

## THE BODY IMAGE DIFFERENCE IN THE HIGH FASHION MODEL AND COMMERCIAL FASHION MODELS

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### ABSTRACT

This study aims to examine the differences in body image in high fashion models and fashion commercial models. Respondents in this study were 32 people for the pilot study and 68 people for the field study with an age range of 20-25 years old who work as high fashion models and fashion commercial models. This study uses MBSRQ-AS (The Multidimensional Body-Self Relationship Questionnaire Appearance Scale) by Thomas F. Cash (2000) to measure body image. Data were analyzed using independent t-test technique. The results of the analysis show that there is a difference in the 3 body image's aspects between the high fashion model and the fashion commercial model, which is appearance orientation, overweight preoccupation dan self-classified weight.

**Keywords:** Body Image, High Fashion Model, Fashion Commercial Model.

### PRELIMINARY

The fashion industry has been very exclusive for a long time. Fashion trends have varied greatly over the decades and centuries, recently plus-size women have begun to gain representation (Money, 2017). Since the mid-20th century, people with an interest in the fashion industry have collaborated to define conventional beauty, especially the female body as a shapable canvas and a body that always looks good on camera. The shift in the fashion industry from full-bodied to very thin marks a drastic change in body size preferences. Over the next few decades, the world of fashion opened up few opportunities for models with larger skin tones and body sizes. However, the idea of having an ideal body has never been abandoned (Czerniawski, 2015).

According to Dixon and Dixon (in Beltran, 2006) the success of the model is also marked by the slimness of the models. The standardization of beauty carried out by the model world system has made slimness a measure. In the world of modeling, being slim helps focus the viewer's attention on the clothes being worn and away from the model's body. According to De Perthuis (in Venkatesh & Joy, 2010) fashion does not promote the ideal body but the body that is imagined. According to Stormer and Thompson (in Thompson & Heinberg, 1999), images in print and electronic media fade the line between fiction and reality. Photographic, editing, and filter techniques can remove reality from media images, leading consumers to believe that the models seen through the illusions created by these techniques are realistic representations of reality. In addition, according to Hendriks and Burgoon (in Vonderer & Kinnally, 2012) slim models and actresses are becoming the standard in today's media, always present on television, and in magazines, films and Internet sites. Ads targeting young women feature slim and beautiful models to sell clothing, accessories and other products. There is a norm for body image in today's culture, and it is characterized by a very thin body.

There are two types of fashion models, namely high fashion and commercial fashion. High fashion models usually work for projects and magazines such as Vogue, W, Vanity Fair and

ELLE. Clothing designers show their new collections in the annual fashion show, for buyers, fashion industry and general public. High fashion models walk the runways, and pose for showcases of clothing. High fashion models have strong, unique and distinctive facial features. Meanwhile, commercial fashion models are less prestigious than high fashion models. There are various forms of commercial fashion models, namely catalog, cosmetic, commercial print and swimsuit models. Commercial fashion models vary in height and weight compared to high fashion models. Unlike high fashion models, commercial fashion models include plus-size models. Print commercial models promote clothing or products on billboards, buses, magazines, and newspapers (Niallah, 2007).

According to Fressange (in Beltran, 2006) models feel different from the picture they describe. Based on a quote from an interview with a model, a number of models have experiences about the gap between their personal self-concept and the public image that is required of them (Beltran, 2006).

Foley (in Beltran, 2006) states that the image of the model imagined by society is destroyed when knowing about the full dependence of the model on their agent, the model's chronic anxiety about their body, the health hazards caused by diet, and the model's lack of confidence in carrying out their career because that they can work only because of their physical appearance. According to Garner, Garfinkel, Brenner and Cunningham (in Preti, Usai, Miotto, Petretto, Masala, 2008) high fashion models are considered a group at high risk of experiencing eating disorders, as a consequence of professional pressure to be slim. The excessive focus on appearance and weight, extreme competitiveness, and the widespread use of underweight models in the fashion industry have further raised concerns about appearance among fashion models (Preti et al., 2008). There is concern that the fashion industry teaches extreme thinness, creating a toxic environment in which eating disorders thrive.

According to Antioco (in Janssen & Paas, 2013) many advertisements depict thin female models, some of which are very unrealistic. According to Grabe, Ward and Hyde (in Cinelli & Yang, 2016) from 77 studies that have been conducted, it is found that exposure to images that are consistently carried out in the media depicting a thin body as an ideal body causes concern for body image for women. In Indonesia, it can be seen that the role of the mass media is starting to have an influence in shaping thoughts about appearance and body image. In cosmetic advertisements, female models with white skin and slim bodies are often used, so that people unconsciously think that the ideal body of a woman is the one have white skin and are slim (Denich & Ifdil, 2015). Halliwell and Dittmar (in Janssen & Paas, 2013) argue that exposure to these models can have a negative impact on mental health and behavior related to women's health, increasing the likelihood of eating disorders, depression, and low self-esteem.

Today it can be seen that there are more women with normal body size in the fashion industry and the world of modeling, not nearly the same number when compared to slim models, but a much larger number than before (Money, 2017). According to Grabe, Ward and Hyde (in Cinelli & Yang, 2016) the use of models with a larger body size than models in advertising is becoming more popular amid research on the negative effects of exposure to slim models on women's body satisfaction. Recent research has examined the effectiveness of larger models in beauty and fashion advertisements. According to Alessandro and Chitty (in Cinelli & Yang, 2016) using an average or plus-size body model is safer for the community.

The importance of this research is carried out because a number of models have experiences regarding the gap between their personal self-concept and the public image that is required of

them (Beltran, 2006). To become a high fashion model as well as a commercial fashion model you have to meet various requirements, what distinguishes the requirements between high fashion models and commercial fashion models lies in the variation in height, body weight and the demands that must be Endured. High fashion models must have a very tall and very slim body. High fashion models not only have to meet the criteria, but also have to have perfect skin and hair, and be able to master the clothes they wear. High fashion models must be skilled at wearing very high heels. Unlike high fashion models which only include slim models, commercial fashion models include plus-size models. The requirements for becoming a commercial fashion model are very different from those of high fashion models. Commercial fashion models can be older when compared to high fashion models, be shorter or have a heavier weight and do not need to look pretty, but have good looks. Modeling agencies look for women who have perfect skin and teeth and exquisite features. Like most models, what they need is a proportional body (Jansen, 2013).

The media creating an image of slim women in fashion magazines has been shown to cause a number of direct negative effects including greater concern about body weight, body dissatisfaction, negative moods, and decreased perceptions of self-attractiveness. In Indonesia, it can be seen that the role of the media is starting to have an influence in shaping thoughts about appearance and body image (Denich & Ifdil, 2015). Based on research conducted by Kristine (2011), being unable to obtain the body shape expected by individuals and the environment is a contributing factor in 60% of early adult women who work as catwalk models (high fashion) in Bandung having a negative body image. The purpose of this research is to determine the differences in body image between the two types of models, namely high fashion models and commercial fashion models, as the job demands of the two are quite different so that how they perceive their bodies may be different. Based on descriptions related to body image in fashion models, researchers are interested in researching "Differences in body image in high fashion models and commercial fashion models".

## **DEFINITION OF BODY IMAGE**

Body image according to Arthur (in Denich & Ifdil, 2015) is the subjective imagination that a person has about his body, especially related to other people's judgments, and how well his body must be adjusted to these perceptions. Some researchers use this term only in relation to physical appearance, while others include assessments of bodily functions, body movements, body coordination, and so on. Schilder (in Grogan, 2017) argues that body image is not only a perceptual construct but also a reflection of attitudes and interactions with other people.

According to Thompson, body image (in Grogan, 2017) is a picture of our own body that we form in our minds, in the sense of how the body appears for ourselves. Body image is a person's perception, thoughts and feelings about his body. The definition also includes psychological concepts, such as perceptions and attitudes towards the body, and experiences of manifestation. Body image is a multidimensional construct that includes self-perception and attitudes regarding one's physical appearance (Cash, Morrow, Hrabosky & Perry, 2004).

## **Dimensions Body Image**

According to Cash (2000) aspects of body image, namely:

1. Appearance evaluation is feelings of physical attractiveness or disinterest, satisfaction or dissatisfaction with a person's appearance.
2. Appearance orientation is the level of investment in a person's appearance.
3. Fitness evaluation is a feeling of being healthy or not physically fit.

4. Fitness orientation is the level of investment in being physically fit or athletically competent.
5. Health evaluation is a feeling of physical health and / or freedom from physical illness.
6. Health orientation is the level of investment in a physically healthy lifestyle.
7. Illness orientation is the level of reactivity to be sick.
8. Body areas satisfaction is similar to appearance evaluation.
9. Overweight preoccupation reflects how a person perceives and labels a person's weight, from very thin to very fat.
10. Self classified weights reflect anxiety about body fat, awareness about body weight, diet and withholding food.

#### Factors Affecting Body Image

**The factors that influence the development of body image according to Cash and Smolak (2011) are as follows:**

##### 1. Cultural Socialization

Cultural messages not only reinforce normative notions of physical attractiveness and what is unattractive, but culture also expresses gender-based expectations, linking femininity and masculinity to certain physical attributes. When understood by individuals, these strong gender-related messages and cultural norms drive the acquisition of a body image attitude (body image evaluation and investment), which influences how individuals interpret and react to their own appearance and appearance regarding life events. .

##### 2. Interpersonal Experiences Socialization of the meaning of one's body involves more than exposure to the media. Verbal and nonverbal expectations, opinions, and communication are conveyed in interactions with family members, friends and other colleagues and even strangers.

##### 3. Characteristics and Physical Changes

The development of body image is certainly influenced by the actual physical characteristics of a person. A scientific literature confirms that the attractiveness and social acceptance of a person's physical appearance has an impact on how that person is seen and treated by others. How well a person performs according to cultural standards for physical attractiveness may be very important in one's self-evaluation. However, evaluation of body image can also come from self-assessment in relation to internal standards that do not match the individual.

##### 4. Personality Factors

Individual personalities can also influence attitudes towards body image. Several personality traits can represent risk factors for the development of body image problems.

#### RESEARCH METHODS

The research was conducted within a span of 4 days, starting from July 30 2018 to August 2 2018 with a sample of 68 models, consisting of 34 high fashion models and 34 commercial fashion models.

This research is included in comparative quantitative because it aims to compare between 2 variables. According to Hasan (2002) comparative analysis or comparison is a statistical procedure to test the differences between two groups of data (variables) or more. Arikunto (2010) says that in comparative research can find similarities and differences about objects, about people, work procedures, ideas, criticism of people, groups, on an idea or work procedure.

In this study, researchers used a nonprobability sampling technique. According to Daniel (2012) non-probability sampling is a sampling procedure that does not give some elements of the population the opportunity to be in the sample. Sampling was carried out using convenience sampling technique, which is the collection of information from members of the population who are willing to do so (Sekaran & Bougie, 2016). The data analysis test was performed using the independent t-test technique.

The measuring instrument used to measure body image in this study was to use the MBSRQ-AS (The Multidimensional Body-Self Relations Questionnaire Appearance Scale) measurement tool by TF Cash (2000), which the researchers translated into Indonesian. MBSRQ-AS has 34 items. The five factors of MBSRQ-AS have excellent consistency, with Cronbach's Alpha ranging between 0.771-0.897, so they can be considered reliable to be used as a measuring tool for body image in this study.

## DISCUSSION

According to Grabe, Ward and Hyde (in Cinelly & Yang, 2016) from 77 studies that have been conducted, it is found that exposure to images that are consistently carried out in the media depicting a thin body as an ideal body causes concern for body image for women. In Indonesia, it can be seen that the role of the mass media is starting to have an influence in shaping thoughts about appearance and body image. In cosmetic advertisements, female models with white skin and slim bodies are often used, so that people unconsciously think that the ideal body of a woman is the one have white skin and are slim (Denich & Ifdil, 2015). A number of models have had experiences regarding the gap between their ideas of private self and the public image that is demanded of them (Beltran, 2006). According to Amalia (Denich & Ifdil, 2015) the mismatch between the body shape perceived by an individual and the ideal body shape will lead to dissatisfaction with his body. This is in line with the research conducted by Kristine (2011) that if they cannot get the body shape expected by individuals and the environment, it is a factor that causes 60% of early adult women who work as catwalk models (high fashion) in Bandung to have a negative body image. According to Thompson (in Denich & Ifdil, 2015) the trend of ideal image can affect individual perceptions of their bodies, this will make individuals tend to compare their body perception and appearance with the ideal appearance they imagine, if there is a gap that is too far between the bodies. In fact, with his ideal body, the individual will feel disappointed, frustrated sad or feel that a need is not being met.

## CONCLUSION

Based on the results and data analysis that has been described, it can be concluded that there are differences in body image between high fashion models and commercial fashion models seen from the aspects of appearance evaluation, overweight preoccupation and self-classified weight. However, there is no difference in body image between high fashion models and commercial fashion models in terms of appearance orientation and body areas satisfaction.

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