

Abstract

The study on the Beauty and the Success of Career of Cheer Beer Girls aimed to analyze the indicators related to beauty and others such as experience and ability that brought to the success of career. This case study employed 10 cheer beer girls, 2 employers, and 2 customers as its respondents. The qualitative studying, in-depth interviewing, story telling and document searching were conducted as components of the analysis to look in to some indicators that lead to the success of career of cheer beer girls.

Most of the cheer beer girls would 1) have average ages at 20-24 years old with single status, 2) be residents in Bangkok and other provinces, 3) have bachelor degrees and some were studying at higher education, 4) have average years of career for 1 year, and 5) have monthly incomes at 8,001-9,000 bath , furthermore , cheer beer girls would have extra incomes in the form of tips from customers including portion from percentage of the total of beer selling each night which most of the cheer beer girls satisfied with these incomes. The reason was that the incomes were enough for their expenses and some savings. Most of the cheer beer girls that turned to work on this career were persuaded from their friends which working time of each beer bar was different. The average of most working time would begin at 5.00 p.m. when the ending time was 11.00 p.m. the latest ending time was 12.00 p.m. the customer groups would be general customers that were teenage and working-age customers. However, this depended on the environment of each beer bar.

The results of the study indicated that the indicator of beauty was the significant component that would bring to the success. However, experience was also the supporting indicator such as bargaining to deal with customers, managing to survive, pretending to know nothing, conducting with good behavior and manner, and included with selling skill and property communicating technique.

The cheer beer girls , who were in the period of teenager when dressing up their bodies, they would just need only few touches of make up. And Also ,

this aging period of teenager would focus on the liveliness. Thus, the secondary process of dressing up which was surgery was not crucial among the opinions of cheer beer girls.

In the working process, cheer beer girls would meet various customers with those working characteristics, they needed to collect experiences to be techniques when dealt with customers and building advantage for themselves. When customers had interest in some of them, those experiences would be part of manners that cheer beer girls would bring to the bargaining. Cheer beer girls would act to respond the customers as a prey and a hunter in the manner of kidding.

Most of the Cheer beer girls saw that this career would need a component of beauty and there should be only in the range of lively teenager to explore. The reason was that when getting older, the beauty would be less along the time. Most of the Cheer beer girls discussed that the more secure career would be needed in the future when the ending time of this temporary career was arrived.

Even though in this career, girls would be disadvantage in the system of the society while men were the dominants. However, girls did not surrender always. Girls would use themselves in bargaining by using agency to gaining protection safely. Cheer beer girls recognized that this career would be risk against the reacts of male customers as the time. Cheer beer girls would have to manage the problems happened in the society that gave the meaning of being male of female genders and realized that girls should have career that would give service and pleasant which were the jobs carried from the family. When entered into this career, girls were still in the boundary of that thought.