

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
Epigraph	viii
Table of Contents	ix
List of Figures	xii
Abstrak	xiii
Abstract	xiv
CHAPTER I INTRODUCTION	1
1.1 Background of the Study	1
1.2 Statement of the Problems	9
1.3 Objectives of the Study	9
1.4 Significance of the Study	10
1.5 Definitions of Key Terms	10
CHAPTER II LITERATURE REVIEW	11
2.1 Theoretical Framework	11
2.1.1 The Beauty Myth	11
2.1.2 Women's Body	16
2.1.2.1 Women's Body in Indonesia	22
2.2 Review of Related Studies	26
CHAPTER III RESEARCH METHOD.....	30
3.1 Research Approach	30

3.2 Data Sources	31
3.3 Scope and Limitation	31
3.4 Techniques of Data Collection	32
3.5 Techniques of Data Analysis	34
CHAPTER IV RESULT AND DISCUSSION	36
4.1 Picture 1. Intan's Portrait in Eid-al-Fitr	36
4.1.1 Linguistic Message	37
4.1.2 Non Coded Iconic Message	48
4.1.3 Coded Iconic Message	48
4.1.4 Myth	53
4.2 Picture 2. Intan's Portrait in Daily Life	57
4.2.1 Linguistic Message	57
4.2.2 Non Coded Iconic Message	63
4.2.3 Coded Iconic Message	64
4.2.4 Myth	67
4.3 Picture 3. Intan's Portrait in Holiday	71
4.3.1 Linguistic Message	71
4.3.2 Non Coded Iconic Message	72
4.3.3 Coded Iconic Message	73
4.3.4 Myth	75
4.4 Picture 4. Intan's Portrait in Modeling Photoshoot.....	78
4.4.1 Linguistic Message	79
4.4.2 Non Coded Iconic Message	82
4.4.3 Coded Iconic Message	82
4.4.4 Myth	85
4.5 Interpretation of Findings	88
4.5.1 Redefining Beauty	88

4.5.2 Negotiating the Ideal Beauty	92
CHAPTER V CONCLUSION	97
5.1 Conclusion	97
5.2 Suggestion	98
BIBLIOGRAPHY	100