

**ABSTRACT**

The portrayal of women in media usually brings out beauty myth issues. It aims to describe and interpret the portrayal of beauty in *All About That Bass* music video by Meghan Trainor and to analyze how beauty myth is portrayed in it through the appearances of fat female characters or models. Media usually show slim women as the main objects. One of the media that portrays women in music video is *All About That Bass* music video by Meghan Trainor. Thus, the research is designed to analyze how fat women are portrayed as attractive and domestic figures within the concept of beauty in *All About That Bass* music video by using television culture method of John Fiske. Thirty-three scenes are examined and categorized further into ten scenes related to the beauty concept. For this research, those images are being analyzed in three aspects of television culture by John Fiske: reality level, representation level and ideology level. Since this research uses beauty myth issues; therefore, this research needs to be analyzed by using qualitative method. Under the theory, the conceptualization shows that according to their appearance and their character, fat women in *All About That Bass* music video are represented as active, attractive and cheerful figure. Fat women in the music video show that they are packed to attract the attention like other women who have slim bodies. As fat women in *All About That Bass* music video has a specific purpose in spreading the concept of women's beauty to other women, especially women who have fat bodies.

**Keywords** : *music video, beauty, portrayal, television, culture, feminine*