

ABSTRACT

Salwiyah Fitriani. 2022. "Beauty Construction in the Perspective of Young Girls in Padangsidempuan City". Thesis. Graduate Program Of Universitas Negeri Padang.

This research is motivated by young women who do self-care to follow the beauty standards that apply to the existing social construction. The existence of the construction of the meaning of beauty has become a phenomenon among young women to force themselves to get the predicate of beauty from their environment. The construction of the meaning of beauty changes from time to time, including the construction of the meaning of beauty in the city of Padangsidempuan which undergoes various changes due to various factors. The purpose of this study was to determine the changes in the form of female beauty construction in the city of Padangsidempuan in the past and present, the factors behind the female adolescents doing self-care in the salon, and the implications of beauty construction on the self-concept and social position of female adolescents. This research was conducted using a qualitative approach with a phenomenological study type. Determination of informants using a purposive sampling technique. Data was collected using observation, interviews, and documentation studies. Test the validity of the data using the credibility test and triangulation. A result is a form of beautiful construction according to teenagers, namely someone with a variety of hairstyles. Clean white glowing face, slim and white body, good at using makeup. As well as wearing clothes and accessories that are hits. The background is doing maintenance because they want to follow beauty standards following existing social constructions. the construction of the meaning of beauty emerges from 3 processes, namely externalization, objectivation, and internalization which causes a change in the meaning of beauty for Batak teenagers in the city of Padangsidempuan and if viewed from a feminist perspective, this beautiful construction is detrimental to young women because these young women are victims of capitalism. and victims of patriarchal culture in order to achieve a beautiful constructed meaning. So that deconstruction is needed in interpreting beauty so that young women are no longer disadvantaged.