

ABSTRACT

INDAH AJENG AYU. 2015. **“The Representation of Women’s Body Image in *Women’s Health Magazine*”**. A Descriptive Analytical Study. Skripsi. English Department. The Faculty of Languages and Arts, State University of Jakarta

The media play significant role in representing women’s body image. The representation of women’s body image continue changing from 1400 which is known as The Renaissance Look to late ‘00s-today. This can be seen from how media such as *Women’s Health magazine* keep following the trend of women’s body image and represent them to the mass. Therefore, this study aims to analyze how *Women’s Health magazine* represent women’s body image as reflected in their five magazine editions from July to December 2014. This study is descriptive analytical study which was conducted using social semiotic by Kress-Van Leeuwen to analyze the visual text and systemic functional linguistic of nominal groups and transitivity system by Halliday to analyze the written text. The finding is *Women’s Health magazine* represent women’s body image as the unrealistic “healthy” skinny look which is curvy and strong yet thin at the same time by utilizing the “Strong Is The New Sexy” campaign among media overseas. In representing women’s body image, *Women’s Health magazine* deploy three dominant nominal groups which are epithet, classifier, head and material process as it is reflected on the visual text on their five magazine covers. Then, there is an issue found after analyzing the relationship between the visual and written text, *Women’s Health magazine* objectify and discipline women’s body image.

Keyword: representation, women’s body image, social semiotic, systematic functional linguistic