

ABSTRAK

Perkembangan media sosial dan industri kecantikan telah mengubah konsep kecantikan menjadi konstruksi sosial-budaya yang semakin seragam di era modern. Salah satu tren yang merefleksikan fenomena tersebut adalah popularitas *eyelash extension* di kalangan perempuan urban, termasuk di kota Semarang. Penelitian ini bertujuan menganalisis makna sosial praktik *eyelash extension* dalam konstruksi tubuh perempuan dan idealitas feminitas dari perspektif antropologi gender. Rumusan masalah yang dikaji adalah bagaimana dinamika standar kecantikan perempuan tercermin dalam praktik *eyelash extension* di Studio Araw.Lash dan bagaimana praktik tersebut beroperasi sebagai performativitas gender serta identitas perempuan. Metode penelitian yang digunakan adalah kualitatif dengan pendekatan deskriptif dan desain studi kasus. Lokasi penelitian ditentukan secara sengaja di Studio Araw.lash, Banyumanik, Semarang. Pengumpulan data dilakukan melalui observasi partisipatif, wawancara mendalam, dan dokumentasi. Penentuan informan menggunakan teknik *purposive sampling* dengan kriteria pelanggan tetap yang telah melakukan treatment minimal tiga kali, sehingga diperoleh lima orang informan perempuan. Analisis data mengikuti model Miles dan Huberman melalui tahap reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa standar kecantikan di Studio Araw.lash tidak muncul secara alami melainkan dikonstruksi secara sosial melalui paparan *konten beauty influencer* di media sosial yang menginternalisasi citra bulu mata panjang, tebal, dan lentik sebagai simbol feminitas ideal. Praktik *eyelash extension* terbukti menjadi bentuk performativitas gender di mana perempuan secara aktif melakukan feminitas melalui pengulangan praktik estetika untuk memenuhi ekspektasi lingkungan sosial. Di sisi lain, praktik tersebut juga membuka ruang agensi bagi perempuan untuk menavigasi dan menegosiasi bentuk kecantikan yang sesuai dengan identitas pribadi. Namun penggunaan berkelanjutan menghasilkan keterikatan psikologis yang membuat perempuan merasa tidak lengkap ketika kembali ke kondisi tubuh alami, sehingga terjebak dalam siklus perawatan tanpa akhir.

Kata Kunci: *Eyelash Extension, Performativitas Gender, Standar Kecantikan, Agensi Tubuh, Antropologi Gender*

ABSTRACT

The development of social media and the beauty industry has transformed the concept of beauty into an increasingly standardized socio-cultural construction in the modern era. One trend reflecting this phenomenon is the popularity of eyelash extensions among urban women, including in Semarang. This study aims to analyze the social meaning of eyelash extension practices in the construction of the female body and ideals of femininity from a gender anthropology perspective. The research problems examined are how the dynamics of women's beauty standards are reflected in eyelash extension practices at Araw.lash Studio and how the practice operates as gender performativity and women's identity. The research method used is qualitative with a descriptive approach and case study design. The research location was purposively determined at Araw.lash Studio, Banyumanik, Semarang. Data collection was conducted through participant observation, in-depth interviews, and documentation. Informant determination used purposive sampling technique with criteria of regular customers who had undergone treatment at least three times, resulting in five female informants. Data analysis followed the Miles and Huberman model through data reduction, data display, and conclusion drawing stages. The results show that beauty standards at Araw.lash Studio do not emerge naturally but are socially constructed through exposure to beauty influencer content on social media that internalizes the image of long, thick, and curled eyelashes as a symbol of ideal femininity. Eyelash extension practice proves to be a form of gender performativity in which women actively perform femininity through repeated aesthetic practices to meet social environment expectations. On the other hand, the practice also opens space for agency for women to navigate and negotiate forms of beauty that suit their personal identity. However, continuous use produces psychological attachment that makes women feel incomplete when returning to their natural body condition, thus trapped in an endless cycle of care.

Keywords: Eyelash Extension, Gender Performativity, Beauty Standards, Body Agency, Gender Anthropology