

ABSTRACT

The Portrayal of the Main Character's Adaptation toward Beauty Standard as Reflected in I Feel Pretty Film

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Beauty standard issue in recent decade to give a significant impact on social life. Recently, this special issue influence daily activity, lower self love, and self acceptance toward their body. The standard of beauty in America has an overall slim body and they should fulfill what the beauty standard wants. Therefore, this thesis aims to reveal how the portrait beauty standard in America to influence social life, give the impact and pressures that experienced of the main character Renee within I Feel Pretty Film.

The objective of this study is to describe how the portrait American beauty standard and the women in America struggles to adaptation with the beauty standard in their environment. This study is typical in library research with descriptive qualitative method. This study used sociological approach and sociological theory by Alan William Swingewood.

At the end of this study, the writer finds that how beauty standard practice in the movie is portrayed through events and experiences by through the scenes and dialogues of the main character and how the main character adaptation that stereotype. Meanwhile, the writer also has to identify the impact beauty standard toward their surroundings too.

Keywords: Beauty standard, I Feel Pretty, Sociological Theory