

## Construction of Good Looking in Public Relations Practitioners at Hotel Industries

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### **Abstract**

*The profession of Public Relations (PR) is required in the hotel industry. Society frequently perceives a PR practitioner as having both technical and non-technical requirements, such as being good looking. One of the requirements for becoming a Public Relations officer in the hotel industry is that a person be good looking. The purpose of this study is to explore the construct meaning of good looking in hotel PR practitioners. Furthermore, the researchers examined the challenges that the hotel industry faces in obtaining good-looking PR, as well as solutions to these challenges. The theory of reality construction and symbolic interaction is used in this study, which employs a qualitative descriptive research method. According to the findings of the study, the definition of good looking is perceived as a myth that is spreading in society, namely beautiful/handsome with white skin, tall and slim. However, some interpret good-looking as more intellectual, which impacts job performance. Furthermore, when it comes to hotel Public Relations, hotel managers tend to prioritize physical appearance. It can be considered discrimination, dehumanization, and subordination.*

**Keywords:** *good looking, Public Relations, reality construction, symbolic interaction, meaning construction.*

### **INTRODUCTION**

Public Relations is a profession that is quite crucial and needed in hotel industries. Public Relations is a decision-making management practice that builds relationships and interests between corporations and their public to convey messages through credible and ethical communication methods (IPRA, 2019). Public Relations is generally an interaction carried out by two parties that creates benefits for both. In particular, Public Relations is a relationship that is ultimately very useful for building communication, cooperation, and supporting relationships between one another (Khopipah & Turistiati, 2020).

Each company has its requirements for determining professional Public Relations criteria. To determine professional Public Relations, hotel managers have criteria with conditions set by the company. The mandatory requirements to become a Public Relations practitioner in general, according to (Imaniawan, 2022), include the following: Professionalism in their field, ability to create good communication channels, Readiness to face and speak in public, ability to establish relationships or cooperation with stakeholders, and ability to manage a crisis in the company.

In determining the requirements for a PR candidate, the company explicitly and implicitly includes good-looking criteria. As shown in Figure 1, several job vacancy advertisements state that the requirements to become a Public Relations officer must be good-looking. Thus, Public Relations candidates or those interested in becoming Public Relations must prepare to appear attractive or good-looking.



Figure 1. Job Vacancy  
Resource: (Lokerhotel, 2019)

Good-looking is a term that often appears in Public Relations positions. The meaning of good looking is handsome or beautiful, attractive or pleasing to the eye (Ananda, 2017). Good-looking is often associated with a person's appearance, both in person and in the media. The term good looking is used as a word that refers to someone physically attractive and often only seen from the outside. This is reinforced by what (Purba et al., 2008) said that people often judge attractive appearance is always seen from what is only visible from the outside. Good looking in Public Relations is still an essential factor. It is because the front stage that a Public Relations officer physically displays becomes an essential point in the company's image.

Not only women but men also have a concept of good-looking. Men considered good-looking can be seen from the aspect of masculinity. In the view of society in general, male masculinity is considered as a man who prioritizes the appearance of being muscular, independent, and dashing (Rahardjo, 2015). In May 2017, the Stigma Research Institute conducted a study involving 1,200 respondents. The results of this study showed that more than 40% of respondents considered beauty based on physical condition; 14.8% define beautiful based on attractive personality; 9.5% consider friendly behavior to be beautiful, while intellectual abilities are not a measure of beauty because only 6.1% of intelligent people are considered beautiful (Wisnubrata, 2017). ZAP Beauty Clinic and

Markplus Inc conducted another survey in June-July 2021 involving around 6,000 respondents, as many as 67.1% of Indonesian women considered beauty to have a clean and smooth face (no acne scars, spots, etc.); 60% of the perceived beauty is having clean, bright, and beautiful skin; 40.9% about overall appearance; 13.6% of beautiful people have fair skin (ZAP, 2021). The survey results show that, in fact, many people still see beauty only through external or physical appearance without looking deeper into one's personality. Thus, the outer appearance still has advantages and high selling points.

The meaning of beauty and good looking is different, often dramatized by different cultures. Each group views what constitutes physical attractiveness or an attractive body shape. People in different cultures have views or perspectives regarding their appearance and what they present to people related to their respective cultural standards. One of them is the idea of what they want, both men and women so that it influences the lives of these individuals or groups (Damayanti & Hikmah, 2021).

Everyone has different standards of beauty depending on the cultural concepts they understand, which will then influence their perspective on social life. The meaning of good looking or the standardization of beauty cannot be separated from the hegemony of the mass media, which also often perpetuates the construction of the meaning of good looking. The media often presents women with fair skin, straight hair, and sharp noses as beauty ad models. The development of information will very easily manipulate society through the mass media.

Society's thinking emerges, which is based on the media, which often displays female figures who have white skin, are tall and have a sharp nose. The hegemony of the mass media can influence the good-looking perspective in the Public Relations profession. Attractive appearance is not directly interpreted as beauty/handsomeness or one's body image, but that is what later becomes the benchmark for looking attractive (Ihsanullah et al., 2020). Having an attractive appearance is an asset to getting a job, and having an attractive appearance can support a career (Sari & Salam, 2017).

The good-looking requirements perceived by the public for Public Relations positions make job seekers for Public Relations positions often reconsider applying to become hotel Public Relations. Public Relations candidates who wish to fill these positions feel hesitant and, in a dilemma, apply for Public Relations positions because of the good-looking requirements. Thus, in this case, the hotel industry in Purwokerto can have a different meaning than just the meaning of beautiful or handsome in the term of good looking.

Attractive appearance has the basic word "appear," which means to appear, show, or appear. Appearance is interpreted as a verb that shows what a person has regarding his appearance. In contrast, the word attractive is interpreted as a pleasant character who invites attention and brings or has something that makes people see. Attractive appearance or good looking is interpreted as being pleasant or inviting attention or showing the beauty that comes from a particular physical appearance or body (Soraya, 2020).

Based on the opinion above, the researchers conclude that the meaning of good-looking itself often has a biased meaning. Many people feel inferior and need more confidence to work in hotel Public Relations because they need to look better. This was reinforced by the researcher's initial interview with Public Relations concentration students at Amikom Purwokerto University, who stated that they are in a dilemma if they need to meet the standard of good-looking appearance. They feel demanded to be able to appear perfect by the standards set by society.

In interpreting something, everyone will interpret it differently, likewise with interpreting good looking in the hotel Public Relations profession. This study aims to take a deeper look at what good-looking Public Relations means, as understood by hotel managers for people who see this. Each individual will be different in interpreting the existing social reality.

Based on the explanation above, the researchers formulated the following problems: 1) How is the meaning construction of good-looking in hotel Public Relations practitioners in Purwokerto?; 2) What are the obstacles for hotel managers in obtaining good-looking Public Relations practitioners?; 3) What are the solutions for hotel managers in Purwokerto in obtaining Public Relations practitioners who meet hotel industries' criteria?

The researcher used the theory of Social Reality Construction initiated by Peter L. Berger and Thomas Luckmann. The construction of social reality is a process of interaction through actions carried out by individuals and groups that create reality simultaneously and subjectively (Luzar, 2015). The construction of social reality is a process of interaction carried out by individuals or groups through continuous action. Reality does not grow by itself. Some individuals present their reality both inside and outside of that reality. Reality itself has meaning. Reality exists when it is constructed and interpreted subjectively by other individuals so that it establishes this reality objectively (Jacky, 2015).

## **METHODOLOGY**

The paradigm used in this study is the constructivist paradigm. In understanding the meaning, the researchers describe and explain the steps in forming meaning and its nature. Researchers used a qualitative method with a descriptive approach. Descriptive qualitative research is a series of procedures to obtain data as it is, and under certain conditions, the results emphasize meaning. Qualitative descriptive research aims to describe, explain, clarify, and answer the research problem in more detail by studying as many individuals, groups, or events as possible. In qualitative research, the research instrument is people, and the results are written in words or statements according to the actual situation.

In this study, the researchers seek to explore more deeply the meaning of good looking for Public Relations practitioners in hotels in Purwokerto. In addition, this research is also inductive; that is, it is not intended to generalize the results of the research and does not examine theories, the results of which emphasize more on meaning. Informants of this

research are 3 PR practitioners from 4 stars hotels in Purwokerto and one academician who is an expert in hotel industries and Public Relations. Observation and study of relevant articles published in journals, books, and websites are done to support this research.

## **RESULTS AND DISCUSSION**

Purwokerto city is growing year by year. This has been proven through the development of educational institutions, shopping centers, office centers, family health service centers, restaurants, culinary tours, and star hotels. Along with that development, many tourists come to Purwokerto from various regions. Thus, the tourists who need lodging while they are in Purwokerto can stay in hotels. Purwokerto has 49-star hotels, of which there are four four-star hotels, namely: Java Heritage Hotel Purwokerto, Grand Karlita Hotel Purwokerto, ASTON Imperium Purwokerto, and Luminor Purwokerto.

Human resources are needed to support excellent services in the hotel industry. Public Relations is one of the positions that is required to foster good relations with guests and publish any information on company activities to the public. To obtain Public Relations that follow the industry's needs, hotels recruit people based on the standards proposed, such as experience in the same field, being able to work together and communicate, and having a good attitude. Researchers observed four four-star hotels in Purwokerto: Java Heritage, Grand Karlita Hotel, Aston Imperium dan Luminor.

Based on interviews with informants, the Public Relations recruitment process in hospitality is more likely the same as in other industries. The General Manager instructs the personnel team to open vacancies to a broad audience using various dissemination methods. Then, the personnel team provides a schedule so that the announcement can be seen on the media platforms offered, and usually, this recruitment has a deadline system. The Human Resources Department (HRD) carried out the first recruitment system by sorting the applicants' curriculum vitae.

In general, Public Relations candidates who filled in for Public Relations position reached 50-100 applicants from various regions and backgrounds in Purwokerto. The hotel manager will look for experienced Public Relations candidates as a top priority in the recruitment process. Still, fresh graduates with specific requirements can become Public Relations at the hotel.

It is undeniable the requirements for becoming a public relation set by the hotel tend to look at the physical appearance of the applicants, especially women. The good-looking factor is also a crucial consideration for the General Manager to accept applicants to become a Public Relations officer. Based on interviews in the field, usually, the General Manager selects ten applicants who have been screened to advance to the next stage. Then the applicants who are screened typically consist of 9 experienced people, and one person is a fresh graduate. However, the good-looking factor is quite essential for applicants who are fresh graduates.

*"Surely the hotel will look for experienced people. Not fresh graduates. That's why fresh graduates find it difficult to be a hotel PR. But sometimes, we see the physical. Fresh graduates who are beautiful or handsome can be considered. A fresh graduate whose height of 170 cm with proportional weight and has beautiful face like Luna Maya for example would be considered. He/she can be the 10<sup>th</sup> applicant. Nine applicants are experienced candidates who have worked as PR."* (Joni Setia Budi, interview December 5, 2022).

The personnel team invited the ten selected people to the hotel to be interviewed. Personnel re-screened and selected five applicants who were processed strictly based on the standards in force at the hotel, one of which was good-looking. Applicants are asked to make presentations, then be tested in the field (practice) like a Public Relations professional. After that, the General Manager will decide.

In recruitment, each hotel has its standards for selecting and deciding which Public Relations candidates will be accepted as Public Relations at the hotel concerned. However, the recruitment process depends on the taste of the hotel's General Manager, so it is subjective. Experience is not always a guarantee to becoming Public Relations.

Experience can be honed and gained during the process. However, there are still hotels that are more physical than experienced. In this study, the researchers examined more deeply that it is undeniable that physical factors are sufficiently considered to become a Public Relations officer in a hotel. This is also influenced by the tendency for people with experience in Public Relations to set higher salaries than fresh graduates. In addition, they also always compare their work with previous hotels.

Public Relations practitioner has conditions that must be obeyed, especially regarding appearance.

*"When it comes to dressing, of course, we prioritize neatness. Appearance and neatness must be representative because we work in the service sector. For a man, of course, you must have short hair, then you can't have a mustache and hair on your face, everything has to be clean. Women also must be the same if they have short hair. If not, wear it in a bun if it's operational like that."* (Resya Intan, interview December 8, 2022).

*"For men, nails must be short, no beards, and hair must be oiled, hair must be short. But there are also free hotels like Fox Harris, which can be long. There are several types, depending on each management and where the segmentation goes. Now if this is a 4-star Luminor and the rules must be neat, the earrings shouldn't be too much. Women can't wear headscarves, and those who wear headscarves don't wear headscarves."* (Ika Sohar, interview 26 December 2022).

Based on the statement above, tidiness is a crucial point to becoming a hotel public relation. Informants believe that being good-looking can be represented through neatness and tidiness. The neatness and tidiness of Public Relations is a representation of the company and has a positive impact.

Several service industries, including hospitality, sometimes receive special attention regarding whether women are permitted to wear the headscarf. Based on the findings of researchers in the field, all the informants said that headscarves or hijabs are not allowed to be used in hotels (except Sharia hotels). However, when women are required to look attractive, it will become a form of intimidation for women. This was reinforced by a study conducted in the United States, published in the *Journal of Occupational and Organizational Psychology*, which said that women do not meet good standards in their environment and feel obligated to look beautiful and perfect in all areas of their lives.

The researchers see that the company's standards that apply to a public relation must have good-looking qualities that make women as a commodity. The body of women in capitalist discourse is a commodity and leads to exploitation.

*"If the standards have to be neat, sometimes the appearance is indeed supported by branded goods. It depends on who we want to meet. For example, I want to meet a big business person, meaning I use a wallet instead of the usual one. You must bring an I-pad. Appearance comes first, then the expensive shoes." (Ika Sohar, interview 26 December 2022)*

Based on the results of the interviews above, the researchers understand that the meaning of good-looking puts more emphasis on physical appearance, neatness, and tidiness. According to (Ihsanullah et al., 2020), having an attractive appearance does not explicitly refer to a person's physical appearance. However, it is still a benchmark for someone to be said to be good-looking.

Based on the quotation above, the researchers understand that the bias in the meaning of good-looking, if what is emphasized tends to be appearance rather than intellectual, is prone to forms of dehumanization. The bias in the meaning of good-looking is that even though a Public Relations person is said to be good-looking from appearance, if that person does not understand that meaning, this has the potential to slip into dehumanization and intimidation.

### ***Meaning Construction of Good Looking in Hotel***

This study dissects and analyzes using Peter L. Berger and Thomas Luckmann's Social Reality Construction Theory with the analytical concepts, namely externalization, objectivation, and internalization. In addition, George Herbert Mead's Symbolic Interaction Theory with the concept of analysis of self (self), mind (mind), and society (society) is used in this research.

The meaning of good looking in hotel Public Relations is that objective social reality is accepted and interpreted as subjective social reality by Public Relations and hotel managers. Public Relations construct a subjective social reality following selection and preferences from what is displayed by objective reality through symbols in the media. The theory of social reality construction is divided into externalization, objectivation, and internalization.

### ***Externalization***

Externalization, in this case, is self-adjustment through the socio-cultural dimension that occurs from generation to generation and historically as a human product. This externalization takes place when social products are created in society. In this study, the social product in question is the discourse on good-looking. Then the individual adjusts to his socio-cultural world to become part of the human product. Socio-cultural in this research is human understanding of good-looking terms, which has been understood from generation to generation. This means that externalization occurs at the basic stage, where external factors and historical concepts influence the meaning of good-looking in hotel Public Relations.

The existence of a good-looking construction in hotel Public Relations is influenced by hegemony through the workplace, culture, mass media, and social media. According to Pinem in (Israpil, 2017) patriarchal culture is a social culture that places men as the dominant group and as the holder of power over all decisions. In this study, researchers saw a very contrasting patriarchal culture practiced in the work environment. In this case, the General Manager acts as the dominant group and holds power over decisions to establish Public Relations according to the tastes of the General Manager himself.

Therefore, patriarchal culture greatly influences the meaning of good looking, which is understood by Public Relations, because the General Manager chooses Public Relations per the standards of good looking that he has adopted so that it greatly influences the meaning of good looking for the standardization of looking for Public Relations in Purwokerto hotels.

Good-looking standards must be distinct from SOPs that Public Relations must understand and comply with. The formation of SOPs in hospitality is inseparable from the influence of external concepts, namely patriarchal culture. Researchers see that the workplace and culture become Public Relations in hotels are the initial environment that greatly influences the formation of good-looking constructions, because in general, being a Public Relations main reason for Public Relations to beautify themselves is so that they can still exist and give a positive first impression at work.

Standard Operating Procedures (SOP) in appearance also contributed to the informants' meaning of good-looking. Dressing neatly, cleanly, and smelling good requires a Public Relations person to maintain their existence and make a good first impression when meeting hotel guests. Looking attractive is enough to dress neatly, have clean skin, and smell good because it has become a demand from the hotel to look attractive according to company rules.

The meaning of good looking in Public Relations is also influenced by constructions in the mass media which continuously lead them to understand that the standard of good looking is external appearance. The researchers see those advertisements in mass media, such as television, often suggest that good-looking standards are inseparable from physical appearance. And when examined further, good-looking standards can be



supported by owning luxury goods. Branded goods also to some extent influence good looking. This will increase self-confidence when he meets important people. It can be understood that the definition of good-looking standards is one way to have branded goods to increase self-confidence.

Researchers understand that the basic stages or externalization of the meaning of good-looking are strongly influenced by hegemony, which also controls the human subconscious to provide an understanding of good-looking standards. This hegemony enters through a patriarchal culture in the work environment which requires them to look attractive under any circumstances. Then advertisements for branded goods in the mass media can support good-looking and social products created by the community, namely advertisements for cosmetic and beauty products in the mass media, which are continuously exposed by social media. Thus, the informants were influenced and formed an understanding of good looking through the hegemony they saw, both in the social environment, the mass media, and social media.

### ***Objectivation***

Objectivation, namely social interaction in the intersubjective world, is institutionalized and undergoes an institutionalization process. After that, the individual pours or manifests himself into activity products made by humans, both for the producers and for others as a common element.

In this study, objectivation plays a role in perpetuating the good-looking institutionalized standard so that it becomes the truth. Therefore, advertising plays an important role in perpetuating the meaning of good looking for Public Relations. The researchers understand that the meaning of good-looking is strongly influenced by how the media constructs the good-looking women displayed, both in digital media and conventional media. A figure with white skin, a slim body, and long hair represents good-looking. This is perpetuated and institutionalized by advertising so that exposure to advertisements in the media often leads people to follow the good-looking standards displayed.

Advertisements for beauty products showed that beauty is white, white is clean, and even white is healthy. So Indonesian people are invited to change their skin color based on media standardization (Sari & Salam, 2017). Based on what was stated above, the researchers see that this is directly proportional to what the research informants expressed, that the media often displays female figures associating white skin, being tall, and having a sharp nose. The hegemony of the mass media also greatly influences the good-looking perspective in the Public Relations profession.

Advertising is part of promotional activities in which products emphasize image elements. As seen on television, advertisements always display products with male or female models with slim and beautiful white bodies. This advertising drives symbolic awareness in Public Relations when that awareness creates consumer awareness and brings consumer awareness to actual (behavior) awareness.

This is the stage of objectivation when wanting to become Public Relations to perpetuate its appearance with the hegemonic standards created by the media. Advertisements have given birth to opinions about beauty that encourage women to express new opinions about the true meaning of beauty. This is the stage of objectivation of women (feminism) to make themselves beautiful like today's beauty (trends) according to what they get from advertisements without meeting face to face.

The hotel industry is currently inseparable from using beautiful, tall, white female figures as promotional media, both conventional and digital. As stated by one informant, a tall, white, beautiful figure can be used as a model for media promotion and the main gate for dealing with the media. While those whose faces are less beautiful when facing the camera, there will be something lacking. Because women have a charm that men do not have. This is per what one informant said: women have everything, both from their charm, tenderness, and narration when women speak. It is not surprising that women always fill Public Relations positions. Thus, women have always been the object of commercialization and consumption. This is done for the sole benefit of the hospitality industry, which the women themselves are completely unaware of.

### ***Internalization***

Internalization, namely the process by which individuals or groups identify themselves with the social institutions where individuals are. The internalization stage is when the individual has completed accepting the definition of good-looking. They start from the emergence of good-looking standards, which are social constructions from childhood or from generation to generation, where gender roles are socio-cultural values socialized by parents, families, religious leaders, community leaders, educational institutions, health service institutions, and the government. This social structure is realized indirectly and inserted in the body and soul so individuals can creatively create the social reality that prevails in society.

The internalization process of individual was obtained from the informants that the standard of good-looking is a process of social construction that cannot be denied by anyone who plays a role. In this study, the process of internalizing the acceptance of the standard good-looking myth. Based on the results of interviews and field observations, women and their bodies are commercialized internally. Women and their bodies are widely commercialized by capitalists, not because of their intellectual nature, but because of the mentality and values prevailing in society, which view women as objects. A woman must be able to highlight her femininity and be able to show that she is approaching the ideal image of a woman, which consists of her physical perfection, be it an attractive face, a sexy body, beautiful eyes, blonde hair, and others, which are related to the structure of the human body.

In this study, the researchers found that the informants knew that good-looking was only seen from the outside, and women were used as objects for the company's profit. In addition, women also enter consumerism and capitalism, where the patriarchal material basis is controlled by men concerning women's work. However, they cannot do anything

or fight because the macro community interprets that good-looking is beautiful, white, and tall. So, in the end, the informants, like it or not, like it or not, followed what was understood by the community.

In working life, the work environment requires them to look beautiful, even though these conditions are not directly written. However, some hotel Public Relations candidates understand that to realize and maintain their existence in the world of work and be accepted as Public Relations, the candidates must be beautiful. This is evidenced by the job advertisements, including the position offered as a Public Relations officer with the condition "good looking" or "attractive appearance" as one of the requirements for hotel Public Relations candidates.

The researchers found out from the informants about a different process of accepting good-looking standards. First perception is the myth that white, tall, slim beauty is a standard of good-looking. The other perception accepts the intellectual dimension compared to being good looking, which is only seen as limited to the body.

When examined more deeply, recruiting process of a Public Relations officer can be categorized as a form of discrimination against women. This is because General Managers tend to look only at outward appearance rather than assessing how the candidates for Public Relations are from an intellectual point of view. The essence of Public Relations is how it is intellectually capable of fostering good relations with guests and publishing any information on company activities to the public.

Researchers also see in the field that the recruitment process still prioritizes good-looking physical appearance. Then give priority to those that are said to be not good-looking. It is included in the subordinate form. As stated by one informant, guaranteed that 95 percent of hotels still prioritize physical appearance to becoming a Public Relations officer. In comparison, 5 percent of hotels prioritize intellectual. Thus, this is included in the subordinate form, meaning that people who are said to be not good-looking are placed in a lower position than those who are good-looking.

The practice of exploitation of women was still rampant in the field. This refers to the statement of the informant who stated that Public Relations, which are said to be good-looking, are used as promotional objects on digital and conventional platforms. The company's standards that a Public Relations person must be good-looking has made women a commodity because women have a high exchange value. Women's bodies in capitalist discourse are not just a commodity but lead to exploitation (Sukmono, 2012). The hotel system with capitalist desires makes a false claim with the appearance of being good-looking. Women's bodies are empowered to generate corporate profits. The female body has become a commodity. So, there is the exploitation of women's bodies.

### ***Symbolic interaction***

In this study, researchers used George Herbert Mead's symbolic interaction theory to examine the exchange of symbols between individuals more deeply. Individuals in this

study are Public Relations in the communication process when carrying out the functions and roles of Public Relations. The symbol is not only a verbal symbol but also a non-verbal symbol. The verbal symbol that is often used by Public Relations is language. In carrying out its functions and duties, a Public Relations officer must master not only Indonesian but also foreign languages, such as English.

The symbols Public Relations use in communicating can be examined through non-verbal language. The non-verbal language includes gestures, color matching of clothes worn, and facial expressions when talking to guests and clients. This aims to give a good impression as a self-representation of the company PR represents. George Herbert Mead mentions three concepts of symbolic interaction in the formation of meaning from individuals, namely self, mind, and society.

*Self* as Mead said that the self is formed by individuals who perceive themselves as objects. Self is the ability to describe oneself in the eyes of others. The self emerges and develops out of social activity and language. Self can be seen from how others see you. In addition, the self can be seen through role-taking or seeing through the perspective of others in seeing oneself (Morisson, 2018). The self also allows individuals to play a role in conversations with other individuals because of the sharing of symbols. This happens because the individual communicates and is aware of what he is saying, then understands what is said and determines what will be said later.

Public Relations need to create a good impression or image through appearance. Sharing of symbols explains that the symbol of a woman with a smile, gentle, fragrant, and neat is a representation of a hotel's Public Relations so that Public Relations candidates will understand that good-looking is like what is displayed by the hotel Public Relations now, which then Public Relations candidates will compete to be good looking when they want to become hotel Public Relations.

The standard of good-looking was neatly dressed, had clean skin, smelled good, and did not use excessive fashion. Verbal and non-verbal concepts influenced Public Relations. For example, manners, warmth, and friendliness are very important for a Public Relations person. Then, Public Relations must give the impression of nurturing. For example, for hotel guests who complain are dissatisfied, a Public Relations officer must be friendly, not bitchy. This will create harmonization between individuals.

From the explanation above, the researchers understand that self-appearance is very important for a Public Relations person. Self-appearance determines a good job and career. This is in line with what (Sari & Salam, 2017) stated, looking attractive is an asset to getting a job. Having an attractive appearance can support an individual career. Personal appearance is very important to pay attention to because the first-time people see it is physical. If the body is good and proportional, other people will see Public Relations as attractive and can support their work well. Researchers understand that an attractive appearance and sensitivity are very important for a Public Relations person. Because in the concept of self in symbolic interaction, the ability to reflect on oneself as

an object in the opinion of others is a good demand to get a positive image for the company it represents.

*Mind.* In this study, the mind is not an object but a process of interaction with oneself. The thought process involves doubts when someone describes something (Morisson, 2018). The explanation above is that when individuals think, there is a process of planning what action to take in the future. Individuals imagine various outcomes, choose what path to use, and immediately test other alternative paths.

Mead said that thought is a conversation process between a person and himself, not determined by his environment. Thought arises and develops from the results of social processes. Social processes prioritize thought and are not part of the product of thought. The researchers saw that although patriarchal culture established good-looking standards, beautiful, thin, and tall, slender, not all informants accepted these standards. This is following Mead's statement that thought processes are formed without any interference from the environment and are purely the product of thought. Based on the results of the research above, good-looking is the result of thoughts that are not determined by their environment. This agrees with the concept of the mind that emerges from social processes.

*Society.* According to Mead (Morisson, 2018), society is a social organization that gives rise to thoughts and self-formed from the interaction patterns of each individual. So that it can be understood that people interact with each other through cooperation between individual members of the community. The purpose of this cooperation is to understand the intentions and actions of other people by responding to these actions in a good way. The society in this research is patriarchal culture. In the concept of society or society, patriarchal culture has a big contribution in constructing the environment, resulting in a good-looking standard with white, tall, beautiful skin. Patriarchal culture is a social culture that places the position of men as the dominant group and acts as the holder of power over all decisions.

In this study, researchers saw a contrasting patriarchal culture practiced in the work environment. In this case, the General Manager acts as the dominant group and holds power over decisions to establish Public Relations according to the tastes of the General Manager himself. Therefore, patriarchal culture greatly influences the meaning of good-looking, which is understood by Public Relations because the General Manager chooses Public Relations following the standards of good-looking that he has adopted; it greatly influences the meaning of good-looking by Public Relations in Purwokerto hotel. The construction of the meaning of good looking in Public Relations can be seen in Figure 2.

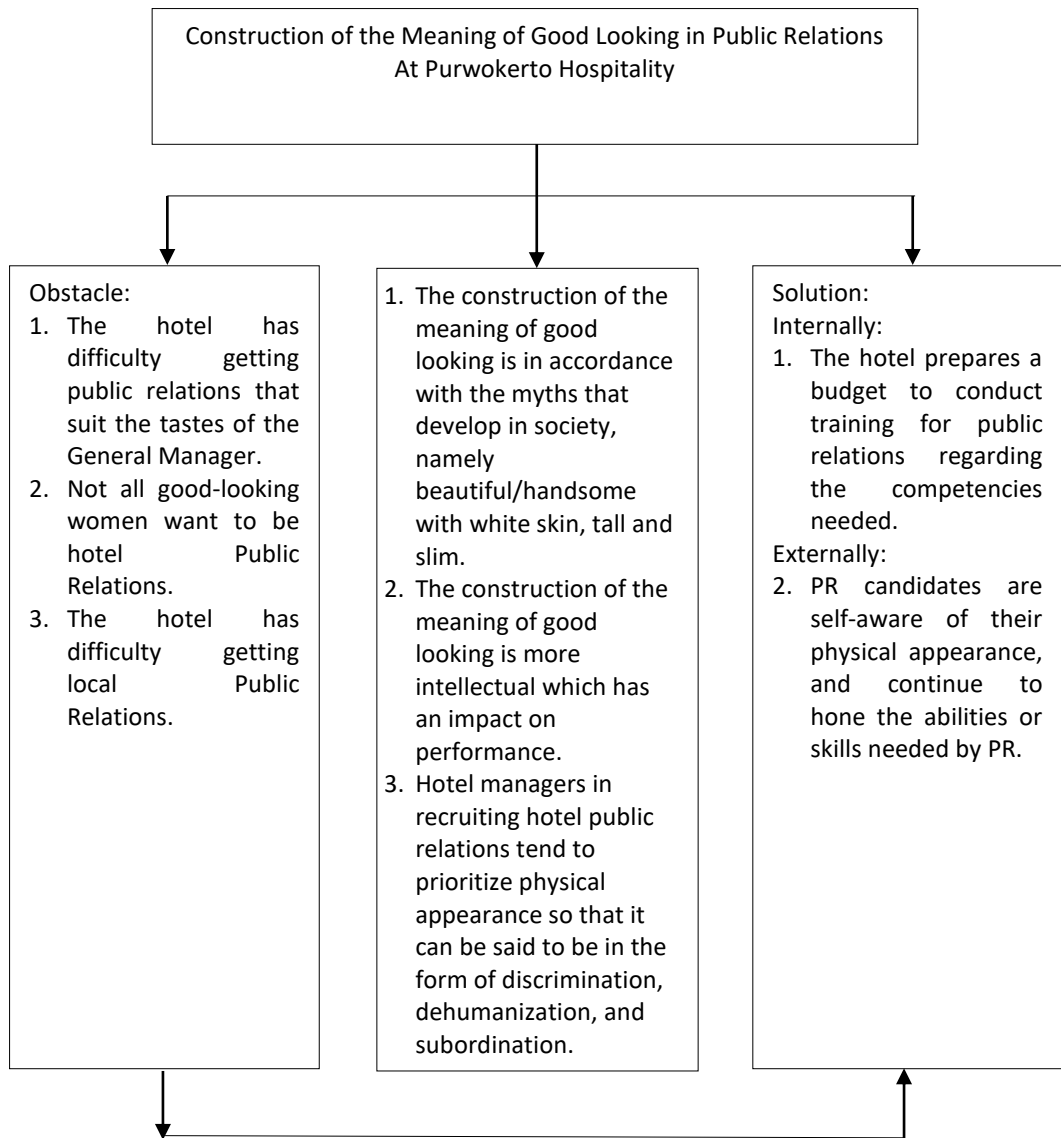


Figure 2. The Construction of Good Looking in Hotel Industry

The construction of good-looking in hotel Public Relations is influenced by hegemony through the workplace, culture, mass media, and social media. Hegemony participates in controlling the human subconscious to provide an understanding of good-looking standards. This hegemony enters through a patriarchal culture in the work environment which requires them to look attractive under any circumstances. Then advertisements for branded goods in the mass media can support good-looking and social products created by the community, namely advertisements for cosmetic and beauty products in the mass media, which are continuously exposed by social media.

The process of meaning construction in hotel Public Relations is also formed through symbol exchange. The symbols in this study are verbal and nonverbal symbols. The verbal

symbol that is often used by Public Relations is language. In carrying out its functions and duties, a Public Relations officer is required to master not only Indonesian, but also foreign languages, such as English. In addition, the symbols used by Public Relations in communicating can be examined through nonverbal language. The non-verbal language in question is a gesture, the color matching of the clothes worn, and facial expressions when talking to guests and clients. This aims to give a good impression as a self-representation of the company it represents.

## CONCLUSION

The current meaning of good-looking often has a biased meaning. Many people feel inferior and need more confidence to work in hotel Public Relations because they need to look better. The meaning construction of good looking in hotel industries is perceived as a myth that is developing in society. It relates to a person who is beautiful/handsome with white skin, tall and slim. However, some interpret good-looking as more intellectual, which impacts job performance.

In recruiting hotel Public Relations, a general manager prioritizes physical appearance over intellectuality. That condition can be claimed as a form of discrimination, dehumanization, and subordination. The obstacle for hotel managers in obtaining Public Relations is that not all good-looking women want to be PR, and getting PR practitioners from a small town is difficult. The solution for hotel managers to get PR that meets company criteria is to provide understanding to prospective PR apprentices to prepare themselves before entering the world of work formally, namely by improving their abilities or skills such as public speaking, interpersonal communication, media relations, and grooming.

It is suggested that hotel industries, especially in Purwokerto and generally all over Indonesia, not deify the body of PR practitioners. The essence of a Public Relations person is how she/he can work professionally with cognitive and affective abilities in fostering good relations and serving guests and clients with excellent service. Candidates for Public Relations need to prepare themselves before entering the world of work, namely by honing their abilities or skills such as public speaking, media relations, and grooming.

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