

## The Influence of The Reality Show 'Indonesia's Next Top Model' On Beauty Perception Among Instagram Followers



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**ABSTRACT:** Reality shows serve as entertainment platforms for society, conveying implicit messages and portrayals that influence how audiences perceive and follow what is presented. Audiences utilize Instagram and YouTube as mediums to engage with the frequency, attention, duration, and appreciation of the reality show "Indonesia's Next Top Model." Instagram, in particular, serves as an interactive tool through which viewers express comments and appreciation for the show. This study aims to investigate whether there is an influence of reality show content on the perception of female beauty, focusing on the viewers of "Indonesia's Next Top Model" among the followers of Instagram account @intm\_netv. The research employs a quantitative method with an explanatory research design. The unit of analysis comprises individuals who are followers of the Instagram account @intm\_netv. Data collection is conducted using probability sampling, obtaining a sample of 100 respondents who watch "Indonesia's Next Top Model." The findings reveal a small influence of 8.2% of the reality show on the perception of female beauty among the followers of Instagram account @intm\_netv. This minimal impact is attributed to the followers' ability to distinguish between the beauty of models and that of other women. Various factors can affect the perception of female beauty, particularly reality show content as entertainment for its audience. Therefore, future research is encouraged to further explore the concept of reality show content and its influence on the perception of female beauty.

**KEYWORDS:** reality show, perception, beauty, Indonesia's next top model

### INTRODUCTION

According to digital data in 2021, there was a 98.5% increase in internet users in Indonesia engaging in online video streaming. This increase occurred during the Covid-19 pandemic. In such circumstances, where direct interactions were limited, the role of mass media became significant in providing information and entertainment (beritabojonegoro.com).

Cangara (2002, p. 134) defines mass media as a tool used to convey (receive) messages from sources to audiences using mechanical communication tools such as newspapers, films, radio, and television. Vivian (2008, p. 453) expresses that mass media is a facility that delivers messages to its audience. Meanwhile, media effects can be both positive and negative, occurring over a specific period and directly experienced. Not all changes in media consumption affect the audience. Some media messages may only positively influence existing beliefs. This fact is supported by several studies indicating the media's impact on cognitive changes, belief systems, and audience attitudes (Vera & Ridwan, 2019).

According to Morissan (2009, p. 218), there are various forms of reality shows, including hidden camera, relationship shows, fly on the wall, mystical, and competition. One widely discussed program is the reality show Indonesia's Next Top Model. This program is broadcasted by Net TV and can be viewed on-demand on YouTube. Next Top Model Indonesia is a licensed television show from America's Next Top Model, a platform for discovering the best models in Indonesia. Contestants face various challenges before ultimately being selected as icons and winners of Next Top Model Indonesia.

Main Focus in this program, participants possess various types of physical beauty and different abilities which intrigue the audience. Various challenges, motivations, and feedback from the judges will drive participants to become the winner of Indonesia's Next Top Model. According to Science of People publication (kumparan.com), international beauty continues to serve as a guideline for society in evaluating women's beauty. Each woman's perception of beauty varies, influenced by cultural differences or media references for obtaining information. Meanwhile, the beauty of Indonesian women from various cultures can be seen in the research results of Christinawati and Junaidi (2020), where beauty is not only seen on the surface but also from within. Inner beauty is reflected in intelligence, gentleness, and friendliness.

Reality show is one type of television program that presents the lives of real people without "artificial" characters

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played by actors and actresses (Yulianti, 2013, p. 53). McCombs and Shaw (Bungin, 2008, p. 282) stated that a television program cannot exert any influence without the active role of viewers or audiences. The public is not only informed about news but also about how mainstream media emphasizes issues and how important those issues are. In the concept of reality show programming, to determine whether media changes its audience can be seen from the intensity of accessing the program.

According to Sartika and Sugiharsono (2020), there are four indicators in media programming: appreciation, frequency, duration, and attention. According to Ahmad (2012), frequency is the regularity of an activity or doing something within a specific period and time. According to Putri (2014), duration is the time used to access something. Duration is measured by how long media usage lasts, for example, how many hours a day or how many minutes the audience follows messages or information in the media in a day.

Timotius (2018) defines attention as the ability to attract attention due to several prominent factors, such as movement, stimulus intensity, novelty and contrast, and repetition. From this definition, it can be concluded that attention occurs due to the intensity of the audience towards a content or program because in that program, there are many factors that can attract the audience's attention, such as movement and others. Attention can fail if the audience is not enthusiastic about watching a program. In this article, it is used to determine whether the community watching Indonesia's Next Top Model reality show engages in other activities or just focuses on watching the program.

According to Sartika and Sugiharsono (2020), appreciation is absorbing information about efforts to understand, appreciate, and work hard to store information and experiences acquired as personal knowledge. In this research, to find out how the community appreciates the program or gains new perceptions about the beauty possessed by Indonesia's Next Top Model contestants.

According to Ruch (2010, p. 300), perception is the process of past experiences related to organized sensory signals to provide a structured picture of a specific situation. According to Robbins (2003, p. 160), perception is the stage in which an individual organizes and interprets impressions from their senses to create meaning in their environment. According to Kotler (2000, p. 179), perception is the process by which individuals select, organize, and interpret all the information received to produce a picture of the whole that has meaning. Thus, perception can be interpreted as the process of deriving meaning from what is seen, heard, and felt about one's surroundings. Perception is an experience about objects, events, or relationships obtained by concluding information and interpreting messages.

Perception is the attribution of meaning to sensory stimuli (Rakhmat, 2012, p. 50). Meanwhile, beauty according to Martha Tilaar (1999, p. 51) is divided into two, namely physical and inner beauty. Physical beauty can be seen from the attractiveness of the body and face. Meanwhile, inner beauty can be seen from behavior that radiates from within. In other words, beauty is seen both externally and internally. According to Djaya (2011, p. 2), beauty is a combination of physical and inner beauty (personality). According to Sari (2017), inner beauty is beauty that is implied because it cannot be seen through the senses. Physically, it looks normal, but others are attracted when someone shines from within. Inner beauty includes intellectual intelligence and personality. Intellectual intelligence refers to a person's cognitive abilities.

Kasiyan (Worotitjan, 2014, p. 3) states that women are not only considered beautiful because of their appearance but also because of their fair or white skin, slender and firm body shape that highlights certain areas such as breasts, hips, and sensual lips. According to Echolas and Shadily (Rostamailis, 2005), beauty comes from the English word "beauty". Generally, beauty is synonymous with women, closely related to women. Beauty, in general, revolves around facial features or appearance alone. Physical features or the face are often considered important in measuring beauty. Besides being judged by appearance, inner beauty can also add value to one's beauty. Good morals and intelligence also become attractive qualities for women.

According to Wahyu (2005), society, especially women, yearn for physical beauty such as a beautiful facial appearance, a slim face shape, black round eyes, curly eyelashes, long and straight hair. Meanwhile, other desired physical beauties include an ideal body with a slender figure, long legs, prominent chest and back, and fair and smooth skin.

Everyone has different beauty, this happens due to cultural differences and each individual's perception in the media. In Southeast Asia, especially Indonesia, there is a tendency to 'desire' white skin to be considered beautiful, and it is identified as an ideal woman if she has long and straight hair.

There have been several studies on reality shows that have been examined previously, namely "The Influence of the Mystical Reality Show 'Penetrating the Inner Eye' ANTV on the Behavior of Generation Z" by Devanto and Darwinsyah (2021). The research showed that the mystical reality show influenced Gen Z's behavior by 11%. Meanwhile, another study titled "The Influence of Police Reality Show Programs on Traffic Rule Obedience Attitudes" by Raspati and Setiowati (2021), resulted in significant effects of reality shows in influencing viewer attitudes.

In addition to the two studies above, there are studies that address women's beauty, such as Montana and Junaidi

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(2022) titled "The Influence of @Feminist Instagram on Changing Views of Indonesian Women's Beauty Standards". The research results showed that Instagram exposure had a positive influence on changing beauty standard views. Then Christinawati and Junaidi (2020) with the title "Beauty Standards of Hijab Women in Television Advertisements". The results showed that women's beauty standards are not only external but also from within. Finally, Rohmah and Huda (2020) who studied "Representation of White Skin Supremacy for Women in Advertisement Products as Beauty Standards", found that beauty does not only emanate from the outside.

In the final episode of Indonesia's Next Top Model cycle 2 aired on March 18, 2022, Indonesia's Next Top Model became a trending topic on the Twitter social media platform because many viewers were disappointed with the jury's decision to announce the winner of the show. Another social media platform that served as an interactive tool in this reality show is Instagram. Instagram is one of the widely used social media platforms, especially in Indonesia, with users totaling 97.38 million in October 2022 (DataIndonesia.id). Instagram can be used to effectively promote products or content, and as a platform where users interact with each other about topics or content (Kurniawan, 2017). According to Nugroho (2019), besides being an interactive platform, Instagram also serves as a promotional medium for a product or television show, usually presenting content in the form of snippets of a television show.

In the final appearance of Indonesia's Next Top Model, appreciation was given to the winning participant through Instagram @intm\_netv. In the posts, comments expressing disappointment were seen from viewers regarding the winner of Indonesia's Next Top Model, which did not meet their expectations. This was because the winner announced by the jury did not have a good record during the Indonesia's Next Top Model cycle 2 reality show. This record was assessed based on how often the participant won challenges and became the model of the week. Therefore, viewers compared the winner to other participants who had a good record in every challenge and judged that other participants were more deserving of winning.

Thus, it can be understood that viewers participate in evaluating who deserves to be the winner because each viewer has a different perception of the beauty that deserves to win in the Indonesia's Next Top Model reality show. Therefore, this article aims to determine the influence of reality show on women's perception of beauty. The hypothesis is that there is an influence of reality show on women's perception of beauty.

### METHOD

This article employs a quantitative approach. According to Creswell (2009, p. 13), quantitative research is a method for testing specific theories by examining the relationships between variables, which fundamentally have a strict and consistent structure. In relation to this quantitative approach, the aim of this article is to determine the influence of the independent variable, namely reality show programming, on the dependent variable, women's perception of beauty, as hypothesized beforehand. The concepts of reality show programming and women's perception of beauty are two concepts under scrutiny, and they are hypothesized in a rigorous and consistent manner as part of scientific research.

The research design is explanatory. Neuman (2016, p. 44) explains causal influence, also known as cause-and-effect relationships between variables, and proceeds through hypothesis testing stages. In this study, the influence of reality show programming on women's perception of beauty is a cause-and-effect phenomenon, where this concept is operationalized into a questionnaire and analyzed using linear regression as the hypothesis testing factor.

According to Maryati and Suryawati (2006, p. 111), the unit of analysis is the research unit. The unit of analysis can be individuals, groups, or companies. In this research, the unit of analysis is individuals who are followers of the Instagram account @intm\_netv, with a population of 144,896 followers as of November 14, 2022. Accurately determining the population has a significant impact on the weight and quality of research findings. According to Sugiyono (2013, p. 80), a population is defined as the area with generalization of objects or subjects that have characteristic qualities about certain things that need to be studied to provide or obtain findings and conclusions about a research. In other words, the population is a specific data source that is extensive and numerous (Darmawan, 2013, p. 137). The reason the researcher chose this population is because the focus of this study is on the followers or audience of the Instagram account @intm\_netv who have watched the reality show Indonesia's Next Top Model. Additionally, the target population in this study consists of the followers of the Instagram account @intm\_netv.

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Regarding the sample, since the population size is known, the Slovin formula can be used. Here is the notation for the Slovin formula:

$$n = \frac{N}{1 + Ne^2}$$

Explanation:

$n$  = sample size

$N$  = population size being evaluated

$e$  = error margin or maximum tolerance limit

With a population size of 144,896 people and a maximum error tolerance of 10%, the sample size in this article is calculated to be 99.93, rounded up to 100 respondents.

$$n = \frac{N}{1 + Ne^2} = \frac{144.896}{1 + (144.896) \cdot (0,1)^2} = \frac{144.896}{1 + (144.896) \cdot (0,01)} = \frac{144.896}{1 + 1448,96} = \frac{144.896}{1.449,96} = 99.93 = 100$$

Meanwhile, the data analysis technique employs linear regression. Regression analysis serves various purposes, one of which is to predict the independent dependent variable (Hijriani, 2016). Linear regression is a technique used to determine the influence between the dependent variable and the independent variable, in this case, the level of Indonesia's Next Top Model reality show viewing and the level of women's perception of beauty. In linear regression, to analyze the influence, the T-test is utilized, with the following hypotheses:

$H_0$  = T calculated < T table or Sig. > 0.05

$H_a$  = T calculated > T table or Sig. < 0.05

Lastly, the validity and reliability test is conducted. This test shows whether the sample in the research is appropriately used to investigate reality show viewing and perception. According to Nazir (2014, p. 134), if the validity and reliability of the data are unknown, it will have fatal consequences for drawing conclusions or providing reasons for the relationship or influence between variables. In this test, validity is assessed using Pearson product-moment correlation, and reliability is assessed using Cronbach's alpha.

Based on the table below, all statements obtained a value of  $r$  calculated > 0.195. Thus, it can be said that the statements have met the validity criteria, and they are declared valid.

**Table 1. Results of Reality Show Data Validity Test**

Statement	the value of $r$ calculated	Table value of $r$	Conclusion
		( $n=100, \alpha = 5\%$ )	
Q1	0,240	0,195	valid
Q2	0,357	0,195	valid
Q3	0,330	0,195	valid
Q4	0,276	0,195	valid
Q5	0,242	0,195	valid
Q6	0,324	0,195	valid
Q7	0,352	0,195	valid
Q8	0.676	0,195	valid
Q9	0.683	0,195	valid
Q10	0.555	0,195	valid
Q11	0,299	0,195	valid
Q12	0,717	0,195	valid
Q13	0,293	0,195	valid
Q14	0,537	0,195	valid
Q15	0,457	0,195	valid

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Q16	0,225	0,195	valid
Q17	0,479	0,195	valid
Q18	0,264	0,195	valid
Q19	0,485	0,195	valid
Q20	0,474	0,195	valid
Q21	0,600	0,195	valid
Q22	0,652	0,195	valid
Q23	0,658	0,195	valid
Q24	0,747	0,195	valid
Q25	0,498	0,195	valid
Q26	0,518	0,195	valid
Q27	0,401	0,195	valid
Q28	0,652	0,195	valid
Q29	0,730	0,195	valid
Q30	0,627	0,195	valid
Q31	0,631	0,195	valid
Q32	0,320	0,195	valid
Q33	0,662	0,195	valid
Q34	0,508	0,195	valid
Q35	0,411	0,195	valid

**Table 2. Results of Women's Beauty Perception Data Validity Test**

Source: Researcher's Data Processing 2023

Statement	The value of r calculated	The value of r Table	Conclusion
		(n=100, α = 5%)	
Q1	0,397	0,195	valid
Q2	0,335	0,195	valid
Q3	0,545	0,195	valid
Q4	0,649	0,195	valid
Q5	0,399	0,195	valid
Q6	0,595	0,195	valid
Q7	0,541	0,195	valid
Q8	0,436	0,195	valid
Q9	0,496	0,195	valid
Q10	0,543	0,195	valid
Q11	0,756	0,195	valid
Q12	0,732	0,195	valid
Q13	0,759	0,195	valid
Q14	0,692	0,195	valid
Q15	0,757	0,195	valid
Q16	0,744	0,195	valid
Q17	0,668	0,195	valid
Q18	0,695	0,195	valid
Q19	0,599	0,195	valid
Q20	0,737	0,195	valid
Q21	0,782	0,195	valid
Q22	0,701	0,195	valid
Q23	0,679	0,195	valid

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Q24	0,731	0,195	valid
Q25	0,694	0,195	valid
Q26	0,782	0,195	valid
Q27	0,765	0,195	valid
Q28	0,722	0,195	valid
Q29	0,612	0,195	valid
Q30	0,624	0,195	valid

Meanwhile, the reliability test indicates that the coefficient produced is  $> 0.60$ , thus it is considered reliable (Darmawan, 2013, p. 159).

**Table 3. Results of Reliability Test**

Source: Researcher's Data Processing 2023

Variable	Alpha Cronbach Value	Criteria	Conclusion
Level of Reality Show Viewing	0,844	0,60	Reliable
Level of Women's Beauty Perception	0,926	0,60	Reliable

## RESULTS

### Respondent Characteristics

The respondents in this study are followers of Instagram @intm\_netv, with several characteristics based on gender, age, highest education level, and domicile. In Table 4 below, it is known that the majority of respondents are female, accounting for 62%, while 38% are male. In the reality show Indonesia's Next Top Model, it presents a competition of female models, predominantly focusing on women and beauty. However, in the gender data obtained, males also participate in watching the reality show Indonesia's Next Top Model, because this reality show also presents some input or advice from male mentors, namely Panca Makmun and Ivan Gunawan, as well as male photographer models, who are mostly used in this reality show. In this regard, the reality show Indonesia's Next Top Model can be enjoyed by anyone regardless of gender.

**Table 4. Respondent Characteristics**

Category	Sub-Category	Frequency	Percentage	Total
Gender	Man	38	38%	100%
	Woman	62	62%	
Age	< 18 year	3	3%	100%
	18 – 24 year	56	56%	
	25 – 34 year	40	40%	
	35 – 44 year	1	1%	
Highest Education Attainment	Junior High School	3	3%	100%
	Senior High School	37	37%	
	Diploma	17	17%	
	Degree	42	42%	
Domicile	DKI Jakarta	18	18%	100%
	Bogor	20	20%	
	Bogor	20	20%	
	Tangerang	22	22%	
	Bekasi	21	21%	
	Others	5	5%	

The age of the respondents is known to be between 18-24 years old, with 56%, followed by 25-34 years old with 40% of respondents, < 18 years old with 3% of respondents, and 35-44 years old with 1% of respondents. From the data above, it can be concluded that the majority of respondents are aged between 18-24 years old. This means that the audience of the reality show

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Indonesia's Next Top Model consists of those approaching late adolescence or early adulthood, where they are starting a new life with greater responsibilities.

From the table below, it is observed that the respondents have a bachelor's degree as their highest education level, with a percentage of 42%, followed by high school equivalents with 37% of respondents, Diploma with 17%, Junior High School with 3%, and Master's degree with 1% of respondents. It can be concluded that the majority of respondents are educated at the bachelor's degree level. This means that the audience of the reality show Indonesia's Next Top Model has a high level of education.

Regarding domicile, respondents residing in Tangerang account for 22%, Bekasi 21%, Bogor 20%, DKI Jakarta 18%, Depok 14%, and the rest reside outside Jabodetabek accounting for 5%. The data indicates that the respondents are mostly domiciled in Jabodetabek.

### Research Findings

The table below provides an overview of the reality show viewing level variable, consisting of four indicators: frequency, duration, attention, and appreciation, containing a total of 34 statements. Based on statistical calculations, it is found that 74% of respondents stated "Strongly Agree," 25% of respondents "Agree," and the remaining 1% of respondents stated "Disagree." Thus, it can be concluded that the majority of respondents strongly agree with watching the reality show Indonesia's Next Top Model. This implies that the respondents watch Indonesia's Next Top Model with high frequency, duration, attention, and appreciation.

**Table 5. Reality Show Viewing Level Variable**

	Frequency	Percentage
Disagree	1	1%
Agree	25	25%
Strongly Agree	74	74%
Total	100	100%

The table below provides an overview of the women's beauty variable, consisting of two dimensions: internal beauty and external beauty, containing a total of 38 statements. Based on the calculation results, it is found that 50% of respondents stated "Disagree," while 48% of other respondents said "Agree," with 1% of respondents each stating "Strongly Agree" and "Strongly Disagree." Therefore, it can be concluded that the majority of respondents disagree. Thus, it can be interpreted that respondents only perceive external beauty as the basis of women's beauty and, on the other hand, do not consider internal beauty as a basis for determining women's beauty.

**Table 6. Women's Beauty Variable**

**Source:** Researcher's Data Processing 2023

	Frequency	Percentage
Strongly Disagree	1	1%
Disagree	50	50%
Agree	48	48%
Strongly Agree	1	1%
Total	100	100%

Furthermore, the T-test is used to determine whether there is a significant influence between the independent variable and the dependent variable. The T-test is a method to show how much influence the independent variable individually has on explaining the dependent variable (Ghozali, 2017, p. 98). Based on the table below, the T-test result is -2.965 with a significance value of 0.004. Therefore, the calculated t-value is  $0.004 < 1.661$  and the significance value is  $< 0.05$ . Thus, it can be concluded that there is an influence between the reality show variable and the women's beauty perception variable. In other words, the hypothesis is accepted.

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**Table 7. Coefficients Results in Linear Regression**

Source: Researcher's Data Processing 2023

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
	(Constant)	4.110		12.219	.001
	XTotal	-.265	-.287	-2.965	.004

a) Dependent Variable: Y Total

The coefficient of determination test is used to measure how much influence the reality show variable has on the women's beauty perception variable. Based on the table below, the obtained R Square value is 0.082, indicating that 8.2% of Indonesia's Next Top Model reality show influences women's beauty perception. The remaining 91.8% is influenced by other factors not mentioned in this article. Therefore, it is known that the influence is small.

**Table 8. Coefficient of Determination in Linear Regression**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.287 <sup>a</sup>	.082	.073	.41689

a) Predictors: (Constant), X Total

## DISCUSSION

In this study, a significant influence was found between the level of reality show viewing and the level of women's beauty perception. This finding is consistent with the studies by Devanto and Darwinsyah (2021) and Raspati and Setiowati (2021). However, the influence of both variables was small. Regarding this result, this article is in line with the study by Devanto and Darwinsyah (2021), which also obtained results with a small variable influence.

On the other hand, respondents showed high intensity when watching the Indonesia's Next Top Model reality show. Spending a long time, frequent viewing, accessing reality show content outside of episodes, and high attention given to the content allowed them to focus on the show's content and absorb information and experiences. Consequently, respondents were able to provide appreciation in the form of support or feedback for the Indonesia's Next Top Model reality show on YouTube, Instagram, or to their friends who also watch it.

Indonesia's Next Top Model reality show showcases beauty with model standards. This means that external beauty or the inherent physical beauty characteristic of Indonesian women, with various skin tones, hair types, facial shapes, and body shapes, is the topic of the show. Additionally, some criteria for models with fair skin, ideal body shape, prominent body curves, and sensual lips are also featured throughout the show. However, respondents in this show have several model criteria, including having a slim body, tall stature, clean skin without scars, and must wear attractive clothing that defines them.

Furthermore, beauty according to Kasiyan (Worotitjan, 2014, p. 3) generally states that women believe that their beauty is not only from their facial appearance, but also from fair or white, smooth and firm skin, and body shapes that emphasize certain areas such as breasts, hips, and sensual lips. Respondents reject the beauty criteria stated by Kasiyan. Thus, it can be interpreted that the small influence of reality shows on women's beauty is because respondents can differentiate model beauty from the beauty of women in general.

Meanwhile, the internal beauty displayed by participants in the Indonesia's Next Top Model reality show is generally approved by respondents according to the concept of inner beauty proposed by Sari (2017). Respondents stated that internal beauty must be possessed by other women. Internal beauty is the beauty that radiates from within a woman. In the modeling world, the most important internal beauty is intellectual intelligence. Here, there is continuity in internal beauty between models and women in general. For women who are not models, intellectual intelligence will make others more interested and



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make them more valuable.

Another aspect of internal beauty that is highlighted is the attitude and behavior among participants that create drama. Respondents prefer participants who do not engage in the drama that occurs. Usually, some participants will remain neutral and not take sides with other participants involved in the drama. This is considered positive because respondents perceive internal beauty as having good behavior and attitudes, as well as maintaining good relationships with others, as something positive for women. This internal beauty is also an important issue in adding value to beauty, not only for models, but also for women in general. As stated by Marta Tilaar (1999), external beauty can be seen from the beauty of the body and face, while internal beauty can be seen from the behavior that radiates from within.

## CONCLUSION AND SUGGESTION

The study shows that reality show viewing influences women's beauty perception. However, this influence is small because respondents perceive beauty based on what radiates from within women or internal beauty.

It is recommended to further explore the concept of women's beauty perception. Many factors can influence women's beauty perception and can change depending on what people see and learn, making it an interesting topic. It is also suggested to examine other reality shows that indirectly showcase different beauty from women's beauty in general.

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