

UNDERGRADUATE THESIS

**THE SHIFTING OF BEAUTY MYTH IN PLUS-SIZE FIGURE: A
SEMIOTIC ANALYSIS ON @ashleygraham's INSTAGRAM ACCOUNT**



By

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SURABAYA**

2022

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**Submitted in Partial Fulfilment of the Requirements
for the Sarjana Degree of English Department
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DECLARATION

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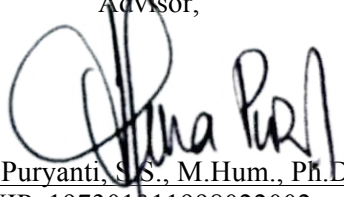
This thesis is dedicated to
My husband, my daughter, and my parents.

APPROVAL SHEET

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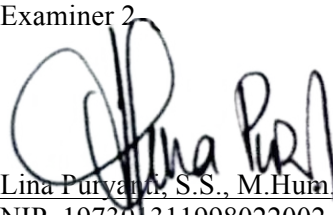
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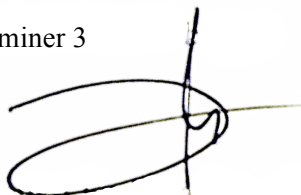
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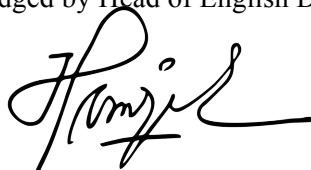
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Surabaya, 06 January 2022



Adinia Riskayanti

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“Some years are for growing;

but this one,

this one is for

blooming”

- Lauren M. Garcia

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ABSTRACT

For decades, beauty myth has controlled women's body size through the depiction of the figures of a slim and tall woman in every social media. However, as the development of technology, the emergence of social media triggers other women to redefine the portrayal of beauty myth. As a popular social media which is widely used by such many people, Instagram produces several plus-size *public figure* or beauty influencers to break the beauty myth issue such as Ashley Graham. As a first plus-size model on Vogue, Ashley is assumed to portray different idea of beauty with other public figure. This study aims to analyze the portrayal of beauty represented through @ashleygraham Instagram account. This study applies the beauty myth theory proposed by Naomi Wolf to reveal on how Ashley portrays beauty. To reveal every signs behind the pictures, the writer applies semiotics theory proposed by Roland Barthes and qualitative as its approach. The result shows that Ashley defines beauty through inner and outer beauty. Instead of conforming the beauty myth, the writer finds out that Ashley tries to negotiate the beauty myth through several ways. Therefore, it can be concluded that nowadays women do not need to possess the ideal body in order to be accepted positively by society.

Keywords: *beauty myth, public figure, beauty influencer, plus-size, semiotics.*

ABSTRAK

Selama beberapa dekade, mitos kecantikan telah menguasai ukuran tubuh wanita melalui penggambaran sosok wanita langsing dan tinggi di setiap media sosial. Namun seiring berkembangnya teknologi, kemunculan media sosial memicu perempuan lain untuk mendefinisikan ulang penggambaran mitos kecantikan. Sebagai media sosial populer yang banyak digunakan oleh banyak orang, Instagram memproduksi beberapa figur publik ukuran plus atau beauty influencer untuk mematahkan isu mitos kecantikan seperti Ashley Graham. Sebagai model plus-size pertama di Vogue, Ashley dianggap bisa menampilkan ide kecantikan yang berbeda dengan publik figur lainnya. Penelitian ini bertujuan untuk menganalisis penggambaran kecantikan yang direpresentasikan melalui akun Instagram @ashleygraham. Penelitian ini menerapkan teori mitos kecantikan yang dikemukakan oleh Naomi Wolf untuk mengungkap bagaimana Ashley menggambarkan kecantikan. Untuk mengungkap setiap tanda di balik gambar, penulis menerapkan teori semiotika yang dikemukakan oleh Roland Barthes dan kualitatif sebagai pendekatannya. Hasil penelitian menunjukkan bahwa Ashley mendefinisikan kecantikan melalui inner dan outer beauty. Alih-alih menyesuaikan diri dengan mitos kecantikan, penulis menemukan bahwa Ashley mencoba menegosiasikan mitos kecantikan melalui beberapa cara. Oleh karena itu, dapat disimpulkan bahwa saat ini perempuan tidak perlu memiliki tubuh ideal untuk dapat diterima secara positif oleh masyarakat.

Kata kunci: *mitos kecantikan, figur publik, beauty influencer, plus-size, semiotika.*