

The Change of Beauty Standard, A Korean Wave Phenomenon

Findings from Bandung City

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Abstract—This work identifies the change of beauty standard, following the Korean Wave infiltration in the City of Bandung, Indonesia. The primary data were obtained by conducting a survey in June 2017. A set of questionnaires was developed to collect respondent beauty values. This questionnaire represents the pattern of information received by the respondent. Piece of facial anatomy from a magazine cover also asked in the questionnaire as a parameter of beauty category. The results of this work indicate that there is no influence from the infiltration of Korean Wave culture in mass media to the value of beauty standard for the people in the City of Bandung. The beauty standard for the people in the city of Bandung is still heavily influenced by western culture, which is characterized by straight-edged nose, round eyes and oval shape face.

Keywords—beauty standard; media culture; korean wave; plastic surgery

I. INTRODUCTION

Korean culture globalization, commonly referred as Korean Wave, began to enter Indonesia since the mid-2000s through broadcasting of Korean films by several national television stations as well as the arrival of Korean artists in Indonesia. The fans, ranging from children to young adults have a high enthusiasm for Korean Pop culture. The globalization of Korean Pop culture is not only happening in Indonesia, but at the same time, Korean Wave also spread to other parts of the world such as Asian, African, Middle East, American and European countries [1].

Korean Wave is a fact that a pop culture today is no longer a western domination culture, the Asian continent is also beginning to show its influence by being a pop culture exporter. Start with Japan through J-Pop, Korea also began to show its influence in the pop culture through its entertainment show and became a rival for the United States and European countries. This is in line with the progress of the Korean entertainment industry and their economic stability.

Unlike Japanese pop culture whose dominated by children and adolescents, Korean pop culture can be more acceptable because it involves Asian values marketed in a modern style. It is applied through stories in films and Korean dramas packaged

in Asian life, but its marketing uses the international way using the iconic and personal approach.

So then, why is so significant to find the current beauty standards in City of Bandung? As a one of the fashion center cities in Indonesia, Bandung traditionally known as the center for mode and life styles in Indonesia. Bandung also declared as creative city since 2015 by United Nations Educational, Scientific and Cultural Organization (UNESCO).

As a third largest city by number of citizen in Indonesia (2,7 Million people), Bandung also known as “Flower City” refers to “woman” symbolization in the Dutch colonial period in Indonesia. So, anything symbolizes as the woman beauty in Indonesia, still associated with City of Bandung [2].

As a social construct, the ideal of beauty and attractiveness is not immune from the pervasive trend of globalization. Before the global age, each culture had a unique standard of attractiveness derived from traditional views about beauty as well as the physical features of the people. For example, the traditional Korean image of beauty was average or even overweight in size because it represented abundance. In China and Japan, women with round faces and mild plumpness were seen as beautiful and healthy. Hispanic cultures valued oversized and curvy bodies and tanned skin as attractive and fertile, while scarification of the skin was a beauty process in parts of Africa. However, a phenomenon of cultural assimilation has been found in that local cultures that are being integrated into a universal standard of beauty dominated by western ideals such as round eyes, narrow faces, and pronounced noses [3].

The current work has three objectives, i.e., to know the level of exposure of Korean Wave in City of Bandung, the influence of the mass media on beauty values and standards, and to know the public interest for doing the Aesthetic Plastic Surgery.

The main contribution of our work consists of findings from the beauty values that adopted by City of Bandung citizen, in the middle of Korean Wave penetration. This kind of data obtained from questionnaire surveys from 311

respondents. All of them is City of Bandung citizen. This number is analyzed according the research goals.

II. RESEARCH METHOD

The method used in this research is analytical descriptive research, which will analyze the phenomenon of globalization of Korean Wave which can be seen from the beauty standards held by citizen of City of Bandung. This research also observed from ethnography study, to analyze the influence of Korean Wave through various sources with the criteria implied in beauty standard of Korean Wave.

The use of quantitative data taken through questionnaires as a data collecting through surveys. Samples for questionnaire surveys were men and women who had not performed plastic surgery. The sample technique uses a nonprobability sampling design that does not provide equal opportunity or opportunity for each element or member of the population to be selected. Based on these, 26 questions were asked.

By using a research mix method, data analysis is generally done by ongoing throughout the process. This means that data analysis always changes through the research process. To analyze the data, two main sources were used, first is the research questions and the other one is analytical insights and interpretations that emerged during collecting data.

Qualitative data analysis techniques used in this study, consisting of three main activities: data reduction, data presentation, and conclusions. From the analysis, the authors do the interpretation and explanation by developing analysis.

We developed questionnaire items related to human anatomy, which construct the beauty according to plastic surgery sciences. The anatomy we include to questionnaire is eyes, cheek, lips, nose, jawbone and chin. Five photos in each category were placed, they were of 2 photos from Indonesian magazine, 2 photos from Korean magazine and 1 photo from Western magazine.

To obtain the data, we conducted a survey in the City of Bandung. Data were collected from 311 respondents chosen through random sampling. By using Slovin's formula, the samples result in a margin of error of 5%. The survey was conducted on June 2017.

III. RESULT AND DISCUSSION

Our survey revealed that majority of our female respondent is dissatisfied with their looks, especially with their faces (56%). However, this is not applied to male respondent, only 36% of male respondent is dissatisfied with their faces, 64% answered they feel comfortable with their looks.

Despite this fact, only 32% of female respondent who want to change their appearance, 68% do not want to change their looks. The reason of this answer is if they change their looks is against God's law or contrary to their belief (67%), the other reason is expensive (3%), mocked by people (1%) and afraid of medical procedures (17,5%).

The same reason also revealed from male respondent, 58% male respondent do not want to change their looks, 53% believe that changing their looks is against God's law or contrary to their belief.

We asked a further question for the respondent who want to change their appearance, which part of their faces they want to change. Female respondent chooses their cheek (27,5%) as the part they want to change the most. Respectively after cheek, the part the female respondent wants to change is nose (20,6%), Eyes (18,3%), jaw (17,2%), lips (9,1%) and chin (6,8%). For the male respondent, jaw is chosen as the most part of faces they want to change (26%). Respectively, cheek and nose (18,5%), chin (14,8%), and eyes and lips (3%).

The majority of female respondent choose plastic surgery as the procedure to change their face (37,2%). The other procedure is thread lift (27,9%), filler injection (16,2%), liposuction (11,6%) and hair transplant (7%). For the male respondent, only two procedures chosen, plastic surgery (72%) and Liposuction (27%).

Most of the respondent is female, in the age range 36-45 years (40,4%), Respondent came in various ethnic group, but since the surveys take place in Bandung, Sundanese (44,6%), is revealed as the most ethnic group in this survey. The findings also reveal most of the respondent have income between 3-7 million rupiah per month, still have a same amount of income compares to national income per capita (3,9 million rupiah/year).

As fashion icons, respondent answered relatively varied, but the name that often chosen as their icon is national celebrity Syahrini (13%), Raisa (7,5%) and from overseas, Song Hye-kyo (6%) and Kate Middleton (4,47%) are the most chosen icons.

As cited, Asian magazines kept a relative independence from western standards. This might be mainly due to the maturity of the fashion and beauty markets in Asia. In particular, Japan, Korea, and China are important economic entities in the global market, and Japanese and Korean beauty-related products are exported worldwide along with the Asian Beauty Standard. This might help to resist the westernizing trend. Secondly, because eastern culture is so different from western culture, certain traditions have preserved the Asian beauty standard from being assimilated into universal norms.

For example, Asian models showed the lowest sexuality, which was consistent with the traditional Asian cultural emphasis on conservative values about both oneself and interpersonal relationships. In addition, the obvious differences in body, face, hair, and so forth between the Western standard and Asian reality might be another driving force underlying the independence of the Asian beauty standards. However, other studies have showed that such independence is relative. In fact, the Asian ideal has adopted some western standards of beauty in that high noses, round eyes, and narrow faces are becoming the ideal images of Asian girls [3]. Although models in Asian magazines still have eastern faces, the nuances of their appearance, makeup, and gestures of body poses all reflect western ideals [4][5].

Therefore, the result was mixed in between Asian and western standard. Not so sharply-pointed and big nose, plumped cheek and smooth jaw is preferable as Indonesian's origin. The western influence was reflected in the eyes and lips. Korean influence was reflected in round and defined jaw.

By analyzing the data which has been collected from 311 respondent, it can be concluded that there is no major change in beauty values which are believed by the citizen of City of Bandung. Long before the infiltration of Korean Wave to Indonesia, western civilization has already taken place in the community, which can be seen on how the respondent response to the questionnaire. Majority of the respondent choose straight-edged nose, round eyes and oval shape face which are the main characteristic of "beautiful" in the western cultural standards [6].

IV. CONCLUSION

The findings show Korean Wave does not affect the mindset and values believed by the respondent. This is becoming anomaly, when associated with the frequency of internet use, and the tendency of respondent to access Korean-style fashion information. The value of the beauty standard believed by the respondent survives and still trusted as the most acceptable beauty. Cultural values owned by the people of Bandung make a figure like Syahrini, a local artist with a typical Indonesian face as a fashion icon. Syahrini represents Asian beauty that is a target in this research

This research shows the exposure of the media cannot always affect the cultural values. The infiltration of Korean Wave culture did not succeed in influencing the standard of beauty values in City of Bandung.

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