

Beauty Previledge

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Social Prejudice and Discriminatory Behavior Experienced in Individuals Who Have *Beauty Privilege*

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Abstract

The purpose of the study was to find out how to portray individuals who have beauty privilege to social prejudice, how to portray individuals who have beauty privilege to discriminatory behavior, and to find out the factors that influence social prejudice and discriminatory behavior towards individuals who have beauty privilege. This research is qualitative research. The research used is descriptive qualitative research. Descriptive qualitative research is in the form of research with a method or approach of case study (case study). The study subjects numbered 4 women who were taken in purposive sampling. The results showed that all four subjects in the study gained social prejudice as well as experienced discriminatory behavior. The dominant factor influencing social prejudice is interlocution, in which the subject experiences the act of a conversation leading to hostility, verbally degrading attitudes, and having racial jokes (cultural and racial differences) to a particular person or group of people.

Keywords

social prejudice; discriminatory behavior; beauty privilege



I. Introduction

In recent years, developments in the era of the industrial revolution and technology have experienced a very rapid development. However, it is unfortunate that there are still many ancient thoughts that develop in the community. For example, there are still many individuals who judge other individuals through their physical or outward appearance without looking at their personality. In fact, humans can not choose to be born with what kind of face and with what kind of appearance.

Although physical attractiveness alone is not enough, at least people who have attractive faces can get different treatment. At work for example, many unattractive-looking people are envious of charming-looking people because they often feel discriminated against. Instead of getting scolded when making a mistake, they get *beauty privilege* so that mistakes are understood.

According to Kompasiana *article beauty privilege* is a human privilege obtained because of his beauty / good looks from birth to adulthood that quite affect the career and views of others towards them. This privilege can be a positive thing, but it can also lead to negativity, as it can cause the views of others to be glued to the face only.

In accordance with one of the characteristics of *beauty privilege* according to Dayakismi and Hudaniah (2012) that physical attractiveness is a stereotype that states that attractive people also have a good quality of life that affects how others judge and treat individuals with attractive physical attractiveness. Therefore, even if a person is not too smart but has a charming face, then the person will be given a greater opportunity to be smart.

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Supported by most people's expectations of individuals who have physical attractiveness is that they are considered to have intelligence, so it is also a burden for people who are considered "charming" to study more vigorously. It is also said to be a social prejudice against people who have charming faces where they are thought to have intelligence that is judged on their face.

According to Sobur (2013) social prejudice is a basic tendency of society's ills that are less favorable to certain people or groups. This means that there will be an individual or group that is looked down upon and treated unfairly by another group.

This is also in accordance with the opinion given by the subject MC (Female, 20 years old) in an interview. The subject mc argues that he experiences unpleasant behavior from people around him only because of the views of his friends who think that all he has is just a charming level.

Based on the journal *Blinded by Beauty: Attractiveness Bias and Accurate Perceptions of Academic Performance*, scientists found that most people who look charming have more achievements than students who have a less attractive appearance. From there, most teachers who entered the sampling in this research always give special rights to students who are more attractive, because they always think the student can bring more achievement.

II. Research Methods

² This research is qualitative research. The research used is descriptive qualitative research. Descriptive qualitative research is in the form of research with a method or approach to case study. This study focused intensively on one object that studied it as a case. Case study data can be obtained from all parties concerned, in other words in this study collected from various sources (Nawawi, 2003).

Table 1. Demographic Overview of Research Subjects

Information	JK	MC	DS	RR
Age	25 years	20 years	20 years	20 years
Religion	Islamic	Catholic	Islamic	Catholic
The Last Education	S1 Accounting	High School	High School	High School
Status	Unmarried	Unmarried	Unmarried	Unmarried
Involvement	Subject	Subject	Subject	Subject
Residence	Samarinda	Surabaya	Berau	Pontianak
Beauty privilege	Have	Have	Have	Have

III. Results and Discussion

Researchers have conducted interviews on all four subjects: JK, MC, DS and RR. The interview stage is conducted at a predetermined time with the subject. The interview is conducted by giving a question to the subject, then the subject answers the question smoothly without obstacles according to what is experienced.

As for the description of each subject's statement regarding the picture of the results of the study as follows:

3.1 Social Prejudice

a. Interlocution

JK subjects have encountered a racial joke (cultural and racial differences) and talk that alludes to JK's physical condition. As shown by the description as follows:

"Suppose rich review new goods have Online shop must be other work friends say" surely the JK who was told by the boss to be the model because he is of Chinese descent so white, beautiful, blah. Blah. blaa", well already a co-worker said rich it."

Based on the interview excerpt above, the subject of JK found a racial joke (cultural and racial differences) in which JK who is of Chinese descent has a white color becomes a joke and talk of his coworkers.

The MC subject has heard verbally derogatory words that offend the subject, as indicated by the description as follows:

"Once it was fitting that I was in junior high school, I was the same friend again waiting for an invitation together that continued not long parents' friend came, then I heard parents' friend of mine that said "that's your friend? Tomorrow I don't have to be friends with him anymore, yes he's different from us."

Based on the interview excerpt above, the MC subject had heard a condescending word from his friend's parents that indirectly hurt the subject's feelings.

The subject of DS once received a derogatory word that alluded to the physical condition of the subject, as shown by the description as follows:

"... The same time ever, my body is a bit small yes you can say compared to my friend's other well so when I was told to come forward to work about English continued those men say, "how still sitting, will be told to stand with mom" continued the whole class on laughing hikss..."

Based on the interview excerpt above, the subject of DS found a word that offended the physical condition of the subject, because the subject had a height that was less when compared to his other friends.

The subject of RR has encountered a joke or talk that alludes to the physical condition of RR, as shown by the description as follows:

"From personal experience I have been wrong or wrong in doing something on campus but my friends No angry and instead excused with the phrase 'lucky beautiful' and compare with my mediocre friend."

Based on the interview excerpt above, the subject of RR found a joke or talk that offended the physical condition of RR. Because when RR made a mistake only understood and praised with the phrase "beautiful profit" by his friends.

b. Avoidance

JK's subjects say that his co-workers often avoid him or deliberately do not invite him to eat together, as shown by the following description:

"Eh the next day it's fitting that big brother invites lunch together again, they don't want to. Pas older sibling asked why they were even other friends who answered, if eating the same JK must be considered the same employer helper again eat together. Though the more beautiful many besides big brother, but do not know why even the brother who is the same friends."

Based on the interview excerpt above, JK's subject friends avoided the subject of JK by deliberately not inviting JK to eat together because of the assumptions and bad thoughts of his workmates.

The subject mc said that he committed evasion against people who had discriminatory behavior, as shown by the description as follows:

"... Now for example there are meet the same people who if they do not like me either because of physical or whatever yes, I prefer to avoid him first before things happen that I do not like"

Based on excerpts from the interview above, the subject avoids any person who commits a discriminatory act to the subject.

The subject of DS said that he had been shunned because there were some people who did not like the DS person, as shown the description as follows:

"... So, at that time began to spread bad rumors about us because he said many who did not like me close to this guy, so there were spreading rumors until I was the same guy called to BK and immediately many stayed away from me except my friends..."

Based on the interview excerpts above, the subject of DS once got behavior shunned from his friends, because of rumors spread by people who do not like the subject.

The subject of RR said he would stay away from people who behave arbitrarily or like to belittle others, as shown by the following description:

"Many are benefiting the situation anyway, like there are some who consider themselves more or have a plus. So, he was arrogant and belittled others who he thought were far below Him and arbitrary. The laziest if there are so, all the way I am anyway if there is so wkwk."

Based on excerpts from the interview above, RR avoids anyone who commits arbitrary actions or likes to belittle others.

c. Discrimination

The subject of JK once found treatment that made him unable to do what he should be able to do like other students, as shown by the description as follows:

"Hhmm never got expelled anyway, it's really bad if anyone to play away. But if you take the right brother was ever anyway, right high school brother cannot eat in the school cafeteria because it will be talked about the same friends continue for example if there is a group task, no one wants one group of brothers. If there is, surely the ends of all the brothers who do their job, or not intentionally they fit to do together do not invite big brother. Or not fitting the presentation of big brother is not in let to talk, just the moving part of the power point slide."

Based on the interview excerpts above, JK's subject once found treatment that made him unable to do what he should be able to do like other students, namely the subject could not eat in his school cafeteria and, he could not do the tasks he was supposed to do.

The subject of the MC has experienced discriminatory behavior that makes him very hard hit and unable to enjoy school time like the others quietly, as shown by the description as follows:

"... Continued fitting the 2nd grade of junior high school I was bullied the same upperclassman was originally shouted "duh sister class today arrogant all yes where pretentious again may he be the most beautiful this school". At first, I didn't dare to fight but the longer it got worse, once he came to me fit in the cafeteria and told my friends to leave, not long ago he put out words that until now I still remember. Since then, I've been afraid to go to the cafeteria and choose to eat provisions in class only."

Based on the interview excerpt above, the subject of the MC has experienced treatment from his upperclassmen that makes the subject afraid to go to the cafeteria and only eat provisions in class only.

The subject of DS once received treatment that made him in the first two weeks of school as if he had no friends, as shown by the description as follows:

"Yes, it's fitting to have entered, the first weeks no one wants to sit with me, maybe labeled a naughty girl the term because dare to fight the upperclassman, everywhere himself wants it to the canteen to the mosque anyway alone continues to feel like he has no friends..."

The subject of RR once found treatment that made him unable to do what he should be able to do based on his rights as the owner of the pen, as shown by the description as follows:

"I have a favorite funny pen right, there continues to be my classmate girl well she wants to borrow my pen. But I don't want to be afraid of being damaged. He was angry with me in these words. So, I'm lend it, rather than I'm scolded constantly."

Based on the interview excerpt above, the subject of RR once found treatment that made him unable to do what he should be able to do as a pen owner.

d. Physical Attack

The subject of JK has found to be treated harshly indirectly, as shown by the description as follows:

"So, you ask him if he just cleans the table again while putting his book in a bag, he why not reprimands anymore, anyway brother wondered. Eh brother instead thrown a book said brother "don't have to ask that, I know you are beautiful, all you can get easily. It doesn't take much of my rich effort!" he immediately left his brother home. Where the throw of his book hurts big brother's stomach, but yes, it is."

Based on the interview excerpt above, the subject of JK once found to be treated harshly indirectly, namely he got a book throw from his classmate and hit his stomach when the subject asked his friend why the subject was not reprimanded by his friend.

Mc subjects have been treated harshly directly, as shown by the following description:

"... At that time, I allowed the teacher to go to the toilet but in the toilet, there were the upperclassmen who continued to fit out because they were afraid, suddenly there was one person among them who pushed me to keep the other stuck my leg, so I fell, they kept saying "if you tell the teacher. "I can't speak..."

Based on the interview excerpt above, the subject mc gets an act of violence from his upperclassman that causes the subject to be injured and is unable to tell the teacher.

The subject of DS has been subjected to acts of violence directly by upperclassmen who are carrying out student orientation, as shown of the description as follows:

"So, when you first enter high school there will be a model student orientation like, there continues to be student council brothers who like too late, I am furious also see it. Finally with a dare Are buke, eh even I who got the same brother said to be still a child so, I answer again canoe if what his brother did is not right, it was cut my hair just told to jump continue to be told to stand on one leg".

The subject of RR once found to be treated harshly indirectly by way of a pen borrowed by his friend thrown on his desk RR, as shown by the description as follows:

"Finished lending him, uh throw his pen on my table upset once."

Based on the interview excerpt above, the subject of RR found to be treated harshly indirectly by his friend, namely returning the borrowed pen by throwing the pen on his desk subject RR.

3.2 Discriminatory Behavior

a. Gender-Based Ideology and Assumptions

JK subjects have found a distinction of treatment based on sex due to socio-cultural assumptions or assumptions, as shown by the following description:

"The same we girls are often told papa if not continued the original college, must be smart to cook, clean the house serving the husband, even though we girls also want to continue education do not want to just be a housekeeper the term."

Based on the interview excerpt above, the subject of JK has found a distinction of treatment based on gender because of socio-cultural assumptions or assumptions, namely where JK High School teachers say that girls are okay not to continue their education, because it is important that girls must be smart to cook, clean the house, and serve their husbands.

Mc subjects have had behavioral distinctions based on the type of water, as shown by the following description:

"... My sports teacher well he's a freak in my opinion, so at that time the practice of long jumping well that's good at all men while we girls are indeed yes dad because it's just that time trying to jump long not long my teacher was sticking "this is a good guy all, the girl to where this is very soft mending work in the kitchen only" maybe for him the same other men this is just joking but for us girls this is an insult".

Based on the description above, MC has been distinguished behavior based on gender in the form of mc sports teacher said that weak women will only be wives at home only.

The subject of DS once found treatment based on his gender by his older brother, as shown by the description as follows:

"Small example, my father would tell me to lift gallons to the new dispenser there is my brother continues to sing so strong he lifts gallons, his name is also a girl haha."

Based on the interview excerpt above, the DS subject found treatment with assumptions based on his gender, with the DS subject's treatment ridiculed that he would not be strong lifting gallons by his older brother.

The subject of RR once found treatment based on his gender by his friend, as shown by the description as follows:

"Wkwk starts from where yes, anyway there is just that time fitting again practicum there will be do it wkwk, he rich pretentious know like that wkwk. I'm going to start slinging me. Uh, he upset also wkwk answer answered already. Just now he said like this 'challenging girls feels the most right, indeed girls are never wrong always right' with his annoyed face he was talking about wkk."

Based on the interview excerpt above, the subject of RR once found treatment based on his gender by his friend with the phrase "challenging girls feels the most right, indeed girls are never wrong always right".

b. Actions, Differences in Treatment, Restrictions or Exclusion

The subject of JK has found a distinction of treatment and exclusion based on gender due to socio-cultural assumptions or assumptions, as shown by the following description:

"Yes, meet him, because we are class. But she told her friends, and eventually the older brother was hostile to the class. Even the other guys are hostile to him."

Based on the interview excerpt above, the subject of JK has found a distinction of treatment and exclusion based on gender because of socio-cultural assumptions or assumptions, namely where JK was slapped and enemies by friends in his class because of the incident of JK who put his friend's bag below.

In terms of actions, differences in treatment, restriction and exclusion, the subject of the MC once received excommunication treatment from his classmates, as shown by the description as follows:

"... We girls the term lacks value in the long jump which makes me surprised it turns out that among other girls only I am doing complete. We do not accept right, I do not accept why only I am finished and my other friends do not accept if only I am finished continues at length we talk, he saw me using a look that is really scary, as a result my friends can remedy unless I well from there I seem shunned in class, starting from the next day no one wants to sit with me again..."

Based on the description above, MC once got a behavior of exclusion because he got a different sports value with his other girlfriends.

DS subjects have been subjected to excommunication treatment from friends, as shown by the description as follows:

"Hmm, be excluded, huh? Ever fitting Junior High School still wkk boys. I'm going to have a birthday, keep my friends on asking for a treat, yes, I don't want to. His name doesn't have much money. The next day I will be in the enemy and said to be stingy."

Based on the interview excerpt above, the subject of DS experienced excommunication treatment from his classmates because he did not treat his friends on birthdays.

The subject of RR gets a distinction of treatment when asking about the task to his female friend, as shown by the description as follows:

"If there is a task it will sometimes ask him sometimes not seen if you ask girls as well. If the guy who asked the pace, he answered wkwkk. Likewise, if in the old chat is right to reply, once my friend who chats quickly really replies."

Based on the interview excerpt above, the subject of RR experienced a differentiator of treatment while asking about the task to his female friend.

c. Direct or Indirect Discrimination

Education is a very important human need because education has a duty to prepare Human Resources (HR) for the development of the nation and state (Pradana et al, 2020). According to Astuti et al (2019) Education is an obligation of every human being that must be pursued to hold responsibilities and try to produce progress in knowledge and experience for the lives of every individual. Education is one of the efforts to improve the ability of human intelligence, thus he is able to improve the quality of his life (Saleh and Mujahiddin, 2020).

The subject of JK has encountered direct and indirect discrimination by his teacher, as shown by the following description:

"Once in high school, my brother's teacher was a bit flirtatious. So, if the presentation is in class or there is a task that these girls fit the value complete especially if the female students are beautiful. Continue if the students of the boys are often said stupid like that know how to play the game that way, continue if the replay must be mostly not rich students who are girls. Same us girls are often said not what if not continued the original college, must be smart to cook, clean the house serving the husband, even though we girls also want to continue education do not want to just be a housekeeper the term."

Based on the interview excerpts above, the subject of JK has found discrimination treatment directly and indirectly by his teacher, which is where the JK High School teacher said that girls are okay not to continue their education, because it is important that girls must be smart to cook, clean the house, and serve their husbands and give different

treatment between ordinary female students and beautiful female students, and with male students.

Mc subjects once get discriminatory behavior that makes the subject unable to enjoy his schooling, as shown by the description as follows:

"... My sports teacher well he's a freak in my opinion, so at that time the practice of long jumping well the good guy is all men while we girls are indeed that's it because it's just that time trying to jump long not long my teacher was sticking "this is a good guy all, the girl to where this is very soft mending work in the kitchen only" maybe for him the same other men this is just joking but for us girls this is an insult".

Based on some of the descriptions above, the subject of mc several times get discriminatory behavior when school starts from the subject's classroom guardian who tells that women are not suitable to be the class leader, then the subject sports teacher who says that women are suitable in the kitchen only and the behavior of the subject's upperclassmen that makes the subject's sister who makes the subject not dare to go to the cafeteria again.

In the aspect of direct or indirect discrimination, DS has found direct and indirect discrimination treatment by surrounding friends, as shown by the following description:

"Eh the next day I was in the enemy said stingy. Keep the mace sitting with me. Rich people complain to other friends."

Based on the interview excerpts above, the subject of DS has found discrimination treatment directly and indirectly by his friends due to misunderstandings that occur.

The subject of RR has encountered direct and indirect discrimination by his surrounding friends, as shown by the following description:

"If bullied anyway once also fitting Vocational high school. At that time, I had a problem with my friend one gang this whereas, negligence us. Keep my other friends that on the defense he no one defended me. Yes, I'm making a problem of nothing. Hostile to me, said all kinds of things basically said don't know thankyou what."

Based on the interview excerpts above, the subject of RR has found discrimination treatment directly and indirectly by his friends due to misunderstandings between their friendships.

d. Reduction of the Use of Rights or Freedoms

The subject of JK has found a reduction in the use of rights or freedoms that he should be able to obtain, as shown by the description as follows:

"Once, I was in college. If you get a group task that one group contains 6 people. Certainly, has a group leader right. And it just so happens that this big brother group there are only two the girl including his own brother, so the time that the four boys said we no must be a lot of talk told to follow what they say, continue to have decided that the leader of the group must boy because he said girl it no, He can be mostly talked about, he said. Big brother wants to argue it's his position brother only his own term, because this other brother's friend is also timid where he follows him again. So yes, accept it."

Based on the interview excerpts above, the subject of JK once found a reduction in the use of rights or freedoms that he should be able to get, namely where his male-dominated group friends all, gave a statement that the head of the group should only be male and the subject with a friend of the same sex (female) just need to obey all their words.

Mc subjects once get a reduction in the rights that should be obtained, as shown by the description as follows:

"... At that time, it was fitting to elect the class leader, I wanted to be the class leader but said my class teacher who became the class leader was suitable for men only because girls would not be able to, from there I resigned as class leader."

Based on the description above, the MC once wanted to be the class president at the time, but the subject's class guardian said that it was appropriate to be the class president only male, indirectly the subject got a reduction in rights or freedoms.

The subject of DS has found a reduction in the use of rights or freedoms that should be obtained, as shown by the description as follows:

"I have a brother; he comes home every night when I've been angry. Try if I'm so angry because I'm a girl."

Based on the interview excerpts above, DS subjects experience a reduction in the use of rights or freedoms during curfews. It happened, because his parents DS forbid him to go out for a night on the grounds that the subject of DS was a woman.

The subject of RR has found a reduction in the use of rights or freedoms that should be obtained, as shown by the description as follows:

"So yes, it was fitting to prank the task right on campus with friends right until the night. There is one of the lecturers visit, we girls are told to go home but the guys are not. It's not fair, people just do their job too. Yes, maybe it means good fear of us who this girl is why. But we're grown up, we can take care of ourselves."

Based on the interview excerpt above, the subject of RR experienced a reduction in the use of rights or freedoms that he should be able to get on campus, namely because it was night and still on campus he and his female friends were told to go home while his male friends were not told to go home.

3.3 Beauty Privilege

a. Characteristics of Physical Attractiveness

JK's subject often gets praise for how attractive his physical level is that it often makes him get some benefits, as shown by the following description:

"Faintish answer. Not too anyway, yes but not infrequently also get benefits because it has a look like this. And friends always say that this big brother looks very attractive and sells. Alhamdulillah wkwkwkk."

"After the order came, big brother was given the same bonus drink that has a place to eat. When brother asked the same waitress, the waitress said, "if you make a sweet mis given free with the boss."

Based on the interview excerpts above, JK's subject often gets praise for how attractive his physical level is that often makes him get some benefits, namely where not many people praise and say how beautiful, and clear JK level.

The subject of the MC indicates that sometimes he gets privileges for having physical attractiveness, as shown by the description as follows:

"... Our values are all ugly and need to remedy continue we girls the term lacks value in the long jump which makes me surprised it turns out that among other girls only I am doing complete. We don't accept it, I don't accept why only I yang finished, and my other friends do not accept if only I who finished continued at length we talked, he saw me using a look that is scary, as a result my friends can remedy unless I... "

Based on some of the interview excerpts above, MCs always get privileges that not everyone can get, so indirectly the subject has an advantage with the physical attractiveness it has.

JK's subject often gets praise for how attractive his physical level is that it often makes him get some benefits, as shown by the following description:

"Duhh. If I think it's not, but if again follow my mama arisan or study anyway. Always say, Alhamdulillah Saucy. Continued to also have several times rich into the restaurant / to the bank / to the store continues with the entry of the same people, must always open the door continues to be said sweet Miss first entry. Often, I am like that, the same if you buy the same seller of front man/cilok/fried must often be over fried."

Based on the interview excerpts above, JK's subject often gets praise for how attractive his physical level is that often makes him get some benefits, namely where not many people praise and say how beautiful JK level is, also often get good treatment from others.

The subject of RR gets a lot of praise for how attractive the level he has, as shown by the following description:

"Wkwk I think yes. Confident I wkwk, a lot of my friends who say I'm beautiful, sweet, funny. But I'd rather be said to be cute wkwk. Ever yes it's fitting that it's still new student every time I pass must be many who look at me let alone seniors wkwk."

Based on the interview excerpt above, the subject of RR often gets praise for how attractive he is, which is where many of his friends praise or say how beautiful, sweet, and cute RR level.

b. Characteristics of Interpersonal Skills

JK subjects often get praise for how good interpersonal skills that JK subjects have, as shown by the following description:

"The uniqueness of it, for example rich the way you talk to others is interesting, because your friends easily influence big brother for hedonism with brother continues, they often say that older brother again talk rich charismatic people continue not bored. Friends of the brother's family also said that this brother has a unique fashion sense that even they say that for example big brother does not have a look that is not how much, surely people remain interested in big brother because of the unique big brother's fashion and the way of talking to a charismatic brother is also interesting."

Based on the interview excerpts above, JK subjects often get praise about how good interpersonal skills that JK's subject has, which is where not many people, even friends and family of JK subjects who praise and say charismatic and interesting communication skills that JK subjects have because they can easily influence others or be trusted by others.

Mc subjects demonstrate the ability to interact with others, form relationships and can create good interpersonal relationships, as shown as follows:

"... Sometimes also if on campus I who are used as role models in the class same lecturer even though I am not why most prank the same task wondering like the other, yes he said anyway because the lecturers are happy with me."

Based on the interview excerpt above, the MC explains that when meeting new people, he is so friendly that he can easily ask others for help. MC also can interact and communicate well so that some lecturers are happy with the nature of the MC.

DS subjects demonstrate the ability to interact with others, form relationships and can create good interpersonal relationships, as the description shows as follows:

"Hhm if I think, how does that person carry anyway, or how the way he chats or interacts with people. For example, if I, often told to contact lecturers for lecture assignment problems because the words of my college friends are the same"

vocabulary my language is good, good, polite. So, the lecturer likes me and will be in good answer to the same lecturer. Same with my friends, I'm a friendly person easy to get friends. Because easy going said my friend. It can also be rich how he brands himself; the kind of views people have on him."

Based on the interview excerpt above, DS explained that when he could easily interact with others because of his friendliness and manners. DS subjects also can interact and communicate well so that some lecturers are happy with the nature of the MC.

In the characteristics of interpersonal skills, RR gets praise about how cute or adorable RR's behavior is, as shown by the description as follows:

"Continue if for example want to buy new food that sells men must be me who was told to buy, said my friend let it be multiplied. The problem is my attitude, how to talk to me cute funny especially if the same new people wkwkwk."

Based on the interview excerpt above, the subject of RR gets praise from his friend about how cute or adorable the behavior that RR has, so if you want to buy a food then the subject of RR who buys because of the interpersonal skills he has.

Based on the above descriptions, it can be concluded that social prejudice is very influential on discriminatory behavior experienced by individuals who have beauty privilege. According to Sobur (2013) revealed that social prejudice as a basic tendency of society's disease is less favorable to some people or some certain groups. Where it means that members of the group who are subjected to prejudice will be viewed more with demeaning and suspicious attitudes, feelings of displeasure, distrust or deep hostility, not only because the person who is suspected has less good individual traits, but especially because that person is one of the members of the group who has been targeted by the prejudice. This results in discriminatory actions that include any behavior, based on differences made based on the nature or categorization of society, which have nothing to do with individual abilities (Fatmawati, 2015).

IV. Conclusion

All four subjects in the study were socially prejudiced as well as subjected to discriminatory behavior. The dominant factor influencing social prejudice is *interlocution*, in which the subject experiences the act of a conversation leading to hostility, verbally degrading attitudes, and having racial jokes (cultural and racial differences) to a particular person or group of people. While in discriminatory behavior the subject experienced in the form of actions, differences in treatment, restrictions, or exclusion, direct or indirect discrimination, and reduction of the use of rights or freedoms. Then on social prejudice the subject experiences discrimination both directly and indirectly such as actions designed and intended to treat women differently and abort women in their capacity as mothers against men in their father capacity.

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