

Konstruksi kecantikan dalam video klip Calvin Harris "Summer" = Beauty construction on Calvin Harris music video "Summer"

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Abstrak

[ABSTRAK
 Kecantikan adalah hal yang sangat penting dalam dunia perempuan. Tidak ada parameter yang pasti untuk mengukur kecantikan, akan tetapi tolak ukur kecantikan dapat dipengaruhi oleh berbagai macam hal seperti lingkungan, budaya, pandangan sosial, dan media. Hal - hal tersebut seringkali menyebabkan perempuan terjebak dengan tolak ukur tersebut dimana media memberikan pengaruh yang sangat besar dalam konstruksi kecantikan. Makalah ini akan membahas mengenai bagaimana kecantikan dikonstruksi dalam video klip oleh Calvin Harris yang berjudul "Summer" (2014). Penelitian ini akan mencari jawaban apakah ada tolak ukur dalam menilai kecantikan, dan faktor apa saja yang mempengaruhi makna dan konsep dari kecantikan yang terdapat dalam masa kini.ABSTRACT Beauty is a very important thing for women world. There are no fixed parameters to define beauty, but it gets affected by various surroundings such as environment, culture, society, and media. It causes women commonly get trapped in the society where beauty get constructed with huge influence by media. This study will discuss about beauty construction that occurs in the famous music video by Calvin Harris which titled "Summer" (2014). The research will look for the answer of is there any parameter to define beauty, and what factors that influences the meaning and concept of beauty that happen in the nowadays society. Beauty is a very important thing for women world. There are no fixed parameters to define beauty, but it gets affected by various surroundings such as environment, culture, society, and media. It causes women commonly get trapped in the society where beauty get constructed with huge influence by media. This study will discuss about beauty construction that occurs in the famous music video by Calvin Harris which titled "Summer" (2014). The research will look for the answer of is there any parameter to define beauty, and what factors that influences the meaning and concept of beauty that happen in the nowadays society.]