#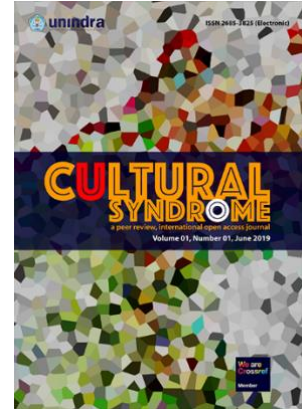 Representation of Women's Struggles in the Film "Imperfect: Career, Love, Scales" (*"Imperfect: Karir, Cinta, Timbangan"*)

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Representation of Women's Struggles in the Film "Imperfect: Career, Love, Scales"(*Imperfect: Karir, Cinta, Timbangan*)

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Abstract. Imperfect Film: Career, Love, Scales is a clear proof that the stigma in society towards body image and other people's expectations of women, especially on the physical appearance of the woman herself, is still very strong. How come? The diversity of tribes and cultures that this nation possesses only refers to one standard of beauty which is quite absurd, at least most men think that women's standards are the ones who are white, have long hair, tall and slim. This research aims to identify the representation of women's struggles in the Imperfect film: Career, Love, Scales, which raises the issue of insecure/body shaming against women and also instills a message that a perfect life is to accept those imperfections, unless, one would forever live in worry and insecurity. This research method employed John Fiske's semiotic method of reality, representation and ideology which will later be built with the perception of myth through an online correspondence survey methodology regarding with representations of women's struggles in the Imperfectfilm: Career, Love, Scales. The data was collected by using film analysis, internet surfing, documentation and online survey. This present research results point out that the women's representation of women in the Imperfect film: Career, Love, Scales depicts verbal violence, so the authors suggest that people should eliminate opinions or judgments that can hurt someone both physically and non-physically.

Keywords: Representation, Imperfect film, Body shaming, Insecure

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Introduction

Film is the second mass communication medium that appears in the world after newspapers, having a period of growth at the end of the 19th century. At the beginning of its development, films were not like newspapers in which there were technical, political, economic, social and demographic elements, at least occurred in the first 2 centuries. Film was originally created to be as only purely a medium of entertainment rather than of persuasion or propaganda. It is different in modern times, film has the ability to persuade or to influence someone. Therefore, currently there is a film censorship institution because film is considered to be able to plunge its audience into undesirable directions. Film is now also able to invite public criticism, both adults and even under ages, so that they can build new perceptions and even bring down the moral responsibility (Sanusi and Bahfiarti).

Imperfect film: Career, Love, Scales is a clear proof that offending and judging one's body image (body shaming) has become part of the Indonesian culture, whether intentionally or not. The depiction of women in mass media, especially film, is commonly only as a complement in a story plot and is also as a passive object that usually only becomes an entertainer and subordinates for men (Watie). In various media, for instance film, women are sometimes still subordinate and are considered weak and powerless (TIKA SN). Most of the readers may have been part of the act of offending and even being offended, one of the things we often hear is: "Are you fatter, aren't you?" *("Kamu gendutan ya?")*, without even realizing it, that expression is a form of body shaming which surely not everyone can accept those words gracefully. In fact, in many people that the researchers have encountered, those words made them feel uncomfortable being themselves and began to think that they were not good enough."Change the Insecure to be the Grateful" *("Ubah Insekyur jadi Bersyukur")*.

Parents often express their approval or disapproval of others' appearance, including their own children. This process plays an important role of bringing about negative thoughts about one's body image. Besides the parents' role, the environment becomes as one of the most important factors in building one's self-perception (Zulfa). An example can be taken in that film is when Rara's friends always say bad comments about `Rara's body shape as the main character whohas a fat body shape. Hence, her popular friends in office have a plan to bring down Rara's career and succeed to influenceher company director for not promoting Rara as a manager which she deserves because of her intelligence. "But the problem is in our industry, it is not enough having good intelligence, but appearance is also important" *("Tapi masalahnya di industri kita ini, isi kepala aja engga cukup, penampilan juga penting")*.

The world's perception of women is identical of the words"physically perfect". Because the body is a person's important growth component, it then develops as a psychological influence on the person. Psychologically strong people will accept it gracefully, some don't really care, and some even get depressed because of this perception. A person's relationship with his body starts at a very early age and tends to be influenced by her/his own parents. Other instance is when Mrs. Rara herself as a

former model always instills the impression of an ideal woman to Rara, from childhood to adulthood, so that there are several scenes of Rara experiencing depression because she looks jealous to her beautiful sister who has an ideal body so that she is being proud of by their parents. "I don't know what else to say, seeing you like a stranded whale" (*"Pusing Mama liat kamu udah kayak ikan paus terdampar gini"*). The research about imperfect film that conducted Muhammad amin nurhadiansyah found that there is violence both verbally and nonverbal against women, and committed by women (Amin). Not only about bullying but also the hidden meaning in the film shows the revival of women as the main character by showing the identity of a woman.

Methods

The results of this representation are related to film and to the patterns of media application to the audience. Thus, this research examines whether there is a relationship between the perceptions of audience and of the film's theme (career, love, scales) after watching the Imperfect film because it is a film that elevates the image of a woman who experiences body shaming and physical exploitation as well as patriarchal culture (those in power have the rights to do anything). Hence, the researchers decide to adopt John Fiske's Semiotic Analysis method which categorizes objects as women in terms of reality, representation, and ideology (Dirgantaradewa and Pithaloka). Through this method, the researchers will represent the object in the film after collecting the data using qualitative techniques, that is, observation in watching the Imperfect film: Career, Love, Scales, and doing an online observation as well as seeing public's response through the website.

Result and Discussion

This Imperfect film: Career, Love, Scales is based on the story of a novel by Meira Anastasia and comes at the right moment and era when the body shaming issue that Rara faces as the main character has succeeded in making the audience feels it and is relevant to both in real life and social media today. The root of the problem in the film Imperfect: Career, Love, Scales begins when Rara is tired of people's one-sided view in her life who always control her appearance and physical conditions that are not ideal. This view has always haunted Rara since childhood, especially her mother who often insinuates her because Rarais fat and has dark skinned. The popular women's association in her office is always uncomfortable because Rara cannot dress up. They tried to overthrow Rara in her for she cannot get a job promotion from her director. Only Fey, her best friend, tries to convince Rara that all those things are not important.

Since then, the climax in this film begins. Rara says her pledge to change her physical appearance in order to support her career and affirmation in her environment. After the attempt to change herself is successful, Rara's hard work to change actually triggers the sparked conflict between her lover and her best friend Fey, who preferred Rara as she is, because unconsciously Rara has not only changed physically but

psychologically begins to approach toxic friendship with office friends who initially always make fun of the former Rara. Conflict ensued and succeeded indirectly (or momentarily) in making the audiences aware that negative comments on other people's bodies is an act that is not justified or even grossly wrong. That is also conveyed in several film cuts between various characters through dialogue and scenes

The result section shows objectively the presentation of the research key results without any interpretation using text, tables and figures. The result section begins with text, presenting the key finding, and referring to the tables and figures. The table must not print screen, specific numerical values, compare and contrast values, and minimum of 2 row and column. The figures must clear (provide original file as supplementary file in article submission), highlight trends, pattern, and relationship. The result section must present how the author ensure the data validity and reliability The discussion section shows how the author interpret the results in light of what was already known, and to explain the new understanding of the problem after taking your results into consideration. The discussion must connect with the Introduction so it tells how your study contribute to the body of knowledge and society.

Target Audience Analysis

Strategies of segmenting, targeting, positioning are employed to recognize potential consumers of Imperfect film: Career, Love, Scales to classify potential audiences so that the mission in the film is focused and right on target. With this strategy, of course, it can minimize the resources needed to carry out the film's mission so that it can carry out effective and efficient promotion (Sofiandy and Mustikasari).

Segmenting

In this segmentation process, the researchers classify several Imperfect film segments to meet the purpose of the film's mission, that is, the comedy genre so that the chosen educational level varies, starting from the level of junior high school (SMP) and even elders aged 50 years can receive the delivery of the film properly. Also, there is no boundary on the involvement of gender as well as social strata for them can still fit to the film because the director (Ernest Prakarsa) is not negligent in treating the characters he has made so that audience segmentation is not distracted from its base purpose. Like the four women boarding house workers at Ibu Dika's house (Rara's lover) who have each anxiety, including curly eastern hair, birthmark, large breasts, short body, and un-straight teeth. Those segments shown are the main comedy elements in the Imperfectfilm: Career, Love, Scales.

Fig. 1 Comedy Friends of Boarding House.
Photo courtesy: Screen shot of Teaser Youtube Imperfect

Targeting

After segmenting or classifying data, the next step is to select one or more existing segments to be the target market. Mission of this Imperfect film: Career, Love, Scales are telling the public to stop bullying or body shaming. In this film target, through the results of data observations show that the producer does not take much focus on the target audience because the target of the film is not just about the number of viewers but much more on the benefits for public or a discussion forum about how to find a solution. More than 100,000 audiences from the start and the climax at the beginning of the third week, from this promotion this film has been watched by more than 2 million viewers, have become a clear evident that this film carries out the right positioning (will be discussed in Positioning)(Wayan).

Table 1 Imperfect Viewer Data

hari	Tanggal	kumulatif	Harian	+/- %
1	19-Dec	127038	127038	
2	20-Dec	242834	115796	-8.85
3	21-Dec	365046	122212	5.54
4	22-Dec	470792	105746	-13,47
5	23-Dec	630115	159323	50,56%
6	24-Dec	801059	170944	7,29%
7	25-Dec	931129	130070	-23,91%
8	26-Dec	1077528	146399	12,55%
9	27-Dec	1200758	123230	-15,83%
10	28-Dec	1325405	124647	1.15%
11	29-Dec	1436919	11514	-10,54%
12	30-Dec	1602388	165469	48,38%
13	31-Dec	1707790	105402	-36,30%
14	01-Jan	1821229	113439	7,63%
15	02-Jan	1940506	119277	5,15%

Source: Twitter @bicaraboxoffice

Positioning

To assign a positioning for the target of Imperfect film: Career, Love, Scales has an advantage over films that are currently playing at the same time in

theaters. There are some efforts to make the film look more watchable compared to other films described as follows:

a. First, the film is not focused to some particular ranges of age, social strata, gender because the issue raised is very up to date and is being intensified by several parties, that is, bullying and body shaming.

b. Second, placing comedy on several pieces of the film to be entertaining but still in the film's theme, which aims to make the audience received the conveyed message well.

c. Third, the creative team makes teasers that are shared to the actors to be posted on their social media, since there are several film cuts that go viral on social media, the number of viewers increased significantly because it makes the audience look forward to the film cuts that had been waited for on the actors' social media for a long time. This could be an effective way to speed up the distribution of information about the Imperfect film: Career, Love, Scales (Nural).

Image Perception Analysis

If it is related to the Visual Culture study that the researchers investigate, a big screen film is now able to provide many perceptions starting from the perception of myth. The myth of taking care of the body to make it look beautiful or the strength of someone's pledge to make changes to their body will only last for a few days. Because to make a change of self requires a pledgeand an integrity for a long time, so that if it is conditioned in some life cases of urban communities that Rara experienced is a myth or just a film. Therefore, this mythical perception is often juxtaposed with contemporary words that we often hear: "Eat now, diet tomorrow" (*"Makan sekarang, diet besok"*). But in fact, the reality is that we are not going to go on a diet seriously like the words that are just utterly so that it is said to be a myth.

Fig. 2 Imperfect Quotes
Source:https://www.imdb.com/title/tt10932100/mediaviewer/rm2746715 05

Perception of views/Gaze that grows in the film Imperfect: Career, Love, Scales is about how a person sees inside her/himself what she/he thinks after watching the film. The perception of men (The Male Gaze) makes the viewer think that he will do

anything when he gets a girl like Rara who is ready to sacrifice time and thought for her career and love. Viewing from the Female Gaze, the viewers will create an emotional perception because they feel what the main character feels in the film, especially if the viewers have the same physical condition and storyline in their life.

Fig.3 Imperfect Quotes
source:https://www.imdb.com/title/tt10932100/mediaviewer/rm2797047553

Film is a commodity product that carries capitalist ideology in profit extraction, an art as the basis for the production of a film is the umpteenth number. Entertainment, which ultimately leads to making a profit, is the essence of today's film because it is full of simulations, manipulations, simulacra, and all things that can be constructed or reconstructed in line with the interests that dominate. A phenomenon in Imperfect film is a hyper-reality phenomenon which Baudrilard sees as a pseudo reality, but can still be seen as a reality. The film also seeks to exploit the signs or icons of today's popular culture. However, the interest in the film Imperfect: Career, Love, Scales is trying to present something new, breaking bad habits in insecurity, so that the courage to bring about creative ideas that tend to be crazy is seen as the courage to explore the intelligence of the main character and in some cases even though it is taboo or polite, right or wrong, deep or superficial in problem solving. This film at least managed to solve the insecurity boredom in this modern era.

Perception of Myths

The main perception that the researchers will discuss is the perception of myth because this perception is the most dominant in the film. In this discussion, the researchers have collected some data from online survey results through online websites and have obtained 27 random correspondents who have watched the Imperfect film. The results are as follows:

Fig. 4 Diagram of Correspondence Area

From the results of our correspondence, we also asked a question related to the perception of the film starting from the Imperfect rating which shows an average result of 88% of correspondences love the film.
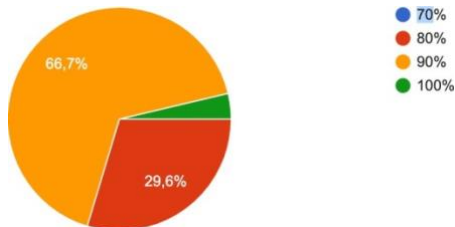

Fig. 5 Diagram of Correspondence Rating

The next result from a reality question of the film if it is related to today's society circumstance point outs that the dominant result is really related, which the results are of a reality perception, not of a myth perception.
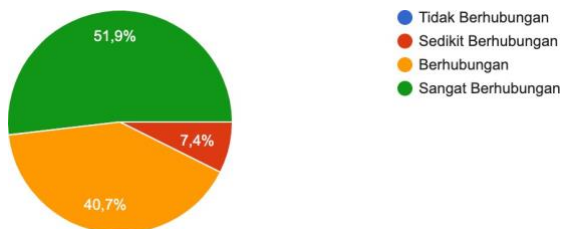

Fig. 6 Diagram of Relationship of Today's Reality

The next question presents the perception of myth on an average equal to its reality. But most results prove that this film has no effect on some of the lives of correspondents.
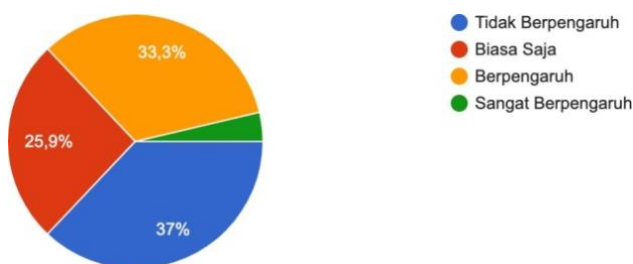

Fig. 7 Diagram of Influence on the Reality of Life

In proving the visual study of the myth perception, the next result states that the willingness to change the correspondence has no effect after the correspondence watches the film. At least the number of correspondences' disagreement shows 70% which is said to be valid.
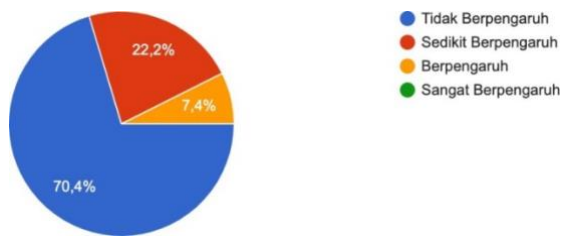
Fig. 8 Diagram of Effects of Self-Changing

Meanwhile, if the question is changed to use words to more "Accepting Yourself" then the correspondence shows that numbers are very influential because the film teaches you to accept yourself as you are, not to the will of others.
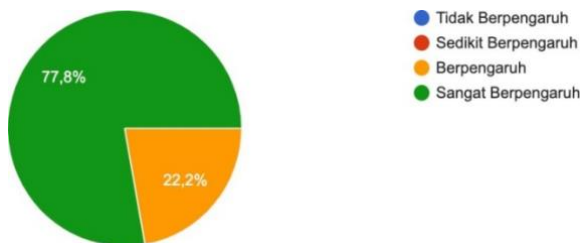

Fig. 9 Diagram of Effects of Self-Accepting

The last question is relied to the perception of myth that had been built long before the film was aired, that is the question about the image that is often associated when someone tries to make physical self-improvement (often called as diet) shows valid results, namely 22 out of 27 people mention the myth on someone who tries to go on a diet because dieting is a very draining and time-consuming activity.
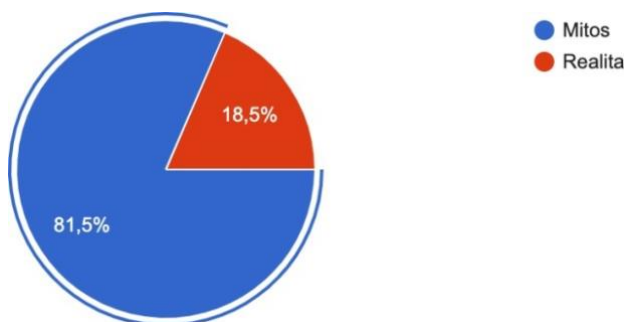

Fig.10 Diagram of Diet Myths

Visual Element Identification

At this point, the researchers will describe the results of the analysis related to the visual elements in the poster layout for the film Imperfect: Career, Love, and Scales by Ernest Prakasa. This poster is taken as one of the points of discussion because it is

considered to be very influential in the marketing of the Imperfectfilm. This poster is also a head-poster that is displayed in theaters at the time of film screening.
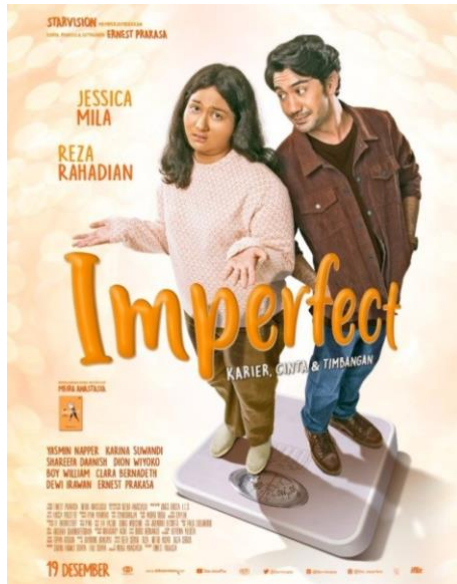

Fig.11 Poster of Imperfect Film
Source: (Sembiring)

Various visual elements contained in the film poster include: (1) Illustration of the main character in the film; (2) "Imperfect" Title/Headline; (3) Tagline "Career, Love, Scales"; (4) and Credit Title Author/Actor/Crew. Indonesian viewers can easily recognize that this film is a romantic comedy because it is played by a popular actor with a poster set of Jesica Mila's unusual body shape and distortion on the scales. The actor's expression was also considered good visually, which is portraying a depressed facial expression and the second actor showing a romantic facial expression (Astuti).

The use of Visual Element Order (from top to bottom) refers to the Sequence of Images - Title & Tagline - and Credit Title which is not too domineering. So that the poster invites us indirectly to look at Images of popular actors at first, then their film title that uses a good visual understanding in color which is associated with a warm and pleasant impression. Emphasis on the poster is shown using the fat female main character and the scales that are the main problems in the film. A good element in the Title uses emphasized contrast enlargement by using an emboss effect so that it is no less prominent with the illustration of the image.

Analysis Scheme

At this point, the researchers will describe the results of the analysis related to the visual elements in the in the results of the analysis previously described on the target audience page, it has been explained that the film has a problem interest of bullying and has an affinity for its own audience because with the problem, public

attention itself will be awakened. We carry out an Input Output Analysis Schematic Model so that this analysis is able to measure the relationship between models from various literatures including the content and the components in this article's writing.

Fig. 12 Elevator Scene in Imperfect Film
Source: https://www.youtube.com/hashtag/alurceritafilmindonesia

The first input we take in this analysis scheme is in the content of the film itself, that is, in the scene when a friend of the main character is loved while entering an elevator because she has a beautiful body, while the main character experiences unpleasant things because the people in the elevator do not pay attention to her. This is also shown at the beginning of the scene when her parents give negative comments about the main character's body shape. "I don't know what else to say, seeing you like a stranded whale" (*"Pusing mama liat kamu begini terus, udah kaya paus terdampar aja"*).

Fig.13 Sleeping Scene in Imperfect Film
Source: https://www.youtube.com/hashtag/alurceritafilmindonesia

From the two scenes above, it is a representation of how women who have not ideal body shapes are in a very weak and oppressed position (Heriyanti et al.). Even that depiction is supported by dark comedy (hidden comedy) in some of the film's scenes both verbal and non-verbal, and we believe that it is fun for some people who watch it because it is considered a very common thing for urban people. The next analysis scheme is the result of the researchers' thoughts on this article representation

of women in the film of Imperfect: Career, Love, Scales with the use of literature and online surveys as input so that it can be analyzed using the theories and methodologies that have been previously presented, so that the output or achievement in implementing this article can be well accepted, the followings are overviews of its analysis scheme.
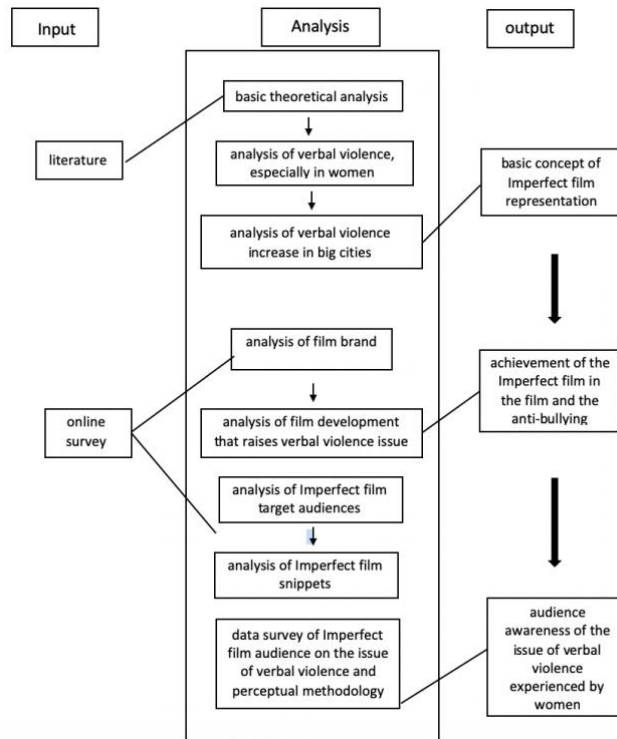

Fig.14 Analysis Scheme

Conclusion

After analyzing the representation, discussion, perception, and strategy method of film expansion using the methods of Segmenting, Targeting, Positioning about the Imperfect film: Career, Love, Scales, the conclusions are, the first Rara's imperfect figure was created as a daily portrait of girls who often feel insecure and do not know how to start loving themselves. This film also represents the behavior of some women in using social media to compare themselves with others who look perfect. The second Each character is its own belle. It can be seen when the four characters at Mrs. Dika's boarding house who at the beginning of the film invite laughter and at the end of the film who take many roles in the film through real actions in accepting their weaknesses. The third the achievement of the film is arguably impressive starting from the initial opening week which reaches 127.038, and rises

significantly in the following days until the climax at the beginning of the third week, amounting to 2.033.328 of total viewers who have watched the film and in the end until the day 26th, this film is watched by more than 2.500.000 viewers. The achieved target is to conquer the bullying or body shaming campaign in the film because the visual image brought in the film depicts what is happening recently in the society, especially in big cities like Jakarta. That is why this romantic comedy film successfully covers all segments that have been grouped since the beginning, that is targets over 13 years of age, both men and women and is not constrained by the category of social strata, which in essence this film can be accepted by both upper-and lower-class people, and the visual image appointed by the director is a way for this film to be remembered based on their each perception. Starting from the mythical perception of someone going on a diet to the perception of each person's viewpoint who always wants to be maximal. Thus, she does whatever she can to be looked good in front of her colleagues. Also, the Hyper-reality film which is able to raise the simulacra perception of pseudo reality but is still said to be a reality because of its very close existence in society.

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