

The New Norms of Cosmetic Surgery among Youth in Malaysia

Parveen Kaur^{1*}, Arif Jawaid², Ching Jia Qian³, Leong Shue Yee⁴, Lisa Tan Hui Nie⁵, Tee Pei Sian⁶, Teoh Yik Wen⁷, Sivashunmugam Sangaran⁸

¹Associate Professor, University Malaysia Sarawak, Malaysia; Email: sspkaur@unimas.my

²Professor, Lahore Garrison University, Pakistan

^{3,4,5,6}University Malaysia Sarawak, Malaysia

⁸Medical Officer, Bintulu Hospital, Sarawak, Malaysia

Abstracts: Aesthetics is a complex concept that makes it hard for humans to define beauty. Beauty is a relative term and varies from person to person. The desire to be beautiful is natural among most human beings nowadays. The main objective to conduct this research was to study the views of cosmetic surgery among youth in Malaysia. The specific objectives were to explore the causes that drive youth to undergo cosmetic surgery, to find out the physical and psychological effects on youth who underwent cosmetic surgery and to analyze the acceptance of cosmetic surgery as a common norm and an accepted form of self-improvement. This research focused on youth who underwent cosmetic surgery, between the ages of 15 to 40 years olds in Malaysia. The qualitative method chosen for this research was face-to-face interviews on four respondents using open-ended questions to obtain real data. This study informed about diverse perspectives of beauty which were held by different people from various backgrounds. The factors that influence youth were to enhance their appearance encountering the criticisms from public and to boost their confidence. However, the effects of doing so could be devastating as the risks are unpredictable. It is recommended that future research on this topic may include more respondents of diverse ages especially older men and women to find the extent of the factors.

Keywords: Cosmetic Surgery, Youth, Norm, Malaysia, Beauty.

1. INTRODUCTION

“Beauty” is a word that is hard to define. The definition of beauty is varied among peoples in this world, everyone has his or her own preference in defining beauty. The desire to chase “beauty” has become natural among most human beings nowadays. The appearance of an individual is an indicator for people to define the beauty applied to a particular person. It is not only difficult to measure the beauty of one-self but also how a person judges people's appearance. According to Sartwell (2016), different people have different measurements on how a person looks like and it eventually comes to judgments on a particular person. It is possible to disagree or argue about whether something is beautiful, but it is still a subjective noun that can be defined, which everyone agrees on. To reach their own expectation or even other people's expectation, people nowadays are willing to make a drastic change in themselves.

When it comes to one's appearance, it is undeniable that people cannot blame anyone else for their appearance and they have no power to make their faces look how they want. In this era of modern technologies, the service of surgery has saved people whoever want to change or improve their appearance. It cannot be refuted that having surgery is the only way to make a person change his/her appearance (Nainan, 2017).

There are two categories of surgeries that improve appearance: cosmetic surgery and plastic surgery. Both the surgeries deal with improving one's body, but the focus for these two types of surgeries is different. Cosmetic surgery focuses on enhancing appearance of an individual while the procedures, techniques and principles of cosmetic surgery are entirely focused on improving the aesthetic appeal, symmetry and proportions of an individual's appearance (Walker, et.al 2022). Cosmetic surgery can be performed on all areas of the head, neck and body. The treated areas generally function properly, and cosmetic surgery is an elective practiced by doctors from various medical fields, including plastic surgeons. For plastic surgery, it is focused on repairing defects to reconstruct a normal function of the part of body and appearance (Walker, et.al 2022). Plastic surgery is a surgical