

**UNDERGRADUATE THESIS**

**THE SHIFTING OF BEAUTY IN VICTORIA'S SECRET LINGERIE: A  
SEMIOTIC STUDY ON THE 2019 & 2021 FALL CAMPAIGN IN  
VICTORIA'S SECRET INSTAGRAM ACCOUNT @VICTORIASSECRET**



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**SURABAYA**

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IR-PERPUSTAKAAN UNIVERSITAS AIRLANGGA

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**UNDERGRADUATE THESIS**

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

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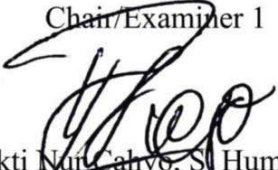


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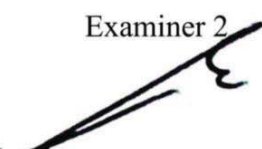
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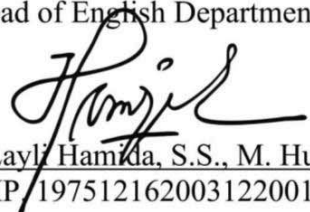
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Surabaya, 23 July 2022

Nadia Karina Apryza Putri

*“Beauty is bought by judgement  
of the eye.” — William Shakespeare*

**TABLE OF CONTENTS**

|                                     |      |
|-------------------------------------|------|
| Inside Cover Page .....             | i    |
| Inside Title Page .....             | ii   |
| Degree Requirement .....            | iii  |
| Declaration .....                   | iv   |
| Approval Sheet.....                 | vi   |
| Acknowledgements .....              | vii  |
| Epigraph .....                      | ix   |
| Table of Contents .....             | x    |
| List of Tables.....                 | xiii |
| List of Figures .....               | xiv  |
| Abstract .....                      | xv   |
| Abstrak .....                       | xvi  |
| CHAPTER I INTRODUCTION .....        | 1    |
| 1.1 Background of the Study .....   | 1    |
| 1.2 Statement of the Problem .....  | 11   |
| 1.3 Purpose of the Study.....       | 12   |
| 1.4 Significance of the Study ..... | 12   |
| 1.5 Definition of Key Terms .....   | 12   |

|                                                                           |    |
|---------------------------------------------------------------------------|----|
| CHAPTER II LITERATURE REVIEW .....                                        | 14 |
| 2.1 Theoretical Framework .....                                           | 14 |
| 2.1.1 Concept of Beauty Myth by Naomi Wolf.....                           | 14 |
| 2.1.2 Postfeminists on the Visualization of Women’s Bodies in Advertising | 16 |
| 2.1.3 Depiction of Lingerie in the Media Industry .....                   | 18 |
| 2.2 Related Studies .....                                                 | 22 |
| CHAPTER III RESEARCH METHOD .....                                         | 25 |
| 3.1 Research Approach.....                                                | 25 |
| 3.2 Data Source .....                                                     | 26 |
| 3.3 Scope and Limitation.....                                             | 26 |
| 3.4 Population and Sampling.....                                          | 26 |
| 3.5 Technique of Data Collection.....                                     | 30 |
| 3.6 Technique of Data Analysis .....                                      | 30 |
| CHAPTER IV DISCUSSION.....                                                | 34 |
| 4.1 The Portrayal of Women in Victoria’s Secret Lingerie .....            | 34 |
| 4.1.1 Fall 2019 Campaign .....                                            | 35 |
| 4.1.1.1 Figure 1: Very Sexy Collection .....                              | 35 |
| 4.1.1.2 Figure 2: Very Sexy Collection .....                              | 44 |
| 4.1.1.3 Figure 3: Very Sexy Collection .....                              | 51 |
| 4.1.2 Fall 2021 Campaign .....                                            | 59 |

|                                                                                                              |     |
|--------------------------------------------------------------------------------------------------------------|-----|
| 4.1.2.1 Figure 4: Dream Angels Collection .....                                                              | 59  |
| 4.1.2.2 Figure 5: Dream Angels Collection .....                                                              | 67  |
| 4.1.2.3 Figure 6: Body Collection.....                                                                       | 75  |
| 4.1.3 The Shifting of Woman Portrayal from Victoria's Secret's Fall 2019 Campaign to Fall 2021 Campaign..... | 84  |
| 4.2 The Shifting of Beauty from Victoria's Secret's Fall 2019 Campaign to Fall 2021 Campaign .....           | 86  |
| 4.3 The Shifting Functions of Lingerie Portrayed in Victoria's Secret Fall 2019 and 2021 Campaign.....       | 90  |
| 4.4 The Ambivalence of Plus-Size and Trans Women in Victoria's Secret Lingerie Advertisement .....           | 95  |
| 4.5 Lingerie and Beauty Myth Legitimation .....                                                              | 99  |
| CHAPTER V CONCLUSION .....                                                                                   | 103 |
| 5.1 Conclusion.....                                                                                          | 103 |
| 5.2 Suggestions for Further Research.....                                                                    | 104 |
| REFERENCES.....                                                                                              | 106 |

**LIST OF TABLES**

|                               |    |
|-------------------------------|----|
| Table 3. 1 Data Samples ..... | 27 |
|-------------------------------|----|

**LIST OF FIGURES**

|                                               |    |
|-----------------------------------------------|----|
| Figure 4.1 Martha Hunt & Jasmine Tookes ..... | 35 |
| Figure 4.2 Kelly Gale.....                    | 44 |
| Figure 4.3 Lais Ribeiro .....                 | 51 |
| Figure 4.4 Paloma Elsesser .....              | 59 |
| Figure 4.5 Paloma Elsesser .....              | 67 |
| Figure 4. 6 Valentina Sampaio.....            | 76 |

## ABSTRACT

This study aims to identify how women are portrayed in Victoria's Secret advertisements as well as to reveal how the portrayal of beauty is shifted from the Fall 2019 Campaign to the Fall 2021 Campaign. Victoria's Secret is a lingerie retailer which has been firmly established with the use of pretty-looking female models with slim bodies, but they launched a campaign with the same product but with different, more diverse types of models in 2021. This research used a qualitative method with the approach towards the study using Semiotics by Roland Barthes. The application of Naomi Wolf's Beauty Myth and the postfeminist visualization of women's bodies by Rosalind Gill is presented as the interpretation of the findings. Findings from the study show that the women in the Fall 2019 Campaign are portrayed as luxurious and sensual, while women in the Fall 2021 Campaign as happy and masculine. This study also found that the portrayal of beauty from the Fall 2019 Campaign to the Fall 2021 Campaign shifted from women's sexual objectification to women's sexual subjectification. This study concludes that Victoria's Secret as a lingerie retailer rebranded its beauty concept. Victoria's Secret used to associate beauty with ideal body size and luxury, but it is now associated with plus-size and transwomen as the struggling symbol for self-acceptance and social acceptance. However, Victoria's Secret rebranding still seems not to empower plus-size and trans women, but just as a part of marketing strategy only.

**Keywords:** advertisement, beauty, beauty myth, postfeminism, semiotics

## ABSTRAK

Tujuan dari penelitian ini adalah mengidentifikasi bagaimana perempuan digambarkan dalam iklan Victoria's Secret serta untuk mengungkapkan bagaimana penggambaran kecantikan bergeser dari Kampanye Musim Gugur 2019 ke Kampanye Musim Gugur 2021. Victoria's Secret adalah pembuat pakaian dalam yang terkenal dengan penggunaan model wanita berpenampilan cantik dengan tubuh langsing, namun mereka meluncurkan kampanye dengan produk yang sama tetapi dengan jenis model yang berbeda dan lebih beragam di tahun 2021. Penelitian ini menggunakan metode kualitatif dengan pendekatan penelitian menggunakan Semiotika oleh Roland Barthes. Penerapan Mitos Kecantikan Naomi Wolf dan visualisasi tubuh perempuan postfeminis oleh Rosalind Gill pun dihadirkan sebagai interpretasi temuan. Temuan dari studi menunjukkan bahwa wanita dalam Kampanye Musim Gugur 2019 digambarkan sebagai wanita yang mewah dan sensual, sedangkan wanita dalam Kampanye Musim Gugur 2021 digambarkan sebagai wanita yang bahagia dan maskulin. Studi ini juga menemukan bahwa penggambaran kecantikan dari Kampanye Musim Gugur 2019 ke Kampanye Musim Gugur 2021 bergeser dari objektifikasi menjadi subjektivitas seksual perempuan. Studi ini menyimpulkan bahwa Victoria's Secret sebagai pembuat pakaian dalam melakukan rebranding terhadap konsep kecantikannya. Victoria's Secret dulu mengasosiasikan kecantikan dengan ukuran tubuh ideal dan kemewahan, tetapi sekarang diasosiasikan dengan ukuran plus dan transpuan sebagai simbol perjuangan untuk penerimaan diri dan penerimaan sosial. Namun, rebranding Victoria's Secret sepertinya masih belum memberdayakan wanita bertubuh besar dan transpuan, melainkan hanya sebagai bagian dari strategi pemasaran saja.

**Kata kunci:** iklan, kecantikan, mitos kecantikan, postfeminisme, semiotika