CHAPTER I

INTRODUCTION

From ancient Greece to the present, it cannot be denied that beauty will always be attached to a woman as a feminist. Even in every country, the standardization of a woman's beauty varies according to the culture that develops in each country. Because beauty standard are makes the mindset of society that a woman will be considered beautiful if it meets the standard.

Beauty standards become a measure of how a woman is valued, but not in terms of education but in appearance. This is why the author raises the topic of the beauty standard which is so close and related to the current era of capitalism. Other than that, starting from the many terms body shamming that are often heard, the author finds out what it means and it turns out that it is closely related to beauty. Because the standard of beauty has existed since Ancient Greece, it has become a debate from time to time to the present. The debate arose because now the feminist movement is getting bigger. Do not completely oppose how society views women only visually, but voices that the thoughts that develop in this society must be straightened out.

The author found a novel from Naomi Wolf with his literary work *The Beauty Myth* which describes about how the beauty of a woman is arranged in such a way by the wider community. The reason is, this paper opposes the existence of beauty standards which have an impact on the birth of feminist writers with the theme of beauty standards, such as Meira Anastasia with her literary work *Imperfect*. The debate emerged and was widely voiced by influencers, motivators to social media because of the increasing number of discrimination against women due to differences in skin color, hair shape, height and others until finally a beauty industry emerged. The beauty industry has a big share as a tool of the patriarchal system which increasingly makes women feel depressed, feeling that beauty tools are merely used to satisfy other people's views of a person. These two works are often juxtaposed because they share the same theme, namely feminism. In Meira Anastasia's novel Imperfect, it is more focused on the author's personal inner debates and society judgments that affect his thinking and psychology. So,

in this novel tells about how the experience of the author who received stereotypical judgments from the community regarding her body shape which, if judged by society, does not meet the standards of female beauty in Indonesia. Meanwhile, The Beauty Myth novel focuses more on how women should look commercial in the sense that women should look attractive, especially in the world of the beauty industry. Because currently a lot of beauty products only use female models who have one standard type of female beauty, for example, shampoo often uses long and straight black hair, of course this type will form a woman's mindset that beautiful is a commercial woman with long black hair and straight like in shampoo product advertisement.

Before determining the novel Imperfect and The Beauty Myth as the object of research, the writer first knew the Imperfect film adapted from the novel Meira Anastasia. Ernest Prakasa's film attracted the attention of the writer considering that currently there are so many issues of feminism, one of which is Body Shamming, which is often voiced by women. At first the writer wanted to compared two literary works with different types, namely films and novels. However, like films in general, which are adapted from a novel, many elements are removed or added because the novel is in the form of a narrative, while films are more inclined towards dialogue and of course again following the entertainment industry. So that the writer prefers to compare the novel with the novel because there are no parts that are removed and it is also easier to compare the text with the text.

The standard of female's beauty has become an interesting topic to be examined scientifically considering that the issues of female beauty standard has negative and positive effects both physically and psychologically for women themselve. Beauty standards are increasingly being equalized, the more normal it is, which actually becomes a worrying problem for a particular woman. At the beginning, the author wanted to raise a topic about feminism that focused on the field of education, but this was undone because there have been many scientific papers that have raised the topic of women's education so that if they are discussed more or less they will have similarities with other papers. In addition, the topic of education for women is a topic that in reality has undergone significant changes in a positive direction or there is progress in the field of

education for women. So that the author feels it is more necessary to discuss the topic of women's beauty standards which are currently still considered taboo.

In examining a literary work, literary analysts continue to look for theories regarding cultural elements that develop in society because they are often the main factors in a study. The thesis that has been written by Fika Nuraini with the titled "*Mitos Kecantikan dalam Masyarakat Konsumsi*" from State Islamic University of Walisongo Semarang at 2018, the witer made it a reference or reference in this writing. The purpose of writing in Fika Nuraini's thesis is similar to the research in this paper, namely to find out people's views of beauty itself. Therefore, the authors chose the thesis written by Fika Nuraini as a reference in this study. The thesis that is used as a reference is also related to the two novels that are used as objects of study, namely the novel Imperfect and The Beauty Myth which both discuss beauty standards according to the perceptions of each author which are of course influenced by external factors such as culture, experience, perception and so.

The method used in this research is a qualitative approach using comparative literary theory. Comparative literary theory is used to see the comparison or difference in perceptions about the standard of beauty itself. With various developments regarding comparative literary theory, the writer hopes to find more specific differences regarding the two novel literary works that have the same theme and topic of discussion regarding standard feminism of beauty.

Statement of Problem

These two novels were born from different backgrounds, different cultures, different times and writers with different nationalities, the problem arises why, with so many differences, the two have the same story theme. Based on the background of problem can be formulated into the research questions as follows:

1. What is the cultural perspective of beauty standards in The Beauty Myth and Imperfect novels?

2. How can the stigma of beauty standards emerge among the society in these two novels?

Research Purposes

Based on the questions above, the object of research in the form of the novel The Beauty Myth by Nomi Wolf and Imperfect by Meira Anastasia aims to:

1. To find out the cultural point of view of society on beauty standards contained in the novels The Beauty Myth and Imperfect.

2. To find out the stigma regarding the standard of beauty that develops in society in these two novels.
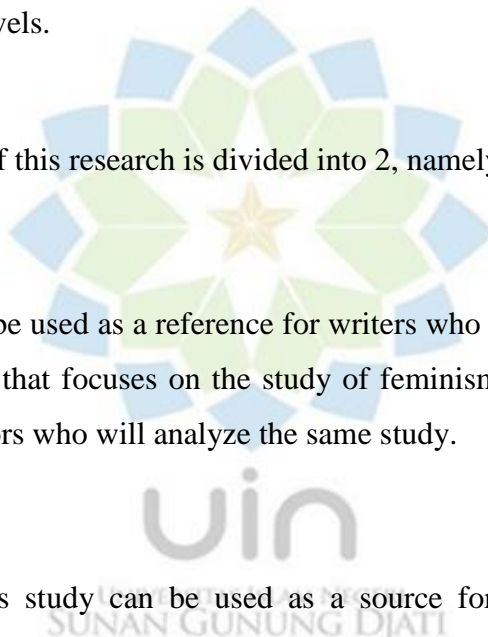
Research Significances

The significance of this research is divided into 2, namely as follows:

1. Theoretically

This research can be used as a reference for writers who will conduct comparative literature research that focuses on the study of feminism. This research is also a reference for authors who will analyze the same study.

2. Practically

The results of this study can be used as a source for other writers who will develop more deeply about the study of comparative literature between cultures.