

CHAPTER I

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

When a beautiful woman walks in a room and all eyes gaze in admiration at her; that is the power of beauty. Beauty always gets attention! Even in children's fairy tales, the beautiful princess always gets a handsome prince. This image, which attracts so much attention, is put into young children's minds at very early age, and this is what makes girls want to be as beautiful as the princesses in their fairytales, when they grow up.

During the growing up and teen years, it seems that the tendency to be beautiful is to have as much make-up on as possible, so that they can look beautiful. A lot of women use skincare products, which can make them look beautiful but with so many products in the market, they are faced with the question of the safety, the ingredients, the effects, etc. Therefore, if women can just get the right natural beauty product, one can assume that they will go for it instead.

The idea of coming back to nature and being beautiful naturally, comes from a lot of sources namely mass media, TV program, the sophisticated technology in extracting plants and fruit into herbal cosmetics, and beauty articles on the internet sites. Among all the sources, the most influential media is mass media. Nowadays, media plays an important role as the tool of spreading some trends, latest fashion, and

information especially about beauty. Women usually get some information and advice from those media. They are media for women to get the latest update knowledge about the newest beauty products. Women can learn, know, or even be the customers of the beauty products that may influence women so that they believe that to be beautiful, they need to use the products. The issue as below:

Because people trust their clubs and because this voice is so attractive, it is difficult to read the magazine with sharp eyes to how thoroughly as revenue influences the copy. It is easy to misread the whole thing-advertisements, beauty copy, images of models-as if it were a coherent message from the editors telling women, "You should be like this". (Wolf., 2005., p.74)

Speaking about the latest trend in beauty, we have to be thankful that the trend in the world is changing. The latest trend suggests the return of natural beauty. It has been argued that:

The popularity of natural beauty has risen steadily over the past decade. Women now prefer being beautiful naturally. Such as Kim Kardashian and her sister Khloe who have the 1950's movie star shapes of Jayne Mansfield, Marilyn Monroe, and Rosalind Russell, which is from fat or even overweight. They are not the stick figures seen with many celebrities today, and that is why when the word "natural beauty" is mentioned, inevitably the Kardashian girls come to mind. (Examiner., n.d.,p.1).

The above opinion implies that the Kardashian girls are bringing back the healthy curves as more and more women aspire to their curvy shapes. Women should be proud of their natural beauty. Moreover, Fuller says "Going natural is a great trend. It gives us reasons to take really good care of ourselves because you can't fake natural beauty and it's the style trend for 2011" (2011, p. 3). However, in the writer's view being beautiful is not always about physical appearance. A woman is considered beautiful if she possesses not only a beautiful face but also a good manner and

attitude. However, one should not forget that every human has his or her own way to show the beauty.

As an opponent of being beautiful naturally is an artificial way to achieve beauty by using chemical-based cosmetics and performing a surgery. Using chemical-based cosmetics are considered dangerous because most of them use dangerous chemical substances such as mercury and hydroquinone. Meanwhile, surgery is an instant procedure that can change the parts of the body instantly. This method can construct a woman's body into a "beautiful body" in society's eyes, especially men, today. Women used to believe that men would prefer them putting on too much make up but that paradigm was wrong. Not every man love to see his woman putting on too much make up. They prefer women with their natural beauty and it means that they love to see their women without any make up or put on light make up on special occasions only. The issue as follow:

New research states that men find that their female counterparts wear too much makeup and wish that they'd tone it down a little bit or it would be better if they look natural. Forty percent of men surveyed state that they feel love to see their girlfriends, wives or mothers without any makeup and forty five percent of men state that women shouldn't wear the facial camouflage at all. (Spangenberg., 2010., p.3)

Regardless of whether men love or hate makeup applications, women should not rely so heavily on what the public (men included) thinks about their fresh face. Women who wear heavy make up for every minor occasion such as laundry day again, are only setting themselves up for disappointment either through their friends, significant

others or down the road, themselves because those women cannot put themselves in the right situation. Moreover, some men prefer women without make up to show their natural beauty. Inspired by: *7 Reasons Men Prefer Women Without Make Up*, the writer writes that there are seven reasons men prefer women without make up, namely: 1) the natural look, 2) the tick-tock effect, 3) the question time, 4) the logic lack, 5) the shopping trip, 6) the removal effect, and 7) the affection factor. Here are the explanations of the reasons stated above: (Fearn & Lee., 2009., p.1)

1. The Natural Look

Research for the article showed that a staggering 75% of men preferred women without make-up. Not even putting on a little eye shadow. The problem is, men really wish it would terrify the mascara out of women. They just do not like women covering themselves up. This comes down to the fact that men are far less likely to notice imperfections than women. (Fearn & Lee., 2009., p.1) Ever wondered how a man can put a DVD in the player and not even raise an eyebrow at the amount of dust adorning it? Firstly it is because he is a man and so does not see it, but more importantly it is because he is looking at the bigger picture. What is the film going to be like? That is the main attraction here. Not whether the player is covered in dust or not. Women on the other hand amplify it. By as much as ten-fold. They would sit through the film worrying about whether you noticed all the dust and are now still interested in them. Does this guy think his woman untidy? It is a strange

comparison, but it is how women think. Women wear make-up to make their faces look more beautiful, believe it or not, men will not notice.

2. The Tick-Tock Effect

Men do not like waiting. They want something straight. If a man asks his woman to go out for a date, she usually needs at least an hour to get ready. The average length of time for a 30 year-old woman to get ready for an occasion is 73 minutes. That might not seem that long to women but it might for men. A typical 30 year-old man takes an average of just 25 minutes to get ready. (Fearn & Lee., 2009., p.1) Of the 73 minutes, women takes to get ready, 22 are spent on the make-up. Thus, it is 22 minutes for the men to be paced around the lounge, scratching, complaining and thinking about opening another beer.

3. The Question Time

Asking men questions about women's appearance is a completely pointless exercise. In addition, in many cases is actually divisive. Yet some women do it. If a woman ask her man whether she looks good, his answer will be 'Yes, you look lovely' or some equally unimaginative and predictable answer. Men are programmed to say what they think women want to hear and the most frustrating thing for men is that they know that they are just saying it because it is what they think it is what women want to hear. (Fearn & Lee., 2009., p.1)

That is why they would love it if their women just forget all about the make-up for night so they only have to answer the questions about dress.

4. The Logic Lack

Men are quite logical. Women though, are about as logical as a chocolate tea-pot. Men see chocolate tea-pots as things that would melt when boiled water applied to them, meanwhile women see chocolate tea-pots as chocolate. When women are younger, they wear make-up to make them look mature; when they are older, they wear make-up to look younger. (Fearn & Lee., 2009., p.1) To women, that is logic. To men, that is illogical. Why we should try and be something we are not?’

5. The Shopping Trip

Wearing make-up means buying make-up. Buying make-up means shopping for make-up. Shopping for make-up means testing make-up. For a man who would not notice whether you had blusher on or not, this is a form of torture. No wonder 22% of all arguments between couples happen when they are shopping. (Fearn & Lee., 2009., p.2)

6. The Removal Effect

If a woman wears a lot of make-up, a lot of the time, the sight of her without any make-up can be a strange thing to see to a man. He will see that his woman

change her appearance without any make-up that she usually puts on when she meets him. (Fearn & Lee., 2009., p.2) And this change scares men. It is why most men will not let their women to change their parts of the body or to perform some surgeries.

7. The Affection Factor

Even the most ardent of feminists would not deny that they like a bit of affection from their man. They love being loved by their men for what they are. (Fearn & Lee., 2009., p.2) Most men do not like women who put on too much make-up because they have already accepted their women just the way they are.

Those are the reasons why more and more women choose their own ways to be beautiful; one by doing it in a natural way and one by doing it in an artificial way. It is all right that they have their own ways to be beautiful. However, we should consider the bad effects of having artificial beauty such as having a plastic surgery because not every plastic surgery ends with a satisfying result. As in the case of Michael Jackson who seemed to not get enough with fixing all parts of his body that he ended up with many failed plastic surgeries. Therefore, one should be thankful of what one has already got.

In every research, there must be some objects to prove the validity of the research. In choosing the object of the thesis, the writer has considered several things before making the decision. She considers that the 2008 and 2009 female students of

the Faculty of Letters Soegijapranata Catholic University are the eligible object since they have studied popular culture so that it is assumed they can answer the questions dealing with natural beauty as a discipline. Moreover, they are the right subjects because as women, of course they want to be considered beautiful not only by their appearance but also by their inner beauty, which includes good manner and behavior.

Based on the reasons above, the writer makes a thesis entitled **The Popularity of Natural Beauty in the 2008 and 2009 Female Students of the Faculty of Letters Soegijapranata Catholic University**. In this thesis, the writer tests how far the respondents of her study understand about the concept of natural beauty. Then the writer finds out whether they consider the concept of natural beauty as something popular among them or not. In other words, whether or not they can understand, accept and apply the concept of natural beauty becomes the focus of this thesis proposal. Lastly, the writer deepens the reasons of the respondents of why such a thing can happen in their condition.

1.2 FIELD OF THE STUDY

The field of the study of this proposal is Literature especially Pop Culture.

1.3 SCOPE OF THE STUDY

The scope of the study is a Popular Culture Studies research, which finds out the popularity of natural beauty among the 2008 and 2009 Female Students of the

Faculty of Letters Soegijapranata Catholic University and the reasons behind their perceptions.

1.4 PROBLEM FORMULATION

1. What is the 2008 and 2009 female students of the Faculty of Letters, Soegijapranata Catholic University understanding about natural beauty?
2. What is the 2008 and 2009 female students of the Faculty of Letters, Soegijapranata Catholic University understanding about natural beauty as a popular culture?

1.5 OBJECTIVES OF THE STUDY

This study is conducted due to these following aims namely:

1. To know the understanding of the 2008 and 2009 female students of the Faculty of Letters Soegijapranata Catholic University about natural beauty
2. To know the understanding of the respondents about natural beauty as a popular culture

1.6 SIGNIFICANCE OF THE STUDY

This research is intended to enrich the treasure of popular culture study, to give a new perception about beauty especially about natural beauty, and to introduce

the readers about the popular culture of natural beauty. So this study is significant for literature students who take Popular Culture course.

1.7 DEFINITION OF TERMS

1. Pop Culture

A finding from Storey (2009, p.5) states that “pop culture is simply culture that is widely favoured or well liked by many people.”

2. Beautiful

According to Meyerbeer (2008, p.24) beautiful means “aesthetically pleasing.”

3. Naturally

According to Cambridge University Press (2008, p.56) argues that naturally means the “happening or existing as part of nature and not made or done.”

4. Natural Beauty

Natural beauty according to Baker (1984, p.32) “is more concerned with intangible personal qualities. A truly beautiful woman makes the best of her physical assets but, more importantly, she also radiates a personal quality which is attractive.”

5. Inner Beauty

According to Hora (2004, p.1) “Inner beauty points the way to the health and beauty that comes from starting where it matters -- inside.”