ABSTRACT

Beauty construction in women still occurs today. It doesn't only happen in conventional media, but now it has switched to social media, especially on Instagram and one of them happened on the campus Instagram accounts of beautiful female students @uicantikid and @ugmcantik. This study aims to find out how beautiful constructions were built by the two accounts. Researchers use the Beauty Myth theory that was coined by Naomi Wolf. This type of research is qualitative research with virtual ethnographic methods that focus on four levels. As for the techniques used in data collection are observation and online interviews. The result is that at the media space level, the admin chooses Instagram as the media for uploading photos because there is no copyright in re-uploading. At the media document level, almost all uploads are photos of beautiful female students who have similarities in their characteristics, namely women with white skin and thin bodies, and the rest are paid advertisements.. At the media object level, there are seven types of comments found in the two accounts which refer to the construction of beauty to the objectification of women. Finally, at the experience level, the reality in choosing photos to upload, the admin has certain criteria that must be completed, one of which is a famous female student. As well as the reality of the two informants, the admin chooses the photos to be uploaded from the selected female students.

Keywords: *Beauty Construction; Instagram; Beauty Myth*