



**0.93%** PLAGIARISM  
APPROXIMATELY

## Report #13384735

CHAPTER 1 INTRODUCTION 1.1 Background of The Study Ethnic diversity in Indonesia makes a difference in understanding the values and traditions of skin color beauty. A phrase, "Beauty is in the eye of the beholder" that is often said when talking about beauty represents the idea that the perception of beauty is subjective because a person's judgment can vary from one to another. Someone may look beautiful but can also look ugly, according to others. Apart from the subjectivity of what beauty is, the concept of beauty is closely associated with feminine physical attractiveness Bovet (2018). Beauty is used as a medium to promote cosmetics and other beauty products. The close association between women and their aspiration to youth and beauty causes beauty products producers to make advertisements that promise those who use the products to look much younger than their actual age and be more beautiful. Saputra (2018) confirms that the public's view of beauty is mostly shaped by what has been portrayed by the mass media,