

ABSTRACT

Beauty privilege is understood as a form of social privilege obtained by individuals because of their physically attractive appearance, especially among women. During adolescence, many teenagers seek recognition from their peers regarding their appearance. At this stage, teenagers also begin to search for their identity based on how others perceive them. This study aims to understand Bandung teenage girls' perceptions of beauty privilege using the perception theory approach. The research method used is descriptive qualitative. This approach allows for an in-depth interview and analysis of how Bandung female teenagers perceive beauty privilege based on situational, target, and perceiver factors that occur in each individual's social environment. The study involved interviews with 400 female adolescents in Bandung aged approximately 12 – 18 years. The results of this study indicate that the majority of informants have a positive perception of beauty privilege.

Keyword: Perception, Beauty Privilege, Bandung Teenage Girls