

CHAPTER TWO

THEORETICAL REVIEW

2.1 Previous Studies

In conducting this study, the writer used some previous studies by other writers. Some writer has found the same thing as the research. The writer explains about how beauty standard which builds between some women in the society. The purpose of the previous study itself is also to help the writer add a lot of data and to support the research data. The writer as selected many previous studies below related to this research.

The first study entitled *The Impact of Western Beauty Ideals on the Lives of Women and Men : A Sociocultural Perspective* by Rachel M Calogero, Joel Kevin Thompson, Michael Boroughs 2007. After I finished reading the thesis entitled “The Impact of Western Beauty Ideals on the Lives of Women and Men : A Sociocultural Perspective”. I got some important information or aspects that I need related to the study that I will do later on. I am going to start with the great ideas of the author of this study who could capture the topic of a branch of beauty standard which is beauty standard into broadly discussion. Thus, from this thesis so I am going to know into very details and clear discussion help me a lot to be my additional basic foundation to do a research in the future. The capability of the author to engage the readers into the topic is clearly seen through the case sample that they put in this study which are about the case of beauty standard. In conclusion the object of this study discussed about beauty standard in depth discussion, hopefully will help me and guide me to do a

research. In this study combined so many expert theoretical concept, and their understanding towards beauty standard or beauty ideals based on some perspectives about impact of western beauty ideals.

The second study entitled *When Beauty is the Beast: The Effects of Beauty Propaganda on Female Consumers* by Jablonski Chaplin 2000. In order to strengthen the literary review, we have to look at the previous study about our topic. The author of this study which emphasizes the role of society in individual development, and further specifies that negative effects are caused by the unattainable beauty portrayed by advertisements. Thus, the development of many women's view of self is warped. Some consequences of the thin ideal include lowered self esteem increased depression, excessive dieting, and eating disorders.

The current standards of beauty are dangerously unattainable, especially in terms of thinness, because the gap between realistic expectations and the ideal continues to grow larger because this ideal is portrayed in so many forms of media, many women accept it as their own ideals and internalize the disappointment they feel with their own body because of it. While the ideal of thinness is not a new concept, the pervasive reach of mass media means that this ideal is transmitted on a far larger scale than ever before. So, the object of this study has many clear discussions that really helps me to do my research later on because the discussion is really relatable with my research.

The third study come from entitled *Perceptions of Beauty* by Michael John Metzner 2012. Before I start my research later on, I want to know that the knowledge about

perceptions of beauty itself that I am going to analyze later on. So, the object of this study is focusing in the depth knowledge of beauty perceptions in some perception of beauty has changed of artists, philosophers, and scientific studies. This study puts several knowledge about beauty standard that the writer believes there is hope in it that I want to analyze. So, the object of this study has many clear discussion that really helps me to do my research later on because the discussion is really relatable with my research later on.

The fourth study come from entitled The Beauty Perception of Hmong American College Women by Kia Lee 2009. In this research, the writer of this study observed the body esteem of female students and the writer also stated that the valuing of thinness may be on the rise while the writer to do a study the acceptance mainstream beauty ideals. She predicted that the woman would compare themselves to the idealized standards of beauty because this condition states that people tend to compare themselves to others when they aren't sure of their own level of attractiveness. This study will really provide some insight into the factors that contribute to creating beauty and body image ideals because this study is relatable with my research that I will discussed later on about beauty standards toward woman perspective on the movie I Feel Pretty.

The last study entitled The Beauty trap: How the pressure to conform to society's and media's standards of beauty leave women experiencing body dissatisfaction by Saraswati Indriati 2012. This study describes that the female body is a medium of culture where a woman faces pressures to meet certain ideals of beauty in society. Therefore, a woman's body is not just perceived as an object but also is expected to

undergo constant self surveillance and disciplinary practices in the pursuits of the perfect body. Ideals regarding beauty vary between societies and cultures as well as groups within a society such as ideals for height, body shape, facial parts, hairstyle and skin tone.

This study is really relatable with my research later on because this study will really provide some insight into the factors that contribute to creating beauty and body image ideals meanwhile my research later on is about how women faced beauty trap that they have feeling, where this movie is about a women struggles with feelings of deep insecurity and low self esteem that hold her back every day with this newfound confidence, she is empowered to live her life fearlessly and flawlessly but she realizes her appearance never changed and how about she obsessed to become a supermodel for make she feel pretty.

2.2 Sociological Approach

Sociology refers to the human beings in society. It concerns on the social relation of human beings in the society. Swingewood and Laurensen (1972:11) state that sociology is essentially the scientific, objective of study human in society, the study of social institutions and social process. It means that sociology has relationship with social society. This relation can happen on social phenomena or anything connected to society, including culture, religious, economic, political and artistic life. Sociology is enough important through the sociology of literature, because sociology that applied to literary work which means sociology of literature. So, the writer will get the true meaning that will be found from literary works and it might reflect the situation and condition that happen in the real world.

Sociology of literature is the study that focuses on both literary work and the social structure, the writer will seek the true meaning that will be found from literary works and it might reflect the situation and condition that happen in the real world. (Prisca & Ely, 2021)

Sociology and literature has close relationship. Sociology of literature is a method or one way to analyze the literary work based on sociological perspective to understand social aspect and social phenomenon where a literary work appears. The sociology of literature is a study of literature based on the sociological perspectives. Since, sociology is one of approach use a method to analyze literary work based on sociological perspective based on the social phenomena that occur in the literary work is based on a sociological perspective that observe with patterns of behavior for each character. Hence, the writer will use the sociological approach to analyze the trend of beauty standard issue America in 2018 that happened in her society of the main character, Renee in I Feel Pretty movie. This theory that sociology literature was used to interpretation the text and/or literary works; therefore, the writer can use this theory as the fundamental of this research and support to analyze this research. Based on the data that writer collected, read some research that use sociological approach to analyze sociology of literature, and analyze this movie that about social issue. So, writer assumes sociological approach is most close to use for this research.

2.2.1 Beauty Standard Profiling America in 2018

Basically, beauty standard is a something that becomes an interesting thing that depends on the ideals of beauty that is present in certain countries or region. The fact is, beauty is always subjective and standards change depending on where you live,

now era Americans people are becoming more accepting of different body sizes and shapes, since many people (immigrant) came to America from any ethnicities and races. For some decades the beauty ideal for women was the same, tall and thin, skinny body, people in other countries often find these standards odd. Here are just a few American beauty norms that doesn't make sense in other parts of the world.

Beauty standards in general is more directly applied to women than men. Beauty standards in America have strict expectations of what physical attractiveness should be. Beauty norms has changed over the course of human history. In the United States, the beauty standard has trends of features and fads of body types that classify a person as conventionally attractive in the eyes of the masses. During the past two centuries, women like Marilyn Monroe and Kate Moss and men including Marlon Brando and Brad Pitt have dominated the accepted realm of attractiveness because of their abnormal superior looks. Though these examples are what considered beautiful, the normal American doesn't and can't fit the criteria of this standard. Americans, specifically the youth, idealize and fantasize about what they would be if they were prettier or skinnier. But what does it actually mean to beautiful in American society. What are the expectations placed upon people to classify them as attractive.

Every day women not only in the United States, but worldwide, are constantly subjected to modifications of what is the standard of beauty. The artistic representation of beauty must always be maintained under the definition of a subjective concept. This means that what is beautiful in the eyes of one person for another is perhaps something very unpleasant. The idolization of the perfectly thin body has been a problem for many Americans that they are less concerned with their weight and the perception of

their weight. The comparison between women, in which they discovered that overweight women tend to feel more insecure than normal weight women in a situation where they will not be compared to another.

The ideal of beauty, American standards that has become to dominate beauty norms is prevalent in the media. Now, the standard is being white porcelain skin, blue eyes, slim figures, thin noses and lips that especially which consists all of the problems in the shape of the female body, which varies from one country to another country. Beauty standard in America has strict expectations of what physical attractiveness. Beauty norms has changed over time by time. In the United States, the beauty standard had trends of features body types that classify a person as conventionally attractive in the eyes of the masses. Through these examples, what is considered beautiful Americans, specifically the youth, idealize and fantasize about what they would be if they were prettier or skinnier. (Engel, 2013, p. 11)

The standard of beauty and attractiveness that exists in Western culture introduces how the standard of beauty is how the model of the ideal body that women want to has in order to meet beauty standards that are unsuitable, not good for health, and which can motivate women to seek perfection against environmentally labeled beauty standards. (McKay, Moore, & Kubik, 2018, p. 20)

There is some significant pressure on girls to adapt themselves to ideals of beauty, and, thinness is their goals, many women are dissatisfied with their body shape. The ideal of beauty has psychologically influenced women, especially younger women, to do act in extreme actions like strict diet and more to do exercise. (Singh & Singh, 2011, p. 64)

One aspect of the ideal of beauty includes having a thin waist, which causes women to follow trends in this worrying behavior. While trying to achieve this unreasonable and impossible standard of beauty, this dangerous practice is practiced among some women or girls as it reaches the idealize of beauty standard it is becoming a more popular phenomenon, as for example eating disorders is becoming more common, especially in young women. (Murnen, 2002, p. 16)

American culture has gone through numerous changes in the history of beauty, giving prominence to makeup as one of its main participants. Currently, the main and most significant seems to be a worth emulating where women are disinhibited from their natural side; in fact, everything opposite is hidden under layers of makeup. Sometimes this leads to the woman losing her distinctive features that unlike what she may think, for some people can be very attractive. Society gives special attention to physical appearance where criticism and prejudice go hand in hand with everything that does not with the stereotype to which they are subjected. This way we can avoid so much abuse on the female gender and focus our intentions to conserve life, integrity, and values. Since, nowadays many actress Hollywood speak up about self love and they don't follow the beauty standard stereotype and now many celebrities in America with any different skin and body like Rihanna and Mindy Kaling with dark skin and then Adele and Ashley Graham with their curvy and fat body. Since many artist Hollywood

2.2.2 Sociological Theory by Alan William Swingewood

This movie shows that how portrait beauty standard in America that really influenced her society that she experiences as the main character, Renee. She feels social pressure that she got by her surrounding because beauty standard and body image that creates

to idealized standard of beauty that set by a society in that country which is stereotype beauty standard America in 2018. The audiences can see in that movie how the main character Renee to against beauty standard stereotype that create by her society.

So, the writer assumes by this portrait from that movie and also by dialogues and scene that writer collected as a data to support analyze issue from that movie. So, the writer assume that sociological theory is most theory fit with this issue and as a tool to support that analyze from that movie. According to (Alcoff, 2006) the purpose of sociological theory to helps the individual to understand human society and how social system work. Like the current's women issue that happening in this era which is beauty standard with idealized standards of beauty because this condition states that people tend especially women to compare themselves to others when they aren't fit of their own level of attractiveness. (McKay, Moore, & Kubik, 2018, p. 20)

The writer used this theory because sociological theory is that appropriate to analyze the social background of literary work since it analyzes the social condition and its focus on patterns of behavior in that society, and focus on how humans create these structures in the society. Since the definition and what's the meaning sociological theory is about analyze social background or social condition of literary work and focus on patterns of behavior in that society is really relatable to use sociological theory as the theory to support analyze social phenomenon of that literary work. Also, I have read some journals that discuss about this issue, some of researchers use this theory that discuss about this issue. By revealing, the writer can reflect in that social background that influenced idealized beauty standard of the main character and will be very helpful to analyze the issue within the research paper.