UNIVERSITAS
GADJAH MADA
A Qualitative Content Analysis Study Regarding the Portrayal of Mixed-Race Women and Beauty Privilege Issues in the Indonesian Adaption of Pretty Little Liars Series Season 1
Muftiasa Afifah Arinda Putri, Dr. Dian Arymami, S.IP., M.Hum.
Universitas Gadjah Mada, 2024 | Diunduh dari http://etd.repository.ugm.ac.id/

TABLE OF CONTENT

LEMBAR PENGESAHAN ii

PERNYATAAN BEBAS PLAGIASI iii

ACKNOWLEDGEMENT iv

ABSTRACT v

TABLE OF CONTENT 1

LIST OF FIGURES 4

LIST OF TABLES 5

CHAPTER I 6

INTRODUCTION 6

I. Research Background 6

II. Research Question 16

III. Research Purposes 16

IV. Research Significance 16

V. Research Novelty 17

VI. Chapter Distribution System 17

CHAPTER II 19

THEORETICAL FRAMEWORK 19

2.1 Mixed Race 19

2.2 Mixed-Race presentation in Indonesian Films 20

2.3 Beauty Standards 22

2.3.1 Beauty Privilege in Indonesia 22

2.3.2 Beauty Privilege Against Social Treatment 24

2.3.3 Beauty Privilege in Social Media 25

2.3.4 Beauty Privilege in Beauty Products 26

2.3.5 Beauty Privilege in Work Environment 26

UNIVERSITAS
GADJAH MADA
A Qualitative Content Analysis Study Regarding the Portrayal of Mixed-Race Women and Beauty Privilege Issues in the Indonesian Adaption of Pretty Little Liars Series Season 1
Muftiasa Afifah Arinda Putri, Dr. Dian Arymami, S.IP., M.Hum.
Universitas Gadjah Mada, 2024 | Diunduh dari http://etd.repository.ugm.ac.id/

2.3.6 Beauty Privilege on Attraction....26
2.3.7 Beauty Privilege on Self-Confidence....27
2.4 Beauty Privilege in the Film industry in Indonesia....28
2.5 Film....30
2.5.1 Series....31
2.6 Narration....32
2.6.1 Elements of Narrative....32
2.6.1.1 Plot....33
2.6.1.2 Setting....34
2.6.1.3 Characters....35
2.6.1.3.1 Characterization....36
2.7 Scenes....36
CHAPTER III....38
METHODOLOGY....38
3.1 Research Paradigm....38
3.2 Method....38
3.3 Data Collection Technique....48
3.4 Data Analysis Technique....50
3.5 Data Testing Techniques....54
3.6 Limitation....55
CHAPTER IV....56
FINDING AND DISCUSSION....56
4.1 Object's General Overview....56
4.1.1 Pretty Little Liars Season 1 Profile....56
4.1.2 Characters in the Series....58
4.2 Finding and Discussion: Portrayal....59
Mixed-race Portrayal: Physical Appearance....59

UNIVERSITAS
GADJAH MADA
A Qualitative Content Analysis Study Regarding the Portrayal of Mixed-Race Women and Beauty Privilege Issues in the Indonesian Adaption of Pretty Little Liars Series Season 1
Muftiasa Afifah Arinda Putri, Dr. Dian Arymami, S.IP., M.Hum.
Universitas Gadjah Mada, 2024 | Diunduh dari http://etd.repository.ugm.ac.id/

Mixed-race Portrayal: Interaction with Other Characters..... 66

4.3 Finding and Discussion: Privilege..... 73

5. Portraits and Beauty Privilege: Analysis Summary..... 81

CHAPTER V..... 84

CONCLUSION AND SUGGESTIONS..... 84

REFERENCES..... 87

APPENDIX..... 93

Sinopsis..... 93

Characters..... 102

'Portrayal' Coding Table..... 104

Mixed-race Portrayal: Physical Appearance..... 104

Mixed-race Portrayal: Interaction with Other Characters..... 111

'Privilege' Coding Table..... 124