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THE IDEAL OF WOMAN'S BODY IN THE IMPERFECT FILM: A SEMIOTIC STUDY BY ROLAND BARTHES

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ABSTRACT

Films can be a representation of social life. This study aims to determine the ideal body representation for women in the film "Imperfect." Imperfect movie talks about problems most women face today, measuring beauty by figures shown in media. This study aims to find out about body shaming in Imperfect movies and discover what ideal beauty is in Imperfect movies. This research method uses a qualitative approach using Roland Barthes's semiotic method. Semiotics is a science that studies rules and systems that contain signs that have meaning. The researcher determines Roland Barthes' semiotic assumptions to analyze the Imperfect movie. This semiotics signification type is divided into two levels; the first is denotation, while the second is connotation. This study showed that Imperfect contained verbal and non-verbal body shaming scenes. Verbal body shaming in this movie is represented by shaming body shape and size, body hair, clothing style, and skin color. Meanwhile, non-verbal body shaming is represented by action. Many scenes show that society - represented through film characters - does not like and is uncomfortable with bodies considered not ideal. Characters in films considered not to have an ideal body experience anxiety, lack of confidence, and withdrawal from social life.

Keywords: Ideal body; Body Shaming; Imperfect Movie; Semiotic Analysis; Roland Barthes;

INTRODUCTION

A movie is an audio-visual mass media form well-known to the community (Prasetya, 2019). As a form of mass communication, a movie is a form of communication that utilizes networks (media) to connect communicators and communicants in large amounts; it has many senses and spread everywhere, with heterogeneous and anonymous audiences, along with special effects (Cartinah et al., 2019). Movie and TV have similarities, especially in their audio-visual nature, but slightly different in their conveying process to the audience and production process. Movie power and ability to influence many social classes allow movie experts to influence social opinion formation through information content (Hudoyo & Mulia, 2014). As an expression, a movie is considered effective in conveying information to its audience, especially positive

information or moral information (Fuchs, 2020)

Movies with inspirational messages are excellent and valuable, while movies that display negative values or display non-model elements scenes such as insults, crime, and violence are often considered. One thing that happens nowadays is that someone will utter sentences that insult others without hesitation to someone they know or do not (Kristoforus et al., 2022).

As for thing, when someone often become a humiliated subject is their physical imperfection in certain people's eyes. Either they are skinny, overweight, or disabled. This humiliation is often called body shaming. Body shaming is a phrase from 2 words combination originating from English, that is, body (body) and shaming (shame), so that it produces meaning in body shaming. Body shaming is a commenting act to make fun of someone's body (Butar-butur & Isman, 2023;

Jailani, 2018). Body shaming is based on efforts to evaluate someone's body concerning ideal body image so that when other people's judgments and self-assessments are not following the ideal self, they will be ashamed because of their body shape.

Body shaming should be categorized as violence. (Nurfitri et al., 2023; Syarifah, 2022) said that violence is divided into two types, that is verbal (mental) violence and second is physical violence. Physical violence can have physical consequences, which are usually marked by scars or bruises (visible) on the victim's body, whereas verbal violence results in the victim experiencing psychological trauma due to painful or unpleasant words or mockeries, such as humiliating body or mocking body part that we call as body shaming. We find many scenes in this movie that contain body shaming elements. Even sometimes, body shaming can be several movie themes that have been made, one of which is the "Imperfect" movie released in 2019. "Imperfect," tells about problems most women face today that only measure beauty from numbers displayed in media. Jessica Mila and Reza Rahadian were cast in this movie. Imperfect had 127,038 viewers on its premiere day. Until the 26th day, this movie has exceeded 2.5 million viewers. Imperfect won the Maya Cup award on February 8, 2020, for selected adaptation, screenwriting category, make-up, and selected hairstyles (Andrian, 2020).

Imperfect was adapted from the best-selling novel by Meira Anastasia, which tells Meira's story and shares her life of experiencing body shaming as a comedian's wife. Meira used to read a comment on her husband's Instagram account. Comments that made her sad and feel insecure, like "Turns out that handsome doesn't mean his wife will be beautiful!" Meira shared her experience of rising from adversity and that one of the steps to accepting ourselves is to start loving it.

Imperfect tells Rara's story (Jessica Mila), a woman of productive age, who has dark and dull skin, tends to be careless with her appearance, and does not take care of herself. She grew up in a family with a mother and sister opposite her. Her younger sister, Lulu (Yasmin Napper), has criteria for being a beautiful woman that society defines: as tall, white, not fatty, with straight hair, and

feminine. However, she has Dika (Reza Rahadian), who loves her for who she is. The conflict started when Rara was discriminated against in her office. Rara, who is intelligent and senior, has to be struck by her career journey because her appearance does not represent the cosmetic brand where she works. Rara was sad and disappointed, but thanks to her family, boyfriend, and friends' support, Rara got the idea to lose weight and maintain her appearance more. However, after her wish was accomplished, her relationship with her support system fell apart. Finally, Rara realized her mistake and immediately fixed everything.

Screenwriters Ernest Prakasa and Meira Anastasia succeeded in translating this "heavy" issue into a light movie with stories close to everyday life. After all, there are many stories out there of someone who failed to get a promotion just because they were not well-represented, such as their colleagues who are fashionable and wear branded clothing or subordinates whose aspirations are never heard because they are hidden from beautiful co-workers that more likely to be heard (Review Sinema, 2020).

Body shaming occurs in movies and real life; the evidence is that were 966 problems handled by police from around Indonesia throughout 2018. Three hundred forty-seven of these problems were resolved through law enforcement and a mediation approach between victims and offenders (Nurfitri et al., 2023). Indonesian Child Protection Commission (ICPC), from 2011 to 2016, around 253 bullying cases were found, consisting of 122 kids who were victims and 131 kids who became offenders. Until June 2017, the Ministry of Social Affairs received 967 problem reports; 117 cases, among others, were bullying. This number can go beyond because there is an unreported bullying issue. In 2018, ICPC data stated that from a total of 455 problems in the education sector data, there were 161 bullying cases, 41 cases were violent kids and bullying offenders' cases, and approximately 228 violence cases (Kompas, 2023; Muthmainnah, 2017).

Most people assume body shaming is not an issue that needs special attention. However, Imperfect showed the community witness body shaming as a real issue that runs in society and makes us aware that body shaming issues often occurs. However, we are

too ignorant and do not care about the effects of this body shaming (Musyarrafani, 2022)

Research on body shaming has been performed by Sallya Kurniawati (2020), who researched body shaming at SD Ma'arif Ponorogo. Her research showed that body shaming issues at SD Ma'arif Ponorogo consists of Fat Shaming, Body Shaming, Body Hair, and Eyes Form. In addition, there is also another study performed by Surya Ananda Fitriana (2019), which examines body shaming effects on women. According to her, body shaming causes women objectification, making them insecure because they are always required to be ideal according to general community standards. Research from (Yami, 2019) also mentions the same thing. She researched a movie called The Greatest Showman which showed many characters with physical disabilities, then received mockery from others that made them depressed.

This study uses the semiotic method proposed by Roland Barthes to explore body shaming connotative meaning done by others towards Rara in Imperfect. Roland Barthes's semiotic method suggests two levels of signification, that is, denotation and connotation. Denotation is a direct relationship between sign and reference or reality in signification, while connotation is a meaning aspect related to feelings and emotions and cultural and ideological values (Hervey, 2016).

Within Barthes's framework, the connotation is equated with ideological operations, called "myths," whose function is to reveal and test dominant values prevailing in a certain period. Meanwhile, in myth, there is a three-dimensional, which is signifiers, signified, and signs pattern, but as a unique system, myth is built for pre-existing chain meanings or other words, myth can also be said to be a second-level meanings system. Ideology will exist as long as culture exists, and Barthes says that connotation is a cultural expression (Sobur, 2015). So, this research wants to reveal the myths and ideology behind body shaming in Imperfect.

RESEARCH METHOD

This research uses a qualitative descriptive research method. The reason behind using qualitative research methods is to interpret phenomena that can benefit

researchers (Snelson, 2016). Qualitative research methods usually use data that produces analytical procedures that do not use statistical procedures (quantitative) but qualitative methods like interviews, observations, and utilizing documents (Moleong, 2012). Qualitative research tends to use analysis and emphasizes process and meaning. This research object is the "Imperfect" movie. Ernest Prakasa's work, released in 2019, uses Roland Barthes' semiotic analysis. In this semiotic model, signification is divided into two levels, the first is denotation, and the second level is connotation (Qorib et al., 2020).

This study uses several ways to collect data, that is, by documentation and literature study. Documentation is by watching the movie "Imperfect" and examining every dialogue, artistic visual, and scene containing body shaming elements in Imperfect. Then record, select, and analyze it according to the research model. In contrast, the literature study is looking for data on matters related to Imperfect through the internet and books related to this research.

Researchers used Roland Barthes's semiotic analysis model to analyze data. Semiotics studies the nature of an object's existence. Analysis in qualitative research is an effort made by working with data, organizing it, sorting it into manageable units, systematizing it, looking for and finding patterns, finding what is essential and what is learned, and deciding what to tell others.

RESULT AND DISCUSSION

Fat Shaming

Fat shaming is the most popular body shaming. Fat shaming is a negative comment about people who are overweight or have bigger body sizes (Muarifah et al., 2016; Riwu & Pujiati, 2018). In this movie, several scenes show fat shaming;



Figure 1. Rara takes food and is scolded by her mother because she thinks it is too much

Rara's mother says, "Rara, do not overeat rice," and tells her to reduce rice portions for her daughter, Lulu. Then her mother brought rice to Rara in small portions. This scene depicts fat and thin people regarding food portions, clothing, and appearance, which have been ingrained since childhood. Rara is characterized as a woman with an overweight body, oversized food portions, unfashionable clothes, and messy hair; these characteristics become connotations always directed at women with fat bodies. This designation in the movie represents a "disgraceful" character. This condition differs from her sister Lulu, who eats small portions, fashionable clothes, and neat hair, as signs of mythical "ideal" kids.

For others, fat children do look hilarious. Nevertheless, that does not mean it is good because many kids are experiencing overweight or obesity symptoms. However, in this case, parents should be able to do various things so that their kids do not experience obesity by providing healthy food and snacks, doing daily physical activity, and providing education on good nutrition (Rahmawati & Zuhdi, 2022). Healthy meals and snacks will provide nutrition to the growing body and improve healthy eating habits. Increased physical activity can reduce disease risk and help manage weight. Education about nutrition can develop children's awareness of good nutrition and healthy eating patterns. Such an explanation needs to be emphasized in this movie, not just insulting.

There is a dialogue in this film between Rara's mother, who shows body shaming with her verbal remarks. Fat shaming is a negative comment about people who are overweight or have bigger body sizes (Sihombing, 2022). Fat shaming appears to be body shaming behavior because fat people are

Figure 2. Comparison of Rara and her sister, Lulu, from the camera shoot, which makes Rara look even bigger using the foreground shooting technique

considered different because they stand out among people with an ideal body weight. Fat shaming emergence reason is also due to the stigma existing from society's opinions that having a fat body will impact someone's life, such as taking longer to do something, then will also cause problems in their health.



Figure 3. Friends of Rara's mother, giving comments regarding Rara's fat body. Rara looked down showing disbelief.

Rara's mother's friend told Rara that Rara looked "fat." Rara's body is fat and black, unlike her sister's. Rara's lowering of her head was a sign that she was embarrassed and insecure because of a discussion that her mother's friends discussed. Rara's mother's friends seemed to tease that a woman had to be beautiful, which meant not fat. At present, the criteria for an ideal body are that women must have a thin and slender body, long hair, a large chest, and a slim stomach. Women's beauty has a high value, so it is not unusual for women who want to look ideally beautiful to choose short routes such as plastic surgery, liposuction, and other methods that spend money a lot.

In one of the dialogue between Rara's mother's friend's represents and provides a reality overview experienced by women in Indonesia, especially those who are fat or curvy. Mockery about women with fat bodies eating a lot, wildly if it differs from his siblings. These things cause women to obsess over being thin, fear being fat, and find gaining weight terribly. This condition is dangerous because it will make women forget that the ideal body is healthy, not fat or thin (Angelina et al., 2021). For Barthes, myth is built from deeply believed connotations until one cannot know what is supposed to be and what is reality (Savira & Hasmira, 2021). Women's groups were

afraid of fat and often had their expectations change suddenly, making them frustrated and confused. Expectations referred to here are expectations regarding body shape that women generally desire (Fitri et al., 2016). Not a few women who are afraid of fat do diet and exercise and limit the food they consume. They avoid eating outside, limiting their social life, and avoiding interaction with the social environment because they are afraid to receive symbolic violence from their colleagues for their body shape changes.

Beauty is something that is very attached to women. (Micheal & Azeharie, 2020) explained that the beauty standard for women is an injustice, that injustice is represented to women as something that does not change, is eternal, appropriate, and appears outside of themselves, as is their height, hair color, gender identity, and facial shape. Thus, the standard in measuring "beauty" does not change.

Rara's friend, Irene, said, "Remember Fat," which means Rara has a fat body. Rara's friend reminded Rara about her body. Here, Rara is described as being very ignorant no matter what foods they brought, but she was confident with her food: porridge. Women's groups are afraid of fat and often have their expectations change suddenly, making them frustrated and confused. Expectations referred to here are expectations regarding body shape that women generally desire. Not a few women who are afraid of fat do diet and exercise and limit the food they consume. They avoid eating outside, limiting their social life, and avoiding interaction with the social environment because they are afraid to receive symbolic violence from their colleagues for their body shape changes.

Body Shaming in the movie shapes the reality of how ideal women are in the community's eyes. Women are afraid of fat or overweight body conditions, and these women can be said to be afraid of fat worshipers. There is a women's fear

about their body shape based on their presence and power over women's bodies and beauty standards under what is shown in this movie dialogue. A woman's fear of body shape changes shows that woman's body shape domination which is accepted by society through symbolic violence.



Figure 4. Prita's expression, which is dour, indicates she does not like it, explaining their conversation position that cornered Prita.



Figure 5. Neti's smiling expression and grinning eyebrows indicate disagreement with Prita and Maria's words and explain how Prita's position was standing alone with a conversation that cornered her.

In that scene, there is dialogue showing body shaming with spoken words. This is the most popular body shaming. Fat shaming appears to be body shaming behavior because fat people are considered different because they stand out among people with an ideal body weight (Rupang et al., 2013). Fat shaming emergence reason is also due to the stigma existing from society's opinions that having a fat body will impact someone's life, such as taking longer to do something, then will also cause problems in their health.

Hairy Body Shaming

A hairy body is body shaming by insulting someone who is considered to have excessive body hair, such as on arms or legs. Women are incredibly unattractive if they have hairy bodies (Kusnadi, 2022). In this movie, there is a scene that shows excessive hair:



Figure 6. Prita straightens Maria's hair with a flat iron on the balcony of the boarding house, grumbling



Figure 7. Maria opened Prita's bangs, which always covered the pimples on her forehead because she was

about her frizzy hair

not confident.

Prita says that Maria's head consumes electricity, which means that Maria's curly hair is difficult to care for. From Figure 6, it can be seen that shooting explains how difficult it is for Prita to care for Maria's hair which is too curly. From Prita's dialogue that says Maria's head wastes electricity, which means that Maria's hair is too curly and hard to care for; it is body hair shaming by insulting someone who is considered to have excess hair. Maria's dialogue indicates her frustration with Prita's tomb, which is covered with hair. Meanwhile, Figure 7 explains Prita's pimple position, which she always tries to cover with her hair so that other people do not see her appearance.

Skin color shaming

Body shaming by commenting on skin color also occurs a lot. Such as if skin color is too pale or dark (Atsila et al., 2021). In this movie, there is a scene that shows shaming skin color, that is:



Figure 8. Debby, who her friends visited after the birth of Lulu, Rara's younger sister, talked in the living room while comparing Lulu to Rara



Figure 9. Hendro, Debby's husband, covered Rara's ears and asked her to stay away because she didn't want Rara to be hurt by their chatter.

Rara's mother's friend said that her sister, Lulu, is similar to her mother, Debby. Rara's mother's friend slips her words. From picture 2, she explained, "Enough, be patient, this is not a problem," said Hendro trying to protect Rara so that her mother's friend's conversation would not hurt her.

In scene 1, there is a dialogue between Rara's mother's friend, who shows body shaming with verbal remarks; luckily, "this looks like her mother," meaning if she looks like her father, Lulu is ugly. As well is non-verbal body-

shaming existence, shown with an annoying smile, indicating humiliation as if choosing his sister, even though she does not know what she will be like.

In picture 2, which explains, "Enough, be patient, this is not a problem," Hendro is trying to protect Rara from being hurt by talk made by her mother's friendly conversation.

Another incident that showed signs of skin shaming was when Rara and Lulu went waxing. Waxing woman dialogue explains that Rara's striped skin color differs from her sister's. With that answer, Rara was annoyed by the waxing woman's words, who did not immediately do his job. The waxing woman does not believe it by asking Lulu if they are siblings, ending with the word "stripes skin," which is body shaming. Their conversation was closed with Rara, who urged the waxing woman to work faster because she was uncomfortable hearing them talk. Rara's frowning showed that she was offended by a question asked to Lulu.

P/V (ETS)



Figure 10. The waxing woman questioned whether Rara was really Lulu's sibling because of the sharp difference in skin color

In that scene, a dialogue from a waxing woman shows body shaming with spoken words. Skin color, which is body shaming by commenting on her skin color, also occurs a lot. Like skin color that is too pale or too dark. Skin color here is quite a sensitive matter because, as we all know, how many tribes inhabit Indonesian territory today, with various physical differences, especially skin color, will be different. Stigma or assumption that arises in a community where electronic or social media drive opinions that the ideal skin color is white,

Article Error (ETS)

then dark skin color people often accept body shaming behavior.

The body shaming act also includes insulting someone's body shape and size. Either when someone has a strange body shape, excess or short height (Yarni, 2019). This movie contains several scenes that show shaming someone's body shape and size, that is:



Figure 11. Rara's position is described as a fat person who tends to have dirty habits, oversleep, and is lazy so she deserves to be insulted.

Rara's mother says, "Oh, it is dizzy when I see you like this. You just like a stranded whale." This scene shows that Rara's body, classified as fat, is lying on her stomach and fills the entire bed. The above representation is taken from Rara's vast body compared to bed size. As well as Rara's appearance is supported by her room, which is untidy because she is more concerned with how she thinks, not appearances. So, Rara described that all fat women are smart, but their rooms are messy, and their appearance is simple. Rara only cares about how she thinks and does not care about her body.

In other scene, Debby dialogue shows body shaming toward Rara. Because body shaming is a behavior that embarrasses someone by giving negative comments or criticism about their body appearance, body shaming that is carried out by those closest to them is often seen as a concern so that body shaming victims are more motivated to have a "nice," "handsome," or "beautiful" body according to community standards. On the other hand, body shaming can negatively impact victims, even subtly, because no one can accept comments and body shaming as usual.

Rara's mother said that Rara's thighs were relatively fat, so she could tell who was coming down the stairs. Rara's leg size is shown clearly to clarify body

shaming. Moving on from what has been discussed previously, from scene 28, "beauty," as described in Debby's dialogue, is a woman whose body shape has not changed from before, for example, having small thighs, firm breasts, and a stomach that is not distended. Debby dialogue describes the ideal woman's body shape as beautiful. Women often meet the standard to be considered beautiful. Beauty has been around for a long time and is a selling point for women, which until now has been dominated and used as social pressure by women. Dialogue "Look at those thighs" also seems to mean that, currently, women who have large thigh sizes means that women are fat.

Rara's sister has a celebrity boyfriend and tries to follow her boyfriend's lifestyle. However, on social media, there are things that the community bullies us about, making Rara's sister sad because she was bullied, and her round face covers the whole screen. Rara's sister's followers, after she made a make-up tutorial and uploaded it to the internet, shouted that Rara's sister was very confident, "Are you okay, round face covering whole screen."

This scene can be compared with the previous scene in Rara's room, that tidiness in this sibling room is in reverse if Rara's room is untidy, which indicates that Rara is more concerned with how she thinks than her appearance. At the same time, Lulu's tidy room indicates that she is more concerned with appearance. This movie illustrates a sexy person (Lulu) with exposed clothes, different from a fat person (Rara) who hides her body shape. Rara is a messy, fat appearance, but is intelligent. In comparison, Lulu is neat, thin, and dumb.

Kelvin's words, which mentioned Rara's appearance, "Huh, can you just merge, your head with her body?" "Bowing down was Rara's disappointed expression. Rara's suits and outfits show her in the office with Kelvin, her boss.

Prep. ETS



Figure 12, Figure 13. Rara's boss when said that "brain alone is not enough" but must have an "ideal" body. It's a myth in the world of work that men don't value intelligent women, but they also have to be beautiful and sexy.

Figures 12 and 13 explain Kelvin and Rara's conversation expressions, where Kelvin was reluctant with Rara's fat body even though she was smart, while Rara's expression was disappointed with Kelvin's statement.

Kelvin's dialogue describes body shaming, that being smart is not enough; it illustrates that as a woman, they have to look physically perfect. Not only in the surrounding environment, but it has become a world standard that a woman must have an ideal physical body. The ideal body, from time to time, undergoes several changes in criteria. However, nowadays, a woman's ideal body criteria are someone who has a thin and slender body, long hair, a large chest, and a flat stomach. Beauty, according to women, is a very high value, and it is usual for women who want to look ideal to choose short paths such as plastic surgery. Through this dialogue, it is clear how women's bodies have been shown globally to have a physically perfect body. Because it has an ideal body criterion under social standards that exist in the community is the key to success. Generally, women have been dominated by ideal body shape discourse, which developed in the community as symbolic violence.

P/V (EPS)

CONCLUSION

There are several scenes where researchers find several body shaming scenes and beauty problems. It can be concluded that in this movie, verbal body shaming and non-verbal body shaming were founded. Verbal body shaming is represented by shaming

body shape and size, body hair, dress style, and skin color. Meanwhile, non-verbal body shaming is represented by action.

This movie's beauty representation can be concluded no longer general, beauty is slim, sexy, and bright-skinned, but beauty is when someone can express excellence in herself. So, Imperfect movie provides a new perspective on beauty, that beauty does not have to be a fixed appearance but is also seen from another side. Some suggestions can be shown to the community: For moviemakers in the movie world, the movie "Imperfect" can be a good example that can provide education and awareness goals in making movies that are not only on the commercial side. Moviemakers must research the reality in everyday life; it needs to improve regarding body shaming and beauty problems. Signs in this movie can be used as a reference in preventing community body shaming and anticipating reasons behind body shaming occurrences considering many body shaming cases that have occurred.

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P/V You have used the passive voice in this sentence. You may want to revise it using the active voice.



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PAGE 2



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PAGE 3



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