

ABSTRACT

Film, as a form of mass communication media, plays an important role in shaping the meaning of women's beauty standards. The Substance portrays the pressure on women to remain beautiful and youthful in order to gain social recognition. This study aims to analyze the social construction of women "appearing beautiful" in The Substance using Peter L. Berger and Thomas Luckmann's Social Construction Theory, which consists of externalization, objectivation, and internalization. This study employed a qualitative approach with a descriptive method. The data were collected through observations of scenes, dialogues, and visual elements in the film and analyzed based on the stages of social construction. The findings indicate that beauty standards in the film are constructed by the entertainment industry and popular culture through the process of externalization, institutionalized as an ideal social reality through objectivation, and internalized by the character Elisabeth Sparkle, influencing her self-perception and leading her to make extreme decisions to maintain her beauty image. This study concludes that beauty in The Substance is a socially constructed concept rather than a natural attribute, while also serving as a critique of a culture that values women based on their physical appearance and youth.

Keywords: social construction, women, beauty standards, The Substance, Peter L. Berger and Thomas Luckmann.