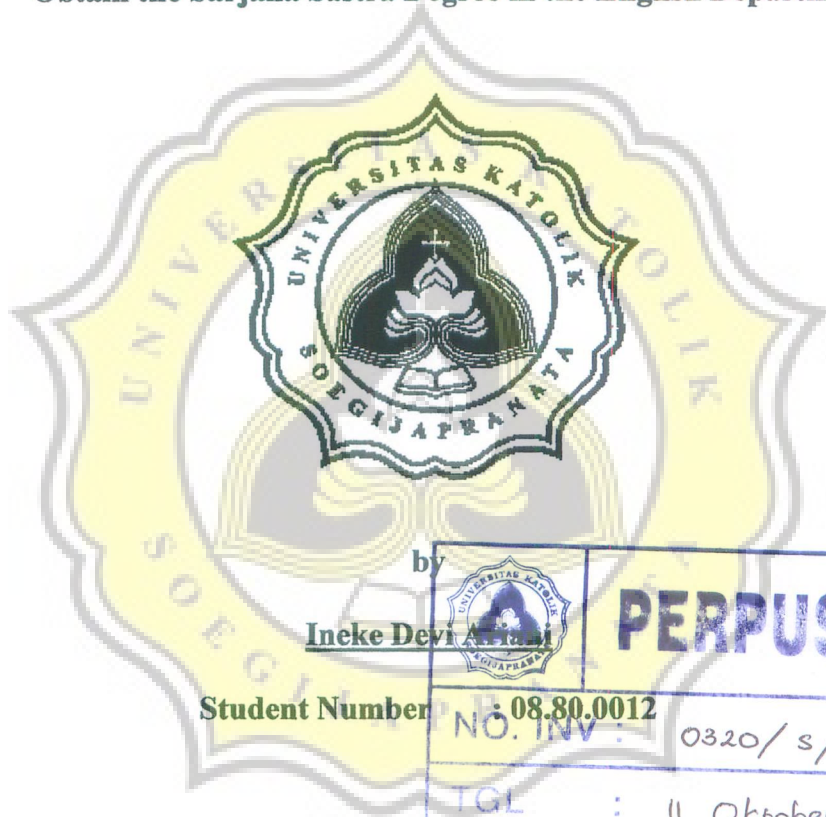


**THE POPULARITY OF NATURAL BEAUTY IN THE 2008 AND 2009  
FEMALE STUDENTS OF THE FACULTY OF LETTERS  
SOEGIJAPRANATA CATHOLIC UNIVERSITY**

**A Thesis Presented as Partial Fulfillment of the Requirements to  
Obtain the Sarjana Sastra Degree in the English Department**



by

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**ENGLISH DEPARTMENT**

**FACULTY OF LETTERS**

**SOEGIJAPRANATA CATHOLIC UNIVERSITY**

**SEMARANG**

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**A THESIS ON**

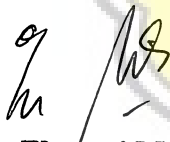
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AND 2009 FEMALE STUDENTS OF THE FACULTY OF  
LETTERS SOEGIJAPRANATA CATHOLIC UNIVERSITY**

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A thesis defended in front of the Board of Examiners on September 14<sup>th</sup>, 2012 and declared acceptable

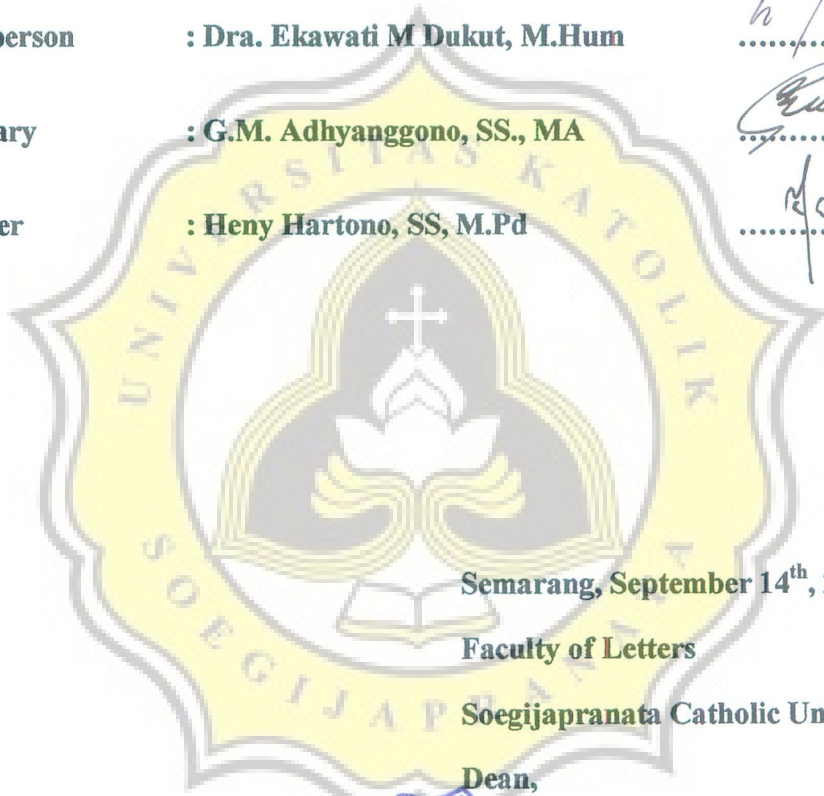
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## ABSTRACT

This study is based on the fact that Natural Beauty becomes a growing pop culture in Indonesia and there are many undergraduate students in Soegijapranata Catholic University who are interested in this subject. According to the survey conducted to the 2008 and 2009 female students of the Faculty of Letters in Soegijapranata Catholic University, they still value natural beauty and they appreciate more women who want to maintain their natural beauty rather than to have a plastic surgery to enhance their beauty. They also prefer natural based cosmetics to chemical based cosmetics since they use natural ingredients and have fewer side effects so they do not damage their skin. They think that natural beauty is the popular culture for 2012. Moreover, a lot of Hollywood actresses and actors are turning their attention to natural beauty look. As a result of this, many cosmetics companies produce more cosmetics based on the natural ingredients to attract the customers' attention. Those things prove that natural beauty becomes popular nowadays. This study is intended to discuss the definition of natural beauty among the 2008 and 2009 female students in Soegijapranata Catholic University. Although they may have different definitions of natural beauty, there is still an umbrella term that will unite their definitions as one. It is the need to be beautiful not only from inside but also outside. Woman is considered beautiful naturally by not only having a good natural look but she has to own inner beauty, which can make her more beautiful. The writer conducted the data by giving questionnaires to participants, library study and observation. The result of the research shows that the inclination to buy natural based cosmetics is quite high, the assumption that being beautiful naturally is more interesting not only for them but also for men, and the need to look beautiful naturally are the basic reasons why the 2008 and 2009 female students in Soegijapranata Catholic University vote for natural beauty as the pop culture of 2012.

**Keywords** : *Natural beauty, natural based cosmetics, pop culture*



## ABSTRAK

Studi ini didasarkan pada fakta bahwa Kecantikan Alami menjadi sebuah budaya populer yang sedang berkembang di Indonesia dan banyak mahasiswa-mahasiswa tingkat akhir di Universitas Katolik Soegijapranata yang tertarik pada subyek ini. Menurut survei yang diadakan pada mahasiswi tahun 2008 dan 2009 di Fakultas Bahasa dan Sastra Inggris di Universitas Katolik Soegijapranata, mereka masih menghargai kecantikan alami dan mereka lebih menghargai wanita-wanita yang ingin mempertahankan kecantikan alami mereka daripada menjalani bedah plastik untuk menambah kecantikan mereka. Mereka juga lebih memilih kosmetika berbahan dasar alami daripada kosmetika berbahan dasar kimia karena mereka menggunakan bahan-bahan alami dan mempunyai lebih sedikit efek samping sehingga tidak merusak kulit mereka. Mereka berpikir bahwa kecantikan alami adalah budaya yang populer untuk tahun 2012. Terlebih lagi banyak aktris dan aktor Hollywood yang mengalihkan pandangan mereka ke tampilan cantik secara alami. Sebagai hasilnya, banyak perusahaan-perusahaan kosmetik yang memproduksi lebih banyak kosmetika yang berbahan dasar alami untuk menarik perhatian konsumen. Hal-hal ini membuktikan bahwa kecantikan alami menjadi populer sekarang ini. Studi ini dimaksudkan untuk mendiskusikan pengertian dari kecantikan alami di antara mahasiswi tahun 2008 dan 2009 di Fakultas Bahasa dan Sastra Inggris di Universitas Katolik Soegijapranata. Meskipun mereka memiliki pengertian-pengertian yang berbeda-beda dalam menerjemahkan kecantikan alami, ada satu “istilah payung” yang akan menyatukan pengertian-pengertian mereka terhadap kecantikan alami. Adalah sebuah kebutuhan untuk menjadi cantik tidak hanya dari luar tapi juga dari dalam diri. Seorang wanita dianggap cantik alami dengan tidak hanya dia harus memiliki penampilan alami yang menarik tapi dia juga harus memiliki “inner beauty” yang bisa membuat dia lebih cantik. Penulis mendapatkan data dari memberikan kuesioner kepada peserta obyek penelitian, studi pustaka, dan penelitian lapangan. Hasil dari penelitian menunjukkan bahwa kecenderungan untuk membeli kosmetika berbahan dasar alami cukup tinggi, asumsi bahwa menjadi cantik secara alami lebih menarik tidak hanya bagi mereka tapi juga bagi para pria, dan kebutuhan untuk tampil cantik secara alami adalah alasan-alasan mengapa mahasiswi tahun 2008 dan 2009 di Fakultas Bahasa dan Sastra Inggris di Universitas Katolik Soegijapranata, memilih kecantikan alami sebagai sebuah budaya yang populer di tahun 2012.

***Kata kunci*** : *Kecantikan alami, kosmetika berbahan dasar alami, budaya yang populer*