

## ABSTRACT

*Beauty has long been an important aspect of women's lives, not only as visual symbols such as hair, face, body shape, and skin color, but also includes non-physical dimensions such as attitudes, behaviors, spirituality, and culture. Foreign cultural influences, such as the Korean Wave, introduced new standards that shifted local beauty preferences, such as tanned skin, to smooth whiteness. This phenomenon gives rise to social pressure that has an impact on women's mental and physical health, but on the other hand it also increases awareness of the importance of natural material health as a beauty concept. This study aims to explore the phenomenon of Javanese women maintaining traditional beauty care practices amidst globalisation. This research was conducted from August to October 2024, using phenomenological method with emic approach, this research explores the meaning and direct experience of five Javanese women informants in Yogyakarta who were selected through purposive sampling. Data were collected through in-depth interviews, observation, and documentation to understand the informants' motivations, habits, and experiences in maintaining beauty care traditions. The informants came from various age and professional backgrounds, such as nurses, court dancers, entrepreneurs, and housewives. In addition, secondary data was obtained from relevant literature on traditional beauty treatments to provide additional context and enrich the analysis. The results show that traditional treatments based on natural ingredients, such as jamu and scrubs, remain in demand for reasons of safety, affordability, and their ability to reflect the cultural identity of Javanese women. In conclusion, Javanese women's beauty is now evolving into a holistic concept that integrates health, tradition and modern adaptation, thus remaining relevant as an integral part of cultural identity in a dynamic era of globalisation.*

**Keywords:** *Traditional Care, Women, Beauty Standards*

## INTISARI

Kecantikan telah lama menjadi aspek penting dalam kehidupan perempuan, tidak hanya sebagai simbol visual seperti rambut, wajah, bentuk tubuh, dan warna kulit, tetapi mencakup dimensi non-fisik seperti sikap, perilaku, spiritualitas, dan budaya. Pengaruh budaya asing, seperti *Korean Wave*, memperkenalkan standar baru yang menggeser preferensi kecantikan lokal, seperti kulit sawo matang, menjadi kulit putih mulus. Fenomena ini memunculkan tekanan sosial yang berdampak pada kesehatan mental dan fisik perempuan, namun di sisi lain juga meningkatkan kesadaran akan pentingnya kesehatan bahan alami sebagai konsep kecantikan. Penelitian ini bertujuan untuk mengeksplorasi fenomena perempuan Jawa yang tetap mempertahankan praktik perawatan kecantikan tradisional di tengah arus globalisasi. Penelitian ini dilakukan pada bulan Agustus hingga Oktober 2024, menggunakan metode fenomenologi dengan pendekatan emik, penelitian ini menggali makna dan pengalaman langsung dari lima informan perempuan Jawa di Yogyakarta yang dipilih melalui purposive sampling. Data dikumpulkan melalui wawancara mendalam, observasi, dan dokumentasi untuk memahami motivasi, kebiasaan, serta pengalaman informan dalam menjaga tradisi perawatan kecantikan. Informan berasal dari berbagai latar belakang usia dan profesi, seperti perawat, penari keraton, pengusaha, dan ibu rumah tangga. Selain itu, data sekunder diperoleh dari literatur yang relevan tentang perawatan kecantikan tradisional untuk memberikan konteks tambahan dan memperkaya analisis. Hasil penelitian menunjukkan bahwa perawatan tradisional berbasis bahan alami, seperti jamu dan lulur, tetap diminati karena alasan keamanan, keterjangkauan, dan kemampuannya mencerminkan identitas budaya perempuan Jawa. Kesimpulannya, kecantikan perempuan Jawa kini berkembang menjadi konsep holistik yang mengintegrasikan kesehatan, tradisi, dan adaptasi modern, sehingga tetap relevan sebagai bagian integral dari identitas budaya di era globalisasi yang dinamis.

**Kata Kunci: Perawatan Tradisional, Perempuan, Standar Kecantikan**