

Lookism in 7 Wonders by Metalu

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INTRODUCTION

Lookism is a form of discrimination based on an individual's physical appearance (Granleese, 2016).

A Webtoon is a digital comic designed and published specifically for viewing on a computer-based platform (Cho, 2016).

7 Wonders is a Webtoon by Metalu that reimagines the legend of Jaka Tarub and other Indonesian myths into a modern narrative set in a futuristic realm of heaven, where celestial beings live with advanced technology and symbolic values.

7 Wonders presents signs of lookism through several characters who are stereotyped based on their skin color and body shape, and are subsequently given negative characterizations.

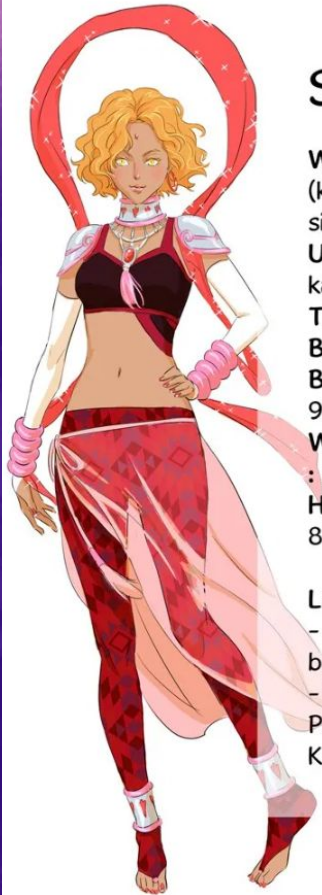
METHOD

Qualitative Content Analysis (QCA) is an analytical method used to interpret the content of qualitative data in a systematic and context-dependent manner, with a subjective approach that focuses on uncovering meaning, themes, and patterns within texts or media (Mayring, 2014; Schrier, 2014).

FINDING AND DISCUSSION



FINDING AND DISCUSSION



SOKKA

Warna Inti : Merah
(kekuatan & keberanian),
simbol dari darah.

Usia : 19 tahun waktu
kahyangan (1140+ tahun)

Tinggi badan : 176 cm

Berat badan : 62 kg

Bust (lingkar dada) :
92 cm

**Weist (lingkar pinggang)
:** 64 cm

Hip (lingkar pinggul) :
86 cm

Lain-lain :

- Anak ke-6 dari 7 bersaudara.
- Personil Badan Pertahanan dan Keamanan Kahyangan.



FINDING AND DISCUSSION



CONCLUSION

7 Wonders presents the practice of lookism through characters who are negatively stereotyped based on their physical appearance and are subsequently portrayed with negative character traits.

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