

Areewan Hussadin 2008: Image of Identity Presentation of Pretty Girls. Master of Arts (Applied Sociology), Major Field: Applied Sociology, Department of Sociology and Anthropology.
Thesis Advisor: Assistant Professor Sowatree Nathalang, Ph.D. 313 pages.

The objectives of this research were to study: the factors associated with people whose occupation could be generalized as “Pretty Girls”, including the perceptions of people both within and outside this occupation; and the pattern to becoming successful in the occupation. The research used qualitative methods supplemented by quantitative techniques. While qualitatively, an in-depth interview using open-ended questions was conducted with 15 “Pretty Girls” and also with 50 people outside this occupation, quantitatively, the questionnaire responses of 100 people from outside the occupation were used.

The results identified six main patterns of entry to the occupation of “Pretty Girl”: 1) by peers; 2) by network; 3) by organizers; 4) by modeling agencies; 5) by walk-in application; and 6) through the internet. The factors that affect access to the occupation are: 1) values; 2) earning extra-money; 3) the media’s propaganda 4) marketing strategies; and 5) the opportunity to gain access to other careers. People inside and outside the occupation had common views both positively and negatively regarding the image of such occupation. The pattern to becoming successful in the occupation involved two stages. The first stage (which involved looking for a job) was determined by the demand of employers and the requirement of the products to be promoted. In this stage the applicants were required to promote aspects of their personality, professionalism and other characteristics. The second stage (which involved maintaining a position in the occupation) was determined by having: a responsible attitude; a good image; and individuality; whilst engaging with colleagues and interacting with customers.

The study also found that the company (the product owner) and the organisers, including media played an important role in defining the role of a “Pretty Girl”.

Areewan Hussadin

Student’s signature

Sawatree Nathalang, 20 May 08

Thesis Advisor’s signature