

UNDERGRADUATE THESIS

**NEGOTIATING THE STANDARDIZED BEAUTY: THE
REPRESENTATION OF BLACK WOMAN IN *SK-II* FEATURING
SIMONE BILES COMMERCIAL VIDEO**



By

VIO AINNA NILASARI

NIM 121811233031

**ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS AIRLANGGA
SURABAYA**

2022

UNDERGRADUATE THESIS

**NEGOTIATING THE STANDARDIZED BEAUTY: THE
REPRESENTATION OF BLACK WOMAN IN *SK-II* FEATURING
SIMONE BILES COMMERCIAL VIDEO**

By

VIO AINNA NILASARI

NIM 121811233031

**ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS AIRLANGGA
SURABAYA**

2022

UNDERGRADUATE THESIS

**NEGOTIATING THE STANDARDIZED BEAUTY: THE
REPRESENTATION OF BLACK WOMAN IN *SK-II* FEATURING
SIMONE BILES COMMERCIAL VIDEO**

**Submitted in Partial Fulfillment of the Requirement for the Sarjana Degree
of English Department, Faculty of Humanities, Universitas Airlangga**

By

VIO AINNA NILASARI

NIM 121811233031

**ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
UNIVERSITAS AIRLANGGA
SURABAYA**

2022

DECLARATION

I declare that this undergraduate thesis submitted in partial fulfillment of the degree of Sarjana Humaniora (S.Hum) of the English Department Faculty of Humanities Universitas Airlangga is entirely my own work and has been solely the result of my own original research. Hereby, I confirm that:

1. This thesis is not copied from any other person's work (published or unpublished);
2. I do not use the services of any professional agencies to produce this thesis;
3. This work has not previously been submitted in whole or in part of a degree or any other qualification either at Universitas Airlangga or elsewhere;
4. Any text, figures, data, or other materials copied from other sources (including but not limited to books, papers, and the internet) have been clearly acknowledged and referenced in the text. These details are also confirmed by a fuller reference at the end of the work.

I am fully aware that breaching any or all of the above points will result in the withdrawal of the awarded degree and disciplinary action in accordance with the regulation at Universitas Airlangga.

Surabaya, 17 July 2022



Vio Ainna Nilasari

121811233031

*I dedicated this thesis to my parents, brother, and friends, who always supported
and encouraged me that we cannot have a rainbow without any rain.*

APPROVAL SHEET

Title : Negotiating The Standardized Beauty: The Representation
of Black Woman in SK-II Featuring Simone Biles
Commercial Video

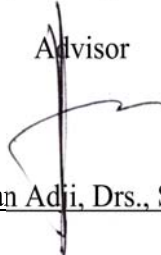
Name : Vio Ainna Nilasari

Student's Number : 121811233031

Department : English Department

Approved to be submitted on 8 July 2022 by:

Advisor

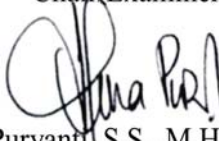


Dr. Hariawan Adji, Drs., S.t., M.Kes.

NIP. 196911101993031004

And has been examined and accepted by the Board of Examiners: Surabaya, 18 July
2022.

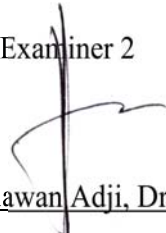
Chair/Examiner 1



Lina Puryanti, S.S., M.Hum., Ph.D.

NIP. 197301311998022002

Examiner 2



Dr. Hariawan Adji, Drs., S.t., M.Kes.

NIP. 196911101993031004

Examiner 3

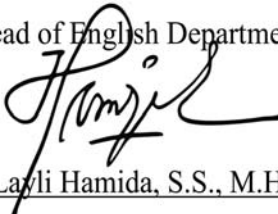


Nurul Fitri Hapsari, S.S., M.A.

NIP. 198307142012122002

Acknowledged by

Head of English Department



Dr. Layli Hamida, S.S., M.Hum.

NIP. 197512162003122001

ACKNOWLEDGEMENTS

I dedicated this page to say thanks most humbly and joyfully to everyone who helped me finish this undergraduate thesis and put in a lot of effort. I hope this does not disappoint anyone, including myself. Foremost, I want to say *Alhamdulillah*, much praise to Allah SWT, who always gives me strength to survive finishing this undergraduate thesis, and the prophet Muhammad SAW, who properly guides people.

Secondly, I would also dedicate my gratitude to my thesis advisor, Dr. Hariawan Adji, Drs., S.T., M.Kes. for the guidance, help, advice, and encouragement to finish my thesis. Also, to all of my lecturers in the English department Universitas Airlangga, thank you for the experiences, knowledge, and motivations.

Thirdly, following sincere gratitude is to my dear and lovable family, especially my beloved parents and brother, Aditya Ananda Widhiantoro, for every support and prays. Also, I would like to say thanks to my best friends Merryta Putri Amelia, Eka Aulia Rohmah, Putri Ika Dewi Fortuna, Agus Firmansyah, Fadil Hamdi Rizqi, Irma Ayu Adelia, Mathieu Resseguier, Enzo Visconti, Samy Baumgart and Kaiden for the endless supports, love, and prayers. Then, I thank you very much for all of my friends who I cannot say one by one.

Finally, to Sasing 2018, BEM FIB 2019, and Alpha Cheerleading FCSI, thank you for the memories and experiences we shared together. Hopefully, this thesis is expected that it will be helpful not only for the researcher but also for the readers.

Surabaya, 30 June 2022

Vio Ainna Nilasari

“Why then the world’s mine oyster, Which I with sword will open.”

-Pistol-

TABLE OF CONTENTS

INSIDE COVER PAGE.....	i
INSIDE TITLE PAGE	ii
DEGREE REQUIREMENT	iii
DECLARATION	iv
DEDICATION PAGE.....	v
APPROVAL SHEET	vi
ACKNOWLEDGEMENTS	vii
EPIGRAPH	viii
LIST OF TABLE	xii
TABLE OF FIGURES	xiii
ABSTRACT	xiv
ABSTRAK	xv
CHAPTER I.....	1
INTRODUCTION.....	1
1.1 Background of the study	1
1.2 Statement of problems	10
1.3 Objectives of the study	10
1.4 Significance of the study.....	11
1.5 Scope and Limitation	11
1.6 Definition of Key Terms.....	12
CHAPTER II	13
LITERATURE REVIEW.....	13

2.1 Theoretical Framework	13
2.1.1 The Beauty Myth by Naomi Wolf	13
2.1.2 The Black Beauty Myth	16
2.1.3 Black Women, Representation, and Commercial	18
2.2 Review of Related Studies	20
CHAPTER III	25
METHOD OF THE STUDY	25
3.1 Research Approach	25
3.2 Data Sources.....	26
3.2.1 Primary Data Source	26
3.2.2 Secondary Data Source	26
3.3 Technique of Data Collection	27
3.4 Technique of Data Analysis	28
CHAPTER IV	31
RESULT AND DISCUSSION.....	31
4.1 Being an African-American Woman in America Society.....	31
4.2 Trolls: Society's Expectations Become Bullies	39
4.2.1 Being Beautiful: Must follow Society's Expectations	39
4.3 Defining Beauty: Finding the True Self-Esteem.....	47
4.4 The Beauty of African-American Woman in SK-II Commercial Video	53
4.5 Interpretation of Findings.....	58
4.5.1 SK-II 'VS Trolls': Tackling Society's Expectations	58
4.5.2 Making Black More Beautiful: The False Redefinition of Beauty Standards	61
CHAPTER V	63

CONCLUSION.....	63
REFERENCES	66
APPENDICES	71

LIST OF TABLE

Table 1. Old Town Spring.....	34
Table 2. Hate Comment	35
Table 3. Cheerleader Background.....	36
Table 4. Hate Comment 2	41
Table 5. Hate Comment 3	42
Table 6. Hate Comments 4.....	43
Table 7. Simone Biles sees a mirror.....	48
Table 8. Simone Biles VS Giant Troll	49
Table 9. Simone Biles and her Thropies	50
Table 10. Beauty is how you see it	55
Table 11. Not How Anybody Else Does	56

TABLE OF FIGURES

Figure 1. Semiotic Triadic model by Peirce (Chandler,2002)	29
Figure 2. Old Town Spring Scene 1:44.....	34
Figure 3. Hate comment Scene 1:56	35
Figure 4. Cheerleaders Background scene 2:20	36
Figure 5. Hate Comment 2 scene 1:07	41
Figure 6. Hate Comment 3 scene 1:22	42
Figure 7. Hate Comments 4 scene 2:27	43
Figure 8. Simone Biles sees a mirror scene 4:03	48
Figure 9. Simone Biles VS Giant Troll scene 4:10.....	49
Figure 10. Simone Biles and her Thropies scene 4:15.....	50
Figure 11. Beauty is how you see it scene 4:50	55
Figure 12. Not How Anybody Else Does scene 4:52	56

ABSTRACT

The commercial saturated with the images of Black women can be perceived as a contentious issue. In commercials, because of their dark skin, black women or African-American women remained portrayed in stereotypical ways and depicted as marginalized or even sexualized. This research tried to analyze and elaborate on the significance of black women's representation in the commercial video entitled *SK-II STUDIO: 'VS Trolls' with Simone Biles #CHANGESTINY*. The researcher uses the theory of beauty myth by Naomi Wolf to support the object of this research: a commercial video by SK-II. The data used are SK II's commercial entitled *SK-II STUDIO: 'VS Trolls' with Simone Biles #CHANGESTINY*, which use qualitative methods based on the semiotics theory by Charles Sanders Peirce. The result shows the SK-II commercial subverts beauty stereotypes and portrays Black women as more empowered by depicting Black Women (Simone Biles) as the main model who can defeat trolls. Thus, Black women in commercials are no longer stigmatized or subordinate; instead, their inferiority motivates them to surpass stereotyped beauty standards.

Keywords: *African-American, beauty myth, commercial, SK-II*

ABSTRAK

Iklan yang dipenuhi dengan citra perempuan kulit hitam dapat dianggap sebagai isu yang kontroversial. Pada iklan, karena kulit mereka yang gelap, perempuan kulit hitam khususnya perempuan Afrika-Amerika sering memiliki stereotip, terpinggirkan dan bahkan memiliki citra seksual. Penelitian ini mencoba menganalisis dan mengelaborasi signifikansi representasi perempuan kulit hitam dalam video komersial berjudul *SK-II STUDIO: 'VS Trolls' with Simone Biles #CHANGESTINY*. Peneliti menggunakan teori mitos kecantikan (beauty myth) oleh Naomi Wolf untuk mendukung objek penelitian ini yaitu video komersial SK-II. Data yang digunakan adalah iklan SK II berjudul *SK-II STUDIO: 'VS Trolls' with Simone Biles #CHANGESTINY*, yang menggunakan metode kualitatif berdasarkan teori semiotika Charles Sanders Peirce. Hasil penelitian menunjukkan bahwa iklan SK-II menumbangkan stereotip kecantikan dan menggambarkan perempuan kulit hitam lebih berdaya dengan menggambarkan Perempuan Kulit Hitam (Simone Biles) sebagai model utama yang dapat mengalahkan troll. Dengan demikian, perempuan kulit hitam dalam iklan tidak lagi distigmatisasi atau disubordinasikan; sebaliknya, inferioritas mereka memotivasi mereka untuk melampaui standar kecantikan.

Kata Kunci: *Afrika-amerika, mitos kecantikan, iklan, SK-II*