

CHAPTER V

CONCLUSION AND SUGGESTION

This conclusion of the analysis of the normalization of objectification in Fenty Beauty Instagram posts and the suggestion for future research concerning objectification will be revealed in this chapter.

1.1 Conclusion

Objectification is manifested in the practice of makeup as it suggests a process of transforming the physical body to certain extent suitable with one's preference. In doing so, certain amount of cosmetics products are put upon the physical body specifically the facial part, as the natural skin is concealed the preferred makeup look is achieved (read: resembling the natural skin appearance up to the point distorting the natural skin appearance), first layer of illusion in the promotional images is found. The second layer of illusion is implied by the spatial configurations, image acts and the angles which is employed in depicting the portrayal of the docile bodies of the company. These docile bodies who have objected their corporeal bodies are fictitiously depicted in position of power imposing self-consciousness to be evoked within interactive participants, who are made immobilized do the confine perspectives situated for interactive participants to perceive these docile bodies of the company.

The inherent artificiality of the practice of makeup and the fictitious hierarchical relation are encapsulated in a form of simulacrum, photograph, bringing the artificiality and fictitiousness from the realm of idealism to the realism. It is the dissociation of the artificiality from the practice of makeup, and the fictitiousness from the power relation, followed by the association of the practice of makeup thus objectification with the power relation. Modality markers in the visual composition have validated the association between the practice of makeup and the power defining the feminine identity and the relation with other people. Cultural and ideological hegemony of the construction of femininity orientated to the corporeal body established by the company is attained due to the incapability of the represented participants (read: along with interactive participants since they are being represented and addressed to oblige) to identify the false reality they have attached themselves to and is attached to them.

1.2 Suggestion

It is suggested for future researchers who are interested in the topic of objectification not necessarily placed upon female body but to the male body, as in Fenty Beauty Instagram account several promotional images with male models from different socio-cultural background can be found. The effort of the company in reconstructing the concept of masculinity, in making the practice of makeup no longer a sign of femininity but more

towards the genderless performance, and in spreading the control to its limits are evident.

