



Beauty Privilege Discrimination Analysis in the Field of Student Organizations

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Abstract. This study aims to determine the condition of beauty privileges owned by female students who are members of student organizations, to find out acts of discrimination by female students who do not meet beauty privilege standards within the scope of student organizations. The researcher interviewed six sources who were considered to meet or not meet the beauty standards according to the theory of beauty standards in Indonesia and follow the internal organization of UNY. Students who are considered to meet the standards of beauty have several advantages. In addition, discrimination was found against female students who were deemed not to meet the beauty standards in the form of direct criticism related to physical and appearance. There is also a principle that if it does not meet the standards of beauty, the female student must work harder in carrying out her duties.

Keywords: beauty standard · beauty privilege · discrimination · student organization

1 Introduction

There is a grouping in social stratification based on physical attractiveness, namely the existence of “good” and “bad” looking [1]. This perception causes individuals to judge that people who are beautiful and handsome will have a better chance of getting attention and work. This condition is generally referred to as beauty privilege which in scientific scope is known as physical attractiveness [2]. A thing can be said to be a beauty privilege if an individual who has the potential to be beautiful naturally or not and has a positive impact on his life. The positive impact in question is in the form of ease of acceptance at work [3], get more achievements because as a “golden child” [4], and tend to be trusted by others to a greater extent [5].

When an individual has an attraction to the aspect of appearance, he will be treated by others in a special way. On the other hand, individuals with physical appearances that are considered less attractive will be treated normally to the point of being less sympathetic [6]. People in society often judge individuals by their physical appearance. The phenomenon of special actions against individuals who are considered good looking

is already widespread in the community. The privilege of good looking people can be found in the fields of business, work, finding a partner, and other things that can make life easier. For some parties, the existence of these conditions can bring benefits to themselves. However, there are also parties who feel unfair and disadvantaged by special actions against good looking people. The condition of compartmentalization is able to cause problems in social life that originate from the physical condition of the individual.

Based on the results of pre-research that was carried out on June 28–30, 2020, namely by interviewing four sources, it can be seen that there are different treatments received by good-looking individuals or not in student organizations. These actions are related to the friendliness of fellow members in student organizations. The existence of a cold and unfriendly attitude is given by other members to individuals who are considered less good looking. The opposite condition applies to individuals who are good looking, namely getting more treatment including a friendly attitude from other members. In addition, there are individuals who receive treatment in the form of job desk distinctions. Individuals who are considered less good looking are given jobs that are closely related to physical activity. The urgency of this study is to find out whether there are acts of discrimination by individuals who are considered not good looking in student organizations. This condition is related to a research entitled *What is Beautiful is Good*, which found that people who have physical attractiveness are assumed to have better lives, are competent, and successful in their careers when compared to people who do not have physical attractiveness [2]. Then, there is also Carl Rogers's person-centered theory related to incongruence. Incongruence is a condition where there is a discrepancy between the self-felt in actual experience (real self) and the self to be achieved (ideal self). This means that there is a distance between the ideal self and the real self, the farther the distance between the real self and the ideal self, the greater the incongruence [8]. The gap that occurs will cause individuals to have a negative self-concept.

2 Research Methods

This research uses qualitative research with a case study approach. Furthermore, case study research is a series of scientific activities carried out by researchers in depth about an activity, event, program, either at the individual, group, institutional, or organizational level in order to gain in-depth knowledge about the event [9]. Researchers interviewed six sources who were considered to meet or not meet beauty standards and follow different organizations within UNY through google meet. The criteria are taken based on the theory which states that the standard of beauty in Indonesia is generally clean white skin, straight hair, and a slim and ideal body, and must have a symmetrical face so that women who have a forward jaw or snub nose are not included in the beauty standard.

3 Result and Discussion

The standard of beauty in Indonesia is generally a woman who has clean white skin, straight hair, and a slim and ideal body [10]. In addition to the assumption that beauty must have a slim body and white skin, but also must have a symmetrical face so that women who have a forward jaw or snub nose are not included in the beauty standard

[10]. Beauty standards based on these two theories are contained in the understanding of the scope of students, especially in the realm of student organizations which are the focus of this research. Based on interviews with six sources, there is no denial of the beauty standards and even some female students who became informants at the beginning of the organization's management already feel insecure to the point of being afraid if they cannot adapt, if they are treated differently, and cannot follow the development of the organization because they think they are not in accordance with the standards. Beauty. This feeling of insecurity and fear is in line with the theory which states that beauty privilege is basically a term to describe how lucky someone's life seems to be smoother than most other people.

In the realm of student organizations that are closer to or in accordance with beauty standards, they have several privileges (advantages), namely: (1) It is easier to be accepted in the community and their opinions are respected in the organization; (2) more frequent updates or more responses in the organization's WhatsApp group, with a note that if the progress is normal, it will only be notified at the beginning because the members who will always be notified are those who have achievements, critical thinking, are active, and able to discuss.; (3) sometimes they are notified in meetings with joking sentences from students, such as "This one is really beautiful, be careful, you will chat with this later."; (4) easier to be notified when there is a job description selection as Master of Ceremony (MC); (5) have more opportunities to have certain positions related to branding, such as organizational activities in the form of promotions to external parties that require a certain ambassador; (6) there are some female students who have a standard of beauty who always get praise for their performance, even though in reality a lot of the work they are entrusted with is actually unsatisfactory; and (7) there is a consideration of beauty standards for female students in the selection of the head of the organization, but the criteria that are prioritized are the report card or track record of the student or student (achievement, activity, skills, leadership, and so on).

The form of discrimination as a result of the existence of beauty standards in the realm of the organization is that students who do not comply with beauty standards feel that they are not invited to talk or are asked for their income and are openly criticized for using attractive makeup and clothes. In addition, even the head of the organization himself did not recognize his staff. This act of discrimination is more pronounced if there are offline activities. However, in the realm of student organizations related to the division of job descriptions, selection of positions, awarding of appreciation, popularity, differences in treatment, it is based more on factors other than beauty standards, such as the activity factor, the suitability factor for passion with the task at hand, the ability factor for public speaking, achievement factor, and because of the Covid-19 pandemic factor.

Individuals who seem to be more active in the organization are those who hold positions higher than the staff. Meanwhile, the difference in treatment is due to the activity factor. If members want to try to be active, they will be notified more. Individuals who are paid more attention in organizations are those who achieve more, how to blend in with others, and master good public speaking. For the distribution of job descriptions in work program activities, most student organizations conduct surveys related to willingness and passion through the google form. During the Covid-19 pandemic, most of the

organization's activities were carried out online so that there was a sense of not knowing each other and not feeling the striking difference in treatment between one member and another. The impact of the existence of beauty standards and discrimination due to beauty privileges in the realm of organization is an admiration for individuals who have beautiful faces and good appearances and a principle arises that if individuals cannot be as beautiful as others, then someone must be better than those who are more beautiful. Beautiful. In general, it can be concluded that female students who are members of the organization are not too affected in terms of their performance. Then in terms of comfort, there are female students who experience discomfort in organizing because there is an internal conflict, not because of discrimination due to beauty standard.

4 Conclusion

Beauty standards in Indonesia are generally labelled for those who have clean and smooth white skin, symmetrical faces, straight and long hair, and slim and ideal bodies. This beauty standard is felt by female students who are members of student organizations. This condition was proven when judging other female students as beautiful and feeling insecure and afraid that they could not keep up with organizational developments because they felt they did not meet beauty standards. Students who are considered to meet or approach the standard of beauty have certain advantages (privileges). On the other hand, there are female students in certain student organizations who are considered less or do not meet beauty standards and end up receiving discrimination.

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