

CHAPTER I

INTRODUCTION

1.1. Background of the Study

Nowadays, the phenomenon of healthy lifestyle has become an interesting topic to be discussed. The protection and improvement of health has become the important life goals. It is a strategy for some people to gain healthy body. In other words, healthy lifestyle is about new health consciousness, a contemporary social awakening which values behaviors and practices geared toward achieving and maintaining health and healthy living (Crawford 2006). This topic then not only becomes as a conversation from one person to another, but this makes a lot of electronic media competing to show the various healthy lifestyle concepts through media advertisement.

Recently, healthy lifestyle images are often found in media advertisements, especially video advertisements. When talking about health, of course, the body shape and size are important to indicate the concept of being fit and healthy. Through media, the portrayal of body shape and size that is not over-weight, but also not to skinny presents the criteria or the figuration of how it looks to be having healthy body in shape and size (Rich and Evans 2005, 385). For active people today, they are very aware of the importance of healthy body, especially in modern society. By implementing healthy lifestyle considered as a way to increase the fitness of body and maintaining health. It helps people to focus and to go through every day activities. Not only that, healthy body must be balancing with any kind of physical exercise and healthy food that are