

Citra kecantikan perempuan Korea dalam program tv Get it Beauty dan The Beauty = Korean women`s beauty image in tv program Get it Beauty and The Beauty

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Abstrak

Media massa seperti televisi memiliki pengaruh dalam memberikan informasi mengenai berbagai hal, salah satunya adalah kecantikan. Di Korea Selatan, program televisi yang memiliki pandangan tentang kecantikan adalah Get It Beauty dan The Beauty. Kedua program televisi itu mempunyai tujuan yang sama, yaitu memberikan tutorial makeup dan tips kecantikan terhadap para penontonnya. Penelitian ini bertujuan menganalisis bagaimana program kecantikan Get It Beauty dan The Beauty menampilkan citra kecantikan perempuan Korea. Penelitian ini menggunakan metode penelitian deskriptif kualitatif dengan metode analisis isi kualitatif untuk memudahkan penulis menganalisis data penelitian. Hasil studi ini menunjukkan bahwa citra kecantikan perempuan Korea telah terpengaruh standar kecantikan Barat yang dapat dilihat pada program Get it Beauty. Akan tetapi, terdapat pandangan lain yang masih tetap mempertahankan kecantikan alami yang diajarkan para leluhur bangsa Korea dapat dilihat pada program The Beauty. Mass media such as television has a role to provide information on various things, like beauty. In South Korea, television programs that have this role and views on beauty are Get it Beauty and The Beauty. These two television programs have the same goal, which are giving makeup tutorials and beauty tips to the audience. The problem in this study is how do Get it Beauty and The Beauty display Korean women's beauty image. This study has a purpose which is to analyse how do Get it Beauty and The Beauty programs display the beauty image of Korean women. The author uses qualitative descriptive research with a qualitative content analysis method to conduct the author analysing the research. Based on the result, it is concluded that the Western has affected Korean women's beauty image and this can be seen from Get it Beauty. However, some still maintain their natural beauty that was taught by the ancestors and this can be seen from The Beauty.