

## Abstract

The objective of this thesis is to study the body change and the beauty concerns of the pregnant women and post-natal mothers, including the activities and conditions that the studied group is interested in. Besides, it is to study the conditions and factors that affect the decision of choosing activities reflecting the concerns on body change and beauty of the pregnant and post-natal mothers.

In the study, the theories used are Crisis Theory, Adaptation, Social Norms (Maternity Norms and Sexuality Norms), Body Project and the able-to-create-and-change beauty with the thoughts of bodies and physical basics.

This study is the qualitative research with the narrative writing which is telling the story of the writer herself which is the way that women study is using as a tool to change the perspective of the readers and turn it to the knowledge. The writer would like to express her own direct experience as a pregnant woman and experience of the studied group – pregnant women and post-natal mothers.

From the research, it is found that all pregnant women and post-natal mothers are concerned about the change of the body shape. In fact, these mothers are able to adapt to the change of their body changes, but with the believe that “slim figure is beautiful”, the fact occurring is contrast with the believe. Hence, after baby delivery all mothers will be pressured by the surrounded people regarding the shapes and figures.

There are many ways for mothers to work out; for instance, buy a course in slimming centers, taking diet pills. Only few people would consider exercise due to many mothers were under operations from the delivery and many have to take care of the infant without a babysitter. The advertisement of the slimming center plays an important role to convince these mothers to the diet program by using the actress or well-known people as presenters. These courses are costly and it convinces the women to believe in beauty talk/concern.