

ABSTRAK

Penelitian ini bertujuan untuk mengeksplorasi *lifestyle* remaja perempuan yang mengikuti *beauty pageant* di Provinsi Bali, dengan fokus pada aspek *activities, interest, dan opinion* (AIO) menurut teori Plummer. *Beauty pageant* menjadi ruang pembentukan *lifestyle* yang dipengaruhi oleh tuntutan penampilan, kecerdasan, dan peran sosial. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus, melibatkan empat narasumber remaja perempuan berusia 19–22 tahun. Data dikumpulkan melalui wawancara mendalam, observasi, dan dokumentasi. Hasil penelitian menunjukkan bahwa keterlibatan dalam *beauty pageant* mendorong perubahan aktivitas harian, minat terhadap bidang seperti *public speaking* dan *fashion*, serta opini tentang diri dan peran sosial. Tekanan sosial dan kecemasan yang dialami selama mengikuti kompetisi turut membentuk pola *lifestyle* yang lebih terstruktur. Penelitian ini memberikan pemahaman tentang bagaimana pengalaman mengikuti *beauty pageant* memengaruhi *lifestyle* dan pembentukan identitas remaja perempuan.

Kata Kunci: Remaja Perempuan, Beauty Pageant, Lifestyle, Activities, Interest, Opinion.

ABSTRACT

This study explores the lifestyle of young women who participate in beauty pageants in Bali Province, focusing on the aspects of activities, interests, and opinions (AIO) according to Plummer theory. Beauty pageants are a space for lifestyle formation that is influenced by demands for appearance, intelligence, and social roles. This study employs a qualitative approach using the case study method, involving four female adolescent participants aged 19–22 years. Data were collected through in-depth interviews, observations, and documentation. The results indicate that involvement in beauty pageants encourages changes in daily activities, interests in fields such as public speaking and fashion, and opinions about oneself and social roles. The social pressure and anxiety experienced during the competition also shape a more structured lifestyle pattern. This study provides an understanding of how the experience of participating in beauty pageants influences the lifestyle and identity formation of young women.

Keywords: Teenage Girls, Beauty Pageant, Lifestyle, Activities, Interest, Opinion.