

UNDERGRADUATE THESIS

**THE AMBIVALENCE OF LGBTQ PORTRAYAL IN NIKE BE TRUE
ADVERTISEMENT (2021)**



By:

ANY AZIZAH

NIM 121811233079

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UNDERGRADUATE THESIS

**Submitted in Partial Fulfillment of the Requirements for the Sarjana Degree
of English Department Faculty of Humanities Universitas Airlanngga**

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SURABAYA
2022**

DECLARATION PAGE

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:

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121811233079

DEDICATION PAGE

This Undergraduate thesis dedicated to:

Myself

My beloved family

Especially my beloved late father

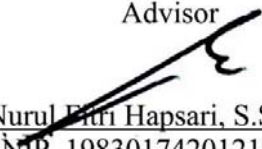
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APPROVAL SHEET

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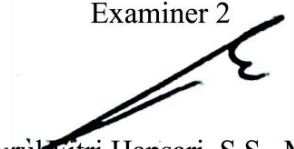
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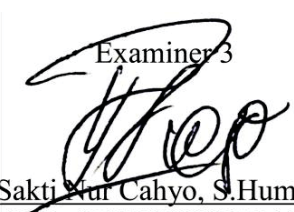
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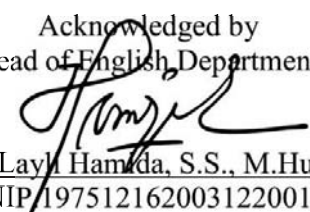
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TABLE OF CONTENTS

INSIDE COVER PAGE.....	i
INSIDE TITLE PAGE	ii
DEGREE REQUIREMENT	iii
DECLARATION PAGE.....	iv
DEDICATION PAGE	v
APPROVAL SHEET	vi
ACKNOWLEDGEMENTS	vii
TABLE OF CONTENTS	ix
LIST OF TABLE	xii
LIST OF FIGURES	xiii
ABSTRACT.....	xiv
ABSTRAK.....	xv
CHAPTER I INTRODUCTION.....	1
1.1 Background of the Study.....	1
1.2 Statement of the Problem.....	8
1.3 Purpose of the Study.....	8
1.4 Significance of the Study.....	8
1.5 Definitions of Key Terms	9
CHAPTER II LITERATURE REVIEW	10
2.1 Theoretical Framework	10
2.1.1 The Concept of LGBT.....	10
2.1.2 Gender Performativity.....	13
2.2 Related Studies.....	15

CHAPTER III RESEARCH METHOD.....	18
3.1 Method of the Study.....	18
3.2 Data Source	18
3.3 Scope and Limitation	19
3.4 Technique of Data Collection	19
3.5 Technique of Data Analysis	20
CHAPTER IV RESULT AND DISCUSSION	22
4.1 Analysis.....	22
4.1.1 Transwoman in Sport	22
4.1.1.1 Level of Reality.....	22
4.1.1.2 Level of Representation	26
4.1.1.3 Ideology.....	28
4.1.2 Gay in Sport	31
4.1.2.1 Level of Reality.....	31
4.1.2.2 Level of Representation	41
4.1.2.3 Ideology.....	43
4.1.3 Lesbian in Sport	46
4.1.3.1 Level of Reality.....	46
4.1.3.2 Level of Representation	49
4.1.3.3 Ideology.....	50
4.2 Representation of LGBT Only as Sports Enthusiast, Not as Professional or Talented One	53
4.3 Sport Depicted as an Arena for LGBT to Present Their Self-Narrative of Coming-Out Process as well as Self-Declaration of Their Gender Identity to the Public.....	57

4.4 Nike Still affirming the Domination of Heteronormativity Ideology in Sport.....	59
CHAPTER V CONCLUSION	67
5.1 Conclusion	67
5.2 Suggestion for Further Research	67
REFERENCES.....	69

LIST OF TABLE

Table 4. 1 Dialogues on Nike Be True 2021 videos.....	61
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LIST OF FIGURES

Figure 4. 1 Gia Parr (00:03-00:06).....	22
Figure 4. 2 Gia Parr (00:07-00:13).....	24
Figure 4. 3 Gia Parr (00:44-00:47).....	25
Figure 4. 4 Bretman Rock (00:14-00:16).....	31
Figure 4. 5 Bretman Rock (00:17-00:19).....	33
Figure 4. 6 Bretman Rock (00:20-00:23).....	35
Figure 4. 7 Bretman Rock (00:25-00:29).....	36
Figure 4. 8 Bretman Rock (00:38-00:40).....	37
Figure 4. 9 Bretman Rock (00:42-00:43).....	38
Figure 4. 10 Bretman Rock (00:48-00:51).....	39
Figure 4. 11 Shiho Shimoyamada (00:32-00:37).....	46
Figure 4. 12 Shiho Shimoyamada (00:52-00:56).....	48
Figure 4. 13 Gia Parr, Bretman Rock and Shiho Shimoyamada.....	61

ABSTRACT

The aim of this study is to reveal how LGBTQ is portrayed in *Nike Be True* (2021). *Nike Be True* (2021) is a promotional content from one of Nike's collections that supports LGBTQ. This research used a qualitative method with the approach towards the study using John Fiske's Codes of Television. The application of Judith P. Butler's Gender Performativity Theory and the concept of LGBT in order to interpret the finding. This study found that Nike is playing safe with masculinity and patriarchy in sport. There are three vocal points in this study, which is finding: (1) representation of LGBT only as a sports enthusiast, not as professional or talented one, (2) sports is depicted as an arena for LGBT to present the self-narrative of their coming-out process as well as the self-declaration of their gender identity to the public, and (3) Nike still affirms the domination of heteronormativity ideology in sport. Nike only emphasizes Bretman Rock in every aspect that contrasts with the other ambassadors. This study has concluded that Nike brought LGBTQ-themed collection as just a part of marketing during Pride month.

Keywords: *Advertisement, Gender Performativity, Nike, Queer, and Sport.*

ABSTRAK

Penelitian ini bertujuan untuk mengungkap bagaimana LGBTQ digambarkan dalam Nike Be True (2021). Nike Be True (2021) adalah konten promosi dari salah satu koleksi Nike yang mendukung LGBTQ. Penelitian ini menggunakan metode kualitatif dengan pendekatan penelitian menggunakan Codes of Television yang diperkenalkan oleh John Fiske. Penerapan Teori Performativitas Gender oleh Judith P. Butker dan konsep LGBT untuk menginterpretasikan temuan tersebut. Terdapat tiga inti pembahasan dalam temuan penelitian ini: (1) representasi LGBT hanya sebagai orang yang gemar berolahraga, bukan sebagai atlet profesional atau berbakat, (2) olahraga digambarkan sebagai arena bagi LGBT untuk mempresentasikan narasi diri mereka tentang proses coming-out sebagai serta mendeklarasikan identitas gender mereka kepada publik dan (3) Nike masih menegaskan adanya dominasi ideologi heteronormativitas dalam olahraga. Studi ini menemukan bahwa Nike bermain aman dengan maskulinitas dan patriarki dalam olahraga. Nike hanya mengunggulkan Bretman Rock di setiap aspek yang kontras dengan duta lainnya. Studi ini menyimpulkan bahwa Nike membawa koleksi bertema LGBTQ hanyalah bagian dari pemasaran di bulan perayaan LGBTQ.

Kata Kunci: *Iklan, Nike, Olahraga, Performativitas Gender dan Queer.*