

CHAPTER V

CONCLUSION

This chapter aims to discuss the conclusion of the analysis in order to complete this study. This chapter organizes by presenting two sections. The sections are the conclusion of this study to know how *Women's Health* magazine represent women's body image as reflected in July-December 2014 and the recommendation to this study.

5.1 Conclusion

The issue of women's body image is one of the controversial issues overseas. *Women's Health magazine* is a popular women's health and fitness magazine which their editions has spread in some countries around the world. The issue of women's body image is also written and found in *Women's Health magazine*. The issue of women's body image in *Women's Health magazine* continue to change based on the women's ideal body image trend in local community as well as the whole world. The question comes up with how does *Women's Health magazine* represent women's body image as reflected in 5 magazine editions from July to December 2014.

In answering the research question, i.e. how *Women's Health magazine* represent women's body image in their 5 editions from July to December 2014. I found that *Women's Health magazine* place women's body image as the object to

be either objectified or disciplined. In representing women's body image, *Women's Health magazine* use epithet, classifier and head as the dominant nominal groups in every edition. These three nominal groups continue to be used to identify and describe what kind of women's body image which is represented by *Women's Health magazine*. Moreover, this representatio is supported by the repetition of words: Sexy, Hot, Lean, Sculpted, Flat, Tight, Slim, Healthy, Body, Sex, Belly, Abs and Butt on the five *Women's Health magazine* covers form July to December 2014. All these words actually have relation with the connotation meaning of power, powerful and strength. It happens because Women's Health magazine utilize the booming "strong is the new sexy" campaign at that time among media overseas to secretly objectify, discipline and shape women's body in the name the strong and powerful women.

Regardless of the nominal groups, material process in transitivity is the dominant process in all five magazine editions. This material process is used to discipline the viewers in a very subtle way to do all the guides and tips which are given by the producers in order to transform their body into what media call as the ideal women's body image. As Foucault (1995, p.136) perceives the body as object and target of power, which in this case, media has the most powerful power to discipline, manipulate, shape and train the body to obey and respond. This makes the position of women's body image among media such as Women's Health magazine clear, that it is intended not only to be an object to be disciplined but also be controlled.

This can be perceived, especially through *Women's Health* magazine covers from July to December 2014. From the magazine covers, this can be seen that *Women's Health magazine* represent women's body image in order to objectify it. *Women's Health magazine* take an important role in objectifying women's body image by providing so many guides and tips whether it is for exercise routine or "Healthy" living and then demand the viewers to transform and shape their body into the one which fit their ideology of women's ideal body image. Unfortunately, according to Miller (2005) images of women's body in media are almost extremely impossible to be followed. As an example, how *Women's Health* magazine represent the unrealistic "Healthy" skinny look such as be curvy and strong yet thin at the same time.

Moreover, *Women's Health magazine* keep providing celebrity images on their cover and in their every article as the image of adoration which possibly creates body dissatisfaction among their viewers. This, later on will make the viewers willingly push themselves without coercion to transform their body for the sake of getting the same body image such as those celebrities' on the cover. Thorough this way, I can tell how media such as *Women's Health magazine* objectify and discipline women's body image among their viewers. At the end, women's body image is seen as a machine that can be operated and used by the power of media depending on the prevailing trend or fad in world society.

5.2 Recommendation

After doing the analysis of the representation of women's body image in Women's Health magazine, the writer hopes this study can contribute to the language field, the media discourse, the cultural study and the linguistic field. The writer recommends to those who are interested in media discourse and cultural studies to conduct the research about comparison the representation of women's body image between fashion magazine and fitness and health magazine.