

Society Treatment and Self Acceptance toward Imperfections in *Imperfect*

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ABSTRACT

Imperfect is one of the Indonesian comedy films that has gone viral in Indonesia. It tells the story of a woman who works in a beauty company who gets different treatment because her appearance does not meet beauty standards. This research was conducted to reveal how society's attitude treats women who do not comply with beauty standards and to find out Rara's reasons for refusing to follow the beauty standards set by society. This study uses the theory of lookism and sizeism. Where patriarchal values have internalized women to participate in discriminating against Rara or women who do not follow beauty standards. The discrimination Rara received from society was discrimination against body shape, skin color and the way she appeared in public. After following the beauty standards, Rara feels uncomfortable and conflicts often occur between her and those closest to her. Rara decides to refuse to follow the standard of beauty that has been set by society with self-acceptance and seeks her happiness.

Keywords: *Imperfections*; patriarchy; *lookism*; sizeism

INTRODUCTION

Comedy films exaggerate and perform silly acts to make the film funny. Comedy films are one of the most popular genres in Indonesia (Kurniawan, 2019). They are produced to make the audience laugh (Colman, 2014). Chaniago (2017) stated that Indonesian comedy films production started in 1950. Based on lookism and sizeism, people discriminate against others based on their physical appearance. Being young, slim, tall, white, fair in skin are categories of beauty that are often set by men.

Those values are often then adopted and internalized by women. They then use those categories to judge themselves and other women to determine whether they can be considered to be ideal or perfect as women. In the *Imperfect*, someone who is perfect is someone who has a thin and tall body, and light skin.

ANALYSIS

Society Treatments Toward Women Who do not Conform to the Standard of Beauty

In this chapter I will analyze the society's treatment toward women who do not conform to the standard of beauty and why Rara rejects the beauty standards that are set by society. The treatment that Rara gets from society is discrimination based on her body size and complexion. In the first subchapter I will discuss society's treatment which is discrimination toward Rara's (imperfect) based on her physical appearance (body size and complexion) and her feminine characteristics complexion which does not suit the idea of perfect beauty. In the second

subchapter I will discuss the reasons why Rara (imperfect) rejects the beauty standards that are built by society.

The Ways the Society Treats Women Who Do not Conform to the Standard of Beauty

In this section, I will discuss two ways how society treats women who do not conform to the standard of beauty. Because of Rara's appearance, who does not conform to the standard of beauty, she always gets different treatment from her colleagues and her mother's friends. She gets a lot of unfair treatment. The first treatment is a discriminating treatment toward the physical appearance such as size and complexion. The second treatment is the discrimination toward characteristics such as the feminine characteristics.

Discriminating Treatment against Body Size and Skin Complexion

Rara gets a lot of discrimination treatment not only from her colleague but also from her mother's friends. The first discrimination that she gets is size discrimination. According to Fitriyah, Rokhmawan (2019), there are some stereotypes of overweight people in society, namely, they are stupid, lazy and poorly educated. There are some scenes that can show the discrimination that Rara gets from the people around her. First, people around Rara compare her with Lulu regarding their physical appearance. People consider Rara as an imperfect woman, while Lulu is a perfect one.

The first example of Rara's discrimination about her body size can be seen from the dialogue of Rara's mother's friends about Rara from the following scene (04:35):

Rara 1st mother's friend : "*Kamu kayaknya gendutan ya, gapapa, seger*"

[*"You're getting fatter, right? It's alright, you look fresh"*]

Rara's 2nd mother's friend: "*Kamu tuh punya pacar gak sih?*" [*"You don't have a boyfriend, do you?"*]

From this scene, even though Rara's mother friend says the dialogue while laughing, this dialogue shows that Rara gets insulted because of her body size by her mother's friend. We can see from her dialogue that being an overweight person is something to joke about even for having no love relationship because of the look that is unappealing for people. Rara is being bullied because she has become fatter than before, and that is why Rara's mothers' friends ask Rara about her boyfriend. They think that no men would be interested in her due to her body size. They questioned Rara's physical appearance as well because it contradicted Indonesian beauty standards. When Lulu eventually emerged from her chamber, one of her pals, Deby, made a comparison between Rara and Lulu, who had a quite different appearance. This dialogue can be connected to sizeism that Rara gets discriminated against because of her body size. This scene can be connected with sizeism. Her mother's friends have internalized the patriarchal values about women's bodies that women should have an ideal type of body, which is slim, tall, and fair skin. In order to attract men, they think that women should have that kind of body instead of having an overweight body. Having an overweight body is stereotyped as lazy, unmotivated, undisciplined and incompetent (Puhl & Heurer, 2009; Tiggemann & Anesbury 2000). The reason why they are stereotyped as someone who is lazy, unmotivated, undisciplined and incompetent is because they are unwilling to have an ideal body type by doing an exercise. The fact that someone who is overweight did not do that regularly or even never did that. That is the reason they have an overweight body.

The second example of Rara's discrimination can be seen clearly from the Breakfast Scene (15:20). There is verbal discrimination toward Rara when Rara comes while bringing chicken porridge in the middle of conversations of Rara's colleagues discussing their breakfast.

Irene: "Saladmu apa hari ini?" ["What is your salad for today?"]

Wiwid: "Buah naga, strawberry, duku. Wih, bubur lagi ya?" ["Dragon's fruit, strawberry, duku. Wih, porridge again?"]

Irene: "Ra, ingat lemak, eh tapi gapapa, nutrisi buat ibu hamil" ["Remember your fat, Ra. But it's okay, nutrition for pregnant women"].

From that dialogue, it can be seen that Rara is being discriminated against because her breakfast is different from the perfect women's. The perfect women, Wiwid and Irene, eat healthy food which is fruit salad. It is a great option for a breakfast because it contains lots of vitamins and nutrients. The fruit salad is an example of how Wiwid and Irene maintained their diet in order to achieve proportionate physical health in accordance with Indonesian beauty myths. Meanwhile Rara eats chicken porridge for her breakfast, because chicken was a great nutritional supplement for pregnant women who were deficient in nutrients and anemia during pregnancy. This scene shows that someone who wants to be an ideal type of woman should eat healthy food and eat less fat.

Irene's dialogue "Remember your fat, Ra. But it's okay, nutrition for pregnant women" can be connected with sizeism. Irene's words were sarcastically about Rara's body size that was similar to pregnant women who had a bloated stomach. In the lookism theory, the ideal beauty of a woman is someone who has a slender body. It is totally different with Rara's body size which can be seen that she has an overweight body. Irene's word means that Rara's bloated stomach is similar to a pregnant woman. This is because pregnant women have experienced many changes in their bodies such as a bloated stomach, and they gain fat in almost all their bodies. These changes may make men feel less interested in pregnant women. This means that Rara also looks less interested or unattractive because of her body size which is similar to a pregnant woman.

The third discrimination that Rara gets is about her complexion. Since Rara was born, she looked like her father. She had darker skin color, curly hair and an overweight body. It was different from her little sister, Lulu. She had white skin color, thin body and straight long hair which was similar to their mother who had a thin body and white skin color. We can see from the Living Room Scene in the beginning of the film where Rara's mother's friends came to visit Lulu when she was a newborn baby.

Rara's mother's friend 1: "Putih banget, kayak bola kapas." ["very white, like cotton balls."]

Rara's mother's friend 2: "Untung yang ini kayak mamanya." ["Fortunately this one is like her mother."]

Since Lulu was born, she got special treatment from her mother's friends. They complimented Lulu because she had a white skin like her mom. From this dialogue we can see that having white skin is considered beautiful in society. Rara is being discriminated against because her skin color is different from her mother and her sister. This scene can be connected with lookism because their mother's friend discriminates against Rara based on her look that is different from her mother. The sentence "*fortunately this one is like her mother*" means that they ranked Rara and Lulu's physical appearance. Rara and Lulu differ in that Rara is heavier and has messy curly hair, and she has darker skin. The conversation of one of Deby's acquaintances makes the significance of physical appearance abundantly evident. Similar to the scene in this scene, Deby and her friends are the mythical beauty who judged someone to be beautiful based on their clothing choices and physical appearance. Rara gets cruel criticism from her friends, Deby, who owns fashionable body shapes and clothes according to beauty myths. She is compared to Lulu who has whiter and cleaner skin similar to Deby who is a former model. "Fortunately, this one is like her mother," a friend of Deby's said. It may be said that

Deby, a former model with a beauty to equal beauty myths, is more physically similar to Lulu than she is. This can be connected with lookism where in Indonesian beauty myth, women are most attractive when they have glowing skin and a healthy, normal weight body. Because of that myth, Rara is not suitable to be called beautiful because she is not similar to her mother who has light complexion and curly hair.

Discriminating Treatment against Women's Appearance

Women wear makeup to hide their flaws or their imperfections. According to Mafra, makeup use can be related not only to potential partner attraction but also to a rival competition. This can be connected with lookism where people rank an individual based on attractiveness. In this subchapter, I will discuss Rara's appearance which is different from the perfect appearance of someone who wears makeup and dresses up properly in every occasion. The first example that shows discrimination against Rara's appearance is shown in the bedroom scene:

Deby : Pusing mamah liat kamu udah kaya paus terdampar begini [You look like a stranded whale, which is uncomfortable to see.]

Rara : Hmmmmmm

Deby : Bangun, mandi terus dandan. Udah rame itu dibawah [Get up, take a shower and get dressed. It's crowded below]

Deby went into Rara's room to try to wake her up, but Rara was still sound asleep, controlling the mattress with her body position, making the mattress a mess as well. Pillows were scattered, bolsters were thrown down, and the arrangement of blankets was already skewed. She created a huge mattress that should be enough for two people to be for Rara herself, and made pillows and bolsters fall also because there is no place, which is an indication that Rara is overweight and has a large body. Deby also compared Rara to the whales that were stuck after observing Rara's impressive bed posture and mess. The stranded whale can be seen as a metaphor for Rara's body type, which has the same extra weight. Rara, who was still drowsy, barely responded briefly. Deby, Rara's mother, is a symbol of beauty that is in line with Indonesian beauty myths because Deby has white, shiny complexion, a fair, slim frame, and even wears elegant clothing inside the home. In other words, Rara is a lady who, because of her body size, does not fit the stereotype of a beautiful woman in Indonesian beauty myth. The next evidence is Deby's verbally abusive discussion in which he compares Rara to a whale with a large bulk. It might also occur as a result of Rara's weight, which is inconsistent with the concept of beauty.

The second example of Rara being discriminated against because of her appearance can be seen from the Canteen Scene 1 during the office break, Fey and Rara were eating in the cafeteria and then Marsha and friends came.

Marsha: "Sepatu lo lucu juga, tapi coba deh, pakai heels. Pasti lebih kece deh"
["Your shoes are cute, try using heels, you will look cooler."]

This dialogue shows that Marsha was making fun of Rara's shoes because Rara was wearing flat shoes rather than high heels. Wearing high heels will make the women look more feminine and more attractive and also respond to social expectations. Smith and Helms (1999) suggest that wearing heels could make women more attractive by enhancing the contours of the leg and ankle, decreasing the perceived size of the foot, accentuating the bosom and the buttocks, adding height which would increase confidence and therefore attractiveness. Marsha's dialogue "*Sepatu lo lucu juga, tapi coba deh, pakai heels. Pasti lebih kece deh*" is sarcastically saying that Rara's shoes are not suitable for women to wear in their beauty industry company. Marsha suggested to Rara to wear high heels so that she looks more attractive and cooler. This

means that Rara looks unattractive because she is wearing a plain grey slip on shoes. By wearing high heels, Rara can be more attractive rather than wearing slip-on shoes.

The third example of Rara's discrimination over her appearance can be seen from the lunch time scene in the canteen, when Fey and Rara were looking for a place to eat.

Rara: "Misi mas, sharing mejanya boleh?" ["Excuse me, can we share the table?"]

Guy 1: "Tapi kita lagi menunggu teman." ["But we are waiting for our friend"].

Rara: "kita duduk dahulu, nanti kalau teman mas datang kita bisa pindah lagi, tidak apa." ["It's okay we can sit first, then when your friend comes we can move to another table"].

Guy 1&2: "tapi teman kita sudah dekat" says the guy while pointing in a different direction. ["But our friend is already close"].

Although Rara asked the guys politely over the sharing table, her request was denied by the two guys, saying that their friends are already near. The two guys refused to sit with Rara and Fey because their looks are unattractive. When the perfect (Marsha and friends) came, the guys immediately gave the table for them to sit. This scene represents a situation where men try to avoid women who have unattractive bodies. The perfect always gets the special treatment such as the smiling face by men because of their looks, meanwhile the imperfect gets the sour face when they reach the man. This can be connected with lookism where the attractive one gets special treatment by people. Meanwhile the unattractive will get rejection. According to Dion, Berscheid, and Walster (1972), physical appearance impacts individuals' lives and they will have better social and professional lives (p183-188). This means that Rara's appearance impacted her lives, because she did not dress up properly in her company like Marsha, she gets rejected in her social and professional lives.

The fourth example of Rara's discrimination over her appearance can be seen in the toilet scene. Marsha's friends said that Marsha is the worthy candidate because she is beautiful. Then they make fun of Rara who also wants to be the next manager.

Marsha: "Rara mana pantas memimpin kita? Memimpin? Bagaimana kalau belajar dandan

dahulu?" ["How can Rara be worthy of leading us? How about she learns to wear makeup first?"]

While applying cosmetics in the bathroom, Wiwid, Irene, and Marsha are talking about replacing their leaving manager. The open manager positions and who will fill them are being discussed by the current managers who dress and maintain their bodies in accordance with the myth of beauty. There are two potential candidates for the position: Marsha and Rara. From the dialogue, it shows that someone who wants to be a leader needs to learn how to dress up. Marsha utters the same words used in that scene, "Lead? Learn how to dress first, Marsha confidently remarked. Rara did not fit the criteria because she is incapable of applying makeup and has never done so. Dressing up in this dialogue means that someone who is going to be the manager should wear proper clothes in the office and wear makeup. It can be seen from this scene that Marsha wears a suit and does a touch up on her makeup. Marsha's dialogue is sarcastically said that Rara needs to learn how to wear makeup and wear proper clothes unlike Rara's current appearance which is a more casual and *tomboy-ish* look. Styling or makeup is an important factor in the Indonesian beauty myth. This scene can be connected with the lookism where someone's appearance or someone's physical attractiveness impacts wages, hours of work, and promotion where an individual is employed. Someone who was more attractive was perceived to have happier and more successful lives in general than unattractive individuals.

They also have happier professional lives and secure a more prestigious job. We can see Marsha wearing her makeup before saying her words. This means that Rara needs to follow what a woman should do before promoting herself to become the manager of a beauty industry company.

The fifth example of discrimination of Rara's appearance can be seen in the Dika's office scene:

Teman kerja Dika : Dik, kita mau nongkrong, kaila ulang tahun. Ikutan yuk? [Dik, we want to hang out, kaila birthday. Let's join?]

Dika : Wah gua mau nganterin cewe gua balik [Sorry, I want to take my girl back]

Teman kerja Dika : Itu cewe lo? [Is that your girl?]

Dika : Iya. Duluan ya [Yes, I'll go first ya]

Teman kerja Dika : Oh okay [Oh oke]

Teman kerja Dika : Fix sih itu di pelet [Fix, he is using magic]

Dika's coworkers who are models serve as examples of beauty in Indonesia because of their thin bodies, fashionable attire, and usage of makeup, whereas Rara stands in contrast to the models. While the models are dressed in very fashionable attire, Rara merely wears the huge sweater and the matching pants. According to the urban myth, a lady is deemed lovely if she has a small build, glowing skin, and wears fashionable clothing (Wiasti, 2010:4-5). This stands in stark contrast to Rara, who is overweight and wears only casual clothing. This scene can be connected with lookism because the models judged Rara's appearance which is very different from those who dress up properly and wear makeup while Rara did not dress up and wear makeup. These models, meanwhile, portray beautiful women. Dika was invited to a friend's birthday after the photo shoot was over, but he declined because he had an appointment with Rara. "Is that your girl?" his friend Dika said during their conversation. "That is pellet-fixed," They were not certain that Rara was Dika's girlfriend because the myth of beauty states that a man with a good-looking face should have a good looking girlfriend too. They engage in gossip, which is an unfair critique that damages people's feelings, in the dialogue, which represents action bullying and verbal bullying.

The Reasons that Makes Rara Refuse to Follow the Beauty Standards Built by Society

In the beginning of the analysis, she is treated differently because of her body size, complexion and appearance. Because of that she tried to suit herself in the standard of beauty. But she felt uncomfortable with her life, especially her relationship with her boyfriend and her with her family. After realizing her problem, she realized that she refused to follow the beauty standards that are built by society. In this subchapter I will discuss the reasons that make Rara refuse to the beauty standards that she had tried to follow. There are two reasons that I found which are self acceptance and pursuing happiness.

Self-Acceptance

The first reason that makes Rara refuse to follow the beauty standards is shown in her speech during an opening ceremony of her company's project. Self-acceptance refers to an individual's efforts to have a more appreciative mindset by accepting his or her own self-concept fully and not criticizing their flaws. Rara chooses to accept herself the way she is. She feels that beauty does not need standards because everyone is different and unique. No standard will be suitable for everyone. Rara chooses to be happy with their body and what they already have because they feel that self-acceptance is the key to happiness. If they keep feeling insecure with themselves they will not feel happy and grateful for what they already have.

In Rara's speech, launching the new product of Malathi, she said:

“Jadi perempuan memang tidak mudah. Banyak sekali ekspektasi yang membebani. Standar kecantikan yang sering kali tidak masuk akal. Cantik itu langsing. Cantik itu putih. Padahal, perempuan sangat beragam. Ketika perusahaan ini berdiri Ibu Melinda memilih nama Malathi bukan tanpa alasan. Malathi diambil dari bahasa Sansekerta yang artinya "teman yang baik".

Dan itulah cita-cita kami untuk perempuan Indonesia. Teman yang baik tidak menghakimi. Teman yang baik tidak menyudutkan. Dan teman yang baik membantu kita mengenal siapa kita sesungguhnya.” [“Being a woman is not easy. Lots of expectation. Beauty standards which often make no sense. Beauty is slim. Beauty is white. In fact, women are very diverse. When this company was founded, Mrs. Melinda chose the name Malathi not without a reason. Malathi is taken from Sanskrit meaning "a good friend". And that's our ideals for Indonesian women. friend who kindly does not judge. Good friends are not cornered. And good friends help us know who we really are.”].

By doing her company project, she not only finds herself but also invites other people to accept themselves the way they are. By saying, *“Women were not supposed to be attached to the standard of beauty because women were diverse,”* she realized that the beauty of women is not singular because every woman is different from each other. They have different beauty in themselves, and she engages others to accept their flaws. From Rara’s speech we know that *Malathi* is taken from Sanskrit meaning “a good friend”. *“A good friend who kindly does not judge and helps us know who we really are”*. When someone goes through a depression because they can’t accept themselves, they need support and protection from a variety of individuals to minimize any potentially harmful behavior. With self-acceptance, a person is able to accept and manage any challenges that may arise and respond in a sensible and supportive environment.

Pursuing Happiness

Apart from self-acceptance, pursuing happiness is the second reason for Rara not to follow or refuse the beauty standards that are built by society. The first evidence that she is pursuing happiness is shown in the bedroom scene where she sees herself in the mirror while weighing her body.

Rara: “Dahulu, setiap mau naik timbangan aku takut. Takut kalau angka yang muncul akan membuatku merasa tidak berarti. Tapi sekarang aku belajar kalau timbangan itu cuma menunjukkan angka, bukan nilai. Aku belajar untuk menjadi versi terbaik dari diriku sendiri. Karena sesungguhnya, kita tidak perlu sempurna untuk bisa bahagia.” [“In the past, every time I wanted to get on the scales I was afraid. Afraid that the numbers that come up will make me feel worthless. But now I've learned that the scale only shows numbers, not grades. I learned to be the best version of myself. Because actually, we don't need to be perfect to be happy.]

From Rara’s dialogue, we can see that in the past, she was always scared to weigh her body on the scale because after seeing her weight number she could feel worthless. But then she realized that the scale only shows numbers not her values. She learned to accept herself and pursue happiness rather than pursuing perfection. We can see from the picture in the bedroom scene above, Rara is smiling showing her teeth when she weighs her body. This means that Rara is pursuing happiness. This scene shows that when she is pursuing perfection and compliment from society, she does not feel happy and uncomfortable with herself. Because she felt insecure with her own body and appearance.

The second example of Rara’s reason for pursuing happiness rather than following beauty standards. It is shown in the scene where she had breakfast with her mom’s friends.

Rara’s mother’s friend 1: “Rara, kamu kenapa gemuk lagi?” [“Rara, why are you become fat again?”]

Rara's mother's friend 2: "Kamu stres? Kamu dipecat? Hamil?" ["Are you stressed? You're fired? Pregnant?"]

Rara's mother's friend 1: "Aku tahu. Kamu sudah tidak olahraga lagi?" ["I know. You don't exercise anymore?"]

Rara: "Masih, Tante. Tapi olahraga agar sehat, Tante. Bukan agar kurus." ["Still, Auntie. But exercise to be healthy, Auntie. Not to be skinny."]

Rara's mother's friend 3: "Tapi kamu lebih cantik saat kurus, Ra." ["But you are prettier when you are thin, Ra."]

Rara: "Ternyata, cantik juga belum tentu bahagia, Tante." [Apparently, beautiful is not necessarily happy, Auntie."]

From this scene we can see that Rara's mother's friends still discriminate against Rara because she is getting fatter. But Rara's expression and reaction is different than before she accepted herself and pursued happiness. From Rara's dialogue it can be seen that Rara chose to be happy rather than doing an extreme exercise and she became sick, unhealthy, and unhappy. As a result of what happened, Rara tries to accept herself by eating the foods she enjoys and not worrying too much about her physical appearance. She no longer feels bound by the societal expectations that had been bothering her. From Rara's dialogue "*Tapi olahraga agar sehat, Tante. Bukan agar kurus.*", "*Ternyata, cantik juga belum tentu bahagia, Tante.*" When Rara answered her mother's friend, she said the dialogue while smiling happily. This means that she is already happy with her situation and condition. She no longer feels burdened with her weight and look. Can conclude that Rara is still doing exercise for her health not for being slim and to be called beautiful to suit the beauty standards. Because when she forced herself to be beautiful she did not feel happy

CONCLUSION

Imperfect is a movie that talks about an issue that is still relevant today, and it was famous back then in 2019. Rara represents the victims of women's appearance discrimination in Indonesia. She is considered physically unattractive so that in various places she experiences discrimination from fellow men and women verbally and non verbal. Through this film, we can see that there are still many injustices in society, and it provides a lesson for people to respect each other.

In this analysis, there are two theories that are being used which are lookism and sizeism, these theories are based on the patriarchy. Patriarchy is a social and ideological construct which considers men (who are the patriarchs) to be superior over women (Rawat, 2014). Beautiful for a woman is always defined as having fair skin, long straight hair, and being tall and perfectly slim. The patriarchal values and dominance lead to the way people look at women. Because the standards of ideal physical appearance are set by males, they lead to the idea of lookism and sizeism. Lookism can be described as an idea of physical attractiveness discrimination. Physical attractiveness impacts wages, hours of work, and promotion where an individual is employed. Dressing for women was important to convey messages of competence, power and status. Meanwhile sizeism is discrimination or prejudice directed against people because of their size and especially because of their weight. Someone who has an overweight body is stereotyped as lazy, unmotivated, undisciplined and incompetent. Based on lookism and sizeism, people discriminate against others based on their physical appearance. Being young, slim, tall, white, fair in skin are categories of beauty that are often set by men. Those values are often then adopted and internalized by women. They then use those categories to judge themselves and other women to determine whether they can be considered to be ideal or perfect as women. By using Lookism theory, this analysis shows that Rara is being discriminated against for her complexion and appearance. It can be seen from the beginning of the film where

Rara's mother's friends are complimenting Lulu, Rara's sister, having white skin like her mother. Meanwhile Rara is different and looks like her father who has tan skin. Not only that, Rara is also being discriminated against in her office by her colleague. By using Sizeism theory, this analysis shows that Rara is being discriminated against over her overweight body.

In this analysis, there are several findings that we found. The first finding is that Rara, who is not following beauty standards, is being discriminated against because of her overweight body size which is not slim, tall and light skin like the perfect. She is in contrast with the Indonesian beauty myth, that women should have light skin and slim bodies. The second finding is that Rara is also being discriminated against for her appearance. This is also in contrast with women who should have been dressed up to convey messages of competence, power and status. Her colleagues think that Rara can't be a manager because she can't pay attention to her appearance before becoming a manager. But in the end of the movie, she decided not to follow the beauty standards. She felt uncomfortable with her life after changing her appearance to follow the beauty standards that are set by society, especially her relationship with her boyfriend and her with her family. After realizing her problem, she realized that she refused to follow the beauty standards that are built by society. There are two reasons that make Rara and other female characters refuse to follow the beauty standards that are built by a society which are self acceptance and pursuing happiness.

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