

**BEING AN IDEAL WOMAN: IDENTITY CONSTRUCTION
PORTRAYED IN BEAUTY PRODUCT'S CATALOGS**

THESIS



**BY:
SAVIRA USWATUN HASANAH
REG. NUMBER: A73216128**

**ENGLISH DEPARTMENT
FACULTY OF ARTS AND HUMANITIES
UIN SUNAN AMPEL SURABAYA**

2019

DECLARATION

I am the undersigned below:

Name : Savira Uswatun Hasanah

NIM : A73216128

Department : English

Faculty : Arts and Humanities

University : UIN Sunan Ampel Surabaya

Truly state that the thesis I wrote is really my original work, and not a plagiarism/fabrication in part or in whole.

If in the future it is proven that this thesis results from plagiarism/fabrication, either in part or in full, then I am willing to accept sanctions for such actions in accordance with the applicable provisions.

Surabaya, 10th december 2019



Savira Uswatun Hasanah

APPROVAL SHEET

BEING AN IDEAL WOMAN: IDENTITY CONSTRUCTION PORTRAYED IN BEAUTY PRODUCT'S CATALOGS

By:

Savira uswatun hasanah

Reg. Number: A73216128

Approved to be examined by the Board of Examiners, English Department,
Faculty of Arts and Humanities, UIN Sunan Ampel Surabaya

Surabaya, December 10rd, 2019

Thesis Advisor



Prof. Dr. Zuliati Rohmah, M.Pd.

NIP. 197303032000032001

Acknowledged by:

The Head of English Department



Dr. Wahyu Kusumajanti, M.Hum

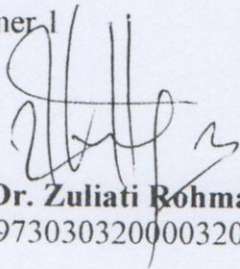
NIP.197002051999032002

EXAMINER SHEET

This thesis has been approved and accepted by the Board of Examiners, English Department, Faculty of Arts and Humanities, UIN Sunan Ampel Surabaya on December, 19th 2019

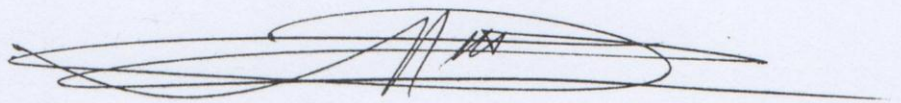
The Board of Examiners are:

Examiner 1



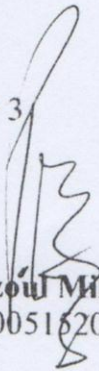
Prof. Dr. Zuliati Rohmah, M.Pd
NIP. 197303032000032001

Examiner 2



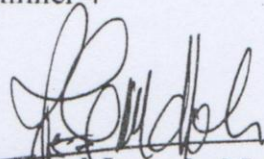
Dr. Mohammad Kurjum, M.Ag
NIP. 196909251994031002

Examiner 3



Dr. A. Dzouf Milal, M.Pd
NIP. 196005152000031002

Examiner 4

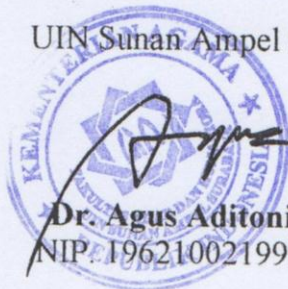


Raudlotul Jannah, M.App.Ling
NIP. 197810062005012004

Acknowledged by:

The Dean of Faculty of Arts and Humanities

UIN Sunan Ampel Surabaya



Dr. Agus Aditoni, M.Ag
NIP. 196210021992031001



KEMENTERIAN AGAMA
UNIVERSITAS ISLAM NEGERI SUNAN AMPEL SURABAYA
PERPUSTAKAAN

Jl. Jend. A. Yani 117 Surabaya 60237 Telp. 031-8431972 Fax.031-8413300
E-Mail: perpus@uinsby.ac.id

LEMBAR PERNYATAAN PERSETUJUAN PUBLIKASI
KARYA ILMIAH UNTUK KEPENTINGAN AKADEMIS

Sebagai sivitas akademika UIN Sunan Ampel Surabaya, yang bertanda tangan di bawah ini, saya:

Nama : Savira Uswatun Hasanah
NIM : A73216128
Fakultas/Jurusan : Adab dan Humaniora/Sastra Inggris
E-mail address : savirauswatun2908@gmail.com

Demi pengembangan ilmu pengetahuan, menyetujui untuk memberikan kepada Perpustakaan UIN Sunan Ampel Surabaya, Hak Bebas Royalti Non-Eksklusif atas karya ilmiah :

Skripsi Tesis Desertasi Lain-lain (.....)

yang berjudul :

Being an Ideal Woman: Identity Construction Portrayed in Beauty Product's Catalogs

beserta perangkat yang diperlukan (bila ada). Dengan Hak Bebas Royalti Non-Eksklusif ini Perpustakaan UIN Sunan Ampel Surabaya berhak menyimpan, mengalih-media/format-kan, mengelolanya dalam bentuk pangkalan data (database), mendistribusikannya, dan menampilkan/mempublikasikannya di Internet atau media lain secara **fulltext** untuk kepentingan akademis tanpa perlu meminta ijin dari saya selama tetap mencantumkan nama saya sebagai penulis/pencipta dan atau penerbit yang bersangkutan.

Saya bersedia untuk menanggung secara pribadi, tanpa melibatkan pihak Perpustakaan UIN Sunan Ampel Surabaya, segala bentuk tuntutan hukum yang timbul atas pelanggaran Hak Cipta dalam karya ilmiah saya ini.

Demikian pernyataan ini yang saya buat dengan sebenarnya.

Surabaya, 31 Desember 2019

Penulis

(Savira Uswatun Hasanah)

importance for knowing how the advertisers influence the reader's view of several ideal categories.

Matelski (2011) stated that conducting the ideal identity construction is important because the standard of women's beauty can change over time. These different standards can also affect the way advertisers make an advertisement. Therefore, the phenomenon of ideal identity construction has become a favorite topic to be analyzed by several researchers up to now.

Ideal identity construction research has attracted the interest of several researchers, such as Hidayah and Milal (2016), Matelski (2011), Shaikh, Bughio, and Kadri (2015), Das (2016), Mustonen (2015), Nadine & Britt (2014), Govender, Rawjee, and Govender (2014). Matelski (2011) investigated the "ideal woman" in the nineteenth century in America. She claimed that the standard of beautiful women is changed over the time. The most important thing in constructing the ideal identity at that time is the use of powerful images that influence ideal standards in society. She concluded that the ideal identity of women at that time lies in several physical characteristics. Those characteristics are having small hands and feet, having a slim body, the typical woman stood is 5 foot 4 inches and weighed 140 pounds, having a tiny waist, full hips, white skin, and conical breast.

Bibi, Grydeland, and Troye (2014) analyzed how the non-idealized models play an essential role in constructing the ideal identity of women. The advertisers prefer attractive women even though the woman is not ideal. The advertiser also prefers suitable women to "typical" ones. For example, for clothes promotion in

spring, the advertiser prefers women who are relaxed and tend to be tomboyish. Body size does not become a problem. As a result, the researchers conclude that non-ideals can be ideal women models based on advertising needs. It all depends on the compatibility of the woman's style with the situation that will be faced.

Govender, Rawjee, and Govender (2014) concluded that in this case, the magazine's advertiser built the ideal identity of women by showing women's physical beauty. Women are often described as sex objects. Women are also described as fascinating creatures. So it can be concluded that the ideal woman is a woman who has plusses related to the physical appearance of a woman.

Shaikh, Bughio, and Kadri (2015) tried to find the representation of men and women through the advertisements. The result was a little bit different rather than the previous study. The result explained that the ideal women lie in several characteristics, such as docile women, creative in decorating, body maintained, and smart women. The researcher concluded that the ideal woman described by the advertisement was female domestic workers. Many ads have built the identity of women through the ideal depiction of the role of women at home. These advertisements illustrate that the role of women as domestic work is a form of pride, happiness, and achievement.

Mustonen (2015) explained that the use of lexical items in HBO series girls plays a central role in constructing the ideal identity of women. They tend to use lexical items to describe women's characteristics. They often express their intentions using other words. For example, the word "bitch" is used to represent a bossy and independent woman. Conversely, the word "lady" is used for co-

dependent women. As a result, ideal women are described as women who have high self-confidence. An ideal woman is a woman who loves herself and is not affected by what people say.

Hidayah and Milal (2016) investigated the ideal identity construction through Garnier's advertisements collected from the website and facebook of Garnier. The most crucial aspect of ideal identity construction in this case is the use of vocabulary. The advertisers tend to use adjectives or emotive words to represent the ideal identity. The researchers concluded that the ideal identity of women and men lies in several physical characteristics, such as flawless skin, pinkish bright, perfecting beauty, and radiant skin.

Das (2016) explained that television advertising in India uses four strategies in building the ideal identity of women. These strategies are family role, working role, decorative role, and freewheeler. The decorative role category is divided into 2, namely, look and beauty, sex object. As a result, women are categorized into three groups, namely, independent, dependent, and neutral. The ideal identity of a woman is distinguished according to its category. For example, in a family role, the ideal woman is described as a woman who is obedient to her husband, can take care of homework well, and is good at cooking. Meanwhile, in the freewheeler category, ideal women are independent women who do not depend on their husbands and can take care of their own lives.

From the previous researches, it can be concluded that they have a different focus. Bibi, Grydeland, and Troye (2014) and Matelski (2011) focus on how the advertiser's strategy utilizes the existence of influential figures in

representing ideal women. Meanwhile, Das (2016), Govender, Rawjee, and Govender (2014.), and Shaikh, Bughio, and Kadri (2015), focus on how the advertisers represent ideal women in an advertisement. The characteristics described can be in physical appearance, the role on society, and personality. In contrast to the previous five types of research, Mustonen (2016), Hidayah and Milal (2016) chose to observe the strategies used by the advertisers to represent ideal women. If Hidayah and Milal (2016) focus on how a discourse of advertising can influence society's view of the ideal image of women, it is different from Mustonen. She only observes how the advertisers use language and multimodality in representing ideal women.

Ideal identity construction research has attracted the interest of several researchers. However, little information on features used in beauty products advertisements is available. From six previous studies, only Hidayah and Milal (2016) that chose to observe the features used by the advertisers to represent ideal women.

Nevertheless, these attempts to find out the dominant features are at present incomplete. Despite the previous studies dealing with the dominant deatures used in beauty products advertisements, to the best of our knowledge, none has been done by putting the frequency calculation to support the arguments related to the dominant features used. Hence, the researcher needs to conduct the study on ideal identity construction, especially related to find out the most features used in beauty product's catalogs.

The present study was designed to understand what features the advertisers usually choose to construct the ideal identity in society and what features play the most. This problem was chosen because the previous researchers have not analyzed this problem adequately. Examining textual features, discursive features, and social features in an ideal identity construction are very important.

This research will be different from the research by Hidayah and Milal (2016), which examines qualitatively. Hidayah and Mila (2016) only explain what advertisers use features in constructing the ideal identity. Hidayah and Milal (2016) also claim in the abstract section that textual features and social features are important features in constructing an ideal identity. Still, these claims are not reinforced by the calculation of the frequency of use of each feature. So in filling this gap, this study will use qualitative methods to explain the strategies used by the advertisers and also use quantification methods in analyzing frequency calculations in the use of each feature.

Frequency calculation for each feature is needed as a supporting instrument to strengthen the statement about the features that is most important in constructing the ideal identity. If a feature is used with a significant frequency, it can be concluded that advertisers have specific strategies in it. As we know that each feature used carries different effects on the reader, the quantitative method is expected that researchers can find out what features are highlighted in the selected catalog.

In building an advertisement, there are three essential stages. In textual practice, the advertiser maximizes the use of textual features to describe products.

Each component in textual features has its respective functions, generally functioning to attract the consumer interest. Then, it continues to the discursive practice stage. The discursive feature is the result of the interpretation of the text that has been made. The text made makes the consumers guess the product being offered. Then, it continues to the stage of social practice. In this stage, the text discourse has succeeded in building an image that influences social views. So, observing each stage in the ideal identity construction is very necessary. We need to know how each feature works at each step in building a standard view of social life.

This study uses a catalog as an object of research. Catalogs are chosen because they have not been studied before. Another reason is that the catalog has characteristics that are different from other types of advertising. Catalogs have minimal descriptions. Catalogs only use one to two sentences to describe a product. This makes researchers want to know how the advertisers maximize the use of the limit sentence in constructing women's ideal identity.

The catalog chosen in this study is the "Amway" catalog and "Become catalog". "Amway" catalog was chosen because "Amway" is the number one global direct selling company in the world. The company, which is based in Michigan, has grown in more than 80 countries. "Amway" markets various types of goods, including skincare and makeup. Just like products on the "Amway" catalog, "Become" products also consist of skincare and make-up products that have been widely known by women throughout the world. That reason made the researcher interested in examining these two catalogs.

Discursive features are features that focus on how the texts are consumed or interpreted as well by the readers. It is mainly related to the reader's understanding of the text. This level can be influenced by the knowledge possessed by the reader. Knowledge of the reader is very instrumental in directing imagination or interpretation as a form of understanding a discourse. For example, we can take a look at the sentence "*Allergy tested, dermatologically tested, non-comedogenic, unisex range.*" In the discursive analysis, the researcher must position himself as a reader and then try to understand the possible interpretations that will arise. The word "*Allergy tested, dermatologically tested*" means that the product is safe to use because it has passed various clinical trials.

According to Fairclough (1995), social features are features that focus on the relationship between text and social condition. It is mainly related to the contribution of the text to influence the general view on society. This level more emphasizes the production of discourse. The most important thing is that every interaction contained social ideologies in it. For example, the advertisers usually use some kinds of ideal figures to promote their products. It builds customers' desire to be beautiful and fulfill all criteria that those ideal figures have. It can be seen from current social conditions. Many people buy all kinds of beauty products to meet the criteria of an ideal woman in society.

2.3 Ideal

According to Oxford online dictionaries, ideal describe as "Satisfying one's conception of what is perfect; most suitable." In line with Oxford, Matelski

This research also used the "Become" catalog in the "Become's" Website and used all product descriptions displayed in the catalog with approximately 31 products. The total of the products analyzed was 74 product's description.

3.2.2 Data Source

The data were taken online from both two catalogs, the "Amway" catalog, and the "Become" catalog. It's mainly related to "Amway" and "Become"'s website than can be accessed publicly. The research considered all elements of catalog including tag line, product's descriptions, pictures, etc

3.2.3 Instruments

The researcher was the main instrument of this research. The researcher collected the data and analyzed the ideal images and identity portrayed in the "Amway" catalog and "Become" catalog. Besides, laptop and internet connections also became an important instrument to access Amway's website and "become's" site to find out the online catalogs.

3.2.4 Data Collection Techniques

The data of this research were all words, phrases, sentences, and pictures in the description of the Amway catalog and "Become" catalog . The catalogs were taken online on its website. The data were analyzed based on the characteristics of each feature. Then, the data were grouped into the table based on the type. The data were shown in the form of a diagram as the results. The use of Microsoft Excel is very useful in calculating the amount of data before it is processed into a diagram

Table 3.2 Classification of Textual Features

Features	Category		Codes	Data	Total
Textual features	Lexico grammatical device	Adjectival usage	Lgd.adj	(A,2,1) (A,2,1) (A,3,2), so on	
		Verbal usage	Lgd.v		
		Adverbial usage	Lgd.adv		
		Noun usage	Lgd.n		
	Rhetorical device	Repetition	Rd.rpt		
		Figurative language	Rd.Fgt		
	Syntactic section	Simple sentence	Ss.ss		
		Parallelism	Ss.pr		
	Register analysis	Imperative sentence	Ra.is		
		Comparisons	Ra.c		
		Pronouns usage	Ra.p		
		Imperative sentence	Ra.is		

Table 3.3 Classification of Discursive Features

Features	Category	Codes	Data	Total
Discursive features	Self-representations	Sr		
	Emotional appeal	Ea		
	Product's proof	Pp		

Table 3.4 Classification of Social Features

Features	Category	Codes	Data	Total
Social features	The use of role figure	RF		
	Associating figures and statements	Arf		
	Other social features			

The features were based on analysis results. It can be changed based on findings. After classified the words and sentences based on each feature, the researcher showed the total of each category as the results. The results were

DATA 1

- [A,6,1-2] *"It is an intensely rich and profoundly nourishing cream that moisturizes your skin and makes it feel soft and supple with a rosy, healthy-looking glow."*
- [B,4,1] *"A gentle cleanser with a rich blend of botanical extracts to cleanse, soothe, and rejuvenate the skin."*

Meanwhile, the researchers found 30 adjectives (16,85%) in the "Amway" catalog included in negative adjectives. Besides, in the "Become" catalog, 31 adjectives (30,4%) belong to negative adjectives. Mimesevic and Mateisic (2016) claim that the negative adjective is an adjective that leads us to negative evaluation. Negative adjective always gives rise to wrong interpretations. It can refer to bad physical characteristics.

Meanwhile Vai (2006) states that negative adjectives play an important role in giving the reader suggestions about the consequences of not using the product. So that readers are interested in buying the products offered tho avoid the impact of not using the products offered. Here are some examples of negative adjectives found in "Amway" and "Become" catalogs such as *dry, died, oily, harmful, dark, deep, hard, etc.*

DATA 2

- [A,18,2] *"It decreases the melanin production, causing a reduction in dark spots and blemishes."*
- [B,12,2] *"Everyday emotions leave their mark, causing deep lines that are hard to treat."*

As with the benefits of using adjectives, the use of adverbs also plays an essential role in building a positive impression. Vai (2006) argues that the advertisers provoke emotional appeal by highlighting the quality of the products offered. The researchers found several examples of adverbial usage in both catalogs, such as, *specifically, intensely, clinically, daily, profoundly, quickly, etc.*

In the syntactic section, The researcher usually uses simple sentences in writing tag lines. It aims to bring the nuances of language that are simple, full of meaning, and easy to understand. Meanwhile, in ad content, it is needed in a complex explanation so that the reader is increasingly interested in and trust with the product being offered.

In the "Amway" catalog and "become" catalog, both also maximize the use of register analysis, especially in the use of second-person pronouns. Considering the direct address is very necessary to establish communication between text and readers. The use of the "you" and "your" pronoun builds an intimate nuance that makes the consumers feel closely related to the advertisers.

Discursive features also play an important role in the ad development process. The most important thing is the use of self-representation. The "Amway" catalog and the "Become" catalog have different ways of presenting self-representation. In the "Amway" catalog, the advertisers tend to use positive images in building advertisements. It aims to positively influence the consumers to use the products offered through several standard ideals.

Meanwhile, the "become" catalog tends to present a negative image. It aims to make the consumers aware of some skin problems that could have come. The researcher hopes that the consumers will be interested in using the products offered to avoid the negative images that are exposed.

One of the things that distinguish the way of persuasion from "Amway" and "Become" catalog is the use of products' proofs. "Amway" uses the product's proofs as a supporting factor so that the consumers become convinced of the

- Heath, R., & Fairchild, R. (2007). Emotional persuasion in advertising: A hierarchy-of-processing model. *University of Bath*.
- Henri, T. & T., & Turner, J. C. (2004). *The social identity theory of intergroup behavior. political psychology*.
- Hidayah, R., & Milal, D. (2016). Ideal identity construction in beauty product advertisement of garnier. *NOBEL: Journal of Literature and Language Teaching*, 7(2), 120–136.
- Iqbal, A., Danish, M. H., & Tahir, M. R. (2014). Exploitation of women in beauty products of “ fair and lovely ”: A critical discourse analysis study. *International Journal on Studies in English Language and Literature (IJSELL)*, 2(9), 122–131. Retrieved on 12 December 2018 from https://www.academia.edu/8418038/Exploitation_of_Women_in_Beauty_Products_of_Fair_and_Lovely_A_Critical_Discourse_Analysis_Study
- Kartal, G. (n.d.). A corpus-based analysis of the most frequent adjectives. *Teaching English with Technology*, 17(3), 3–18.
- Kemph, J. P. (1969). Erik H. Erikson. Identity, youth and crisis. New York: W. W. Norton Company, 1968. *Behavioral Science*, 14(2), 154–159. <https://doi.org/10.1002/bs.3830140209>
- Leary, M. R., & Tangney, J. P. (Eds.). (2012). *Handbook of self and identity* (2nd ed). New York ; London: Guilford Press.
- Matelski, E. M. (2011). *The color(s) of perfection: The feminine body, beauty ideals, and identity in postwar America, 1945-1970. ProQuest Dissertations and Theses*. Loyola University Chicago. Retrieved on 14 April 2018 from <https://search.proquest.com/docview/894260407?accountid=11664>
- Matešić, M., & Memišević, A. (2016). Pragmatics of adjectives in academic discourse : From qualification to intensification. *Jezikoslovlje*, 2, 179–206. Retrieved on 13 April 2019 from https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=3&cad=rja&uact=8&ved=2ahUK Ewihk4uzz6nmAhX663MBHU0HBpYQFjACegQIARAC&url=https%3A%2F%2Fhrca.hr%2Ffile%2F247496&usg=AOvVaw3wKN67aa4FYWh UHMgX_XVD
- Mehawesh, M. I. (2017). Grammatical parallelism in the translation of advertising texts with particular reference to english and arabic. *Asian Social Science*, 9(10), 254–263. <https://doi.org/10.5539/ass.v9n10p254>
- Mustonen, T. (2015). “*Who are the ladies?*”: *Women’s representation and identity construction in the HBO series ‘Girls’ Bachelor’s thesis Kielten lait*. University of Jyväskylä. Retrieved on 17 June 2018 from <https://jyx.jyu.fi/bitstream/handle/123456789/45911/URN:NBN:fi:jyu-201505161869.pdf?sequence=1>

- Shaikh, M., Bughio, D. F. A., & Kadri, S. A. (2015). The representation of men and women in advertisements: A critical discourse analysis. *Annual Research Journal*, 7, 34. Retrieved on 17 June 2018 from https://www.academia.edu/30239059/THE_REPRESENTATION_OF_MEN_AND_WOMEN_IN_ADVERTISEMENTS_A_CRITICAL_DISCOURSE_ANALYSIS
- Stilman, A. (1997). *Grammatically correct: The writer's essential guide to punctuation, spelling, style, usage, and grammar*. (R. S. Biederman, Ed.). Cincinnati, Ohio: Writer's Digest Books.
- Tom, G., & Eves, A. (1999). The use of rhetorical devices in advertising. *Journal of Advertising Research*. Retrieved on 12 April 2019 from <http://www.gandrllc.com/reprints/useofrhetoricaldevicesinadvertising.pdf>
- Vai, J. (2006). The Language of Advertising : Analysis of English and Lithuanian Advertising Texts Jurgita Vai č enonien ė, (9), 43–55.
- Viskari, R. (2008). *Linguistic elements of advertising in user guides*. University of Tampere. Retrieved on 12 April 2019 from <https://www.semanticscholar.org/paper/Linguistic-Elements-of-Advertising-in-User-Guides%20Viskari/864058e0ca316b8adc42f0ab9fe1384621b3ab86>
- Yu, U., & Russell, D. W. (2011). The impact of body image on consumers ' perceptions of idealized advertising images and brand attitudes the Impact of body image on consumers ' perceptions of idealized advertising images and brand attitudes. *Research Gate*, (March 2018). <https://doi.org/10.1111/j.1552-3934.2011.02088.x>