

**SYMBOLIC REPRESENTATION OF BODY POSITIVITY
MOVEMENT FOR MUSLIMS IN NIKE PRO HIJAB**



*Building
Future
Leaders*

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the Degree of “Sarjana Sastra”**

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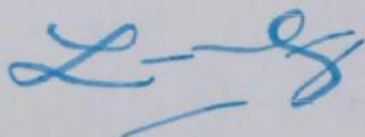
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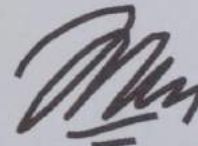
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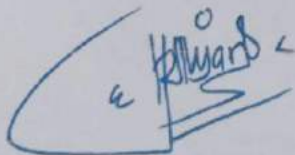
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ABSTRAK

Tazkia Amara. 2021. *Symbolic Representation of Body Positivity Movement for Muslims in Nike Pro Hijab*. Skripsi: Jakarta, English Literature Study Program, Faculty of Languages and Arts, State University of Jakarta.

Dalam sepuluh tahun terakhir, gerakan *Body Positivity* mendapatkan banyak perhatian di media sosial, khususnya Instagram, sebagai respons dari standar kecantikan yang tidak realistis. Namun, gerakan tersebut belum bersifat inklusif, terlebih bagi wanita berhijab yang menjadikan hijab sebagai bagian dari tubuh mereka. Wanita berhijab, dalam dunia Barat, sering mendapatkan diskriminasi representasi, salah satunya dalam dunia olahraga. Sebagai respons, Nike mengumumkan peluncuran produk hijab terbaru, *Nike Pro Hijab*, di tengah-tengah meningkatnya isu Islamofobia dan xenophobia di Amerika. Nike, sebagai jenama pakaian olahraga nomor satu di dunia, tentunya memiliki peran berarti untuk representasi yang lebih inklusif dan setara, termasuk dalam isu *Body Positivity* untuk wanita berhijab. Namun, usaha dari Nike ini mendapatkan reaksi yang berlawanan dari masyarakat dan juga media, di mana biasanya penggambaran Muslim cenderung negatif. Melihat dari sudut pandang delapan artikel berita UK dan US, penelitian ini bertujuan untuk menganalisis disposisi artikel berita Barat dalam merepresentasikan *Nike Pro Hijab* sebagai bentuk gerakan *Body Positivity* untuk wanita berhijab. Karena artikel berita menggunakan mode tekstual dan visual, tiga domain interaksi dari teori *Appraisal* J.R. Martin dan P.R.R White diaplikasikan untuk menguraikan disposisi artikel pada teks, bersamaan dengan teori Semiotika Sosial Theo Van Leeuwen untuk memahami korespondensi gambar terhadap disposisi artikel. Didapati, bahwa, hanya tiga dari delapan artikel yang, secara implisit maupun eksplisit, menggambarkan *Nike Pro Hijab* sebagai produk yang inklusif dan mampu mengakomodasi *body positivity* dari wanita hijab dalam dunia olahraga. Selain itu, gambar-gambar pada artikel cenderung mengonfirmasi disposisi penulis pada teks.

Keywords: *Body Positivity*, Wanita Muslim, Nike, Representasi Media Barat, Teori *Appraisal*, Semiotika Sosial

ABSTRACT

Tazkia Amara. 2021. *Symbolic Representation of Body Positivity Movement for Muslims in Nike Pro Hijab*. Skripsi: Jakarta, English Literature Study Program, Faculty of Languages and Arts, State University of Jakarta.

For the last decade, Body Positivity movement, which has permeated into social media, remains far from being inclusive for hijab women whose headgear has become part of their body. They are discriminated from many public representations, and one of them is from sport. To cope up with this problem, around four years ago, Nike came up with a solution to launch its brand new sport hijab, Nike Pro Hijab, despite the rising Islamophobic and xenophobic revolts in its origin, America. As a global leading sportswear brand, Nike's movement for inclusivity and equality in sport would give justice towards body positivity for Muslim women. Yet, this Nike's attempt received polarizing reactions and various reporting from media, where the representations of Muslims tend to be negative. Seeing from the perspective of eight Western: UK and US news articles, this study is aimed to analyze the standpoint of the news articles in viewing the Nike Pro Hijab as a body positivity movement for Muslim women. As news articles using textual and visual modes, Appraisal Theory by Martin and White is deployed to unravel the textual dispositions of the eight western newspapers, alongside Social Semiotics by Van Leeuwen in understanding the correspondence of the pictures in supporting or undermining the articles' dispositions. It is found that only three out of eight articles portray, implicitly or explicitly, Nike Pro Hijab as inclusive and capable to accommodate hijab women' body positivity in athletic world. Additionally, the pictures on the articles tend to support the textual disposition of the writers.

Keywords: Body Positivity, Muslim Women, Nike, Western Media Representations, Appraisal Theory, Social Semiotics

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