

## CHAPTER I

### INTRODUCTION

#### I.1 Background of the Study

Studying about women and media is always interesting. There are several number of studies about women and media that either highlight marginality or representation. The study conducted by Charenina (2009) focused on how women's beauty depicted by girl's magazine. Beside that, the study about women also conducted by Ekowati (2012) in Men's Health Magazine. Not only in printed media, but in electronic version such as advertisement in Television also could be the possible place to reveal women's representation. Such as the study conducted by Hoepfner (2006) in analyzing beauty in Dove's advertisement.

Those three studies already mentioned above focused on women in certain media created specifically for certain gender. Two studies, by Charenina and Ekowati, used magazines for certain gender to know women's representation. Their objects are girl's magazine and men's magazine. It is similar to Hoepfner's study that used Dove's advertisement since Dove is women's product. On the other hand, this study used online media to know how the concept of beauty is presented. That is why, the writer is interested in conducting a research about *The Concept of Beauty in Female Rubric of Kompas Online Newspaper*, since Kompas online is not specifically created for certain gender.

Talking about the media in society, actually the media hold a big role in shaping people's opinion and their way of thinking about things that the media inform to their consumers. Gallagher (cited in Byerly, 2006) in her study of

women, emphasized that the media are potentially powerful agents of socialization and social change, presenting models, conferring status, suggesting appropriate behaviors and encouraging stereotypes. In accordance to the statement, this study looked at online media to illustrate the concept of beauty presented there because online media has its own way in influencing people's way of thinking.

In fact, the presence of online media cannot be separated from the Internet. The technology of Internet provides us with various experiences in accessing news. According to an online journalism website, nowadays the internet becomes more superior than printed ones (Manan, 2013). It is because online media is faster than printed media in distributing news. While people are able to get information by accessing the latest news in online media, newspaper and magazines readers have to wait for printed and published at regular intervals of time. Besides that, Supadiyanto (2012), an active columnist in some national and local newspaper states that online media has big influence on people's opinion about something because they get news every time and everywhere they want to. These phenomena encourage people to endorse online media rather than printed media. The comments from visitors in the forums of news commentary signifies that public forum runs dynamically. That is one reason to study online media, especially to the concept of beauty since it has big influence on readers.

The existence of online media in media industry makes some media that have basic in printed media, create the online version to provide their news. In this study, Kompas online or also called as Kompas.com is used as the object of the

study. Kompas online is the online version of printed Kompas, the largest and well known national newspaper in Indonesia that has been established over 30 years. Kompas online has more various news than printed one. It adds information which does not only in the form of text, but also images, videos, and live streaming. These changes increase visitors in Kompas online. In early 2008, it reached 20 million active readers per month and a total of 40 million page views per month.

An interesting phenomenon regarding this media is that, Kompas online, at first, had similar content as printed one in presenting news about political and governance. It did not talk about women. However, in 2009, it provides a space to discuss everything about women through its “Female” rubric. “Female” is a rubric that talks about women such as relationship, lifestyle, fashion, career and parenting. That is why it is interesting to know how this online newspaper built the concept of beauty through its articles since Kompas is intended for political issues before.

Regarding the concept of beauty, the definitions of beauty in the twentieth century referring to human physical beauty are nearly always constructed in terms of outward appearance and sexual attractiveness. In the other words, beauty cannot be separated from the beauty of physical appearance. Wolf (2002) in her book *The Beauty Myth* wrote that women will be free from the myth of beauty when they may choose to use a facial, body and clothing as one of the simplest forms of self-expression. Moreover, she stated that the concept of beauty regarding to personality has grown stronger to take over the work of social

coercion whose are myths about motherhood, domesticity, chastity, and passivity have been changed these days.

Furthermore, Naomi's statement about the contribution of personality in the concept of beauty also has similar way in Indonesia. The real concept of beauty according to Jaya (2007) is about totality that includes physically and mentally or behavior (inner beauty). However, it shifted along with the changing times. The concept of beauty in Indonesia is more concerned with physical appearance. An ideal beauty in Indonesia is not the typical brown skin of Indonesian, but those are slim, tall, proportional, flat stomach, tight breasts, buttocks and facial skin (Melliana, 2006:4). It is also said by Yulianto (2007:36) that women's beauty is identical with Western figure that is white skin.

Concerning on physical appearance in the concept of beauty, media has big role in shaping people's opinion about it. The presence of advertisement and market does not only offer body care and beauty products, but at the same time they also offer the concept of ideal beauty image (Wiasti, 2012). Today, a woman considers beautiful if she has white skin, slim body and symmetrical face. In other words, the concept of beauty puts more emphasis on physical beauty than any other consideration. According to those phenomenons, there are much changing in the concept of beauty.

It has already mentioned that there are several studies concerning the study of women and the media that have already been conducted. The portrayal of women's physical appearance conducted by Charenina concluded that the both the readers and the magazine are still placing the Western figure as their beauty

standards. KaWanku magazine portrays beauty that covers all teenage girls with slim body, black long hair, white skin and cheerful smile. The next study by Ekowati which used theory of Critical Discourse Analysis (CDA) by Van Dijk found that women in men magazine are constructed as sensitive, emotional, married oriented and dependent. Besides that, the study by Hoepfner found that Dove is obviously trying to transmit a new ideal of beauty and to establish a new perception of women in the media. *Dove* states current beauty ideals that everybody is beautiful in their own special way. The producer create an ideal subject, in this case is an ideal consumer ('targetgroup'), which could be a modern, independent, self-confident 'middle class' woman.

Since the media plays a prominent role in today's society, the type of language it uses and the way it represents reality has a major impact on our social views. Regarding to that phenomenon, this study wants to know the concept of beauty in media online (Kompas online). The concept here means how the text built an ideology and hidden meaning behind the text more than it stated. To know the concept of beauty, the writer used Critical Discourse Analysis (CDA) as the theory because it fits with the data.

CDA is more interested in dealing with media text production which is not the product of a single author like literary text (Bucholtz in Holmes and Meyerhoff, 2003 p. 56). This study used the Socio-cognitive of CDA by Van Dijk. The socio-cognitive approach does not only examine text but also relate text with the social cognition or perception. A social theory of discourse relating discourse structures to social situations and social structure should also feature

various cognitive components, namely in terms of shared social cognitions (knowledge, ideologies, norms, values) in general, and the unique mental models of social members in particular (Dijk, 2008). Therefore, the socio cognitive approach that was proposed by Van Dijk has three dimensions to be analyzed such as text, socio cognition, and social context.

### **I.2 Statement of the Problem**

Based on the background elaborated in previous part, this study tried to answer the following question:

How is the concept of beauty in Female rubric of Kompas online newspaper presented?

### **I.3 Objective of the Study**

This study was intended to discover the presentation of the concept of beauty in the Female rubric of Kompas online newspaper. By using Critical Discourse Analysis (CDA) approach, the concept of beauty can be revealed through the analysis of text, socio cognition and socio context

### **I.4 Scope and Limitation**

This study discusses about the concept of beauty. The proposed study limited only to the concept of beauty appeared in online media (Kompas online). To learn about the concept of beauty in Kompas online, the writer chose two articles from 2013 edition. Therefore, the result of this study cannot be taken as a generalization of concept of beauty in Kompas online or any other online media in Indonesia.

## **I.5 Significance of the Study**

The topic of the concept of beauty in Female rubric of Kompas Online newspaper is significant in the social realm. The dominance of news in our lives and its ability to persuade and shape our beliefs give it power over our society and the influence of our basic thoughts. Theoretically, the writer hopes that the result of this study will provide the example of the application the theory of socio cognition of CDA by Van Dijk in online media. Besides, it is supposed to contribute to better understanding about the concept of beauty in media in Indonesia. Practically, this study is conducted in order to help discourse analyst to understand ideology and hidden meaning of the text in online media.

## **I.6 Definition of Keyterms**

**1. Concept of Beauty**: is an ideology of truly beautiful woman who makes the balancing of the best of her physical assets and personal quality which is attractive (Baker, 2012).

**2. CDA** : is an approach which is not concerned with the language only, but also examine the context of communication; who is communicating with whom and why; in what condition of society and situation and their relationship to each other (Faircough and Wodak, cited in Van Dijk, 2008).

**3. Online Media** : A general term for a form of media-based telecommunications and multimedia which includes photo, video and music, distributed over the Internet, which are either non-copyrighted or

copyrighted materials provided either freely or for a fee (Siregar, cited in Yusuf, 2005 : 20).

**4. Female Rubric** : a rubric that discusses everything about women such as parenting, lifestyle, career, fashion, relationship and women's issues (Kompas online website).