

# Konstruksi keindahan fisik artis keturunan mixed race pada film Lost in Love = Construction of physical aesthetic from mixed raced people of Indonesian descent in the movie Lost in Love

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## Abstrak

[<b>ABSTRAK</b><br> Industri hiburan di Indonesia seperti perfilman dipenuhi dengan aktor-aktor yang berdarah

?Indo? (setengah Indonesia setengah asing). Hal tersebut dikarenakan kebanyakan dari mereka berwajah cantik dan tampan dan secara keseluruhan memiliki bentuk fisik yang menarik. Penggunaan orang Indonesia mixed race tersebut sering kali secara tidak disadari memberi makna bagi konstruksi keindahan fisik tersendiri dalam masyarakat. Film Lost in Love merupakan contoh baik dari bagaimana orang mixed race merepresentasikan bagaimana keindahan fisik ideal di Indonesia itu seharusnya. Film yang bertajuk drama cinta ini dibintangi oleh 3 aktor yang semuanya berketurunan Eropa atau biasa disebut ?Indo?. Pisau analisa utama dalam penelitian ini adalah teori mengenai hiperrealitas dari Jean Baudrillard dan teori mengenai estetika dari Immanuel Kant. Metode yang digunakan adalah dekonstruksi yang biasanya digunakan dalam menganalisa post-strukturalisme dalam karya sastra. Penggunaan aktor-aktor Indo dalam film Lost in Love tidak jauh-jauh dari komodifikasi yang biasanya dilakukan dalam industri perfilman dan untuk ke depannya, aktor-aktor berdarah Indo sepertinya akan kerap mewarnai industri perfilman dan hiburan secara umum di tanah air karena selain wujud fisik yang menawan, permintaan akan mereka tetap banyak.<b>ABSTRACT</b><b> In Indonesia, people of mixed race ancestry who are usually called ?Indo? are usually looked

up because of their perceived beauty superiority. The entertainment industry usually employ people who look like them because they attract audiences. These Indos can be found especially in the movies. Lost in Love is one of those films that like to use attractive eurasians because of their unique looks. This drama genre movie casts 3 Indos as their main characters. Indos contributions to the entertainment industry subconsciously affects how their physical beauty are represented and perceived by society. This research mainly use Jean Baudrillard's hyperreality and Immanuel Kant's aesthetic as analytical tool and deconstruction as the method. Ultimately, besides being the tool of commodification, these Indos will probably still be widely used in the entertainment industry in the future because of the increasing demand., In Indonesia, people of mixed race ancestry who are usually called "Indo" are usually looked up because of their perceived beauty superiority. The entertainment industry usually employ people who look like them because they attract audiences. These Indos can be found especially in the movies. Lost in Love is one of those films that like to use attractive eurasians because of their unique looks. This drama genre movie casts 3 Indos as their main characters. Indos contributions to the entertainment industry subconsciously affects how their physical beauty are represented and perceived by society. This research mainly use Jean Baudrillard's

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