

Representation of Beauty Standard on Indonesia's Woman Bankers

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Abstract: The term *good-looking* is still used in the labor recruitment process in recent years. Especially in the recruitment of bank employees in Indonesia. Bank employees in Indonesia often get the stereotype that "bank staff must be beautiful". So, this study describes the representation of *good-looking* bank employees in Indonesia. From this representation, this study also explains that the term *good-looking* is a term that practices beauty standards in society. This study used qualitative methods and took the data from *informal conversations* with several informants. In this study, researchers applied the theory of post-feminism, namely *beauty myth*, and also used Foucault's theory of power relations. The results of this study show that some banking agencies do facilitate their employees in caring for and maintaining physical appearance. It also proves that a *good-looking* bank employee is according to social beauty standards (ideal height and weight, *langsat* skin, *makeup*, and others). This proves that the standard practice of beauty in women is still thriving in society, even in a job or career, not in the entertainment field.

Keywords: Beauty Standards, Feminism, Woman, Banker

1. Introduction

When we discuss about women and beauty, the two seem to be inseparable. In fact, between the two words will be tucked the word must. "To be a girl" is to be beautiful. And vice versa, not being beautiful means being very undeterred. Beauty itself is a word that mostly refers to physical properties, then beauty is just an ornament, not a real elegance. (Melliana, 2006).

In *KBBI*, beauty is defined as beautiful, pretty, (about faces and women). If it is elaborated, beautiful, beautiful, beautiful is the object of a subject. This object is in the form of an adjective, where adjectives have meanings that can be different for each person. For example, the beauty for A is the one with thin lips, but for B, the beauty in his mind is the one with thick lips. This shows that beauty is actually the taste, opinion or opinion of each person who has a high probability of differences. This is also explained by Naomi Wolf with her book entitled *The Beauty Myth*, beauty is just a myth. According to Wolf, beauty is non-fixed and not universal, meaning that beauty is diverse and can be arbitrary (evolved) and subjective (each individual has different tastes of beauty). But all this time beauty standards have become a myth in society. Society standardizes that beautiful is a woman who has clean and white skin, beautiful is a woman with ideal height

and weight (not thin or not fat), the beautiful woman has a high nose, the beautiful woman whose lips are thin, the beautiful woman has straight and thick hair.

In the field of work, it turns out that there are a lot of requirements for "good looking". One of them is in the Bank. In fact, almost all female employees of the bank have an attractive physical appearance in the sense of having beauty in a social standard. Therefore, this study analyzes how the standard representation of beauty that occurs in the banking sector. Because, with the occurrence of the phenomenon of beauty standardization in the field of work that actually does not really need "attractive physique" will make society, especially women, continue to be imprisoned in the rules of beauty that are subjective in nature. So, in this study, researchers use the theory of post-feminism as a big umbrella theory. Then, it will be more sharply analyzed using the concept of beauty myth theory by Naomi Wolf and also supported by Michel Foucault's theory, namely power relations (female body discipline).

2. Method

The problem of a study in which there is a complex, meaningful, and dynamic situation must be expressed and understood using relevant types of research, related to this this research uses types or methods of qualitative research in which this type of research can uncover and understand a complex social reality, full of meaning, and deeply dynamic. In data collection, relevant techniques are needed, where these 4 techniques will make it easier for researchers to collect data. (Moloeng J.Lexy 2002: 4) Related to this, the data collection technique in this study is to use two types of data, namely primary data and secondary data. Primary data is data generated from the researcher's observations and interviews of researchers to all those involved in the study. The primary data from this study are some of the results of informal interviews with several employees of state-owned and private banks (BNI, Mandiri, BCA).

The data analysis model used in this study is based on miles and Huberman's model analysis, qualitative data analysis is carried out interactively and takes place continuously, so that the data is saturated. Activities in data analysis, namely data reduction, data exposure, drawing conclusions or being verified. Data analysis data is intended to organize, sort, group, code and categorize them. The data analysis process begins with examining all the data obtained from several sources in the field, then reading, studying, then the next step is data reduction. Data reduction is the first stage carried out by researchers after obtaining data in the field. Because the data obtained in the field is very much, it is necessary to reduce the data. Data reduction means summarizing, choosing the main things, focusing on the things that matter. After the data is reduced, the next step is to present the data (data display). Data display or presentation of this data is carried out in the form of narrative text, charts and inter category relationships.

Based on the collected and analyzed data, it can then be categorized. Categorization is parts that have similarities, for example the employee's construction of an attractive appearance, which will be explained with narrative sentences so that they can be easily read. Next is the drawing of conclusions and verification. The initial conclusions put forward are still temporary, and will change if no evidence is found – evidence that is

strong and supports the next stage of data collection. However, if the conclusions have been supported by valid evidence, the conclusions put forward are credible conclusions.

3. Result

Social and cultural gave birth to many patterns in society. In women, the most obvious pattern is how women are increasingly overshadowed by the existence of beauty standards. Naomi Wolf said that capitalists continue to produce new phenomena such as the beauty and fashion industry, making many women continue to try to adjust and force themselves on existing standards. In banking, it turns out that the capitalist side also regulates women to arrive at the prevailing standard of beauty on the basis of being a form of totality in work. Being a female employee of a bank has a lot of impact physically and behaviorally.

Female employees are required to follow the rules regarding appearance, which they must change their physical appearance and previous habits to comply with the rules applicable to their agency. And as it turns out, this eventually also leads them to new habits in themselves even outside of working hours. Like they have to continue to maintain a diet so that their weight remains ideal, or they have become accustomed to using facial makeup on their daily lives so that they will feel less confident if they do not use facial makeup. These things are in accordance with Wolf's opinion that the beauty myths that have been injected with patriarchal hegemony are constantly being reproduced. Women are physically and psychologically attacked against their roles by putting them in feelings of demeanor and discomfort.

In addition to wolf's theory, this phenomenon of female bank employees also corresponds to Foucault's opinion regarding body discipline in the theory of power relations. Foucault posits that the body is also the territory in which power relations run over it. Those power relations have trained, forced, tortured, marked, and instilled strength and mastered the body. Female employees here have been trapped in the control of their bodies because they have to follow the system or rules set in each agency.

Standardization Representation of Beauty of Bank Women Employees

The context of looking good in the requirements to become a bank employee has been answered by the forms of female employees who work in the banking agency. Looking good here is finally a standard of beauty that is also patterned on society and social. Then, in order to meet these beauty standards, and to meet a rule in work, female employees do everything possible to stay excellent in the context of these rules. In fact, even before becoming bank employees, these women had already adjusted themselves and forced themselves to be which of the new physically preferred agencies. their ability to work.

Bright & clean skin

Being a woman born in Indonesia with a tropical climate, makes most Indonesian women have a slightly darker skin *tone*. Along with the development of the times and the phenomenon of social standards with the qibla of certain countries, making the

assumption of women with fair and clean skin or not breakout is a beautiful woman. This is also the case in banking agencies, in this agency, and even given funds for skin *treatment* to comply with the rules. This rule regarding bright and clean skin is actually not a written rule, but there will be a criticism or complaint from colleagues or superiors regarding the condition the skin of the female employee of the bank. This makes female employees willing to do various types of facial skin care and even take medical actions to overcome their skin problems.

The state of the skin that often changes due to the influence of hormones, health, mental state and emotions makes this female employee quite difficult but continues to force herself to still have a skin condition which is in accordance with the will of the agency. So this is in accordance with the phenomenon of beauty myths that have prevailed in society and that have imprisoned women's freedom. In fact, as previously mentioned, beauty is dynamic, and even skin conditions also have properties that change according to their respective circumstances the individual. Female employees also lose control in the process of accepting the state of their own skin by following the control of the agency by doing many ways to have skin bright and clean.

Ideal weight and height

For weight and height issues in the staffing rules, it is also not a written rule that mentions the numbers in it. The ideal here has always been a bias for female employees because, they often get criticism and comments about their body shape. And these criticisms are very much in line with the condition of female employees when they experience a lot of weight gain or even weight loss.

Weight and height here illustrate how sexy women with just the right and appropriate curves. Not thin and not fat. Female employees said that they also always maintain a diet-exercise-continuous diet with the aim of their work needs. Bank employees here are asked to always maintain their weight so that it can be seen by customers that the female bank employee has a beautiful and pleasant body shape.

This is in accordance with how the power controls the body of the female employee of the bank to please the customer, and as a result the female employee loses control over her own body. These female employees forget their habits and self-indulgence over their own bodies and put the will of the agency ahead of their bodies.

Makeup's Standard

Make up for female employees also has its own standards. Employees must be seen wearing makeup. The use of makeup should not be with natural colors, it does not mean that makeup must be terrorized. The color of the lipstick should be bright which creates a happy side, use eyeshadow with a slightly dark color to create an elegant side. The makeup must remain stable until working hours are over. To keep makeup stable, female employees always bring makeup supplies to the office and always check and even use makeup again when it feels that their makeup is starting to disappear. Here it can be seen

that employees are led to continue to look beautiful. Employee beauty is one of the bank's strategies to attract customers' attention and provide a sense of comfort to customers.

In addition to being required to be able to live properly, female bank employees are also required to work according to the standards imposed on agencies. Although there are some slight differences in the color of the makeup, the overall is almost the same in the concept of makeup, namely; elegant, cheerful, and not superfluous. In this case, the beauty standard is reflected that female employees should have similarities in makeup and be beautiful in the version of each agency. Female employees also lost control to free themselves in their makeup mode because they had to be uniformed for the benefit of customer satisfaction.

Fashionable

In the fashionable context here, it is not only about the uniforms that female employees use at work. However, in banking, there are certain days when employees are freed to wear their clothes. Here, female employees are like competing with each other to maximize their fashionable appearance. The clothes they use always follow up to date fashion trends, then the accessories they wear such as watches, bracelets, bags, and even mobile phones will follow the scope of work them. This can be very common because female employees who are more fashionable will be paid more attention to and make customers happy more.

Thus, this is also a beauty standard that is represented in banking. Female bank employees must follow the norms in their agencies even if they are not written norms. In fact, fashion is the taste of each individual and it is very natural to have differences. But here, female employees are forced to participate in the existing fashion concept.

4. Conclusion

From the results of the study, it can be concluded that banks are institutions that practice the phenomenon of beauty standards. In written and unwritten rules, female employees are required and forced to be beautiful according to the standards that the agency makes, namely: fair skin and clean, sexy and ideal body shape, harmonious makeup, and fashionable. These things have also proved that women who work in banks lose control of their own bodies for the benefit of the capitalist side. Here, women as a marginalized group will always be submissive and obedient to the rules that are subjective and dynamic, namely physical appearance. This is done in order to make the image of the bank better for customers.

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