

UNDERGRADUATE THESIS

**THE REPRESENTATION OF BEAUTY STANDARDS
IN GRAND FINAL MISS INTERNATIONAL QUEEN 2020**



BY

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**ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
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IR - PERPUSTAKAAN UNIVERSITAS AIRLANGGA

**THE REPRESENTATION OF BEAUTY STANDARDS
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**Submitted as partial fulfillment of the requirements for the *Sarjana* degree of
English Department Faculty of Humanities Airlangga University**

BY

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SURABAYA**

2022

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Deviyanty Ristia Ayu Prisandi

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I dedicate this thesis for
The Most Gracious and Merciful God,
My Beloved Parents,
and The Tenacious One.

APPROVAL SHEET

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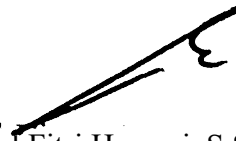
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ACKNOWLEDGEMENTS

I would like to say thank you to God for giving me a lot of blessings since I was born. I could not complete this proposal without Allah help. I'm so thankful for the life, knowledge, family, friends, and opportunity that were given to me. Not forgetting, I would like to gratitude God for creating me.

I have been through the ups and downs of writing this thesis, so I want to thank myself. I'm grateful for being me, brave, strong, and also sorry for my imperfection. It will be hard for tomorrow, but be patient in the current situation. Dear parents, grandmas, grandpas, aunties, uncles, and big family. No matter what, I am no one without them, family. Thank you for supporting me, showering with your love, helping and praying for me with all of your kind hearts.

My deepest appreciation is addressed to Kukuh Yudha Karnanta, S.S, M.A. as my thesis advisor for guiding me to finish this work. I would like to thank Salimah, S.S., M.Ed. as my academic advisor for directing and supervising me from the beginning until the last semester. I am also grateful for the knowledge, critics, and suggestions given by cultural studies lecturers and all of the lecturers of the English Department, Faculty of Humanities, Universitas Airlangga.

Last but not least,, my lovely friends in the group OHO, LDF, MasalaLu, and all of my friends whom I can not mention their names one by one, thank you for making my days colourful.

January 6th, 2022

Deviyanty Ristia Ayu Prisandi

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ABSTRAK

Kemunculan wanita trans menarik untuk dibahas karena keberadaannya menimbulkan pro dan kontra. Di satu sisi, mereka yang mendukung keberadaan kaum LGBTQ menginginkannya diakui sebagai bagian dari hak asasi manusia. Mereka yang menentang menganggap bahwa LGBTQ adalah penyimpangan dari norma sosial. Dalam penelitian ini, representasi kecantikan wanita trans dapat ditemukan di Grand Final Miss International Queen melalui segmen National Costume, Evening Gown, dan Swimsuit. Penelitian ini bertujuan untuk mengetahui daya tarik wanita trans yang diwakili oleh kontestan Miss International Queen 2020. Penelitian ini menggunakan semiotika oleh Roland Barthes untuk mengungkap retorika dari citra tersebut. Mitos Kecantikan oleh Naomi Wolf juga digunakan dalam penelitian ini untuk menjelaskan penampilan fisik di antara para kontestan. Standar kecantikan wanita trans meniru kecantikan wanita, membawa mereka menjadi ratu kecantikan. Sebagai pencipta Miss International Queen, Thailand memberikan kesempatan kepada transgender untuk mencapai kesetaraan dengan mengadakan kontes kecantikan, menawarkan pergantian kelamin, dan operasi kecantikan. Dengan demikian, kontes kecantikan menandai perayaan bahwa kontes kecantikan memungkinkan transgender menjadi ratu kecantikan.

Keywords: wanita trans, standar kecantikan, kontes kecantikan, semiotika, miss international queen

ABSTRACT

The appearance of trans women is interesting to discuss because their existence raises pros and cons. On the one hand, those who support the existence of LGBTQ people desire it to be recognized as a part of human rights. Those who oppose think that LGBTQ is a deviation from social norms. In this study, the representation of trans women's beauty can be found in Grand Final Miss International Queen through National Costume, Evening Gown, and Swimsuit segments. This study aims to determine the attractiveness of trans women represented by the contestants of Miss International Queen 2020. It uses semiotics by Roland Barthes to reveal the rhetoric of the image. Beauty Myths by Naomi Wolf is also used in this study to explain physical appearance among the contestants. The beauty standard of trans women imitates women's beauty, leading them to become beauty queens. As the creator of Miss International Queen, Thailand gives an opportunity for transgender to achieve equality by providing a beauty contest, offering sex reassignment, and beauty surgery. Thus, the beauty pageant marks a celebration that the beauty pageant allows transgender to be beauty queens.

Keywords: trans women, beauty standard, beauty pageant, semiotics, miss international queen