

WHAT IS YOUR PERCEPTION OF BEAUTY? CULTURE COMUMMICATION FROM GENERATION TO GENERATION

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Abstract

The research objective is to describe the communication culture about what is meant by beauty. Research is useful for knowing the perceptions of the Indonesian people. Impact on daily behavior, cosmetics and clothes used. Furthermore, it has an impact on the economy of the community, especially for companies and the media to advertise a product. Behavior is motivated by multi-ethnic, multi-religious and daily social communities, continuously from generation to generation. Using qualitative methods, and respondents numbered 100 people. Research Result: 1). Beauty does not mean only physical attractiveness, and still less only the physical appearance of women. 2). The concept of beauty in good behavior when relating to others, 3). The concept of beauty in an individual's pious duty to God. 4). The concept of beauty in a society includes values and mores that are inherited, or at least widely accepted, crystallize on the appearance and behavior of women.

Keywords: *Media; appearance; culture; communication; perception*

Introduction

From the appearance of a woman can recognize who she is. In general, other people can find out their identity through clothes, used accessories, perfumes, and so on. In addition to the physical characteristics that God has given through the color of skin, hair, eyes, nose and others. Data come from Kartika's (2016) study and show that beauty is not only physical, although men's focus on women appears always to be physical because of men's behavior. Moreover, a woman may perceive herself to be "beautiful" only because of behavior that makes her physically attractive. How others evaluate someone as "attractive" is always subjective. There is no clear definition of beauty. Nevertheless, we do have a clear understanding, that beauty should not be only physical. Casmini, C (2015). Non-physical attributes, for example a kind word or another person's opinion, can increase physical attractiveness. Also, because physical beauty can fade away and create insecurity in women and in men.

We suggest that to improve our morality and behavior will enhance our attractiveness – our beauty – in the long term. As all college students do, wherever in the world they may be, female college students at the University of Lampung behave in accordance with their beliefs. Their clothing does more than protect their body from the heat of the sun or the cold of the air – it also shows the way they think. Most of them dress naturally, and do not "dress up". That is, draw attention a little too much by wearing expensive shoes and bags, and putting on cosmetics.

Questions to College Students (men and woman) on the topic of beauty and handsomeness. Behavior and appearance cannot be separated when we speak of beauty and handsomeness. People perceive beauty differently, depending on their background, environment, and education. Moreover, what is beautiful or is not beautiful also depends on the local culture. For example, a beautiful woman is she who has "long hair, elegant appearance, or gaunt or thin face shape" according to one culture, as stated by Kaner (2015). Subsequent research was revealed by Gan (2016). That in one community, behavior based on belief, and religion. This is the perception of society, then from perception to action on

oneself, and others. Likewise, the beautiful meaning itself, people will behave in faith and religion.

Of course, another culture could choose the opposite –“short hair, healthy strong body, cheerful face”. In any culture, how we treat others and the way we talk to others also can be a determiner of beauty itself.

Even when a woman or man is said to be beautiful, if she is bad, then she is ugly. Kyo (2016) explains that the “good is beautiful and evil is ugly” metaphor recurs since the oldest days in literature of all ages and reg Eions. A good person is always beautiful, and a bad person is ugly. Kyo (2016) also points out that different views affect what we do. In some countries, for example China in the past, a beautiful woman has bound feet, and in Japan in the past, blackening teeth is considered beautiful. The concept of beauty difference from generation to generation and from one socio-economic level to another. In Indonesia, the standard of beauty over time can be explored through beauty product advertising. Up to the late 1980s, beauty advertisements featured Javanese aristocrats and the Javanese-Palace style. Around 1990, marketers started to push the ideal of fair skin as the main feature of oriental beauty. Since 2010 – most of these paradigm shifts seem to take 10 to 20 years – the advertisements exploit a mélange that integrates Indonesian, Western, and Korean characteristics, a “global-style” of beauty. Rahardjo, et al (2016). This “global style” relies to a greater extent than before on physical attributes, for example pointed noses, full pouting lips, big breasts. Thus, from this point of view, there are many more things to sell for money: plastic surgery, cosmetic surgery, face-lifts, breast implants, and a whole range of minor operations on teeth, skin, nails, and body hair. All of them aim to beautify the body. In Iranian society, this beauty surgery is the standard that they believe is required by their patriarchy. Zare, et al (2014). Furthermore, as discussed by Conley (2013), a white-skinned woman is considered attractive, sexually available, blond, and focused on her own appearance. Whatever is done by such a woman is considered beautiful, especially in a public figure – at least, so journalists and advertisers keep saying to the public. The claim is supported (they say) by the attractiveness of the woman. This reporting raises the question of how the media obtain advantages from the news they deliver. When Angelina Jolie had a preventive double mastectomy in 2013, newspapers

and magazines dramatized Jolie's gender traits and portrayed her as an ultra-feminine hero protected from the physical and social threats of breast cancer. Michel (2014). If the ones who undergo a preventive double mastectomy are common people, not beautiful women, the reaction of the media is different. The importance of beauty is in how it affects behavior. When the concept of beauty means good behavior, the good behavior will follow.

To discuss the "ideal" face proportion at all is to determine an individual's beauty, say Milutinovic et al (2014). Similarly, if the concept of beauty includes long hair, many women will lengthen their hair. When having tattoos is considered beautiful, many women have tattoos and consider themselves beautiful. An individual's behavior does not change instantly, but emerges from deep thoughts over quite a long time before it actually happens in daily life. Kartika (2016) Interpersonal behaviors such as being friendly, always smiling, respecting others, and honoring God are also conceptualized as beautiful. However, physical beauty very strongly supports social interaction, because normally men and women alike, like beautiful women. Sometimes, at the beginning of a relationship, recognition and pride come only from physical beauty. Therefore, requiring "beauty" in both friendship and at work, a woman must spend a lot of money. The demand to look always beautiful and physically attractive needs financial support. The research objective is to describe the communication culture about what is meant by beauty. Research is useful for knowing the perceptions of the Indonesian people.

Research Method

Full answers just flow in. Then, from the verbatim records, the data are tabulated. One hundred college students contribute, from seven faculties in the University of Lampung. We ask respondent's financial condition, and ask how beauty is affected by economics, the media, inherited culture, self-concept, friendship, family, and religion. At the University of Lampung, there are eight faculties. Data analysis techniques: data reduction, data display and conclusion. University of Lampung (2017): 1) Faculty of Economy and Business (FEB), 2) Faculty of Law (FH), 3) Faculty of Agriculture (FP), 4) Faculty of Teacher

Training and Education (FKIP), 5) Faculty of Engineering (FT), 6) Faculty of Social and Political Science (FISIP), 7) Faculty of Mathematics and Science (FMIPA), 8) Medical Faculty (FK). Data on college students' opinion about the concept of beauty and handsomeness are classified into 1) beauty related to physical appearance, and 2) beauty related to behavior.

Results and Discussion

Beauty produces behaviour that is interpreted as beautiful, for example, helping others, respecting others, being polite, speaking well, and behaving appropriately. These attitudes are studied under the four headings of Personal value, Relationship value, Professional value, and Culture value, as explained by Wood (1997). From birth to death, communication shapes our personal, relational, professional and social lives. One respondent explains the concept of beauty as: "An individual is judged by their attitude and as one who likes helping. " Others say the important things are "Having good morality, and being well-behaved, well-spoken, and polite," and in addition "Having strength, fair skin, and a pointed nose. Also behaving politely, having good attitude, respecting others, and being smartly dressed." We discuss then the culture that motivates individual behaviour. Wood explains that "Four of the most important non-material aspects of a culture are: beliefs, values, norms and language. Wood (1997). Individual behaviour is discussed from the Theory of Reasoned Action. The following Figure 1 is The Theory of Reasoned Action (Baldwin et al. 2004: 145):

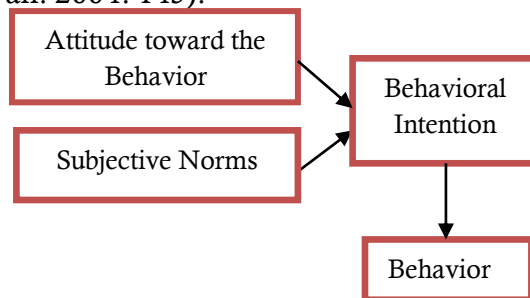


Figure 1. The Theory of Reasoned Action

Behavioural tendency and subjective norms will affect the intention of an individual to behave and eventually they really will act. "Behaviour", of course, can show itself as a refusal to act. Consider the behaviour of a woman wearing a normal, tidy hijab outfit. The behavioural activity is not a sudden whim. This behaviour is affected by past subjective norms in the present environment. The Theory of Reasoned Action applies in this case. The hijab wearer's perception depends on her experience, social culture, religion, education, occupation, social status and even psychological factors such as motivation, expectation, emotion, pride and shame (Fisher & Adam, 1994: 57-60). Earlier, Samovar and Porter (1981:38) show that some elements of culture affecting perception are: beliefs, values, and attitude, world view, social network, human nature, activity orientation, perception of self and others; and the idea that there is a "modern" woman.

Coman and Scarlat (2014) in a journal on gender study conclude that the media have been successful in constructing women's image in society. The media say that modern women are young, full of vitality, and slim, and have no obligation to authority, and no prejudices against change. Coman & Scarlat,(2014).

Physical Beauty

A student tells us that "Beautiful women have naturally thick eyebrows, long hair, brown eyes, and a tall stature". "Naturally" means given by God without any modification of, for example, eyebrows, hair, eye colour (possible with contact lenses), or height. This student cannot explain the exact thickness of the eyebrow, or how long the hair must grow, or how tall the woman must be in order to be said to be beautiful. However, another student explains that the average height of women is 165 cm, therefore, "A beautiful woman has a height of more than 165 cm, a pointed nose, long hair, and fair skin, and is slim." Furthermore, says yet another student, "a short fat woman is less attractive and a tall and ideal body, long straight hair, and pink sweet lips are attractive. "not everyone favours pink lips. "Inner beauty, friendliness, and cheerfulness are the primary virtues," they say, and they specify "slanted eyes, pointed

nose, natural *red* lips, a thin face, a constant smile, good morality, fair skin, thick eyebrows, straight and thick hair, slim build, diligent exercise, and devout worship” in addition.

In two short stories by Dwi Ratih Ramadhany, entitled *Janda Sungai Gayam* (A Widower of Gayam River) and *Perempuan Bisu dan Cermin Ratu* (A Mute Woman and the Queen Mirror), standard beauty requires long black hair, a long neck, full lips, a fragrant body, tight-flawless-fair skin, and a slim build. The quality of beauty also refers to the physical appearance of a woman. Beauty is also affected by external factors, for example the interest and tastes of a man, as well as the motives of a woman who wants to get loyalty, recognition, compliments, and romance. Julian (2016). Such women comply with the dictates of the media Conley. (2013). White women are perceived as attractive, blonde, ditsy (stupid but cute), shallow, privileged, sexually available, and focused on their own appearance. (Conley.2013). We conclude that white women are ethnically marked. Stereotypes of white women are consistent with the media’s images of white women. The media images no doubt create the public stereotype.

Beauty of Behaviour (Personal value)

There are two dimensions: inner beauty, and outer beauty. Outer beauty includes physical matters, such as skin, appearance, and the shape of the face, discussed in depth at physical beauty while inner beauty is related to personality. The perfection of woman is when there is a balance between outer beauty and inner beauty. Casmini (2015). A respondent defines beauty in this way: “Good at keeping themselves clean, and behaving in accordance with religious values. It amuses us to imagine the reaction of men having such standards applied to them.

Following Casmini (above), students said that: “beautiful means that a woman is able to amaze millions of men with her outer beauty and inner beauty, ”and“Beauty can be affected by the environment, by relationships, by treating others well or poorly, and by self-evaluation,” and that the key points are being “Tidy, clean, good, and charismatic, also having a naturally beautiful smile and a broad mind.” In contrast, other students say “Beauty does not depend on physical features but it

depends on the behaviour and attitude of the woman. A beautiful woman is recognised by her confidence, intelligence, and tidy appearance.

Relationship value

The discussion of inner beauty in covers the way an individual behaves. Good behaviour includes being well-spoken, polite, helpful, and respectful of others, and many respondents mention these qualities, which maintain relationships among humans. The final goal is to obtain harmony. Harmonious relationships must always be valued for the sake of mutual security. Politeness or courtesy is an important principle in communication. The principle of politeness is to make others feel comfortable and at ease. Politeness is natural to all humans, although different cultures have different ways of showing courtesy. Formal courtesy is a set of rules giving guidance about how to greet people of different grades, and how to make requests. When communicating, the speaker often offers honour to the listener and deprecates themselves, for the good purpose that both parties should respect each other. We must apply the rules of courtesy in the right way to establish successful communication. Hao & Chi (2013). Politeness plays an important role in human communication. If someone is polite, they appear wiser; while if someone disobeys the politeness principle, they make their listeners feel uncomfortable and ill-at-ease Hao & Chi (2013).

Culture Value

To be beautiful, said one respondent, is to “have positive and useful aura and charisma, as well as creating a peaceful and comfortable atmosphere for people nearby.” Such a person positively influences the behaviour of others and creates peace, said the student. In a study of individual values in Spain and North America, Perez (2016) shows there are individual value differences in both countries. Spanish society can be considered as “quite” individualistic, that is, citizens are perhaps sometimes, and sometimes not, free, while North American society seems to be “very” individualistic, that is, citizens can do as they choose nearly 100 per cent. Pérez (2016). Meanwhile, the word beautiful is attached to character and identity. The word beautiful is dominant in

magazines such as Femina, Kebaya, and Kartini. These adjectives recur in those magazines: white, beautiful, slim, sweet, elegant, fascinating, charming, classy, and lovely, while generally the word beautiful serves to show the whole characteristic and identity of a woman. Raharjo, et al (2016). The relation between mass media and mass culture establishes the “reality” of affirmations that the perfectly beautiful woman is, for example, a woman with fair skin. Kartika (2016). An earlier study by Novitri (2013) proved that media exposure has great effects on what people think and do. The false view of ideal beauty must be changed. Media literacy is important for all people to tell the difference between truth and lies in the information wave in this global arena. Novitri (2013). In one reality, culture and media interpret beauty in accordance with what is delivered by the media. We say that in a better reality common sense will prevail. Next is Sulaiman et al (2018), explaining that not all Muslims negotiate what they interpret together. This difference in interpretation will also affect their cultural values. So, there are a lot of things that make someone perceive beauty. starting from family, ethnicity, religion, trust and so on

Physical Appearance

Personal value, there are two dimensions: inner beauty, and outer beauty. Outer beauty includes physical matters, such as skin, appearance and shape of face, and we look more closely at this now. “A woman as she is, with a natural, pointed nose, and a sweet face, a woman who is diligent, and wears a hijab, is beautiful. The hijab is elegant and nice to be seen. It looks feminine and pious.” says one student. Physical appearance is our physical aesthetic and attribute; for example, hair loss, plus obesity, equals social stigma. Cash (1990). As we see in Table 2, above, beautiful means how we dress up, and even whether or not we are tidy in dressing up.

The hijab is the modest fabric head covering used by female Muslims. The hijab is an obligation for a female Muslim. Most Indonesians are Muslims. In 2010 Muslims numbered 207 million from the total population of 237million (BPS. 2010). In the previous discussion at personal value, we quoted responses which mentioned the

hijab. For example, the concept of beauty for one student is : “Tall, water chestnut-white skin, having black and thick eyebrows, thick straight hair, pointed nose, natural red lips, thin face, always smiling, having good morality, friendly, able to cook, tidy and clean appearance.” For others, it is: “A woman is beautiful when she is able to keep herself tidy and clean, and has a good attitude”, or “Neatly dressed, white, fragrant, always smiling, and friendly”, or “Humble, good looking, and having good behaviour and attitude”, or “Friendly, moral, and well-dressed.” A new study finds that the interpretation of physical appearance creates specific requirements, for example, that fat is not preferable. O’Brien et.al (2013).

Three transitional moments occur in the mental process of interpreting beauty. They are externalization, objectivation, and internalization. In the phase of Externalization, we find that student’s attitudes toward beauty are affected by their families. Then, in the Objectivation phase, students understand beauty to be of two types, which are physical beauty and inner beauty. The last phase is Internalization, where students interpret beauty independently, although their own thoughts are still conditioned by social reality and by their own personal understanding reflected through their everyday behaviour. In internalization, students understand that beauty is based on many criteria: intellectual beauty, behavioural beauty, materialistic beauty, and Islamic beauty. Christanti, & Raditya (2013). According to Casmini (2015), interpretation of beauty depends on outer beauty, inner beauty, and the balance between them. Fashion styles of students are manifested in the criteria in accordance with rules. Fashion styles are primarily, of course, for a smart and tidy appearance, but must also follow Islamic laws without breaking the rules. Casmini (2015). In China, having white skin is a common social desire, and Chinese women buy and use skin whitening products. Yeung (2015). However, this phenomenon has been deconstructed by feminists and mocked by powerful women Yeung (2015).



Figure 2. The Appearance of Women Students

Figure 2 representation of the appearance of students of the Faculty of Social and Political Sciences, Lampung University. The left position student with the initials AAK (students with red hijabs) is a display of Muslim students. Position in the middle, students with the initials NS (students with black hijab), right position, students with initials AF represent students who do not use hijab. They use clothing and appearance based on their beliefs, norms. Photos were taken, March 23, 2019. The *seminar* was held by the Indonesian Ministry of Communication and Information with the Faculty of Social and Political Sciences, Department of Communication Studies. The theme is Being polite in social media for peaceful elections.

Many beauty advertisements try to create “reality.”for profit. As an example, an advertisement in the 1990s for a skin bleaching chemical said that beauty comes with a fair skin. We would disagree. Indonesians appreciate oriental beauty reflecting the beauty of Indonesia. Rahardjo et al (2016). The behaviour of people who use whitening cosmetics cannot be kept out of public perception, as it is frequently advertised in the mass media. Kartika (2016). The interpretation of beauty is affected by many factors: friends and family, as well as the media. Advertisements intentionally create the illusion that a “beautiful” woman has white skin. See Figure 3 (below) about Beauty Concept Mapping.

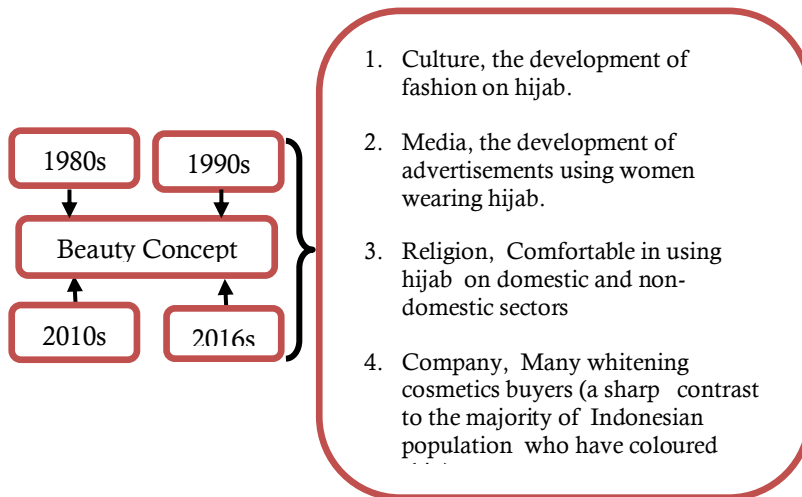


Figure 3. Beauty Concept Mapping Creates Behaviours.

The beautiful concept is communicated by the Indonesian people through local culture. The continuity of local culture is supported by the media, the media creates people's perceptions. As illustrated in the triple M model as follows:

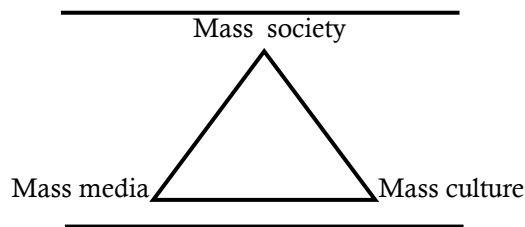


Figure.4. Triple M Model (Gudykunst. 1983: 151).

Figure 4 explains that the cycle occurs in people's behavior. People interpret beauty created from mass media, mass society and mass culture. The background of any student's perception is their individual values acquired from family, friends, the media, and religion, and because Indonesia is 87% Muslim (BPS. 2010), the beauty concept of woman with hijab cannot be avoided. Advertisements airing on television in Indonesia nearly always show women wearing hijab. As we said, Indonesian woman accept the standard of Javanese aristocratic beauty or Royal Javanese beauty, the beauty that is continuously maintained. The 1990s saw the perspective change to where a beautiful woman is the one

with white skin, but it can still be said that the oriental beauty reflects Indonesian beauty. By 2010, a vigorous hybrid style of beauty combined Korean, Western, and Indonesian characters and became a global standard. Rahardjo et al (2016). Now in 2016, some beauty product advertisements show women who are tall, white, smart, always smiling, and wearing the hijab.

Conclusion

Some respondent's views are shared world-wide, and there are also opinions from our respondents that are uniquely Indonesian. We aim to explore the deep concept of beauty. From open and comprehensive interviews, we find three perspectives that are entirely congruent. The meaning of (feminine) beauty is perceived by college students as a woman who is almost perfect in three aspects, which are 1). Physical beauty, 2). Behavioural beauty, and 3). Physical appearance beauty. Physical beauty is constructed as a woman with white skin, long hair, a slim body and pointed nose, who is tall, and always smiling. Behavioural beauty is constructed as a woman who behaves well, who is smart, polite, pious, friendly, and not arrogant. Physical appearance beauty is constructed as a woman wearing hijab, clean and fragrant, dressed tidily and stylish.

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