty in South Korean and Indonesian Versions)

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Movies have a function as a means of education and entertainment, movies usually raise a social phenomenon that exists in everyday life. The movie 200 Pounds beauty from South Korea tells the story of a woman who wants to achieve her goals by doing plastic surgery, then remade the Indonesian version with the same story. This research aims to find out the forms of beauty privilege on the main characters Hanna and Juwita in the Korean and Indonesian versions of 200 Pounds beauty. The concept of beauty privilege is the main concept that becomes the analytical knife in the research. This concept includes beauty privilege categories in appearance, social behavior, social media, work, interests, and self-confidence. This research uses the postpositivism paradigm and qualitative content analysis method. The results showed 64% of the scenes displaying forms of beauty privilege in the Korean version and 95% of forms of beauty privilege in the Indonesian version with the most dominant categories of social treatment and appearance. Social treatment affects the shape of a person's body and face. Meanwhile, appearance is assessed when a woman applies makeup and looks in the environment. It can be concluded that beauty and body shape are very influential in social life. Both categories are representations of the concept of beauty privilege which explains that a person's physical appearance intersects with how they are accepted and treated in social life, especially someone who is beautiful.

Keywords: beauty privilege, movie, 200 pounds beauty, qualitative content analysis

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