

UNDERGRADUATE THESIS
THE REPRESENTATION OF KOREAN BEAUTY STANDARD ON
***LANEIGE* ADVERTISEMENTS WITHIN INDONESIAN'S INFERIORITY**
COMPLEX



By:

PRITANIA PRAMESWARI

NIM 121811233009

ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS AIRLANGGA
SURABAYA

2022

UNDERGRADUATE THESIS
THE REPRESENTATION OF KOREAN BEAUTY STANDARD ON
***LANEIGE* ADVERTISEMENTS WITHIN INDONESIAN'S INFERIORITY**
COMPLEX



By:

PRITANIA PRAMESWARI

NIM 121811233009

ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS AIRLANGGA
SURABAYA

2022

i

SKRIPSI

THE REPRESENTATION...

PRITANIA PRAMESWARI

**THE REPRESENTATION OF KOREAN BEAUTY STANDARD ON
LANEIGE ADVERTISEMENTS WITHIN INDONESIAN'S INFERIORITY
COMPLEX**

UNDERGRADUATE THESIS

By:

PRITANIA PRAMESWARI

NIM 121811233009

**ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS AIRLANGGA
SURABAYA**

2022

ii

SKRIPSI

THE REPRESENTATION...

PRITANIA PRAMESWARI

**THE REPRESENTATION OF KOREAN BEAUTY STANDARD ON
LANEIGE ADVERTISEMENTS WITHIN INDONESIAN'S INFERIORITY
COMPLEX**

UNDERGRADUATE THESIS

**Submitted in Partial Fulfillment of the Requirements for the Sarjana Degree of
English Department Faculty of Humanities Universitas Airlangga**

By:

PRITANIA PRAMESWARI

NIM 121811233009

**ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS AIRLANGGA**

SURABAYA 2022

iii

SKRIPSI

THE REPRESENTATION...

PRITANIA PRAMESWARI

DECLARATION

I declare that this undergraduate thesis submitted in partial fulfillment of the degree of Sarjana Humaniora (S.Hum) of the English Department Faculty of Humanities Universitas Airlangga is entirely my own work and has been solely the result of my own original research. Hereby, I confirm that:

1. This thesis is not copied from any other person's work (published or unpublished);
2. I do not use the services of any professional agencies to produce this thesis;
3. This work has not previously been submitted in whole or in part for a degree or any other qualification either at Universitas Airlangga or elsewhere;
4. Any texts, tables, figures, data or other materials copied from other sources (including, but not limited to, books, papers, and the internet) have been clearly acknowledged and referenced in the text. These details are also confirmed by a fuller reference at the end of the work.

I am fully aware that breaching any or all of the above points will result in the withdrawal of the awarded degree and disciplinary action in accordance with the regulations at Universitas Airlangga.

Surabaya, 04 July 2022



Pritania Prameswari
NIM 121811233009

APPROVAL SHEET

Title : The Representation of Korean Beauty Standard On *Laneige*
Advertisements Within Indonesian's Inferiority Complex

Name : Pritania Prameswari

Student's Number : 121811233009

Department : English Department

Approved to be submitted on 04 July 2022 by:

Advisor

Dr. Hariawan Adji, Drs., S.T., M.Kes

NIP. 196911101993031004

And has been examined and accepted by the Board of Examiners: Surabaya, 18
July 2022.

Chair/Examiner 1

Edi Dwi Riyanto, S.S., M.Hum., Ph.D.

NIP. 1969092220000031002

Examiner 2

Dr. Hariawan Adji, Drs., S.T., M.Kes

NIP. 196911101993031004

Examiner 3

Pujo Sakti Nury Cahyo, S.S., M.Hum.

NIP. 198509232015041003

Acknowledged by

Head of English Department

Dr. Layli Hamidah, S.S., M.Hum.

NIP. 197512162003122001

SKRIPSI

THE REPRESENTATION...

PRITANIA PRAMESWARI

Dedicated to myself and my hardworking self.

ACKNOWLEDGEMENT

It is a good opportunity and blessing to complete my undergraduate thesis. Hereby, I would like to say thank you to Allah for helping by showing me His kindness and greatness while I was doing my thesis and living my life as hardworking independent woman which because of Him, I was given incomparable strength and healthy. Thanks for my thesis advisor, Hariawan Adji, it is such an honor to have my thesis guided by you. Without you, this thesis will never found an enlightenment and the end point.

I would like to express my gratitude feeling for Yan Akbar, my senior who has helped to finish this thesis. With all of his suggestions and his best way to assist me in completing this thesis, there's no way and impossible for me to forget his kindness. Even though he was busy, he spares his time to read and revised my chapters. Thank you also for helping me to prepare everything before the thesis defense. Thank you for convince me that I can finish my thesis and graduate. I hope you a healthiness, success, and prosperous life. You are super cool.

Thanks to my parents, Mama and Papa, who never left me since the first day I was born in this world. Even though it is not easy to pass this phase, you still give me the biggest support that not every kid had. If this world met it ends, trust me, I still want to be your precious daughter. Sorry if I hurt, disappoint, or get mad at you in any time and thanks for letting me do whatever I wanted. Thanks for provided me any sources and I hope, in the future, I can make you happy and proud before you leave me and my sisters, my life, and this world.

Aside of my parents, I also would like to say thank you to my cats especially Popo because he has helped me so much to heal my depression and anxiety which I think no one cannot do the same as Popo did. His existence is so special and important to me and I hope we still can be together till the end of the world or death do us apart. I promise I will make you happy by living in this world and I will make sure that you

are loved by me. Thanks for born in this world and thanks for loving me. Thanks for always looking at me with that kitten eyes every time I feel sad, anxious, depressed, or stressed.

To Jilan, Hilda, and Arimbi; my partner in crime and partner in everything. *Merci*. My world feels more colorful and fun whenever I'm with you and I've never been so happy every time I spend my time with you. I feel alive and it is nice to know that you are part of my life. Thank you for accompanying me for this 4 years under any circumstances. Thanks for accepting all of my flaws, thanks for gain my confidence, thanks for let me to by myself without even worry about others, and thanks for all your love. You've made my day and I'm so grateful for your existence. Promise me that we will always be together and promise me that you will never leave me.

For Hana, Yochebed, Mayvia, and Reyhan, thank you for make me happy, glow, and shine in this dark and tough world. It is not easy for us to walk in this world but we have tried our best. Thanks for teaching me any life lesson also how you all always teach me to keep loving myself. I'm so lucky to have you by my side and in my life. It is such an honor to share my slice of life with you and if this world is a movie, you are all my supporter to make me the main character of my own story. With you, I'm stronger, funnier, and happier than ever.

Last but not least, I want to thank Fredyka Badar Virmansyah for accompanying me since 2015. It is not easy for us and we have been through so many storms, summers, and springs. You have helped me to get rid of my insecurities, my overthinking, and my sadness. You have made me feel happy and loved for this past seven years. You complete me.

Surabaya, 27 June 2022

Pritania Prameswari

Seperti Apa Terbebas dari Dendam Derita?

“Seperti pisau yang dicabut pelan-pelan
dari cengkraman luka”

(Selamat Menunaikan Ibadah Puisi, Joko Pinurbo, 127, 2005)

TABLE OF CONTENTS

COVER PAGE.....	I
INSIDE COVER PAGE.....	I
DEGREE REQUIREMENT	II
DECLARATION	IV
APPROVAL SHEET	V
ACKNOWLEDGEMENT	VII
EPIGRAPH	IX
TABLE OF CONTENTS	X
LIST OF TABLES	XII
ABSTRACT	XIII
ABSTRAK	XIV
CHAPTER I INTRODUCTION	1
1.1 Background of the Study	1
1.2 Statement of the Problems	16
1.3 Objectives of the Study.....	16
1.4 Significance of the Study.....	16
1.5 Definition of Key Terms.....	17
CHAPTER II LITERATURE REVIEW.....	19
2.1 Review of Related Studies.....	19
2.2 Theoretical Framework.....	21
2.2.1 Decoding: Dominant, Negotiated, and Oppositional	21
2.2.2 Inferiority Complex.....	25
CHAPTER III RESEARCH METHOD	28
3.1. Research Approach.....	28
3.2. Data Sources	29
3.3. Sampling	30
3.4. Population	33
3.5. Scope and Limitation	33
3.6. Technique of Data Collection	34
3.7. Technique of Data Analysis.....	34

CHAPTER IV RESULT AND DISCUSSION	36
4.1. Korean Wave and Beauty Standard in Indonesia	36
4.1.1. The Representation of Korean Beauty Standard Portrayed in <i>Laneige</i> ..	39
4.1.2. Media Play: In Consuming Korean Beauty Standard	43
4.2. Between the Phenomenon, <i>Laneige</i> , and Inferiority Complex	45
4.2.1. Inferiority Complex of Indonesian Women	45
4.2.2. Dominant, Negotiated, and Oppositional: Stuart Hall Decoding Classification	50
4.2.2.2. The Negotiated	56
4.2.2.3. The Oppositional	60
CHAPTER V CONCLUSION	64
BIBLIOGRAPHY	67
APPENDIX	73

LIST OF TABLES

Table 1: Population of the respondents/audiences	32
Table 2: Respondent named Nella as an example of inferiority complex caused by the dominant code conveyed by the media (encoders).	53
Table 3: Dinda’s respond toward inferiority complex. Assuming that being beautiful is a must in order to have a job and for them whose faces do not meet the beauty standard not take precedence over the attractive appearance.....	53
Table 4: Sabrina’s opinion toward the cause of the inferiority within the Indonesian women.	54
Table 5: An answer toward the background that can cause the inferiority complex by the intervention of the media within the Indonesian women.	55
Table 6: A respond that fit negotiated classification.....	58
Table 7: Alda’s answer considered as negotiated classification. Agree but there’s a realization.....	58
Table 8: One of the 33 audiences as the negotiated type.	58
Table 9: Ryan as the negotiated.	59
Table 10: Disagree but wanting to have a skin condition like Korean women.....	59
Table 11: Tika as an oppositional person.....	61
Table 12: An example of oppositional type of person.	61
Table 13: White is not always beautiful.....	61
Table 14: The beauty of standard does not have to be white.	62

ABSTRACT

The rise of Korean Wave phenomenon miraculously shifted the beauty standard in Indonesia. Having been dominating the beauty standard in Indonesia, Korean beauty standard successfully stole Indonesian's heart with its looks and products that can enhance people's self-confidence by giving them the natural look. The importance of this study is to breakdown and prove that this Korean beauty products *Laneige*, as the object of the issue, can influence people's views, especially Indonesians women, about beauty standard that exist in society. Also how these products of *Laneige* can affect or trigger Indonesian people of its inferiority complex. The voices and opinions of the audiences are really important for this study. However, by using qualitative method to gather the data from the audiences, researcher use a questionnaire and interview as tools for this study. Decoding proposed by Stuart Hall is used to differentiate audiences into three types i.e. dominant, negotiated, and oppositional in correlation with the audiences' inferiority complex. Through this research, Korean beauty standards are represented in *Laneige's* beauty product advertisements where both *Laneige* products have promoted Korean beauty standards in both advertisements. This beauty product has also influenced the inferiority complex of women in Indonesia, which is proven by the answers from 33 audiences who have agreed to be part of this research.

Keywords: Korean Wave, Korean beauty standard, Decoding, Inferiority complex

ABSTRAK

Munculnya fenomena Korean Wave secara ajaib menggeser standar kecantikan di Indonesia. Telah mempengaruhi konsep kecantikan perempuan Indonesia, standar kecantikan Korea berhasil mencuri hati masyarakat Indonesia dengan penampilan dan produknya yang dapat meningkatkan kepercayaan diri masyarakat dengan memberikan tampilan yang natural. Penelitian ini begitu penting dalam membongkar serta untuk membuktikan bahwa produk kecantikan Korea, *Laneige*, sebagai objek dari isu pada penelitian ini, dapat mempengaruhi pandangan masyarakat, khususnya wanita Indonesia tentang standar kecantikan yang ada di masyarakat. Juga bagaimana produk-produk *Laneige* ini dapat mempengaruhi atau memicu masyarakat Indonesia mengenai keinferioritasan kompleksnya. Suara dan pendapat audiens sangat penting untuk penelitian ini. Maka dengan itu, menggunakan metode kualitatif untuk mengumpulkan data dari audiens, peneliti menggunakan angket dan wawancara untuk penelitian ini. Menggunakan decoding dari Stuart Hall akan digunakan untuk membedakan khalayak menjadi tiga jenis yaitu *dominant* (dominan), *negotiated* (bernegosiasi), dan *oppositional* (oposisional) dalam kaitannya dengan kompleks inferioritas narasumber. Melalui penelitian ini dapat dibuktikan bahwa standar kecantikan Korea turut direpresentasikan dalam iklan produk kecantikan *Laneige*. Produk kecantikan ini juga telah mempengaruhi keinferioritasan kompleks pada wanita di Indonesia, terbukti dari jawaban 33 audiens yang telah setuju untuk menjadi bagian dari penelitian ini.

Kata kunci: Korean Wave, Standar kecantikan Korea, Decoding, Inferioritas kompleks