

CHAPTER II

LITERATURE REVIEW

2.1 Theoretical Framework

To best examine this study the writer used two grand theories drawn from the theory of the concept of beauty by Nancy Baker and Naomi Wolf and Socio Cognition by Van Dijk. There are also supporting theory of online media and critical discourse analysis.

2.1.1 Critical Discourse Analysis

In analyzing the concept of beauty presented in Female rubric of Kompas Online, the writer used Critical Discourse Analysis (CDA) approach. CDA is used in this study to discover the ideology behind the articles in Female rubric that discussed about women. Critical Discourse Analysis (CDA) is an approach which has arguments based on a close analysis of discourse within texts, whether written or spoken. To conduct CDA means that the investigation of language is required to go beyond the boundaries of the syntactic or semantic form of the utterance. There is an interactive or dialectical relationship between discursive practices and the contexts in which they occur. In other word, CDA aims to examine how the use of language in a text depict discourse as social practice which causes dialectical relation between discursive events with situation, institution and social structure which frame it (Fairclough and Wodak 1995, cited in Van Dijk, 2008).

The main focus of CDA is on language. Language is understood as a representation that plays a role in shaping particular subject, discourse theme and

strategies in it. However CDA is not concerned with language alone. It also examined the context of communication; who is communicating with whom and why; in what condition of society and situation and their relationship to each other. Regarding to the analysis of the text production, it is already stated by Van Dijk that “contextual” analysis of discourse goes beyond grammatical, “textual” and interactional analysis or understanding. Similarly, this analysis goes beyond the usual “cognitive” analysis. In other words, the final assumption made by the CDA is the intertextuality of texts. Fairclough (1992) said that intertextuality is basically the property texts have of being full of snatches of other texts.

Van Leeuwen (2008) introduced the CDA to detect and observe how a marginalized group or person's position in a discourse. Here, there is a relation between discourse and power. One of the most important agents in defining a group is media. Media indirectly shaped the understanding and awareness in the public memory about something. The discourse created by the media can be legitimate or marginalize other groups. According to Van Dijk (1997) in order to analyze a text that was published in a media, the research is not only based on the analysis of text only, but also to observe how the text was produced. For example, a media that produces texts that marginalize women, it should be analyzed why the text is built to marginalize women.

For example in the study conducted by Hanifah (2011) that used CDA as an approach to reveal the ideological construction of gender in women magazine (UMMI Magazine), the researcher not only focused on the text but also on text production. Through text production that involves text producer and the condition

of the society when text was produced, the researcher concluded that UMMI magazine is intended to construct women in double roles. According to text production, UMMI is a women's magazine that has a mission to teach women to be a smart housewife. A smart housewife has double roles; in the house and public sector. It can be seen from the articles provided by this magazine, which mostly talk about women and their existence in public sector such as in economic field. Thus, from that example, in analyzing text using CDA, text producer and social context also has considerable role in constructing ideology behind the text.

Regarding to the example above, one of popular theories of CDA is Socio-cognitive by Van Dijk that was applied in this study. To know the concept of beauty presented in Kompas online newspaper, the writer used three dimensional framework by Van Dijk; Text analysis; Socio Cognition of text producer and Socio context.

2.1.2 Socio Cognitive Approach

Socio cognitive approach introduced by Van Dijk is used to analyze the concept of beauty in Kompas online through the articles in Female rubric. Socio cognitive is the most suitable approach to be applied in this study because the writer revealed the role of text producer and socio context in viewing the concept of beauty so that it can build certain ideology about beauty.

The model of Critical Discourse Analysis introduced by Van Dijk is called "socio cognitive". The production process of text analysis of social cognition involves not only examining the text itself, because a text is just a result of certain production which should be noticed. Socio cognition here should be seen as

considering how a text produced so that we gain knowledge of how text production works.

Socio cognition has two meanings, in which one side shows how the text was produced by the media, and on the other hand describes how values are spread out so that people use the media to make a discourse. Discourse by Van Dijk is described to have three dimensions: text, social cognition, and social context (Eriyanto, 2001). Van Dijk's analysis model can be described as follows:

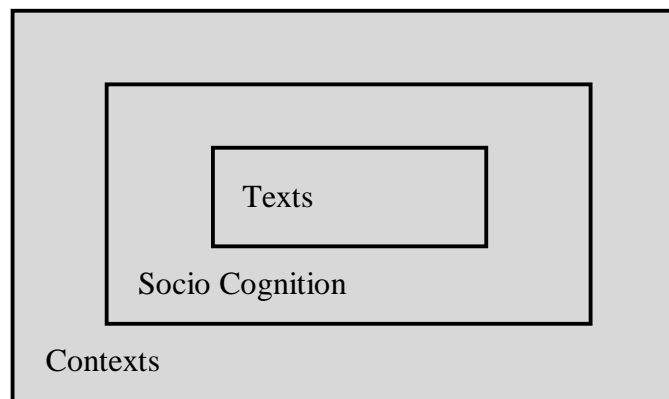


Figure 1 Van Dijk's analysis model

2.1.2.1 Text Analysis

The text and text structures dimension are studied to know how the text is used to emphasize a particular theme. At the text level, Van Dijk divided the analysis into three levels. The first is the macrostructure which is the global meaning of a text by seeing the topic or theme of a story. The second is a superstructure which is related to the structure of the discourse framework of the text. The third is the microstructure, concerned with meaning of discourse by examining a small portion of the text with words, sentences, propositions, clause, paraphrases and images.

2.1.2.1.1 Macrostructure

The level of macrostructure is the first step to know the global meaning of the text by looking at the theme or topic. The element in this level is called as thematic. According to Eriyanto (2001), thematic can be described as main idea or summaries of the text. In this level, topic is important to illustrate the concept of what is to be disclosed by the journalist or writer of the text. In the topic analysis, the general thing to do is read the entire text to get the main idea of the text. To get a general topic, there are several sub-topics that relate each other in order to form the general topic. For example in a text about women's marginality in a case of a woman's rape. In that news there are several subtopics such as "*sering pulang malam*", "*gemar pakai rok mini*", "*tertutup dan jarang bersosialisasi*" indicating that this news mostly discuss about the victim or the woman instead of blaming the man or the perpetrator. According to Van Dijk (1998), the use of subtopics is based on how the writer's cognition sees rape cases. It is one of writers' strategies to support their point of view that they want to deliver to the readers. From that example, we can assume that the topic of that news is about women's fault in the rape case.

2.1.2.1.2 Superstructure

Superstructure level is the level to determine how the framework of a text as part of the scheme. This level relates to the microstructure level. To determine the global meaning of a text is supported by a framework of text is called schematic. Text or discourse generally possessed scheme of introduction, contents

and conclusions. Generally, the schemes of news are divided into two major categories of schemes. The first is a scheme in the form of *summary* is characterized by two elements, namely the *title* and *lead*. *Lead* is an introductory summary before the readers read the whole news. Those two elements are considered important because it shows the theme want to display by journalists. For example, in a text of violence against women, there is a lead before the writer delivered the main article.

"Sebagian kecil dari kasus kekerasan yang terjadi di masyarakat. Ibarat gunung es, masih banyak kasus yang tidak terungkap karena memang tidak dilaporkan," ujar Ketua Pusat Pelayanan Terpadu Pemberdayaan Perempuan dan Anak (P2TP2A) Sumatera Barat, Ny Nevi Irwan Prayitno (Aktual.co, 17 April 2013)

According to the lead above, the writer had an intention to inform the readers that the main topic of that article is about violence against women. That is why, lead and title are important to find out the main topic of the text without reading the whole text.

The second scheme is a form of story. This scheme is divided into two elements; those are background and comments that appeared in the news. In the background's element, the writer not only delivered the main news but also similar events happened previously. Then, the element of commentary, the authors include verbal comments from the figures and conclusions made by the authors. For example in the news about women's marginality in violence against women, the author says that there are many types of violence that occur in women over a period of several years. Then the writer posts a comment or opinion of several figures who believed that women also had their share in the violence that

happened to them. In this level, rearrange the order of the news is a strategy to support the specific topics to be conveyed to a particular effect. Thus, in cases of violence and murder of a woman, the writer placed the reason for murdering the victim, followed by the identity of the victim and, then, the perpetrator. In this case, the authors highlight the reasons that encouraged the perpetrator of violence with the aim that the victim is a woman who is actually inviting the violence. Thus, the process of news' order not only depends on journalistic technique but also deliver particular effect to the readers.

2.1.2.1.3 Microstructure

The level of microstructure is to discover the meaning of the text through identifying the smallest part of the text. The smallest part of the text is divided into four groups (Eriyanto, 2001). The first one is on semantic level. It is about the meaning that the writer wants to emphasize in the text by giving setting, detail, presupposition and nominalization. Then second group is syntax that talks about how sentence is structured and formed in particular ways. To analyze this part, we can analyze the use of sentence form, coherence and pronoun. The third one is called as stylistic that use the element of lexicon to know diction used in the text. The last part is rhetoric. It is about how and the way emphasis is executed in the text by using graphic, metaphor and expression.

Microstructure level also indicated the writer's cognition about something s/he wanted to deliver to the readers. For example the text about women's marginality in prostitution as the victim of murder above. In microstructure level,

the writer uses certain words or sentences to point out that woman as the wrong position in this case.

“pelaku mengaku membunuh korban/PSK dikarenakan korban tidak mampu melayani nafsu pelaku sampai tuntas, padahal pelaku sudah menyerahkan uangnya sebesar 100 ribu. Akibatnya korban dibunuh dengan batu besar yang dipukulkan ke kepalanya..”(Suara Merdeka Newspaper, 18th August 2008)

From the example of the text above, the use of sentence “..korban tidak mampu melayani nafsu pelaku sampai tuntas, padahal pelaku sudah menyerahkan uangnya...” indicates that the writer points out the fault so that the woman is apt to be the murder’s victim. Besides that, the use of the word “*dibunuh*” is used to highlight the victim without mentioning the murderer. In this case, microstructure also related to the writer’s cognition about women and prostitution. The writer offered a concept that women in prostitution world belong to low group that is familiar with violence. Thus, the writer seems to blame the victim for the murder.

According to Van Dijk, those three levels already mentioned above have relation to each other. In analyzing the global meaning in microstructure there is a need to look at the scheme of the text in superstructure level and the choice of words and sentences in microstructure level. The application of the three elements is considered as the strategies of the writers’ cognition about something they want to deliver.

2.1.2.2 Socio Cognition

The level of social cognition observes the production process of text news involving individual cognition and text producer. According to Van Dijk

(2008), to know hidden meaning behind texts, we need assumption that text has meaning since it is given by the text producer. To know how the text producer delivers certain ideology through their texts, it needs research to the cognition's representation and the writers' strategies in producing texts. In this level, the journalist also used schemas and memory in writing their texts. Kinds of schemas are person schemas, self schemas, role schemas and event schemas. Moreover, the journalist also have short term memory in remember certain case in short duration, and used long term memory in remembering certain case in long period. For example in the news about a woman's murder in prostitution. When we read that news, we found that news seems like placing the woman as the victim in low position even as the wrong person. This news can be considered as the result of the writer's mental representation in seeing women's violence in prostitution. The writer's point of view, belief and stereotype that women in prostitution are always has negative position in the society. So that, it influenced in text production. In this level, the writers could not be considered as neutral individual, but as an individual that has many values, experiences and ideological influences from their live (Van Dijk, 1998).

Beside that, in analyzing socio cognition level, the institution that produces texts also has a big role in publishing texts with certain ideology. In this case, it is important to know institution's vision and mission. For example in analyzing women's construction in UMMI magazine. UMMI magazine is Muslim magazine for women. It has vision and mission to built women as a good, obedient and smart wife. From its vision and mission, we can see how UMMI

magazine produce texts that mostly talk about women's activity in keeping household and public sector. That is why, this magazine want to construct women in double role; those are as a housewife and working mother. These constructions were influenced by the vision and mission of the institution. Women's double roles indicate that they will be a good and smart wife. So that, in analyzing socio cognition of the text, the institution is the important part beside the writer's cognition.

2.1.2.3 Societal Analysis

In the level of social context, the aim is to examine the certain discourse of social issue which is spread in the society. Discourse in media is part of discourse that spread in the society, so that we need to analyze intertextuality about how certain discourse is produced and constructed in society (Van Dijk, 2008). For example in the text of woman's murder in prostitution, Van Dijk (1998) states that we need to know about the development of women's discourse in society. There are two main points in this level, those are power and access. For example in the case of women's violence, women are considered powerless than men. So that there are many media highlight women's marginality even in the news of women's violence. The main point of this level is to show how certain discourse is perceived by society in general.

2.1.3 The Concept of Beauty

Globalization has impacted all aspects of our lives. The perception of beauty has evolved over time. The old adage 'beauty is skin deep' may be

relevant as society today focuses on outer appearance. It cannot be denied that appearance can affect a women's social or career success in life. Haliza (cited in Kaur, 2006) agrees that physical appearance for women is heavily subjected to social judgments. Thus, it is interesting to analyze the concept of beauty illustrated in Female rubric of Kompas online newspaper considering the media is not exclusively intended for women. The writer used two theories about the concept of beauty by Nancy Baker and Naomi Wolf since those two theorists forwarded an idea that there are much changing in the concept of beauty that includes physical appearance and personality.

The definitions of beauty for women change from time to time and differ from society to society. In the recorded human history, the definition of beauty is constantly changing. The changing in the concept of beauty begins from the global changes in the world. According to Louis Wood in his article titled *Perceptions of Female Beauty in the 20th Century*, in medieval Europe the beauty of women is closely linked with fertility, with reproductive ability. In the 15th century until 17th, beautiful and sexy women are those who have a large abdomen, pelvis and chest were plump, the body parts those are related to reproductive function. In the early 19th century beauty is defined with a round face and shoulders and curvaceous body. Meanwhile, entered the 20th century beauty is synonymous with women with large buttocks and thighs. In Africa and India, in general, women are considered beautiful if she plump, especially when she had married, it became a symbol of prosperity. Meanwhile, Abdullah (2006)

stated that construction on the body of beauty this decade is refers to freshness, leading to something subtle, neat, which everything is shifted towards fresh.

Regarding to the changing of the concept of beauty, media either printed or online could influence the changing of the concept of beauty significantly. For example by providing certain figures, images and language choice to describe the concept of beauty they want to highlight to the readers. Changing in the concept of beauty emerged in the early 1970s, when many media and magazine ads show women with different appearances. There are many cosmetics ads offer white skin as the ideal beauty. It is also stated by Jones (cited in Logemann, 2010) that modern cosmetics industry developed since the early Nineteenth Century. It is also revealed by Barred (cited in Logemann, 2010), that the appearance of weight-loss advertising construct that ideal beauty is when women have a slim body.

On the other hand, the concept of beauty in Indonesia changed in early 1985's. According to Rashid (2012) Indonesian perceptions of beauty have been transformed over centuries to replace old perceptions which perceived darker skin as beautiful, conveyed through Javanese literature for example, to current perceptions which dictate white skin as something to be idolized. It is also characterized by the presence of cosmetic ads that has the most powerful influence for women. Astuti (cited in Yulianto, 2007) stated that in the era of the 1970s, for example, there is a well known cosmetic industry namely Viva Cosmetics. This Product does not offer a beautiful white, but only offers beautiful and fresh women. Then, there is shift meaning in pretty fair to be beautiful white begins in the 1985's era.

Likewise expressed by Aquarini (2003) and Yulianto (2007) in their book, beauty cannot be separated from physical beauty or body. It is supported by Melliana (2006), form of the ideal beauty is slim, no excess fat on body parts or proportional, flat stomach, toned breasts, curvy hips, and a plump ass. Meanwhile, Yulianto (2007: 36) stated that the ideal of female beauty is now identified with whites or western faces. In other words, there is only one standard for beauty skin color women, namely white. Carter & Weaver (2003, cited in Byerly, 2006) stated a number of studies show that this description, which appears in a proliferation of advertising that dominates the space of magazines and newspapers in much of the world, is quite literally that many of today's advertisements display women's bodies in parts, "as buttocks, thighs, legs, breasts, facial skin", primed and ready to be fetishized. Thus, these beauty myths made women believe that the conception of beauty is focused on physical appearance only.

In fact, if we look at the concept of classical beauty is it not only based on the outer beauty, but also on the inner beauty. Classic beauty is more directed at the body measures proportionally according to the ideal conception outlined by culture, and blend between physical and mental beauty (inner beauty). It is line with Djaya (2007) who states that beauty is about totality, that covers measures of body (physical), and mental or personality (inner beauty). Therefore beauty is not just about physical (outer) alone, but a combination of components, such as physical, mental or spiritual. Mahendra (cited in Wiasti, 2012) stated that the aspect of physical and personality then forms the strength and powerful charm in women who often referred to as outer beauty (physical) and inner beauty.

This study tried to examines the emergence of this new concept of beauty, which is not only based on physical beauty but includes beauty from within (inner beauty), in online written media. The changing concept of beauty not only happened to the women's outer beauty but also in inner beauty. The changing concept of inner beauty in Indonesia was mentioned by an Anthropologist, Karin Klenke (cited in Logemann, 2010), in second half of twentieth centuries beauty consider as "the beautiful modern housewife" as domestic agents. The beauty Klenke studied, however, women's beauty were no mere passive objects but rather agents in their own right. They employed new beauty ideals to achieve social mobility. In the process, they challenged traditional gender roles. It is in line with Wolf statement (2002) that there is much changing in the women's personality regarding to traditional gender. It has grown stronger to take over the work of social coercion that myth about motherhood, domesticity, chastity, and passivity, no longer can manage. In the West, according to Dunphy (cited in Logemann, 2010) since the Industrial Revolution the concept of beauty keeps changing. The advent of industrialization makes many women work outside the home and materially independent.

This study, in analyzing written media in regard to concept of beauty, used the concept of beauty stated by Naomi Wolf in "The Beauty Myth" (2002) in which she more concerned with woman's personality. Her theory is actually not only concerned on the situation of the society in western, but also in the global society. It is shown from the statement that in today's world, women have more

power, legal recognition, and professional success than ever before and she exposes today's standards of female beauty (Wolf, 2002: p.5).

Wolf (2002) stated that beauty myth is about how women try hard to show their appearance. In her book, Wolf claims that women are beautiful in their own way without keep attention to the beauty myth. In addition, Wolf emphasized that what women have to do are showing their intelligence, independence, and right to decide their choice and work outside such as in political area. It is line with Andrew Ho, a jury of Miss Chinese 2005, statement that women's beauty is the combination of many kinds of personality. In terms of personality, Andrew divided woman's personality into six aspects, those are intelligence, independence, socialisation skill, religius, integrity and caring. However, women may beautify themselves with their face, body and cloth as symbols of their expression without neglectful their right and personality (Wolf, 2005: p.550). It is supported by Baker's claim (1984), "A truly beautiful woman makes the best of her physical assets but, more importantly, she also radiates a personal quality which is attractive."

The concept of beauty in terms of physical appearance is considered as outer beauty that according to Naomi Wolf concerned with white skin slim body, tall and proportional. Meanwhile, inner beauty according to Nancy Baker and Naomi Wolf, is manifested through the performance, how they are not less important than their male counterparts. Thus, this study tried to illustrate whether this concept of beauty, ensuring the balance of body and soul or their personality, presents in online media.

The use of online media as the object to learn about the concept of beauty is quite important since media such as advertisement, newspaper, magazine and other mass media could influence the changing concept of beauty. Since online media is spread widely nowadays, it supposed to give considerable influence in shaping people's opinion about the concept of beauty.

2.1.4 Online Media

The development of Internet in recent years brings many changes in people's lives. According to Sen and Hill (2001: 227), in Indonesia, Internet became popular since 1994. The use of the Internet is widely influential not only on technology, but also on the social, political, economic and cultural rights, including the mass media. The existence of Internet is affecting the creation of the types of media that already exists. All the convenience offered by the Internet becomes a shortcut to get the news we want to (Alan Mutter, 2008). So that, many mass media that initially is a print based ones began presenting the news in the online version. Online media also provides hard news and soft news or feature. According to Nugraha (2012) feature is written to tell about tragedy or successful story. Similar to hard news, feature also placed lead in the first paragraph of the text as introductory paragraph.

Online media is a general term for a form of media-based telecommunications and multimedia roommates includes photo, video and music, distributed over the Internet, roommates are either copyrighted or non-copyrighted materials provided either freely or for a fee (Siregar, cited in Joseph, 2005: 20). Regarding to that definition of online media itself, online media offer more

attractive news than conventional media. Thus, the development of mass communication technology continues as the proliferation of mass media industries.

It has already known that each mass media compete to be the fastest and the leader in broadcast coverage results. One of them is Kompas online which was used in this study. Kompas online not only offers news similar to the printed version, but provides more variety news. Kompas online and other online media have a special design to deliver the news in limited space. One of the most common designs applied in online media practice of modern journalism today is in the form of a news site. According to Iswara (2010) news site or information portal as the name suggests is an information gateway that allows access of information technology facilities to obtain various online features and news in it. Despite the limitations of place compared to the print media, online media is capable of transferring a great influence in shaping the way of the readers' thinking. This is related to its content that is a mix of interactive services for related information, such as direct response, search articles and forum discussions.

The ability of online media in influencing people's minds compared to the printed media is related to the ability of online media in conducting two-way news interaction by the presence of subjective space or a direct response to the news. Besides that, online media consider superior than printed one because of some reasons as follows;

First, the news is faster in distributing rate and even real time because the Internet can shorten the distance between the

events and news. At the time the events took place, the news could be widely publicized. Second, airing news anytime, from anywhere, regardless of area of the page, and the duration, because the Internet does not have the problem of space and time in publishing the information. Third, news formatted in a brief and concise as information continues to flow and change at any time. However, the completeness of the information is maintained by the news that the one with the news that another could be linked (linkage) with just one click. Fourth, in order to maintain the trust of readers, errata, updates, and corrections are done periodically and consistently. It simultaneously utilizes the interactive power of the Internet (Supriyanto and Joseph, 2007: 104-105).

Regarding the superiorities of online media above, this study utilized online media to investigate the concept of beauty presented in Kompas online newspaper while the suitable approach to analyze the ideologies behind the media text is Critical Discourse Analysis approach that also used in this study.

2.2 Related Studies

Discussing about women and media is always interesting. Media often present women with various purposes. In analyzing the concept of beauty presented in online media, CDA is one of suitable approaches to learn about the relation between media and its products.

There are some previous studies that discussed about women in media. A study titled *Analyzing the Beauty Advertisement Discourse: Dove's Campaign for Real Beauty* by Hoepfner (2006) using CDA suggested by Norman Fairclough, 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 created

an ideal subject, i.e. an ideal consumer (‘target group`), which in this case could be a modern, independent, self-confident ‘middle class` woman.

Another study about women in media is conducted by Charenina (2009) in her thesis titled *Girls’ Guide to Beauty: A Semiotic Approach in Analyzing the Concept of Beauty on Teenager Girl’s Magazine Covers in Indonesia “KaWanku”*. She used Barthes’ three types of message of semiotic approach concern with the features used in the cover page of a teenage magazine to know the contribution in the concept of beauty. She found that the both the readers and the magazine are still placing the Western figure as their beauty standards.

The next study is a thesis written by Ekowati in 2012. The title of her thesis is *The Construction of Women in Anda dan Dia Rubric of Men’s Health Indonesia Magazine*. In her thesis, Rita used CDA to analysis the data. She used socio cognitive by Van Dijk to examine how men’s health magazine constructed women through Anda dan Dia rubric. This study used two articles “Sebelum Aku Melamar Kamu, Adinda” and “Bikin Hasrat Bertahan Lebih lama” showing that there is gender bias in constructing women in that magazine. Women in that magazine are constructed as sensitive, emotional, married-oriented and dependent. The result of socio cognition and context leads to the idea of new man as soft masculinity in which the men in that magazine are expected to be more considerate than dominant.

Regarding to those three previous studies above, this study is different in the object of the study. This study examined the concept of beauty in online media

that is not created specifically for certain gender. While, those three previous studies used printed media and advertisement that created specifically for certain gender. Kompas online is used as the object of the study to examine the concept of beauty because it has Female rubric that discusses everything about women. Thus, the writer studied how media that is a national newspaper, presented women and beauty. In line with the study by Hoepfner and Ekowati that used CDA as the approach, this study also used CDA as one of grand theories. However this study used Socio cognitive approach by Van Dijk to analyze the data, while Hoepfner used CDA by Fairclough.