

## Representation of ideal beauty and women's position in korean reality show let (read: me in) = Representasi kecantikan yang ideal dan posisi perempuan dalam reality show Let baca: me in

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### Abstrak

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Korean Reality show "Let &#32654;&#20154;" adalah sebuah program reality TV yang memanfaatkan para peserta perempuan yang memiliki ketidakpuasan dan penolakan terhadap penampilan mereka, untuk mempromosikan operasi plastik. Fokus utama dari makalah ini adalah bagaimana kecantikan yang ideal direpresentasikan dan bagaimana perempuan diposisikan dalam season kedua Korean reality show "Let &#32654;&#20154;". Secara khusus, tiga episode, yaitu episode keenam, ketujuh, dan kesembilan dalam season ini, dianalisis untuk melihat bagaimana acara reality show ini menghadirkan peserta sebelum dan setelah mereka menjalani operasi plastik. Dengan menggunakan analisis semiotik John Fiske, penulis menemukan bahwa kecantikan yang ideal dikonstruksikan di acara reality show ini, yaitu kecantikan yang mengarah kepada kecantikan ideal Barat. Bersamaan dengan itu, bagaimanapun, perempuan diobjektifikasikan sebagai objek seksual, objek kecantikan dan objek konsumsi. Makalah ini menyimpulkan bahwa meskipun "Let &#32654;&#20154;" membantu peserta untuk menjadi perempuan yang cantik, mereka juga diperdaya pada waktu yang sama.

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<b>ABSTRACT</b><br>

Korean reality show "Let &#32654;&#20154;" is a reality TV program that exploits female participants with dissatisfactions and resistances on their appearance, to promote plastic surgery. The main focus of this paper is how the ideal beauty is represented and women are positioned in the second season of Korean reality show "Let &#32654;&#20154;". Specifically, the three episodes, which are the sixth, the seventh, and the ninth episode in this season, are analyzed to examine the way this reality show presents participants before and after they undergo plastic surgery. By using John Fiske's semiotic analysis, I found out that the ideal beauty constructed in this reality show pointed to Western ideal beauty. Along with it, however, women are objectified as sexual objects, beauty objects and objects of consumption. This paper concludes that even though "Let &#32654;&#20154;" assists participants to be beautiful women, they are also victimized at the same time., Korean reality show "Let &#32654;&#20154;" is a reality TV program that exploits female participants with dissatisfactions and resistances on their appearance, to promote plastic surgery. The main focus of this paper is how the ideal beauty is represented and women are positioned in the second season of Korean reality show "Let &#32654;&#20154;". Specifically, the three episodes, which are the sixth, the seventh, and the ninth episode in this season, are analyzed to examine the way this reality show presents participants before and after they undergo plastic surgery. By using John Fiske's semiotic analysis, I found out that the ideal beauty constructed in this reality show pointed to Western ideal beauty. Along with it, however, women are objectified as sexual objects, beauty objects and objects of consumption. This paper concludes that even though "Let &#32654;&#20154;" assists participants to be beautiful women, they are also victimized at the same time.]