

ABSTRACT

ROSWIYANI

Comparative study on perception of beauty between Javanese and Chinese adolescent in Jakarta (Monty P. Satiadarma, MS/AT, MCP/MFCC, psi); School of Psychology, Undergraduate program, Tarumanagara University. Page 1-59.

Beauty has many aspects, and the society sometimes uses these aspects to evaluate personality. However, perception of beauty is subjective and influenced by culture. Therefore, it is important to find similar perceptions of beauty between cultures. This effort must begin with comparing perceptions of beauty between cultures. This research is based on social expectancy theory, multiple fitness model, sociobiological advantage theory, and aimed at finding differences of perception of beauty as being influenced by cultural differences. Subjects were 3rd year high school students in Jakarta. Data was collected by using pictures of Indonesian Beauty Pageant, and also questionnaires using Likert scale, and Semantic Differential scale. Analysis was conducted by MANOVA. Results indicate that there are differences of perceptions of beauty between Javanese and Chinese students.