

**REPRESENTATION OF KOREAN IDOLS BEAUTY CULTURE  
THROUGH MEN'S GROOMING ADVERTISEMENTS**

**THESIS**

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**DEPARTMENT OF ENGLISH LITERATURE  
FACULTY OF HUMANITIES  
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM  
MALANG  
2023**

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THROUGH MEN'S GROOMING ADVERTISEMENTS**

**THESIS**

Presented to Universitas Islam Negeri Maulana Malik Ibrahim Malang in Partial  
Fulfillment of the Requirements for the Degree of Sarjana Sastra (S.S)

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MALANG  
2023**

### STATEMENT OF AUTHORSHIP

I state that the thesis entitled "**Representation of Korean Idols Beauty Culture through Men's Grooming Advertisements**" is my original work. I do not include any materials previously written or published by another person, except those cited as references and written in the bibliography. Hereby, if there is any objection or claim, I am the only person who is responsible for that.

Malang, 22 June 2023

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APPROVAL SHEET

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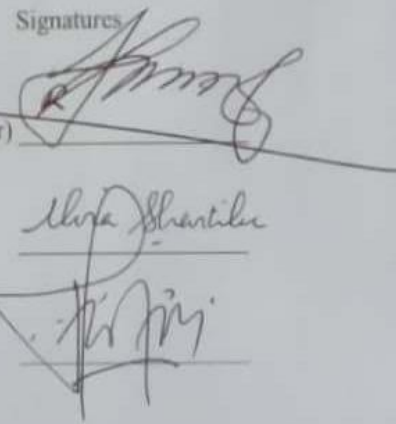
This is to certify that Suhartatik's thesis entitled **Representation of Korean Men Beauty Culture through Men's Grooming Advertisements** has been approved by the Board of Examiners as one of the requirements for the degree of Sarjana Sastra (S.S.) in Department of English Literature.

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**MOTTO**

“Imperfection is perfection to a beautiful perspective.”

## **DEDICATION**

I dedicate this thesis to my super parents, Bapak Ahmad Widiyanto and ibu Halimah. I also dedicate this thesis to all teachers giving me fruitful knowledge and experiences, especially Ma'am Ulil as my thesis advisor and Pak Mahrus Ali as my academic advisor. Besides, I am beyond honor to dedicate this thesis to bu Lestari Kasih who frequently text and remind me to complete my thesis Lastly, I proudly dedicate this thesis to Kak Alfi who helped me in finishing this thesis. Their endless love and support mean everything to me.

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Finally, I also realized several drawbacks within this thesis. Thus, any criticism and suggestions are welcomed, especially to be better research for the next researcher. Hopefully, this study can provide an insight for students of the Department of English Literature and to open up a new academic discussion to conduct similar studies with different viewpoints.

The researcher

A handwritten signature in black ink, appearing to read 'Suhartatik', with a stylized flourish at the top.

Suhartatik

## ABSTRACT

**Suhartatik** (2023) *Representation of Korean Beauty Culture through Men's Grooming Advertisements*. Undergraduate Thesis. Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor Ulil Fitriyah, M.Pd., M.Ed.

*Keywords: Representation, Korean Men Beauty, Advertisement*

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Nowadays, the phenomenon of Korean beauty culture addiction is hyped in Indonesia. Considering this, advertisements represent the Korean men idols to persuade the costumers. In this case, most of them are addicted to Korean things especially the beauty of the Korean Pop idols. The study is aimed at analyzing Korean men beauty culture which is particularly represented through men's grooming advertisements. The present study is focused on examining the Korean men beauty culture that is reflected in *Somethinc* x NCT Dream and *VT Cosmetics* x BTS advertisement videos uploaded on each brand's YouTube channel. The study applied representation theory proposed by Hall (1997) in constructionist approach to find what Korean men beauty culture that is represented and how advertisements represent it. The result of the study discovered that Korean men idols beauty is represented through several language modes such as spoken words, written words, language of the body, visualization, fashion industry items, and facial expression. Again, it is found that language act as the presentational system in representation through advertisements. Besides, the research discovered that the phenomenon of Korean wave bringing Korean beauty affects the making of the advertisement of Indonesian product inviting Korean brand ambassador to interest Indonesian costumers massively.

## المستخلص البحث

سوحرتاتيك. (2023). تمثيل ثقافة الجمال الكورية من خلال إعلانات العناية بالرجل. البحث الجامعي. قسم الأدب الإنجليزية، كلية العلوم الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج. المشرفة: أبل فطرية، .M.Ed ،M.Pd.

الكلمات الأساسية: التمثيل، جمال الرجال الكوري، الإعلان

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في الوقت الحاضر، تنتشر ظاهرة إدمان ثقافة الجمال الكورية في إندونيسيا. بالنظر إلى ذلك ، تمثل الإعلانات أصنام الرجال الكوريين لإقناع العملاء. في هذه الحالة، معظمهم مدمن على الأشياء الكورية وخاصة جمال فناني البوب الكوري. تهدف الدراسة إلى تحليل ثقافة جمال الرجال الكوريين والتي يتم تمثيلها بشكل خاص من خلال إعلانات العناية بالرجل. تركز الدراسة الحالية على فحص ثقافة جمال الرجال الكوريين التي تنعكس في مقاطع الفيديو الإعلانية VT Cosmetics و Somethinc x NCT Dream و BTS x التي تم تحميلها على قناة يوتيوب الخاصة بكل علامة تجارية. طبقت الدراسة نظرية التمثيل التي اقترحها هول (1997) في نهج البناء للعثور على ثقافة جمال الرجال الكوريين الممثلة وكيف تمثلها الإعلانات. اكتشفت نتيجة الدراسة أن جمال الرجال الكوريين ينقسم إلى ثلاثة أنواع؛ صورة الجسد للرجال الكوري، والاستمالة والتصميم، وخصائص جمال الرجال الكوريين. إلى جانب ذلك، وجد أن اللغة تعمل كنظام تقديمي في التمثيل في الإعلانات.

## ABSTRAK

**Suhartatik (2023).** *Representasi budaya cantik orang Korea melalui iklan produk perawatan untuk pria*. Skripsi. Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing Ulil Fitriyah, M.Pd., M.Ed.

*Keywords: Representasi, budaya cantik orang Korea, iklan*

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Sekarang ini, fenomena trend budaya kecantikan Korea sedang marak di Indonesia. Melihat hal ini, periklanan kemudian melakukan kerja sama dengan K-Pop idol untuk dikontrak menjadi duta brand dari sebuah produk untuk membujuk pelanggan. Dalam hal ini, target pelanggan adalah yang notabennya sangat menyukai hal-hal terkait Korea, terutama kecantikan Korea. Penelitian ini bertujuan untuk menganalisis budaya kecantikan pria Korea yang direpresentasikan secara khusus melalui iklan perawatan pria. Penelitian ini difokuskan untuk mengkaji budaya kecantikan pria Korea yang tercermin dalam video iklan Somethinc x NCT Dream dan VT Cosmetics x BTS yang diunggah di kanal YouTube masing-masing brand. Studi ini menerapkan teori representasi yang dikemukakan oleh Hall (1997) dalam pendekatan konstruksionis untuk menemukan budaya kecantikan pria Korea seperti apa yang direpresentasikan dan bagaimana iklan merepresentasikannya. Hasil penelitian menemukan bahwa kecantikan idol pria Korea direpresentasikan melalui beberapa mode bahasa di dalam iklan seperti *spoken words*, *written words*, *language of the body*, *visualization*, *fashion industry items*, dan *facial expression*. Selain itu, ditemukan bahwa bahasa berperan adalah sistem presentasi dalam iklan untuk merepresentasikan sesuatu. Penelitian ini juga menemukan bahwa demam budaya Korea yang membawa budaya cantik orang Korea menjadi alasan sebuah iklan produk dari Indonesia menjadikan K-Pop idols sebagai duta ambassador. Hal ini bertujuan untuk menarik perhatian konsumen yang terkena dampak demam Korean ini.

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## CHAPTER 1

### INTRODUCTION

Chapter one covers background of the study, the formulation of research questions, the significance of the study, scope and limitations of the study, and the definition of key terms.

#### **A. Background of the Study**

Nowadays, the representation of Korean men idols beauty becomes the attractiveness of some advertisements in Indonesia. In this case, those advertisements represent male Korean idols as the brand ambassadors. This strategy is done to persuade the customers who are addicted to Korean things especially the beauty of the Korean Pop idols. Those customers always try to follow the look and appearance as their idols. This addiction leads them to wear the same outfit and use every product promoted by the Korean idols such as skincare, cosmetics, especially grooming. Usually, a Korean fan will buy clothes like worn by their idols (Aisy, 2022). Indrawan et al., (2022) explained that they even have the new perspective of ideal look which refer to Korean beauty culture.

Furthermore, Korean beauty culture is a trend of beauty following the standard in South Korea. Streng (2018) arranged the ideal beauty standard in Korea includes a "double eyelids, sharp nose, high and narrow back, bright and flawless skin, and a v-shaped face with a sharp chin". He also stated that Korean beauty requires a flawless skin. Going from this issue, the study is focuses on the analysis of male Korean beauty which is represented in the men's grooming advertisements. Since the addiction to Korean beauty culture is still hype and being one of the most popular culture in Indonesia, this study is crucial to be conducted.

Moreover, some researchers who have already conducted the same studies to examine the analysis of representation on advertisements are Aazam et al., (2021), Humaira et al., (2022), Luo, 2022, Ramlah et al., (2021), and Wahyoedi, (2022). Those previous studies similarly investigated how language and visual aspect contained in the advertisements are used to persuade the consumers. Some of the studies also discovered that advertising language plays a critical role to deliver the ideology constructed from the advertisements in Critical Discourse Analysis way (Aazam et al., 2021; Luo, 2022; Wahyoedi, 2022). However, it is rare to find a study which examine the representation analysis on advertisements from the “power relation” in cultural side. According to cultural studies, representation does not only construct meanings through language but also individual’s perspective in cultural society (Relations, 2021).

Moreover, the study of Korean beauty culture has already conducted by many researchers; Agustina & Lukman (2017), Alia et al., (2021), Besman et al., (2018), Halim & Kiatkawsin, 2021, and Widyaningrum, (2023). The three of those previous studies similarly explained Korean beauty culture is one of the Korean Wave aspects which is currently hyped and well accepted in South East Asian countries such as Indonesia and Malaysia (Alia et al., 2021; Halim & Kiatkawsin, 2021; Widyaningrum, 2023). Besides, other two studies found that the trend of Korean beauty culture has affected beauty concept and industry in Indonesia (Agustina, 2017; Besman et al., 2018). Hence, this issue made beauty industry have to adopt this trend. However, those previous studies have not

specifically studied the Korean beauty culture hyped in Indonesia according to gender, whether it is for men or women.

Therefore, to accomplish the gap from the previous studies, the present study will put the focus on the analysis of male Korean idols beauty culture which is particularly represented through men's grooming advertisements. Besides, the study is aimed to find how male Korean idols beauty culture is reflected by advertising language and images regarding the common perspective in society. The result of study will indicate the concept of male Korean beauty culture which the ads try to deliver to the consumers. Therefore, the issue of the representation of male Korean beauty culture is important to be studied since the perspective of ideal "handsome" for Indonesian men start to follow the standard of "beauty" for Korean men.

Eventually, to analyze the representation of male Korean idols beauty culture through advertisements, the present study will apply the representation theory proposed by Stuart Hall (1997) specifically in constructionist approach. According to Hall, the concept of representation itself is considered as a product of representation process. Hall's representation theory does not only involve how cultural identity is presented or rather constructed within a text or language but also constructed in the process of production and perception by society that consumes cultural values represented. This theory is more capable and has more complex approaches and process to study the representation analysis than semiotic theory which only limited on signification.

## **B. Research Question**

According to the previous description, the study formulated the research questions as follows:

1. What is the Korean men idols beauty culture represented through men's grooming advertisements?
2. How is Korean men idols beauty culture represented through men's grooming advertisements?

## **C. Significances of the Study**

Practically, the result of the study provides readers about how Korean men beauty culture represented through men's grooming advertisements is in descriptive way. Equally significance, this research will be beneficial for the company of product as a reference to develop a product's advertising quality and strategy while considering consumers' preferences to persuade them. Besides, the research also will contribute to be used as additional references for other researchers who will conduct further research in related field.

## **D. Scope and Limitations**

The present study is in the scope of cultural studies field which specifically examining the representation and media analysis. According to Hall (1997), representation theory involves three approaches; reflective approach, intentional approach, and constructionist approach. However, this study only applies constructionist approach because it is more open to interpret meaning of an object than the two other approaches.

The study is limited to the brand ambassadors, NCT Dream member for *Somehinc* and BTS group for *VT Cosmetics*, who were presented in the advertisements. The study only took the advertisement videos which collaborate with Korean men idols as the product's brand ambassador. It is not aimed at analyzing the advertisement that did not have Korean men idols as the brand ambassadors but Indonesian. Therefore, the present research is lack of object to be studied because men's grooming advertisements with Korean men as the brand ambassadors and using English as advertising language is rarely found in Indonesia.

### **E. Definition of Key Terms**

To avoid misunderstanding the research findings, the researcher would like to explain the definition of the terms used.

#### **Representation:**

Representation is depictions of Korean men beauty culture represented through men's grooming advertisements.

#### **Korean beauty:**

Korean puts beauty standards on a small face, big eyes, slim body, and light skin. Korean love to look youthful.

#### **Korean beauty culture:**

Korean beauty culture is a beauty trademark entering and hyped in Indonesia. It brings new perception of ideal look for Indonesian people.

#### **Advertisements:**

Advertisement is a media used to represent Korean men beauty culture. Advertisement promotes product of men's grooming from *Somehinc* and *VT Cosmetics* brand. The brands invited Korean idols as brand ambassadors to interest consumers and follow their preferences.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

This chapter includes the simplification of Cultural studies, representation theory by Hall (1997), Hall's concept of ideology, Korean men beauty culture, and advertisement.

#### **A. Cultural Studies**

Cultural studies is concerned with an exploration of culture, as constituted by the meanings and representations generated by human signifying practices, and the context in which they occur. Cultural studies has a particular interest in the relations of power and the political consequences that are inherent in such cultural practices. The prime purposes of cultural studies, which is located in the institutions of universities, publishing houses and bookshops, are the processes of intellectual clarification that could provide useful tools for cultural/political activists and policy makers (Barker, 2004).

For Hall, that which differentiates cultural studies from other subject areas is its connections to matters of power and politics and in particular to the need for social and cultural change. In this view, cultural studies is a body of theory generated by thinkers who regard the production of theoretical knowledge as a political practice. Thus, Bennett understands cultural studies to be an interdisciplinary field in which perspectives from different disciplines can be selectively drawn on to examine the relations of culture and power. Here cultural studies is concerned with those practices, institutions and systems of classification that enable a population to acquire particular values, beliefs, competencies and routines of life. Further, cultural

studies seeks to develop ways of thinking about culture and power that can be utilized by agents in the pursuit of change (Barker, 2004).

In cultural studies, there are five major cultural processes; *Representation*, *Identity*, *Production*, *Consumption* and *Regulation* which called as **the circuit of culture**. It is significance to analyze what occur in society including those five elements (Gay, 2013).

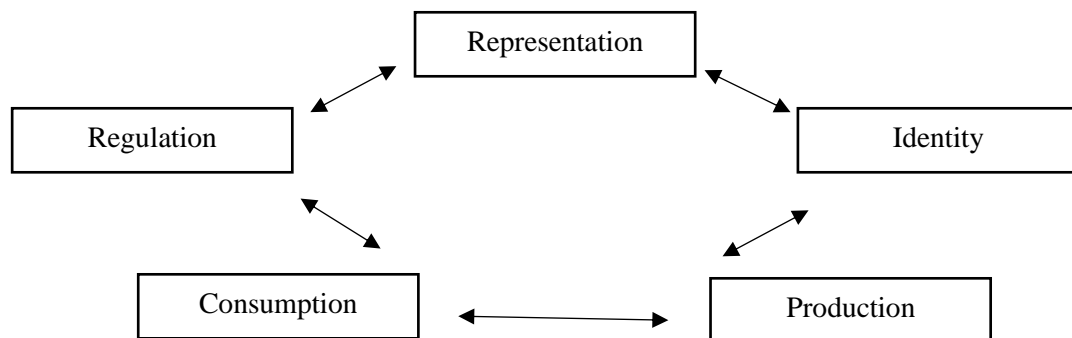


Diagram 2.1 Circuit of culture

In doing cultural studies, these five majors cultural process are correlated each other. In representation, language acts to connect meaning and culture. Identity process is focused on analyzing social identities of cultural member that associated in cultural society. Then production and consumption process involve the study how an object is produced in consumed in cultural society between cultural member. Additionally, regulation process will discover what mechanism regulate the distribution and use of an object. As circuit, the five elements are flexible on what is becoming first (Gay, 2013).

## **B. Representation Theory by Stuart Hall (1997)**

One of the major cultural processes in circuit of culture is Representation. As Gay (2013) explained that in doing cultural studies, it is open to do analysis any from those five of circuit of culture, since it is connecting each other. The research



is focused on the analysis of representation in how an object is represented.

According to the Sage dictionary of cultural studies, representation is a process of signifying practice which exist to portray and stand for an object in 'real' world. Hence representation is a symbolic act that emulates an independent object in reality. However, in cultural studies, representation does not only reflect things exist. It is constitutive of the meaning of what representation stand for. Thus, representation does not simply correspondence between signs and objects, but rather produces the 'representational effect' of realism (Barker, 2004).

Furthermore, Hall stated that representation is primarily about meaning which leads to understanding in communication. Representation and its significance to the cultural formation through meaning and language plays role in how language was created to give meaning that allows people to communicate efficiently. Besides, representation is all about how meaning is used to represent objects and concepts then producing meaning through language. This process of representation gives human the ability to describe or imagine something and symbolize concepts through objects (Belassi et al., 2015).

Representation includes the process which language is used to construct the meaning of thoughts in human brains. Hall also explained representation as the use of language to express or portray anything meaningful about the world to other people. It implies that representation is a process of producing and modifying meaning among cultural members. Hall believes that it is more complicated than that. Hall describes how we identify everything around us, assign meaning to things through languages, and communicate in ways people can comprehend (Hall, 1997).

Hall used two representational systems. The first is "a shared conceptual

map”. It is the system through which all kinds of objects, people, and events are associated with a set of concepts or mental representations that occurred in human minds. Then, the second system is “language” which act to transfer this conceptual map or shared meaning. Language translates a conceptual map into a written, spoken, or drawn language. The member of language represents and exchanges this ordinary meaning through the work of language. This language, in its various manifestations, is known as a sign. People from the same culture have the same mental map (Belassi et al., 2015).

Additionally, Hall (1997) arranged three basic approaches to describing how linguistic representation of meaning works; reflective, intentional, and constructionist or constructivist.

#### 1. Reflective Approach

Plato and Aristotle have proposed the theory of the reflective approach. The concept is called "mimesis," referring to language that duplicates nature. The reflective approach believes that meaning is found in the real world as an idea, person, concept, event, or object. Language is considered a mirror, reflecting nature's meaning as it already exists in the world (Hall,1997). For example, the word ‘white’ is reflected from the face with the white skin.

#### 2. Intentional Approach

The intentional approach of representation takes the opposite view from the reflective approach. It asserts that the speaker, or author, imposes meaning on the world through language. Words signify precisely what the author intended them to imply. Besides, the gist of language is communication. Language rely on shared linguistic convention and codes. Therefore, language will never be completely

private. To be shared and understood, the writer's or author's private intended meanings must be incorporated into the rules, standards, and conventions of language. The speaker's or writer's private ideas must contend with all the other meanings for words and pictures contained in language, since language is fundamentally a social system (Hall, 1997). For instance, when the author or writer said that beautiful is white and glowing skin face, it means the author or writer define beauty as what they said probably for promoting a particular product.

### 3. Constructionist Approach

The constructionist approach recognizes the uniqueness of language. It acknowledges that neither products nor individual language users can fix meaning in language. Things do not have meaning: meaning is created using representational systems such as concepts and signs. As a result, the constructivist or constructionist approach to language meaning has emerged. This point of view emphasizes the need to distinguish between the physical world, in which objects and people exist, and the symbolic practices and processes that support representation, meaning, and language (Hall,1997).

Hall gives more exploration in the constructionist approach that based on the constructionist viewpoint, "meaning is formed through language." Representation does not mean just mirror reality since if representation reflects something as it is (Hall, 1997). Moreover, to get further understanding of constructionist approach, we may consider the statement of 'beauty must be white skin'. In constructionist, people may interpret beauty as they please because beauty can be defined to any meaning. It does not depend on the true meaning of the object as in the reflective approach or the hidden intentions of the speaker as in the

intentional approach, but depends on who is the listener or receiver and his interpretation.

From the three different previous approaches, the researcher will specifically apply the constructionist approach for the present study. In this case, the researcher will analyze how Korean male beauty culture is represented through the media of men's grooming advertisements based on the construction of the brand of product in order to deliver the meaning to the consumers. Furthermore, in this present study, the researcher will use the advertisement of *Somethinc* and *VT Cosmetics* advertisement to find the meaning through the taglines, image, and scenes in it, since the media contain language in the form of the taglines, image, and scenes.

### **C. Ideology by Hall**

Ideology and representation are central concepts in Cultural Studies. The concepts of representation and ideology are pivotal in Hall's approach analysis of society and culture. Hall proposes first, that points of enunciation are all implicated by the practices of representation, and second, that representation be subsidiary relationship to ideology. By the term 'enunciation' Hall means not speaking and writing, but all modalities through which agency is expressed in what. As Hall observed in one of his first important essays on ideology (1977a: 315), Marx understood that an early point in the history of the human intervention into nature, labour is socially organized. The generation of surplus wealth extends the forms through which mediation with nature is conducted and eventually supports a complex, multilayer of distinctions between and within manual and mental specialization in the division labour (Rojek. C, 2009).

According to Hall, then, ideology legitimated a social world characterized by inequality. By the same token, the task for critical media studies was to show this ideology at work, or how, as Hall put it in the context of television news, unconsciously the broadcaster has served as a support for the reproduction of a dominant ideological discursive field. In ideology, Hall emphasizes how representation reflects certain political, social, and economic interests (1988).

#### **D. Korean Men Beauty Culture**

Over the past two decades, the styling of Korean celebrities has changed dramatically. In advertising, and in particular for cosmetics, the Korean men idols are arguably more effeminate type of man is prevalent. This change is affected by several reasons which Maliangkay (2013) has concluded. First reason is the Asian financial crisis of the late 1990s and 2022 world cup. The case is rooted in the *yaoi* type of Japanese manga which, at least since the late 1990s, has impacted the first era of the new ideal Korean men beauty. besides, the first *Kkonminam* representatives emerged in the late 1990s Boy Bands such as H.O.T. (High Five Teenagers), Sech Kies, Y2K, and G.O.D. (Groove Over Dose).

The second possible reason of Korean men embracing the new ideal of beauty is the demise of the macho type. This phenomenon is caused by the economic crisis that happened in Asia in the end of 1997. Indeed, as Turnbull stated, it is likely that many women were bored of the image of tough men on screen. Additionally, the third reason caused the innovation of Korean men in styling is Korea's market for cosmetic surgery. The market has grown substantially since the early 1990s. It currently becomes the largest market in the world. Korean men have begun to experience a mere fraction of the pressure placed on women to conform

to what constitutes an unnatural standard of beauty, but they also seek cosmetic surgery as a way to easily get their right partner or job (Maliangkay, 2013).

On the other hand, a macho type of Korean men still exist in a military world. It is mandatory for Korean men to enroll in military service, and most of them spend at least two years in military service usually in their early twenties. However, a few Korean males are excused from military service. Although exposure to noise during military duty in South Korea cannot be assessed individually, it can be termed transitory exposure at a young adult age defined by repetitive exposure to gun fires or explosions (Kim et al., 2017).

In addition, prior to military service, masculinity was intimately associated with physical strength and looks. A real man is defined as "a strong man," "a sports guy," "a show-off," "someone with a muscular body," and "someone with an outgoing personality." These somewhat crude and unsophisticated ideas of manhood were appealing to the participants in their early college years because they believed such masculinity would appeal to their friends and women. Macho, or "alpha male" conduct, was seen to be manly. Resistance to the established order was another feature of the raw image of masculinity. During their undergraduate years, military participants attempted something rebellious in order to demonstrate their "power" to their classmates. This type of defiance might be viewed as the mental equal of physical power.

However, the change of Korean men ideal beauty in current moment is emerged to be quietly similar to the women. They generally use cosmetics, grooming, and other beauty treatments for whitening the body particularly, since Korean beauty cultures were pushed to this point of beauty standard. The

following section would discuss the various of ideal Korean men beauty aspect summarized from a number of journals.

### 1. Korean men body image

A very first thing to support a good Korean men body image is to not be fat. Korean men argued to be fat is a bad look. This is because a good appearance is not just about to be looking good on face but also on body image. Besides, Korean men see the ideal body image is having smaller muscles, pretty faces, and fashionable style and appearance. They think that it is crucial to have body image in terms of aesthetic. In addition, the ideal Korean men body image is commonly marked as 'feminized'. In this case, Korean men then refer to the term of 'kkonminam' or 'a beautiful flower boy'. *Kkonminam* is characterized to have big round eyes, high nose bridges, well-defined and pectoral bicep muscles, soft jaw, double eyelids, and smooth body skin (Monocello, 2020).

Moreover, Korean men generally recognized a cultural preference for 'softer' and 'prettier' guys who paid attention about their appearance and were engaged in fashion. *Kkonminam* love to wear fashionable and colorful clothes. Besides, Koreans did not divide head and body dualistically. Rather, the head, face, and even clothing were included into Koreans' body schema, since Koreans see the face and clothing as crucial point and equal parts of their body image. Given the rigidity of gender roles in Korean society, it makes little sense to describe as 'feminine' qualities that they had previously identified as desirable for males (Monocello, 2020).

### 2. Aesthetic Surgery

Aesthetic surgery is not exclusive to Asia. Yet, the marketing of these

surgical treatments is aimed towards both accentuating and correcting certain face traits associated with Asian ethnic phenotypes. Blepharoplasty (double eyelid surgery) and rhinoplasty are two examples of beauty treatment that utilizes surgical procedures to improve "race characteristics" (nose surgery). However, South Korea is frequently cited as the world's leading country in terms of body and face aesthetic surgery. Even though this aesthetic surgery procedure is largely done by Korean women, Korean men were started to follow this trend of surgery procedure as well to reach the ideal beauty standard in their country (Johnson et al., 2019).

On the other hand, the reason why the aesthetic surgery is prevalent among Korean adults is there was a widespread perception that exterior beauty enhances the power in society. Personal unhappiness with one's exterior appearance is the most influential cause for pursuing cosmetic surgery, which can be ascribed to disseminate "lookism", or prejudice when one does not meet societal ideals of beauty. There is now a double standard since Korean women (and men) are under greater pressure to achieve face aesthetic perfection. Additionally, there appears to be an increasing Korean men population who wishes to undertake aesthetic operations (Elfving-Hwang, 2021).

In general, face aesthetics are the focus of surgical treatments conducted in South Korea (77.5% of total surgical procedures), with eyelid surgery and rhinoplasty being the two most prevalent procedures (31.0% and 29.6% of all surgical procedures, respectively). This is in sharp contrast to other nations with the biggest volume of aesthetic treatments, such as Brazil or the United States, where breast and body contouring procedures account for the vast majority of cases (Elfving-Hwang, 2021).



### 3. Korean men grooming and styling

Korean men highly care about their appearance. Besides, as it has been stated in the previous section that they like to look pretty and stylish, therefore Korean men commonly use cosmetics, grooming, and makeup to maintain their perfect look. Very well-groomed Korean men are reflected in K-pop stars and idols who are look very feminine. The K-pop stars and idols dye and style their hair a lot in a various way. They also do makeup such as applying BB cream and lip tint. Besides, K-pop stars and idols are used to wear very tight shirt, rings, earrings, necklaces, bracelets, and other accessories (Lee et al., 2020).

### **E. Advertisements**

Advertisement is defined as a media to interest and persuade people to buy particular or inform their target receiver about some aspect and information. Kress and Van Leeuwen (2001:4) explained advertising means ‘drawing attention to something, or notifying something to audience. The influence of advertising is no longer restricted. It may have both positive and bad impacts on society depending on the content of the message and how it resonates with the values, conventions, and culture of a certain society. Selecting the proper message to promote is crucial for successful advertising since it may impact how customers live their lives, perceive their needs and wants, and whether or not they think about themselves, especially when pushed through numerous media channels (Abokhoza et al., 2019).

Moreover, the language contained in advertising used to deliver certain concepts and messages has a significant influence on consumers. Advertisers use a variety of verbal and nonverbal communication signals to convey their messages in their advertisements. Advertisers must continually consider the emotive potency of

their words, since language is the verbal symbol. Besides, shapes, colors, and facial and body messages are all nonverbal symbols. In this case, there are more particular symbols that convey different signals depending on how they are employed in reproducing reality, such as the use of cosmetics and makeup, clothing, and the creation of the characters in the advertisement. Besides, image and music in advertising also play a part in eliciting a strong emotional response (Abokhoza et al., 2019).

## **CHAPTER III**

### **RESEARCH METHOD**

#### **A. Research design**

The present research is designed to apply descriptive qualitative method using representation theory by Stuart Hall. This is because characteristics of qualitative descriptive method are corresponding with the present research. The research data are textual and images taken from videotapes. According to Taherdoost (2021), the research question of qualitative method is open-ended question using “how” which results more flexible answer and findings. The findings are more complex than simply “yes” or “no”. Furthermore, qualitative method gives a more comprehensive understanding of the object being studied deeply.

#### **B. Research Instrument**

Research instruments are equipment used to gather information and collect data, which is critical to obtain reliable data (De Trigueros, 2017). Researchers herself did a data collection to gather, measure, and analyze data. In the present study, the researcher acts as the primary research instrument. The researcher observed, collected, and measure the data needed for the research by watching and observing the advertisement video.

### **C. Data and Data Source**

The data of the research is in the form of transcript from spoken language (uttered tagline) and written language (product description) and drawn language (captured images). The data are appropriately in accordance with Hall's representation theory which does not only involve signification but also the production of meaning through language to represent an object. The data are derived from men's grooming advertisement videos published on SOMETHINC OFFICIAL and VT COSMETICS YouTube channel. The advertisements chosen are *Somethinc* x NCT Dream published on 2023 (<https://youtu.be/ldeUhm2fFxA>) and *VT Cosmetics* x BTS (<https://youtu.be/3hCOGWbnj4I>) published on 2020. The two advertisements were selected because both explicitly represent male Korean idols and its beauty culture which is still hype and being one of the most popular culture in Indonesia.

### **D. Data Collection**

Data collection is one of the most important stages of a research project since it allows the researcher to obtain answers to research questions. It involves the process of gathering data in order to acquire insights into the study issue (Taherdoost, 2021). To acquire the required data of the research, the first step is watching the advertisement videos of *Somethinc* x NCT Dream and *VT Cosmetics* x BTS on the YouTube channel of *Somethinc* and *VT Cosmetics*. After that the researcher make a transcript of both advertisement videos to find the data in the form of transcript from spoken (uttered tagline) and written language (product

description). Eventually, the last step is capturing the images which are appropriate with the concern of the research question to find how Koreanmen beauty culture is represented through the advertisements.

### **E. Data Analysis**

To analyze the data, the present research applied the constructionist approach of representation theory proposed by Stuart Hall. Furthermore, the researcher used the following stages to analyze the data. First, the researcher did preparation and reviewing the data collected before doing an analysis. The second stage is categorizing to make a data classification. The researcher will classify the data based on the brand's advertisement video and its types; spoken, written, and drawn language.

The third stage of data analysis is coding. The finding of the research will be displayed according to three codes. The first code refers to the number of appendixes. The second code refers to the number kinds of Korean men beauty aspects such as Korean men body image, Korean men grooming and styling and the characteristic of Korean men beauty. The third code refers to the number of the data. Moreover, the data took place in different appendixes (appendixes A for *Somehinc* x NCT Dream advertisement and appendixes B for *VT Cosmetics* x BTS advertisements. This coding may help the readers to easily understand the finding and discussion.

Coming to the last stage, the researcher would interpret the data. This step was done to understand and interpret the meaning of the data. The interpretation

of the data is done in several stages. First, the data will be interpreted to find the meaning behind it. The second is the analysis of the ideology. This analysis will reveal who the beneficiary is and vice versa. Then the third is audience analysis. this stage will discover the response from the audience towards the representation of Korean men. The last stage is contestation and resistance analysis. This stage will explain how one party reject the representation of Korean men beauty through men's grooming advertisements.

## CHAPTER IV

### FINDINGS AND DISCUSSION

This chapter includes the analysis of the data in several language modes, those are spoken words, written words, language of the body, fashion industry, and facial expression which derived from men's grooming advertisements using constructionist approach of representation theory by Hall. To ease the data analysis, the first advertisement video, *Somethinc x NCT Dream*, will be mentioned as V1 and the second one, *VT Cosmetics x BTS*, will be mentioned as V2. The finding consists of what Korean men beauty culture that is represented through men's grooming advertisements and how it is represented. However, the discussion explains the similarities and distinctions between the finding of the present research and the previous studies.

#### A. Findings

The finding section is divided into two sub-chapters. First sub-chapter took up analysis of Korean men beauty culture represented through men's grooming advertisements based on representation analysis stages by Hall. Besides, the second sub-chapter discovered language modes in advertisements that used to represent Korean men beauty culture according to representation theory by Hall. The following tables are the finding of this study:

<b>Korean men beauty culture representational systems</b>	
Conceptual map	Language <ul style="list-style-type: none"> <li>- Spoken language</li> <li>- Written language</li> <li>- Language of the body</li> <li>- Visualization</li> <li>- Fashion industry items</li> <li>- Facial expression</li> </ul>

Table 4.1 Representational systems

## **1. Korean men beauty culture**

### a) Meaning interpretation

This section interpreted the data to find meaning and context within it using constructionist approach of representation theory by Hall (1997). Since constructionist approach refers to meaning production based on relational between the author and the audience, this meaning interpretation will depend on how advertisement represent the Korean men idols and how the response from the audience is. The data are in several language modes; spoken words, written words, language of the body, visualization, fashion industry, and facial expression. This interpretation will discover kinds of Korean men beauty represented through men's grooming advertisements.



**a. Spoken words (uttered tagline)**

**V1 (0. 28): Be You Be SOMETHINC!**

Analysis:

The advertisement usually use tagline as the brand icon and short description. The tagline is constructed from two phrases, “Be You” and “Be Somethinc”. If we interpret the phrase “Be You” from Indonesian audience point of view, it will be interpreted as the proposition to be authentic as Indonesian beauty. However, the meaning will not be the same since this tagline is being promoted by the brand that invited Korean men idols as the icon. The most relational meaning according to constructionist is that it is good to be “you” as Indonesian to manifest the beauty of Korean men idols. Besides, the phrase “Be Somethinc” stands for “Be Something”. The word is spoofed following the name of a skincare brand with the intention of promotion. The phrase forwards the previous phrase. Then it may be interpreted as you have been you manifesting Korean men idols beauty, this manifestation is something good. Unusual and better thing than you before using this product.

**V2 (0.56): Spotlight yourself l’atier.**

Analysis:

The sentence “Spotlight yourself l’atier” has the main attention in the word “spotlight”. Considering this research is focused on the Korean men idols, it make sense to interpret that Korean men idols love to be spotlighted and noticed since their identity as idols and celebrities. Since this tagline is promoted massively

through VT Cosmetics advertisement to Indonesian audience, the meaning that is being constructed is the proposition for Indonesian to get themselves spotlighted like Korean men idols. In this matter, Indonesian consumers are recommended to use the product being promoted by BTS. Besides, this is undoubtedly that Korean men idols must have ideal body image and good in style and appearance to get self-spotlight.

**b. Written words (product description)**







Images	Writing
V1 (0.12) 	HIGHEST GRADE INGREDIENTS
V1 (0.15) 	SKIN LOVING FORMULATION
V1 (0.17) 	TO SOLVE
V1 (0.18) 	YOUR SKIN PROBLEM

Table 4.2 Written words

### Analysis:

The language in written word mode is derived from the product description. If it is being in one sentence, it would be “Highest grade ingredients, skin loving formulation, to solve your skin problem”. The advertisement told that this *Somethinc* use the good quality of product ingredients and good for skin. The advertisement tried to inform that the product is beneficial to solve the skin problem such as acne, pore combat, and dull face. As the product is skincare, this proofed that Korean men idols use skincare as every human must experience the skin problem. This is also what may be understood that Korean men idols beauty must have the health and beautiful skin without any problems. The skin problem that will be solved by the use of *Somethinc* skincare are arranged in the following written word (product description).

Images	Writing
V1 (0.23) 	ACNE & PORE COMBAT
V2 (0.23) 	BRIGHTENING

V1 (0.27) 	ANTI-AGING
--	------------

Table 4.3 Written words (2)

### Analysis:

As the advertisement claim that the product may solve those skin problems, it may be interpreted that Korean men idols must avoid them. In contrary, it constructs the meaning that their ideal beauty is having a bright and flawless skin. Besides, Korean men idols love to look youthful since the product is also beneficial in anti-aging.

Furthermore, skincare and cosmetic promotion activities such as advertising had been regulated by the government in Regulation of the Head of BPOM No. 18 of 2016. One of the regulations is the prohibition to use the words "treat", "cure" or words/sentences that have the same meaning. Here, *Somethinc* used the phrase "to solve" which has the same meaning as "treat" and "cure". This basically broke the regulation of skincare and cosmetic advertising. Besides, over claiming product benefits is not recommended.

### c. Language of the body (physical gestures)

The physical gestures of NCT Dream in v1 and BTS in v2 exhibited that probably Korean men idols look in several media such as advertisements or another entertainment. The gestures made indicating these two types of Korean men idols;

## - Flower boy

V1 (Somethinc x NCT Dream)	V2 (VT Cosmetics x BTS)
(0.18)  Na Jaemin	(0.45)  Kim Taehyung
(0.26)  Lee Jeno	(0.47)  Park Jimin

Table 4.4 Flower boy

## Analysis:

The movement and pose made by those 4 Korean idols are basically like what usually women do. For instance, Jaemin pursed his lips. Besides, the way Jeno hold the skincare is in slay way. Next is in V2 where Jimin and Taehyung did feminine pose. That is what the two advertisements tried to construct that Korean men are considered as ‘a flower boy’. Besides, each gesture made is leading the audience to the understanding that Korean men idols in media look like women and do what women do in styling and beauty treatment. They use cosmetics, apply skincare, and wear women accessories. Therefore, Korean men handsomeness lately defined as beauty (Streng, 2008).

- Classy men

V2 (VT Cosmetics x BTS)	
(0.49)  Kim Namjoon (RM)	(0.04)  Kim Seok Jin
(0.11)  Kim Namjoon (RM)	

Table 4.5 Classy Korean men idols

Analysis:

The gesture made by RM in v2 (0.49) is remarkably a classy man. The way he put his hand covering his mouth is look so cool. Besides, in the second (0.11), it is shown that how he sat and made a little nod movement is the way too classy. In addition, Jin in (0.4) classily stood next to the window. See likely put his hands in his pockets. This movement usually made by a classy man. By representing RM, the advertisement spotlight other vibes of Korean men that usually represented through media such as advertisement. Related with that, Indonesian consumers then understand that Korean men idols may appear in media in several vibes. In this case, it may be a 'flower boy' or classy men.

#### d. Visualization

The representation of brand ambassador is one of crucial aspects of advertisement production to interest many costumers. By inviting NCT Dream in *Somehinc* ads and BTS in *VT Cosmetics* ads, their visualization of body image particularly represents how Korean men idols body image in the advertisement of *Somehinc* and *VT Cosmetics*. Besides, the body image represented may be concluded as follows.

- Slim body

V1 (Somehinc x NCT Dream)	V2 (VT Cosmetics x BTS)
(0.07)  Lee Jen0	(0.04)  Kim Seok Jin
(0.09)  All members of NCT Dream	(0.11)  Kim Namjoon (RM)

Table 4.6 Visualization of Korean men slim body

Analysis:

The images in V1 captured Jen0 and other NCT Dream members, Jaemin, Jisung, Renjun, Chenle with their slim body. This is the same as the body of two

members of BTS, Jin and RM. This slim body is what advertisement try to deliver to Indonesian audiences. From that, the meaning constructed in the audience analysis is that Korean men idols ideal beauty is having a slim body since the advertisements did not represent Korean men idols with fat or big body. Even so, they do not look thin and frail. As it has been discussed in the previous chapter, Korean men favor an ideal body image. They admit that one of crucial thing to support an ideal body image is to have a slim body. On the contrary, being fat is a bad look. According to constructionist, the ads made the image of slim body (for Korean men idols) means having not really big muscles, small body figure, and v-shaped face with a softer and prettier face. Other images showing other brand ambassadors with their slim body can be seen in (appendix 1.1.5 – 1.1.6).

- V-shaped jaw

V1 (Somethinc x NCT Dream)	V2 (VT Cosmetics x BTS)
(0.19)  All members of NCT Dream	(0.17)  Min Yoon Gi (Suga)
(0.22)  Na Jaemin	(0.37)  Kim Taehyung

Table 4.7 Visualization of Korean men idols v-shaped jaw



Other Korean men idols body image exhibited through the two advertisements is the shape of their jaw. In V1, NCT Dream members generally have the same shape jaw in V line. The closer look of their V line jaw can be seen in the picture of Na Jaeimin. This interpretation is supported by the picture of Suga and Taehyung in V2 who have the same V line jaw. The relational meaning constructed then is that Korean men idols prefer to have a v-shaped jaw as a good thing for their pretty face. The image literally depicts Korean men with v-shaped jaw. The jaw does not look as firm as most jaw of men in general. Besides, this kind of jaw makes Korean men facial look thinner which they really want to have. The V-line jaw also owned by other NCT Dream and BTS members can be seen in (appendix 1.2.5-1.2.6).

- Bangs

V1 (Somethinc x NCT Dream)	V2 (VT Cosmetics x BTS)
<p>(0.11)</p>  <p>Lee Jenou</p>	<p>(0.25)</p>  <p>Kim Taehyung</p>
<p>(0.21)</p>  <p>All NCT Dream members</p>	<p>(0.45)</p>  <p>Min Yoon Gi (Suga)</p>

Table 4.8 Visualization of Korean men idols bangs

Analysis:

Other crucial thing to support Korean men idols beauty represented by the advertisements is their hair. Considering those images above which show all members of NCT Dream in V1 and Taehyung and Suga in V2, it can be concluded that Korean men is identically have bangs. Further interpretation is that to give prettier effect on their face, Korean men make their haircuts with bangs which based on Indonesian view it is more common to be owned by women in general. Moreover, the advertisements show the Korean men idols bangs does not fully cover their foreheads. Usually, the bangs is parted in the middle making two sides, right and left. Again, this kind of haircut with the bang may give thin face effect. This image explicitly exhibits how Korean men's pony tail look like. The entire NCT Dream member actually have the same type of bangs in the V1 (*Something* advertisement). Other brand ambassadors with bangs can be seen in (appendix 1.3.5-1.3.6).

Additionally, Bahtera (2013) explained that this Korean hair style is followed by most of Indonesian fans. Here, Indonesia got this hair style inspiration from the representation of Korean idols in several media including advertisement. In this case, the phenomenon of Indonesian imitative behavior could be a cause of the Indonesian cultural identity. It underlined that Indonesian prefer to be look as their idols rather than proudly keep their cultural identity.

- Thin and fresh lips

V1 (Somethinc x NCT Dream)	V2 (VT Cosmetics x BTS)
<p>(0.06)</p>  <p>Na Jaemin</p>	<p>(0.37)</p>  <p>Park Ji Min</p>
<p>(0.14)</p>  <p>Zhong Chenle</p>	<p>(0.49)</p>  <p>Jung Ho Seok (J-Hope)</p>

Table 4.9 Visualization of Korean men idols lips

Analysis:

The advertisement of *Somethinc* and *VT Cosmetics* also spotted the lips of Korean men idols by visualization. In this matter, lips are spot that is mostly being noticed in the term of its shape and condition. Analyzing this image, it can be inferred that Korean men idols is portrayed to have thin and fresh lips rather than the plump one. In V1, Jaemin and Chenle have this type of lips as well as Jimin and J-Hope in V2. The audiences then got the idea of this type of lips is considered to look more attractive and beautiful. Additionally, to have such lips, Korean men idols usually will have some treatments or even do a surgery. Additional data in (appendix 1.4.5) may support this interpretation.

- High pointed nose

V1 (Somethinc x NCT Dream)	V2 (VT Cosmetics x BTS)
<p>(0.01)</p>  <p>Huang Rengjun &amp; Park Jisung</p>	<p>(0.21)</p>  <p>Kim Seok Jin</p>
<p>(0.23)</p>  <p>Lee Jeno</p>	<p>(0.23)</p>  <p>Kim Taehyung</p>

Table 4.10 Visualization of Korean men idols nose

Analysis:

V1 displayed Rengjun, Jisung, and Jeno who explicitly has nose that look quite small. Besides, the nose is seemed high and pointed from this upper angel. Besides, Jin and Taehyung in V2 also has the same type of nose. It is discovered that Korean men idols probably look more beautiful by having this kind of nose. In contrary, it may be inferred that a big and flat nose is considered as a bad look. The same as lips, Korean men even will do a plastic surgery to achieve the nose they dreamed of.

- Bright and flawless skin

V1 (Somethinc x NCT Dream)	V2 (VT Cosmetics x BTS)
<p>(0.15)</p>  <p>Park Jisung</p>	<p>(0.17)</p>  <p>Min Yoon Gi (Suga)</p>
<p>(0.23)</p>  <p>Huang Rengjun, Zhong Chenle, &amp; Park Jisung</p>	<p>(0.40)</p>  <p>Jeon Jung-kook</p>

Table 4.11 Visualization of Korean men idols skin

Analysis:

The visualization of Korean men idols in the two advertisements really indicate to the brightness of their skin. All the previous perfections of Korean men idols beauty mean nothing without a bright and flawless skin. The bright and flawless skin of Korean men idols can be defined as bright and flawless as some NCT Dream members in V1 and BTS in V2. Their skins look glowing and really smooth as porcelain. In this image, the two Korean men presented even look quite pale. Therefore, Indonesian skincare (*Somethinc*) invited Korean men as the brand ambassador in order to persuade Indonesian consumers who most of them currently think that beauty must be white skin. The representation of Korean men idols in Indonesian skincare brand may support this consideration.

- Double eyelid

V1 (Somethinc x NCT Dream)	V2 (VT Cosmetics x BTS)
(0.14)  Na Jaemin	(0.49)  Jung Ho Seok (J-Hope)
(0.27)  Huang Renjun	(0.49)  Jeon Jung-kook

Table 4.12 Visualization of Korean men idols eyelid

Analysis:

The next facial feature Korean men idols that is being visualized by the advertisements is their eyelids. Commonly, Korean men eyes is small and narrowed. Jaemin and Renjun eyelid actually cannot be seen clearly here. However, they get their eyes look quite bigger. This effect is caused by his double eyelid. A double eyelid will make eyeball opened quite wider. Moreover, an aesthetic surgery in Korean is one of the most favor and famous solution to achieve this double eyelid.

**e. Fashion industry (items of clothing, styling, and grooming)**

The Korean men idols represented is also highlight their look in the advertisements through their items of clothing and styling. The followings are the

detailed explanation of what Korean men idols wear on that represent the aesthetic beauty of them in the advertisements.

- Korean men idols clothing

V1 (Somethinc x NCT Dream)	V2 (VT Cosmetics x BTS)
<p>(0.28)</p>  <p>All NCT Dream members</p>	<p>(0.37)</p>  <p>Park Jimin</p>
<p>(0.11)</p>  <p>Huang Renjun</p>	<p>(0.41)</p>  <p>Jung Ho Seok (J-Hope)</p>

Table 4.13 Korean men idols colorful clothes

Analysis:

Appearance will never be separated from clothes preference. In this image, the Korean men idols portrayed are wearing bright colorful clothes including yellow, blue, tosca, and pink. In this case, the meaning constructed based on the relational meaning between advertisement and audience is that colorful clothes will support Korean men appearance to be easily spotlighted. Besides, Korean men usually wear flashy clothes in eccentric style. Their styling is in the two advertisements basically got eyed-attractive from the audience.



On the other hand, Namjoon and Jin in v2 wear different color of clothes instead of brights. It can be seen in the following table of data.




V2 (VT Cosmetics x BTS)	
(0.49)  Kim Namjoon (RM)	(0.04)  Kim Seok Jin
(0.11)  Kim Namjoon (RM)	

Table 4.14 Clothes of class Korean men

Analysis:

The finding that Korean men idols are classy have been explained in the previous section. It is shown by the gestures made by these two members of BTS. This interpretation turns out is supported by the clothes they wear. Here, Namjoon wear black suit with shirt under it while Jin wear a white shirt. Their clothing refers to how classy man do in styling. Additionally, the audience may discover that Korean men idols do not only love to wear colorful clothes but also classy clothes to look cool.

Furthermore, the representation of Korean idols clothing affected Indonesian cultural identity. Aisy (2013) found Indonesian addiction to Korean



things made them try to follow everything Korean including their clothing preferences. Indonesian fans used to create their look as similar as possible to Korean idols. Here, the advertisements represent several Korean clothing preferences for Indonesian fans such as bright color and classy clothes. In this matter, Indonesian imitative behavior is one of national cultural identity issues.

Moreover, NCT Dream members in the beginning of v1 wear senior high school uniform. The data is displayed in the following table.

V1 (Somethinc x NCT Dream)	
(0.01)  Park Jisung & Huang Renjun	(0.03)  Park Jisung

Table 4.15 Wearing senior high school uniform

Analysis:

The advertisement of *Somethinc* portray Huang Renjun & Park Jisung who wear a senior school uniform. According to Kpopper.com, the ages of NCT Dream members are about 20 – 23. At this age range, people commonly will not wear school uniform anymore. In this case, the interpretation based on constructionist which meaning refers to the relational between author and the receiver is that wearing school uniform stands for that Korean men love to look youthful as men at

the school age. Besides, the Korean men idols represented at the advertisement is literally look youthful just like NCT Dream member.

- Wearing accessories

V1 (Somethinc x NCT Dream)	V2 (VT Cosmetics x BTS)
(0.01)  Huang Renjun & Park Jisung	(0.32)  Kim Namjoon (RM)
(0.26)  Park Jisung	(0.51)  Kim Taehyung

Table 4.16 Korean men idols wearing accessories

Analysis:

In V1 Jisung wears bracelet and ring. Besides in V2, RM wears earring while Taehyung wears necklace. This matter discovered that advertisement represent that Korean men do not only care about their body image, perfect facial look, or grooming for men. It is exhibited that they are really perfectionist about their appearance in term of what they wear on. Moreover, Korean men idols appearance in the advertisements look highly fashionable and stylish. For Indonesian audience, wearing accessories such as ring, earring, and necklace is a usually used by women. However, the advertisement made the representation that these stuffs are common thing for Korean men idols.

## - Hair coloring

V1 (Somethinc x NCT Dream)	V2 (VT Cosmetics x BTS)
(0.18)  Na Jaemin	(0.37)  Park Jimin
(0.19)  All NCT Dream members	(0.45)  Min Yoon Gi (Suga)

Table 4.17 Korean men idols hair coloring

## Analysis:

According to Leerunyakul & Suchonwanit (2020) nature Asian hair color is dark including Korean men. However, the entire advertisements represent Korean NCT Dream and BTS member with colored hair, some of them are displayed in table; Jaemin in V1 and Jimin and Suga in V2. This makes the audience agree with that colored hair will support their eccentric style since they really like to be as it has been discussed in the previous section. Additionally, the color of hair that being the most favor by Korean men according to what represented through the advertisements are grey, light brown, blue ash, tawny, blonde, and red blonde.

## - Using cosmetics





V1 (Somethinc x NCT Dream)	V2 (VT Cosmetics x BTS)
(0.03)  Huang Renjun	0.37)  Park Jimin
(0.19)  All NCT Dream members	(0.49)  Jeon Jung-kook

Table 4.18 Korean men idols using cosmetics

## Analysis:

Skincare is not enough to get a perfect and beauty face since it works for skin treatment only. That's why the advertisements represent the Korean men idols applying cosmetics. In this case, the meaning shared by the ads is probably the same as the meaning received by the audience. In V1 and V2, the entire NCT Dream and BTS members have colored lips. This lip coloring is caused by the use of lip-tint. In this matter, it is interpreted that cosmetics may beautify or cover deficiencies so that the face looks ideal. In the advertisements, the cosmetics used by Korean men idols are lip tint, eyebrow, and complexions. They probably apply other cosmetics. This image show that Korean make-up look is light. However, the only thing that looks very striking is the color of their lips. In addition, the lip-tint used is orange. It can be inferred that Korean men love to have lips with bright color.

In addition, it is well known that many Indonesian beauty vlogger are inspired to create Korean make up look in their contents. The make-up inspiration is natural and flawless look (Agustina, 2017). Again, this is wondering about the reason why Indonesian beauty vlogger like to imitate Korean look. This phenomenon is also one of Indonesian cultural issues that Indonesian people must aware of.

**f. Facial expression**

The two boy band groups basically indicate the different facial expression in each advertisements video. The analysis of each of it will be detailed as follows.

V1 (Somethinc x NCT Dream)	
<p>(0.18)</p>  <p>Na Jaemin</p>	<p>(0.23)</p> 
<p>(0.19)</p>  <p>All NCT Dream members</p>	<p>(0.27)</p>  <p>Huwang Renjun</p>

Table 4.19 Korean men idols facial expression in v1

### Analysis:

The general facial expression of NCT Dream members in v1 brings the vibes of cheerful, attractive, and feminine. Every member gave their smiles almost in every scene especially when they hold the product to interest the costumers. This smiling definitely made them look more attractive. Besides, in some scenes, NCT Dream member gave the expression like “wow” by opening mouth or pursuing lips. Here, cheerful facial expression made the effect of beauty in feminine definition for Korean men idols instead of fierce. This feminine face then constructs the meaning that one of Korean men idols beauty is to be cheerful and attractive. In this case, Na Jaemin definitely is the icon of this expression. This type of facial expression indicates the best quality of the product which beneficial to help Korean men idols to get their bright, flawless, no acne, anti-aging skin.

Slightly different with NCT Dream in v1, BTS member in v2 includes sensual and classy vibes other than feminine through their facial expression. Some of their facial expressions are displayed in the following table.



V2 (VT Cosmetics x BTS)	
0.37)  Park Jimin	(0.49)  Kim Namjoon (RM)



Table 4.20 Korean men idols facial expression in v2

Analysis:

Here, Park Jimin facial expression facing sideways likely contemplating give the sense of femininity and sensual. This sense is supported by him putting hand to prop his cheek. The same sense of femininity and sensual is also exhibited through Taehyung facial expression. His smile looks like flirty movement. Besides, Suga and Namjoon give the sense of classy and cool by having fierce facial expression. Usually the fierce expression refers to a macho man. In conclusion, the Korean men idols representation through the ads may be macho or feminine. However, the feminine side is more spotlighted than the macho type.

#### b) Ideology

The making of *Somethinc* and *VT Cosmetics* advertisements with the Korean men idols representation is basically worked on social and economic interests. In this matter, the two brands company become the one of beneficiaries. The company took the moment of Korean wave in Indonesia as the great time and chance to get many consumers. The company include the Korean sense in the ads by inviting the famous Korean boy band group such as NCT Dream and BTS as the brand ambassadors. Additionally, the company claimed that the product is

beneficial in manifesting the Korean look which many Indonesian K-Pop fans dreamed of.

Here, neither party was actually harmed. The consumers are satisfied that finally they find the best way to meet their desire to have look as their Korean idols at least for the anti-aging, flawless, and bright skin. However, the products are not really going to fulfill that for permanent. It may make the Indonesian consumers getting the product use addiction to maintain the product usage result. Besides, another brand company that keep natural Indonesian beauty is the party who get distracted with the two brands representation.

c) Audience analysis

According to Amarilys et al. (2022), the costumers target of *Somethinc* is the middle ages to adults. Additionally, *VT Cosmetics* targets the product especially for gen Z. However, the audience of the advertisements video is Indonesian people in general since *Somethinc* and *VT Cosmetics Indonesia* are the brand based in Indonesia and the advertisement videos are published on each brand's YouTube channel for public.

On the other hand, the audience who are Indonesian people basically have their own authentic definition of beauty of Indonesian people. Wirasari (2016) explained that Indonesian have black eye and skin tone. Besides, Evayanti & Artaria (2019) stated that Indonesian hair color is generally in category dark brown to black. In term of physic marker, Indonesian men basically put the standard to have big muscle, tall, and athletic body (Florenta et al., 2022).



The natural handsomeness of Indonesian men is different with the beauty of Korean men that has been analyzed in the previous section. However, the Korean men beauty culture slowly changes the perspective of Indonesians towards the definition of handsome. This is proved by the existence of Indonesian brand of men's grooming with the benefits to brighten the skin color such as *Something* and *VT Cosmetics*. In this case, it also can be concluded that the Korean men beauty standard is well accepted by the target consumers.

d) Contestation and resistance

Unfortunately, not all parties accept the new perspective of beauty standard for Indonesian men. In this matter, other company of skincare and cosmetics brand indirectly refuse the behavior of following Korean men beauty. The brand companies such as *Fenty Beauty by Rihanna*, *Sari Ayu*, *Clean & Clear*, and *Dove* try to keep the definition of handsome (and beauty) based on Indonesian natural skin tone.

Furthermore, those brands include attractive taglines in their advertisements describing Indonesian natural beauty to strengthen their statement. For example; *Fenty Beauty by Rihanna* with tagline "The New Generation of Beauty" *Dove* with tagline "Beautiful and Average", and *Clean & Clear* with the campaign hashtag #BanggaDenganWarnaKulitmu. These brands try to deliver that to it is not a must to have white skin to be handsome or beautiful. The important thing is to have a healthy and good skin condition as these brands are beneficial for.

Moreover, it is good to represent new ideal look to Indonesian audience such as having slim body, pale skin, high pointed nose, and v-shaped jaw. However, it is better to invite Indonesian idols or influencers as the brand ambassadors. This is to avoid the addiction and behavior of following everything Korean since it is a must to keep maintaining Indonesian culture.

## 2. Korean men beauty culture representation

The explanation about the Korean men beauty culture representation analysis has been already discussed in the previous section. This section will be focusing to find out how the Korean men beauty culture is represented through men's grooming advertisements. According to Hall, representation used two representational system, a conceptual map and language. The present research examined Korean beauty culture that is represented through the advertisement of *Somethinc and VT Cosmetics* based on these two representational systems.

### a) Conceptual map

The first Hall representational system is a “conceptual map”. It creates a concept on human mind based on human sense and their concrete prior knowledge and experience.

V1 (Somethinc x NCT Dream)	V2 (VT Cosmetics x BTS)	
	 Kim Taehyung	 Park Jimin
	 Min Yoon Gi (Suga)	 Jung Ho Seok (J-Hope)



Table 4.21 Conceptual map

### Analysis:

The Korean brand ambassadors did acting and movement in the video based on the concept carried by the advertisements. For *Something*, the concept described some senior high school students doing an experiment to create the best formulation of skincare that is skin serum. Here, NCT Dream members as *Something* brand ambassadors wear senior high school uniform showing that *Something* skin serum is beneficial for anti-aging. It makes whoever use it will look like at the age of senior high school students. Besides, the concept of doing an experiment reflects that the *Something* has a great ingredient formulation and product processing with highest technology.

Moreover, *VT Cosmetics* brings the concept of regal Korean men representation. BTS boy band group as this brand ambassador is represented classily and aesthetic. One of them dressed up in black which more support the vibes of expensive look. Besides, some of BTS members acted and did posing and movement like girls. The visualization of BTS member in *VT Cosmetics* advertisement exhibits that Korean men are classy, look expensive, and sometimes behave like girl. In addition, this is also can clearly be concluded that Korean men used cosmetics to beautify and get the perfect look since this brand sell cosmetics product.

In this case, the Korean men idols beauty culture represented by interpreting an object or media that is advertisement. The advertisements actually conveyed messages behind the representation. However, the viewers or researchers may have their own interpretation by using constructionist approach of representation theory by Hall. The analysis and interpretation of beauty of Korean men in the advertisements may be varied according to the relational of a shared meaning between the author and the interpreter.

Furthermore, to examine Korean men beauty culture represented through men's grooming advertisements, the researcher basically has her own conceptual map after watching the advertisements. The concept came up to researcher mind based on her sense, concrete experience, and prior knowledge about the Korean men beauty culture. This concept then transferred through language as the second representational system.

#### b) Language

The second Hall representational system is language. Language has a role to transcribe a conceptual map about Korean men beauty culture into a written, spoken, or drawn language. In this case, the advertisements represent the Korean men beauty culture into those three kinds of language; written, spoken and drawn language. Besides, language acts as medium to create and change meaning of Korean beauty culture. Here the language contained in the advertisements video are in the mode of spoken words, written words, body language, visualization, fashion industry, and facial expression.

First, the spoken word is words that is produced into utterance. In this sense, V2 (*VT Cosmetics x BTS* advertisement video) delivered this spoken language into a product tagline **“Spotlight yourself l’atier.”** Tagline may highlight the product use and detail generally and briefly. Besides, it can affirm the uniqueness of the product and differentiate with others. By doing so, it will be a great way to get costumers interest toward the product. The tagline in the advertisements video is uttered by a voice over instead of the brand ambassador.

Second is written word. The written language in the advertisements is displayed as language advertising including product explanation and tagline. The example of written language is displayed in the following table.



Images	Writing
V1 (0.11) 	NEWST TECHNOLOGY
V1 (0.12) 	HIGHEST GRADE INGREDIENTS

Table 4.22 Written words

The advertisement video is particularly intended to convey messages and information about the product that being promoted to consumers. To get this purpose, the advertisements required communication media that is written language besides spoken language. Usually, advertisements video use more spoken language

than the written one and vice versa. In this case, *Somethinc* x NCT Dream advertisement video use more written words. The written language used in V1 clearly explained about the product including the product benefits and excellence.

Furthermore, the written words function to deliver a concept in human brain into a writing. Here, the concept of Korean men beauty culture is transferred into a product description and tagline that are being written in the advertisements video. Both product description and taglines indirectly represent the Korean men beauty culture. By doing so, the company of brand product made this product is suitable and in accordance with Korean men's preferences. This matching is intended to influence costumers who are Korean idol fans and dreamed to look beauty as their idols.

Third is language of the body. The interpretation of language of the body is focused on the movement made by NCT Dream and BTS in the advertisements.

The language of the body

V1 (Somethinc x NCT Dream)	V2 (VT Cosmetics x BTS)
	

Table 4.23 Language of the body

Fourth is visualization. It portrayed the Korean men idol who are invited to be brand ambassadors for the two brands of men's grooming, *Somethinc* and *VT*

*Cosmetics*. The visualization lead to the finding of Korean men idols body image that is represented though the advertisements.

V1 (Somethinc x NCT Dream)	V2 (VT Cosmetics x BTS)
(0.07)  Lee Jen0	(0.04)  Kim Seok Jin
(0.09)  All members of NCT Dream	(0.11)  Kim Namjoon (RM)

Table 4.24 Visualization

Furthermore, one of the most persuasive and interesting things of advertisements used to influence costumers is the product brand ambassador. Product brand ambassador invited is usually an influencer, public figure, an artist, and whoever that is famous and being idolized by so many people. The brand ambassador then will be represented in the advertisements. *Somethinc* and *VT Cosmetics* brand did this representation by visualizing the brand ambassador in the advertisements video. Here, both brands invited Korean men idols, NCT Dream boy band group for *Somethinc* and BTS boy band group for *VT Cosmetics*, as their brand ambassador.

The fifth language is fashion industry (clothing, styling, and grooming). Here, the representation of Korean men beauty culture is reflected with their look including styling and body image, everything they wear on, and their movement that then being captured.


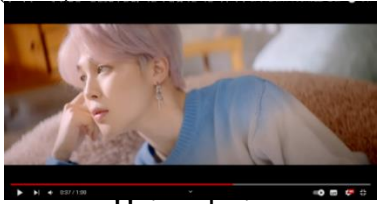


<p>V1 (0.28)</p>  <p>Clothing</p>	<p>V2 (0.37)</p>  <p>Hair coloring</p>
<p>V2 (0.32)</p>  <p>Wearing accessories</p>	<p>V1 (0.27)</p>  <p>Using skincare and cosmetics</p>

Table 4.25 Fashion industry

The last is facial expression. The facial expression may support the interpretation in representation study. Different facial expression indicates different constructed meaning.

V1 (Somethinc x NCT Dream)	V2 (BTS x VT Cosmetics)
 <p>Smiley expression</p>	 <p>Flirty expression</p>

Table 4.26 Facial expression



## **B. Discussion**

The findings deliberated in the preceding paragraphs hold their own discovery on Korean men beauty culture and how it is represented. Besides, the findings have similarities and distinction between the present research and the previous studies. These similarities and distinction will be investigated in this section.

The distinction was found in the use of cosmetics. The present research discovered that Korean men love to apply lip-tint with a bright color such as orange. However, this finding is different with Agustina & Lukman (2017). In their research, they said that Korean men prefer to use lipstick instead of lip-tint. Besides, Korean men usually make ombre color lips by mixing two lipstick colors. Commonly, one bright color for outer lips and one darker color for the inside one.

On the other hand, some similarities in findings also found in terms of Korean body images. First, aspect will be discussed is the ideal body shape of Korean men. This present research discovered that the ideal body for Korean men is a slim body. The fat body is judged as imperfect look. This statement is in accordance with the finding in (Monocello, 2022). The study also found that Korean men ideal body is not to be too big. In this sense, it is defined as having small muscle. Besides, men who have small muscle are considered as responsible and dependable.

The second aspect of Korean body image finding which appropriate with the previous study is standard of Korean men skin color and condition. The finding

of the present study indicated that Korean men must have a flawless and light skin. The same finding in the previous study also found that Korean men like to have this type of skin color and condition. Besides, characters in Korean dramas who are fat or have dark and blemished complexion have long been portrayed as miserable and unable to find love. However, it is only when the character has experienced a complete physical makeover that he or she is ultimately accepted by society and finds love and happiness (Alia et al., 2021).

The third finding of Korean men part of body that is the same as the previous study is the facial features including V line jaw and high pointed nose. Having V line jaw and high pointed nose will shape the gaunt facial figure. This type of jaw appropriately supports the slim body shape with small muscle. In this case, the previous study gave the same explanation that male K-pop idols have pushed a certain facial form in which the jawline is shaped like a 'V,' as well as wide set eyes, a high nasal bridge, and white complexion. These Korean idols also have exceptionally fit bodies, and those with abs get extra attention from their followers (Alia et al., 2021).

Other similarities are shown in Korean men grooming and styling. The first is the fact that Korean men like to wear colorful clothes. Colorful clothes which is flashy will make them become eye-catching. This finding is in line with the previous studies which stated that multi-colored placed the high rank of colors in Korean men's wear in the last decades followed by blue, gray, brown, black, pink, green, yellow, and red. These colors of Korean men's wear become the most favor

by Korean men. However, various colors appeared over the period, however, multi-color was the most popular in all decades (권혜숙 & 권혜욱, 2006).

Moreover, the last aspect of Korean men beauty that the findings are the same between the present study with the previous one is the characteristic of Korean men beauty. The present research concluded from the analysis of Korean men beauty culture representation through men's grooming advertisements that Korean men beauty is defined as to look fresh, youthful, and attractive. The finding is closely similar to the finding of the previous study. The study described the use of make-up for Korean men is to get simple, fresh, natural, wet glowing, youthful and innocent looks (Agustina & Lukman, 2017).

In addition, the finding of the present research discovered that the Korean men beauty culture is represented through *Somethinc* and *VT Cosmetics* advertisements using two representational systems. First is a conceptual map which create an image and concept of the object being represented in human brain. The second representational system is language. Language plays role in transferring the concept made in human brain into three kinds of language, spoken, written, and drawn. These languages particularly act as the main element to represent the Korean men beauty culture in both advertisements video.

Quietly similar, the previous study conducted by Aazam et al., (2021) found that representation of some object, in this case female representation in television advertisement, is reflected through language. Using Fairclough's (2001) critical discourse analysis and Machin's (2007) multimodal analysis as the theory, the

result of the study also described that advertising language has a power to influence people's thoughts and create an idealistic lifestyle. The same findings also found in several previous researches that were conducted by Wahyoedi (2022).

Furthermore, other previous study conducted by Luo (2022) which did an analysis on representation of female in advertising. He specifically mentioned that the visualization of the object (female) in advertisement is the main tool to deliver the commodities in female representation. This finding is the same as the present research which discover that visualization is a display of drawn language.

Additionally, the representation of Korean men idols through *Something* and *VT Cosmetics* advertisements related with identity, regulation, production, and ideology analysis process. In identity, it is discovered that the representation of Korean idols leads the imitative behavior among Indonesian which cause national identity is fading. Besides, *Somethinc* advertisement is not in accordance with BPOM regulation with the use of phrase “to solve”. However, *Somethinc* did good strategy in production by inviting Korean men idols as the brand ambassador. Then, the ideology is closely related with power relation. Here, the only beneficiary from this representation is the product company.

Eventually, it is wondered the reason why advertisement of Indonesian skincare product invited Korean idols as the brand ambassadors. The research then find that the advertisement followed the preference of Indonesian costumers who are currently addicted to Korean things including Korean beauty. It is done to interest and get many consumers purchasing the product.

## CHAPTER V

### CONCLUSION AND SUGGESTION

This chapter includes the conclusion of the study and the suggestion from the researcher for further research.

#### A. Conclusion

According to the finding and discussion in the previous chapter, it can be concluded that Korean men idols beauty culture that represented through *Somethinc* and *VT Cosmetics* advertisements video is categorized into three aspects. First is the aspect of the body image. The standard of perfect body image for Korean men includes a slim body with small muscle, V-shaped jaw, bangs, thin and fresh lips, high pointed nose, bright and flawless skin, and double eyelid. Second is in the aspect of Korean men grooming and their fashion. This aspect includes their interest to use skincare and cosmetics, wear accessories and colorful clothes, and do hair coloring. The third aspect discussed about the characteristic of Korean men beauty which love to be flower boy or feminine and look youthful, fresh, and attractive.

Those aspects of Korean men beauty culture are represented in *Somethinc* and *VT Cosmetics* advertisements video using two representational systems according to Hall. First representational system is conceptual map and the second one is language. The conceptual map firstly will make a concept of Korean men beauty culture human brain and thoughts. Then language will deliver this message of concept into several modes of language; spoken words, written words, language of the body, visualization, fashion industry items, and facial expression. The spoken

words in the advertisement video is displayed as uttered tagline. Besides, the written words are delivered as the product description tagline of the products. Additionally, the language of the body, visualization, fashion industry items and facial expression are derived from the captured moving images from both advertisement videos.

In addition, it is discovered that the representation of Korean men idols in *Somethinc* and *VT Cosmetics* advertising is linked to the identity, regulation, production, and ideology aspects. Those process are correlated each other in circuit of culture in doing cultural studies.

## **B. Suggestion**

Based on the result present research, some suggestions appeared for those college students majoring in English Literature department of faculty of humanities and other researchers who plan to conduct study in the same field. The suggestions will be explained as follows: the first is to multiply the object of the research. Many objects may enrich the data needed and strengthen the research finding. Besides, it is good to take a vlog as the object since it is rare to be studied and currently well known by many people. The second suggestion is to find the supporting theory that had been proposed by experts to strongly amplify accurate and useful research findings. Additionally, the suggestion is also addressed to the company of product as. It is required to develop a product's advertising quality and strategy while considering consumers' preferences to persuade them. A creative and entertaining advertisement will encourage costumer to purchase the product. Furthermore, it is suggested to conduct further research about the representation of Korean idols

beauty through media over the year. The research is then aimed at discovering how Korean idols beauty change and its differences in every moment.

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### **CURRICULUM VITAE**



Suhartatik was born in Situbondo on July 26 2000. She graduated from Islamic Boarding School Al-Mashduqiah Kraksaan Probolinggo in 2018. She actively participated in scout organization as Mabikori during her study at Al-Mashduqiah. She started her next study in 2019 at the English Literature Department in UIN Maulana Malik Ibrahim Malang and finished her study in 2023. During her study at University, she dedicated herself to Pusat Ma'had Al-Jami'ah Sunan Ampel Al-Aly as Musyrifah. She also joined UPKM (Unit Pengembangan Kreatifitas Mahasantri) El-Ma'rifah in Pusat Ma'had Al-Jami'ah Sunan Ampel Al-Aly as the vise chairman.




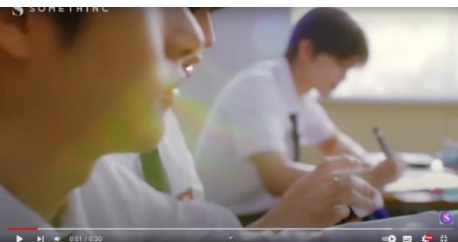

## APPENDIX A

1. Korean Men Body Image			
No	Kinds of Body Image	No	Datum
1	Slim body	1	V1 (0.07) 
		2	V1 (0.09) 
		3	V1 (0.11) 
		4	V2 (0.04) 
		5	V2 (0.11) 

		6	V2 (0.13)	
2	V-shaped jaw	1	V1 (0.19)	
		2	V1 (0.22)	
		3	V1 (0.23)	
		4	V2 (0.17)	




		5	V2 (0.37) 
		6	V2 (0.45) 
3	Bangs	1	V1 (0.11) 
		2	V1 (0.21) 
		3	V1 (0.23) 






		4	V2 (0.25) 
		5	V2 (0.45) 
		6	V2 (0.49) 
4	Thin lips	1	V1 (0.06) 
		2	V1 (0.14) 





		3	V1 (0.23) 
		4	V2 (0.37) 
		5	V2 (0.49) 
5	High pointed nose	1	V2 (0.01) 
		2	V1 (0.23) 




		3	<p>V1 (0.26)</p> 
		4	<p>V2 (0.21)</p> 
		5	<p>V2 (0.23)</p> 
		6	<p>V2 (0.37)</p> 
6	Bright and flawless skin	1	<p>V1 (0.15)</p> 

	2	V1 (0.23) 
	3	V1 (0.25) 
	4	V2 (0.17) 
	5	V2 (0.40) 
	6	V2 (0.49) 
	4	Written language: V1 (0.23)  <p>Acne &amp; pore combat</p>

		5	<p>Written language: V2 (0.23)</p>  <p>Brightening</p>
		6	<p>Written language: V1 (0.25)</p>  <p>Sensitive skin</p>
		7	<p>Written language: V1 (0.27)</p>  <p>Anti-aging</p>
		8	<p>V1 (0.20)</p> 
		9	<p>Written language: V1 (thumbnail)</p>  <p>Manifesting your real skin into your dream skin!</p>

7	Double eyelid	1	V1 (0.14) 
		2	V1 (0.27) 
		3	V2 (0.49) 
		4	V2 (0.49) 







## APPENDIX B

2. Korean Men Grooming and Styling			
No	Kinds of grooming and style	No	Datum
1	Using skincare	1	V1 (0.18) 
		2	V1 (0.26) 
		3	V1 (0.27) 
		4	Written language: V1 (0.11 – 0.19)  Newest technology
		5	Written language: V1 (0.12)  Highest grade ingredients







		6	<p>Written language: V1 (0.15)</p>  <p>Skin loving formulation</p>
2	Using cosmetics (lip-tint)	1	<p>V1 (0.03)</p> 
		2	<p>V1 (0.19)</p> 
		3	<p>V1 (0.25)</p> 
		4	<p>V1 (0.27)</p> 
		5	<p>V2 (0.37)</p> 



		6	V2 (0.49) 
3	Wearing accessories	1	V1 (0.26) 
		2	V1 (0.28) 
		3	V1 (0.01) 
		4	V2 (0.32) 

		5	V2 (0.51)	
4	Flashy and Colorful clothes	1	V1 (0.28)	
		2	V1 (0.11)	
		3	V1 (0.23)	
		4	V2 (0.37)	
		5	V2 (0.41)	



5	Hair coloring	1	V1 (0.18) 
		2	V1 (0.19) 
		3	V1 (0.25) 
		4	V2 (0.36) 
		5	V2 (0.45) 
		6	V2 (0.49) 

## APPENDIX C

3. Korean Men Characteristic of Beauty			
No	Kinds of Characteristics	No	Datum
1	Look youthful	1	V1 (0.01) 
		2	V1 (0.03) 
		3	V1 (0.07) 
3	Flower Boy	1	V1 (0.18) 
		2	V1 (0.26) 

		3	V2 (0.45) 
		4	V2 (0.47) 
4	Look attractive	1	V1 (0.28) 
		2	<b>Spoken language:</b> V2 (0.56): Spotlight yourself l'atier.