

**THE TRANSNATIONAL BEAUTY OF LIM JU KYUNG
IN *TRUE BEAUTY* KOREAN DRAMA**

**A Thesis Presented as a Partial Fulfilment of the Requirements for the
Degree of *Sarjana Sastra* in the English Study Program**



By

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19.J1.0017

ENGLISH STUDY PROGRAM

FACULTY OF LANGUAGE AND ARTS

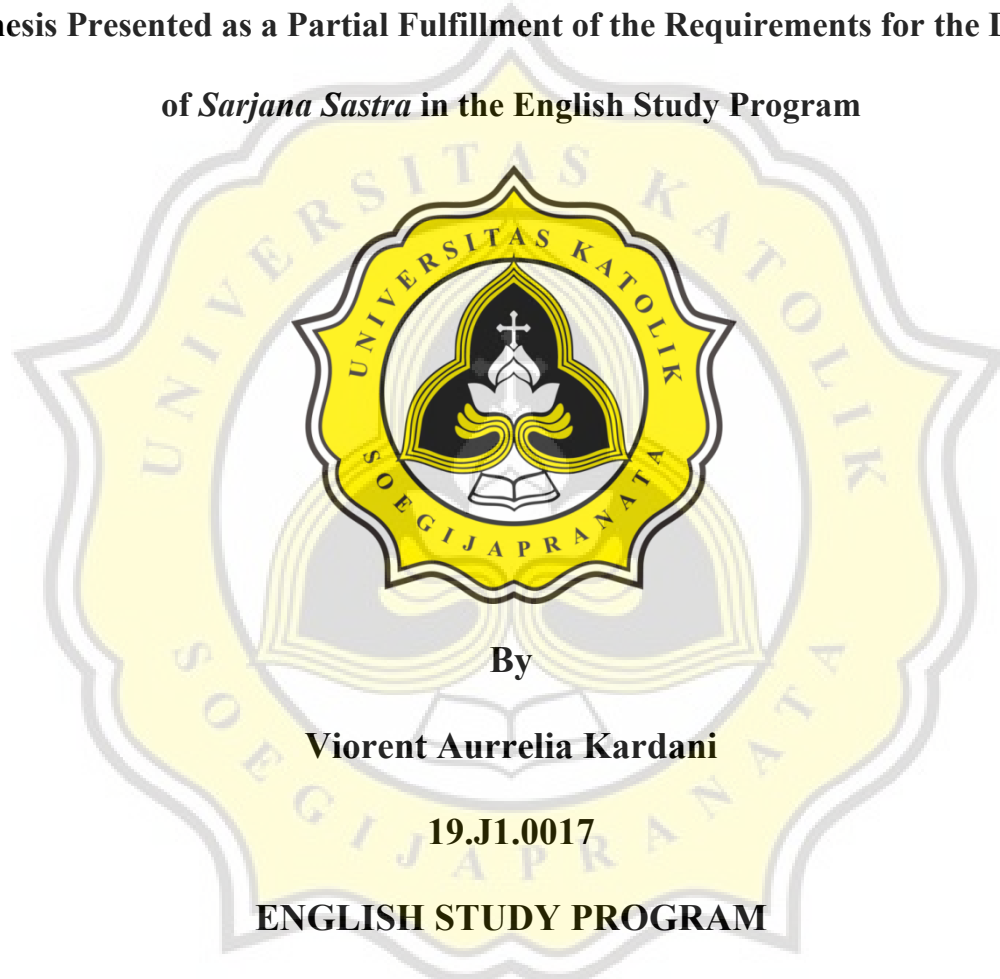
SOEGIJAPRANATA CATHOLIC UNIVERSITY

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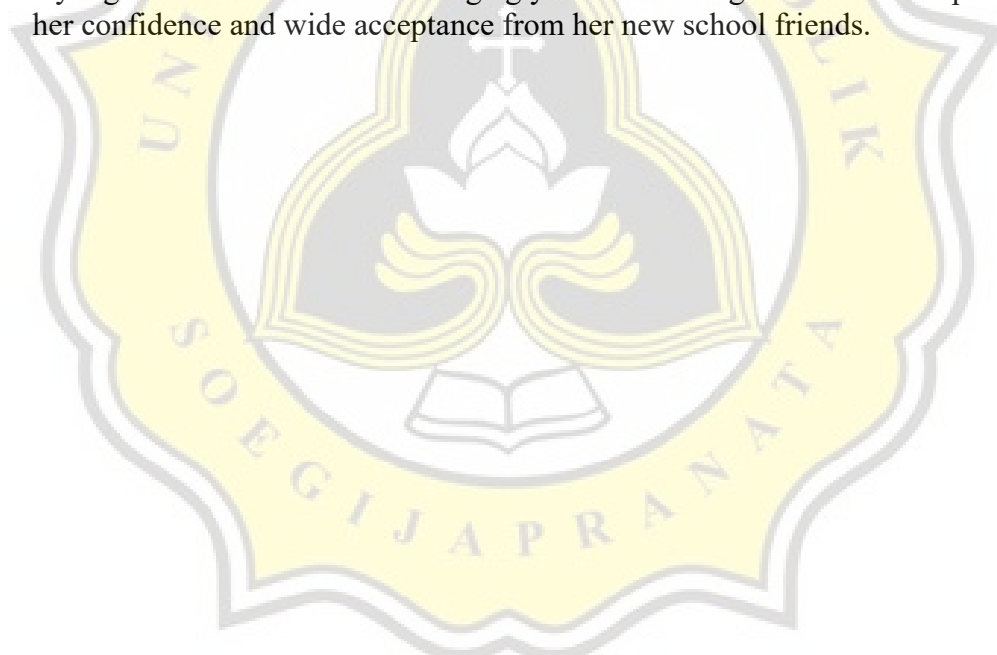
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ABSTRACT

This research was conducted to prove that the main character named Ju Kyung in Korean Drama True Beauty changes her facial appearance to match the beauty standards in her social environment which are also influenced by Western culture. The Western culture influenced her through the makeup that she learned through a YouTube link provided by her online friends. The researcher used theories on American transnational, globalization, and hegemony to find out how American culture influenced Ju Kyung in applying her Korean makeup and in defining the beauty standard she is confident in. Qualitative method was used by the researcher to support this research. The results of this research prove that the American global hegemony of YouTube tutorials that transnationalized to other countries has influenced the local South Korean culture of Ju Kyung to have a new identity. Ju Kyung's transformation from being ugly to a beautiful girl due to makeup has given her confidence and wide acceptance from her new school friends.



ABSTRAK

Penelitian ini dilakukan untuk membuktikan bahwa tokoh utama yang bernama Ju Kyung dalam Drama Korea True Beauty mengubah penampilan wajahnya agar sesuai dengan standar kecantikan di lingkungan sosialnya, yang juga dipengaruhi oleh budaya Barat. Budaya Barat memengaruhinya melalui tata rias yang dia pelajari melalui tautan YouTube yang diberikan oleh teman online-nya. Peneliti menggunakan teori transnasional Amerika, globalisasi, dan hegemoni untuk mengetahui bagaimana budaya Amerika memengaruhi Ju Kyung dalam merias wajah Korea dan dalam menentukan standar kecantikan yang dia yakini. Metode kualitatif digunakan oleh peneliti untuk mendukung penelitian ini. Hasil penelitian ini membuktikan bahwa hegemoni global Amerika terhadap tutorial YouTube yang ditransnasionalkan ke negara lain telah mempengaruhi budaya lokal Ju Kyung di Korea Selatan untuk memiliki identitas baru. Transformasi Ju Kyung dari gadis tidak cantik menjadi gadis cantik karena makeup telah memberinya kepercayaan diri dan penerimaan yang baik dari teman-teman sekolah barunya.

