

Fenomena Korean wave dalam standarisasi kecantikan korea pada perempuan Indonesia khususnya remaja = Korean wave phenomenon in standardization of korean beauty on Indonesian women especially teenagers

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Abstrak

Pengaruh globalisasi telah menyentuh semua aspek kehidupan manusia, termasuk kecantikan dan penampilan diri. Makna kecantikan dapat berubah-ubah seiring waktu. Media massa mengambil peranan besar dalam penyebaran budaya salah satunya Korean Wave. Makalah ini berusaha mengkaji bagaimana kemunculan fenomena Korean Wave mulai membentuk standarisasi cantik ala Korea. Kajian menunjukkan bahwa media memiliki peranan dalam menanamkan nilai cantik, kehadiran selebriti Korea yang dianggap sempurna mendorong para remaja menggunakan kosmetika Korea demi mencapai kecantikan ala Korea.

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The influence of globalization has touched all aspects of human life, including beauty and personal appearance. Beauty meaning can change over time. The media took a major role in spreading culture including the Korean Wave. This paper examines how the emergence of the phenomenon of Korean Wave start forming beautiful standardization of Korean Beauty. Studies show that the media has a role in instilling values of what is beauty using Korean beauty as standards, the presence of Korean celebrities who are considered perfect encourage the youth to use the Korean cosmetics in order to achieve the Korean style beauty.