

## ABSTRACT

Generally, a woman is expected to be stereotypically feminine and to perform beautifully. The beauty myth belief such as having beautiful manner and appearance has been deeply rooted almost in the core of every part in the society and also constructed by the mainstream media. The construction of beauty myth has affected the understanding of *beautiful* woman and creates plentiful descriptions about beauty. This understanding seems to influence the story of a film entitled *Me Vs. High Heels*. This one hour and fifty eight minutes film was directed by Pingkan Utari. The film tells a woman named Sasha who tries hard to have feminine and beautiful appearance in order to gain attention from a male named Arnold.

This study is conducted to examine how the beauty myth is portrayed in the film and how the beauty myth influences the main character of the film. The beauty myth theory by Naomi Wolf is used as the framework of the study. The study is done by observing and analyzing chosen scenes from the film focusing on the portrayal of the beauty myth within the film. Narrative aspect of the film is not only the main concern; the non narrative is also part of the analysis especially on costumes and color, make up and hair style, and performance.

The main finding in this study is that the film in one hand promotes beauty myth but on the other hand provokes women to release themselves from the influence of beauty myth and create a new definition about beauty. The most interesting finding is also the ideology related to beauty that lies within the film. All of these ideas are wrapped in this interesting film *Me Vs High Heels*.

**Keywords:** *beautiful, beauty myth, feminine*