

ABSTRACT

Biannisa Shebina. 1604213044. 2025. The Visualization of Women's Body Dissatisfaction Through Digital Painting and Mixed Media. Final Project: Visual Art Program, Faculty of Creative Industries, Telkom University.

This Final Project stems from the writer's personal experience of struggling with negative body image resulting from upward social comparison. The work represents how social pressure and unrealistic beauty standards shape dissatisfaction with one's own body. The visualization is executed through digital painting combined with mixed media presentation, including sublimation printing on linen fabric and a wooden frame structure. The creation process applies symbolic and surrealist approaches, featuring elements such as the reflection of a pig's head in the mirror and female mannequins as symbols of collective pressure. Through this approach, the work aims to serve as a space for reflection on the emotional experiences that many women face regarding their bodies.

Keywords: body dissatisfaction, body image, social comparison, beauty standards, digital painting, mixed media, visualization.