

ABSTRAK

Penelitian ini merupakan penelitian mengenai representasi idealisme, implementasi dan diskriminasi terhadap penampilan yang ada pada masyarakat Korea dalam Komik *Webtoon Lookism* (외모지상주의/*Waemojisangjuei*) yang ditulis oleh Park Tae Jun 박태준 pada 2015. Permasalahan yang dikaji adalah bagaimana bentuk idealisme, implementasi dan diskriminasi pada masyarakat Korea yang dialami akibat fenomena *Lookism* tersebut. Tujuan penelitian ini adalah mengetahui dan mengungkapkan bentuk idealisme, implementasi dan diskriminasi yang terjadi pada masyarakat Korea dalam komik *Webtoon Lookism* (외모지상주의/*Waemojisangjuei*). Teori pokok yang digunakan dalam penelitian ini adalah teori sosiologi sastra Swingewood. Dalam teori Swingewood tersebut terdapat tiga perspektif yang dapat digunakan untuk melihat fenomena sosial budaya dalam karya sastra, yaitu berdasarkan: cerminan zaman, situasi sosial penulis dan momen sejarah tertentu.

Berdasarkan analisis tersebut, diketahui bahwa komik *Webtoon* tersebut dapat menggambarkan idealisme masyarakat Korea terhadap penampilan. Bentuk idealisme, implementasi dan diskriminasi terhadap penampilan tersebut, antara lain bentuk wajah yang mungil, bentuk tubuh yang gagah dan tegap, diet dan hal lainnya yang kemudian mempengaruhi maraknya operasi plastik. Pemakaian barang-barang ber-merek yang menjadi salah satu penunjang penampilan. Dapat diketahui juga barang-barang ber-merek apa saja yang dianggap prestisius. Serta, bentuk diskriminasi dan *bullying* yang terjadi akibat adanya fenomena *Lookism* ini. Berdasarkan hasil analisis juga dapat diketahui bentuk diskriminasi terhadap penampilan dalam komik ini berupa diskriminasi pekerjaan, tidak diakui keeksistensiannya dan kemudahan untuk mendapatkan kepopuleran, teman atau pacar. Selain itu, diketahui juga beberapa bentuk *bullying* yang terjadi, seperti *bullying* secara fisik, verbal, relasional, pelecehan seksual dan ancaman yang mengarah ke *cyber bullying*.

Kata kunci: Idealisme, Implementasi, Diskriminasi, Penampilan, *Bullying*, Sosiologi Sastra.

ABSTRACT

This research focuses on representation of idealism, implementation and discrimination toward appearance in Korean society in a *Webtoon* comic titled *Lookism* (외모지상주의/*Waemojisangjuei*) written by Park Tae Jun published on 2015. This research studies the forms of idealism, implementation, and discrimination that exist in Korea due to the phenomenon of *Lookism*. Moreover, the aims of this research are to explain and to describe the forms of idealism, implementation, and discrimination against the appearance that occurred in Korean society, which represented in the *Webtoon* comics *Lookism* (외모지상주의/*Waemojisangjuei*). This undergraduate thesis uses literature sociological theory by Swingewood. In Swingewood sociology of literature there are three perspectives to observe cultures, which are: reflection of specific period, the writer's social environment, and certain event in history.

The conclusion of this analysis is this *Webtoon* comic portrays the idealism against the appearance toward Korean society. the Forms of the idealism, implementation and discrimination against the appearance that being analyzed in this thesis are face characteristic, body shape and the diet which all give effect to the rise of plastic surgery in Korean society based on webtoon comics lookism. Besides, usage of branded goods is one of the things that supports the appearance. It can be known too which brand that is reputed as one of prestige brands. Based on the analysis, it can be concluded that the forms of discrimination and bullying against appearance inside *Webtoon* comic *Lookism* are the discrimination to get a job, rejection on the society and unpopularity. In addition, there are several bullying forms that happened such as physical bullying, verbal bullying, relational bullying, sexual harassment and threat that aim to cyber bullying.

Keywords : Idealism, Implementation, Discrimination, Appearance, Bullying, Sociology of Literature.

초록

본 연구는 웹툰 ‘외모지상주의’를 통해 한국 사회에 나타나는 사회 문제를 설명한다. 본 논문은 Swingewood의 문학 속 사회학적 문학 이론을 사용한다. 이 문학 이론엔 세 가지 관점이 있는데, 특정 시점에 대한 반영, 작가의 사회적 환경, 특정 역사적 사건이다.

이 분석에 따라 웹툰 ‘외모지상주의’를 통해 한국 사회의 외모에 대한 이상을 알 수 있다. 외모에 대한 이상주의는 주먹만한 얼굴, 몸짱이라는 단어의 탄생, 그리고 성형 수술과 명품에 대한 수요의 증가를 통해 알 수 있다.

마지막으로 외모지상주의 현상 때문에 나타나는 차별과 사회적 차별의 종류를 알 수 있다. 직업의 차별, 사회에서 존재 가치를 인정 받지 못하는 것, 이성 친구를 쉽게 사귀지 못하는 것들이 이 것들의 예이다. 학교 폭력의 종류 또한 알 수 있는데, 언어 폭력, 신체적 폭력, 사이버 폭력, 협박 및 성희롱이 이 것들이다.

키워드 : 문학, 사회학적, 차별, 폭력, 외모지상주의, 웹툰.