

CHAPTER I

INTRODUCTION

1.1 Background to the Study

Beauty standards come from society, and society starts forming an idea of beauty through comparison of one human being to another, and they set up unrealistic standards (Mateo, 2020). The fear of being a cast out for not adhering to those standards drove people to obsess over the unrealistic standards to the point it affects their mental and physical health. People that are considered “beautiful” are more visible than the “ugly” people. This aspect of beauty standards shifts its neutral disposition into toxic beauty standards.

Society`s perceptions surrounding beauty standards vary around the world. The same applied to the modeling industry in Indonesia in the 90`s. Sabrina Sulaiman said, women are expected to have a long hair and bright tone skin since those are some of the qualities which men seek in women. In the 20`s, many foreign models who came to Indonesia are demanded to have long dark hair to abide by Indonesia`s beauty standards. (Sulaiman, 2021)

The practice of body neutrality is taking a body part that you may not be happy with and ask, what this body part allows me to do in life. (Barta, 2021). Body neutrality defines the idea of finding peace with our body and gratitude with what our body does for us. People can sometimes feel ugly about the looks of their body parts but still appreciate its functionalities.

The movie *imperfect* conveys the struggle that Rara, the protagonist, faced against toxic beauty standard throughout her life. *Imperfect* is directed by Ernest Prakasa and released in 19th December 2019. Rara has faced unrealistic beauty standard from the early aged. She got bullied do to her unconventional looks, dark skinned and fat body. She went to work in a beauty company in later life and once again faced another form of bullying. Receiving insults from co-workers and being denied of promotion unless she changes her looks.

This thesis explains the toxic beauty standards that is plaguing women around the world and it consequences to society and how they treat women as an object rather than a human being.

1.2 Statement of the Study

To analyze the toxic beauty standards in *Imperfect the movie*, there are some problems of study here as follows:

1. What standards apply to toxic beauty as reflected in the movie 'Imperfect'?
2. What does the main character do adhering to the toxic beauty standards?
3. What does the consequence of adhering to toxic beauty standard do to the main character's psyche?

1.3 Objective of the Study

The objective is an important thing in a study. It can help the writer to do the study easily. The objectives of the study are:

1. To define the problem of toxic beauty standards contained within the movie *Imperfect*.
2. To identify the reasons why the main character adhere the toxic beauty standards
3. To describe the main character's psyche through Freudian's psychoanalytic theory.

1.4 Scope of the Study

In this study, the researcher focuses on the toxic beauty standards that women get as experienced by the main character in the movie *Imperfect*, the reasons why the main character adheres to the toxic beauty standard and what consequences the main character gets from adhering the toxic beauty standard.

1.5 Significance of the Study

Significance of this analysis is to provide an understanding about toxic beauty standards and the movement that arises from it, which is Body Neutrality. In addition, the researcher hopes that the readers have a better understanding about Body Neutrality.

1.6 Approach to the study

This thesis used qualitative approach to conduct the research. The qualitative approach is one of research methods involving data collection of personal experiences, introspection, stories about life, observations, interactions and visual texts which are significant to people's life. This thesis applies body neutrality theory

and the subject used is a movie directed by Ernest Prakasa entitled *Imperfect*. The data collected by watching the movie then note any part or scene that shows that it is an act of toxic beauty standards and body neutrality.

1.7 Organization of the study

The researcher will classify the study into five chapters. They are introduction, biography and synopsis of the story, review of related literature, finding and discussion and the conclusion.

In chapter I the researcher will start with introduction consisting of background of the study, statement of the problem, objective of the study, scope of the study, significance of the study, approach to the study and organization of the study.

Chapter II will show the biography of Ernest Prakasa and Meira Anastasia as the writers and the synopsis of the story.

Chapter III contains review of related literature which explains previous study, what literature is, what movie is and theory that researcher use in this final project is about body neutrality.

Chapter IV consists of analysis and discussion of the study. The researcher will answer statement of the problem that is found in the subject.

Chapter V consists of conclusions and suggestions. The researcher will review, summarize, and conclude the entire chapter.