

## **The Concept of Beauty in Female Rubric of Kompas Online Newspaper: A Critical Discourse Analysis Approach**

### **Abstract**

Kompas online is the online version of printed Kompas, one of the largest national newspapers in Indonesia which not only posts news about politics and government, but also the rubric about women. "Female" is a rubric that discusses everything about women. Since Kompas is not intended for specific gender, the main objective of this study is to reveal the presentation of the concept of beauty in Kompas online from Critical Discourse Analysis perspective based on Van Dijk's three dimensional framework; text analysis, socio-cognition of the text producer and socio context. A qualitative research is applied in this study to perform a deep signification interpretation. The data of this study was obtained from Female rubric in Kompas Online newspaper in 2013. The result of this study shows that Kompas has two main elements in presenting concept of beauty through language use; physical appearance and personality. The concept of beauty in this media, in terms of physical of appearance, is presented as women with white-skin, long black hair, slim and tall and feminine look. Personality in Kompas online described as smart woman, give significant contribution to the society, high confident, caring person, hard worker, strong will, attractive and friendly. Socio cognition analysis found that women are nowadays described as multitalented and extraordinary. Moreover, societal analysis found that the concept of beauty nowadays puts more emphasized in personality and taking care of appearance.

**Keywords:** Concept of beauty, Critical Discourse Analysis, Female Rubric, Online media.