

ABSTRAK

Dewi Aulia Dayanti. 2023. Representasi Sosial Makna Kecantikan Novel "*Cantik Itu Luka*" Karya Eka Kurniawan. Dibimbing oleh Sulami Sibua, S.Pd.,M.Pd, selaku pembimbing I, dan Nasrullah LA Madi, S.Pd.,M.Pd, selaku pembimbing II.

Rumusan masalah dalam penelitian ini yaitu Bagaimana Representasi Sosial Makna Kecantikan novel *Cantik Itu Luka* karya Eka Kurniawan, Tujuan penelitian yang hendak dicapai yaitu untuk mengetahui Representasi Sosial Makna Kecantikan Novel *Cantik Itu Luka* Karya Eka Kurniawan. Metode yang digunakan dalam penelitian ini adalah metode deskriptif kualitatif. Data dalam penelitian ini adalah keseluruhan kata dalam kalimat yang termasuk Representasi Sosial Makna Kecantikan novel *Cantik Itu Luka* karya Eka Kurniawan. Sumber data yang digunakan dalam penelitian ini yaitu novel *Cantik Itu Luka* Karya Eka Kurniawan, cetakan kelima 2015

Berdasarkan analisis data dan kesimpulan dapat diketahui Representasi Sosial Makna Kecantikan dalam novel *Cantik Itu Luka* karya Eka Kurniawan di bagi menjadi tiga bagian yaitu representasi sosial keluarga, representasi sosial ekonomi dan representasi sosial masyarakat. Teori yang digunakan untuk menganalisis representasi sosial tersebut adalah teori Peter L Berger dan Thomas Luckmann mengenai konstruksi representasi sosial membagi proses dialektis yang dialami oleh manusia melalui tiga momen yaitu: eksternalisasi, objektivasi, dan internalisasi. Dalam memaknai representasi sosial makna kecantikan novel *Cantik Itu Luka* karya karya Eka Kurniawan peneliti meyakini bahwa konsep kecantikan yang pengarang representasikan mencoba mewakili konsep kecantikan pada masa itu (Penjajahan- Pasca Penjajahan).

Kata Kunci: Representasi Sosial, Makna Kecantikan, Novel *Cantik Itu Luka*.

ABSTRACT

Dewi Aulia Dayanti. 2023. Social Representation of the Meaning of Beauty in the Novel "*Cantik Itu Luka*" by Eka Kurniawan. Guided by Sulami Sibua, S.Pd., M.Pd, as the first supervisor, and Nasrullah LA Madi, S.Pd., M.Pd, as the second supervisor.

The formulation of the problem in this study is how the social representation of the meaning of beauty in the novel *Cantik Itu Luka* by Eka Kurniawan, the purpose of the research is to find out the social representation of the meaning of beauty in the novel *Cantik Itu Luka* by Eka Kurniawan. The method used in this research is a descriptive qualitative method. The data in this study are all the words in the sentences that include the Social Representation of the Meaning of Beauty in the novel *Cantik Itu Luka* by Eka Kurniawan. The data source used in this research is the novel *Cantik Itu Luka* Karya Eka Kurniawan, fifth printing 2015.

Based on data analysis and conclusions, it can be seen that the Social Representation of the Meaning of Beauty in the novel *Cantik Itu Luka* by Eka Kurniawan is divided into three parts, namely family social representation, socio-economic representation and community social representation. The theory used to analyze social representation is Peter L Berger and Thomas Luckman's theory of social representation construction dividing the dialectical process experienced by humans through three moments, namely: externalization, objectivation, and internalization. In interpreting the social representation of the meaning of beauty in the novel *Cantik Itu Luka* by Eka Kurniawan, the researcher believes that the concept of beauty that the author represents tries to represent the concept of beauty at that time (Colonialism - Post-Colonialism).

Keywords: Social Representation, Meaning of Beauty and Novel *Cantik Itu Luka*.