

ABSTRAK

Santoso, Michael Adrian. 2023. Konstruksi Kecantikan pada Tujuh Perempuan. *Skripsi*.
Yogyakarta: Psikologi, Fakultas Psikologi, Universitas Sanata Dharma.

Penelitian bertujuan untuk mengeksplorasi konsep kecantikan yang dikonstruksi oleh perempuan. Subjek dalam penelitian ini adalah tujuh orang perempuan dewasa. Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan konstruksionisme sosial. Data yang dikumpulkan lewat wawancara semi-terstruktur, kemudian diolah menggunakan metode *Foucauldian Discourse Analysis* (FDA). Hasil penelitian menunjukkan bahwa ada empat wacana yang menyusun konstruksi kecantikan, yakni wacana psikis (kecantikan dinilai dari dalam diri), wacana fisik (cantik itu proporsional secara fisik), wacana kemampuan interpersonal (cantik itu pandai berkomunikasi), dan wacana status ekonomi (cantik itu mahal). Hasil penelitian ini menyimpulkan bahwa kecantikan berkaitan dengan bagaimana seseorang mampu untuk mempresentasikan dirinya di hadapan orang secara keseluruhan, tidak hanya perihal penampilan fisik saja.

Kata kunci: Analisis wacana foucauldian, kecantikan, perempuan, konstruksionisme sosial

ABSTRACT

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Beauty is something that we often see as a form of judgement based on someone's physical appearance. Lately, there are many ideas argue that beauty is not always revolving on someone's physical appearance. This study tries to see how women perceive the meaning of beauty. The subjects of this study is seven women that their beauty ever judged. This study is using qualitative method, with social constructionism approach inside. The data obtained by conducting a semi-structured interview, then proceed to be process by *Foucauldian Discourse Analysis* (FDA). The results shows that there are four discourses that construct beauty: psychological (beauty is judged by someone's internal condition), physical (beauty means suitable with beauty standard), interpersonal ability (beauty equals someone's communication ability), and economical status of someone (beauty is expensive). The results concludes that beauty is not always something related to physical appearance. Beauty is when someone knows how to present themselves in front of someone holistically, not just merely by their physical appearance

Keywords: foucauldian discourse analysis, beauty, social constructionism