

CHAPTER I

Introduction

1.1 Background of the Study

Jalmeen and Michael (1995, p.1547) claims Black women in the U.S have confronted two often conflicting standards of beauty, one suggested by the majority White culture and one consistent with their African-American heritage. During slavery, Blacks often received preferential treatment if they had Caucasoid features, an example light skin and straight hair (Hughes & Hertel, 1990; Neal & Wilson, 1989). Society will be more interested if the beauty standard has light skin and interest to look at. Bond and Cash (1992) report that lighter skin is still considered more attractive than darker skin among many Black women and most black women believe that Black men find lighter skin to be more attractive. Neal & Wilson (1989, p.328) notes “pride in the race is taught and stressed, (but) admiration and success seems to be accorded to those, who have adapted their lives and looks to the majority standard”. This means many media use the people who has light skin to attract consumers.

Recently, there so many advertisements use Black women as a model in their product. Peggy & Allen (cited in Crocker & Major 1988-1989) asserted about self-protective strategies in the face of an unflattering social comparison. Crocker & Major (1988-1989) adds many aspects of the self-protective

properties of stigma perspective appear to be well substituted for Blacks, research has not extensively examined whether Asian also employ self-protective strategies in response to potentially threatening events, such as upward social media to mainstream standard of beauty.

The platform of social media it can be in any way, such as Instagram, Twitter, Facebook, and so on so forth. In these such of platform social media, there are so many official accounts of magazine, one of which is Allure Magazine. By the background of Allure, this magazine is the beauty expert, an insiders' guide to a woman's total image. The mission is to investigate and celebrate beauty and fashion with objectivity, directness and freedom to examine appearance in a larger cultural context.

There are some previous studies on semiotics as the references, they talk about the women portrayal in media and relation to some theories about semiotics. This previous study is found in several of journal. The first related researched is one written by (Jennifer & Teresa, 2005) asserted "you can't be Black women and not read *Essence*". *Essence* had become a part of black life long before it was stated so firmly what *Essence* meant to Black women. Also, they say, *Essence* continues to give Black women varied images of themselves to look at and read about, images that appear only rarely in mainstream White publications. They adding that masthead proclaims that *Essence* is the magazine

is for and about Black women. Thus, many of Black women have an intimate, personal relationship with *Essence*.

In line with the second journal, a research by Joanna, Nicholas, Philip, and Monika (2017), “Gendered race in mass media: Invisibility of Asian men and Black women in popular magazines” found that stereotypes of different racial categories frequently contain a gendered component whereby certain racial and ethnic groups are viewed. For example, Galinsky (2013) found that participants were more likely to explicitly and implicitly associate common stereotypes about Black with masculinity. The studies of gender categorization have found that participants are faster to categorize the sex of Asian women and Black men compared to Asian men and Black women (Goff, Thomas & Jackson, 2008). The other studies show that Black women are often viewed as unfeminine and aggressive (Baker, 2005).

The third journal, a research by Robin and Hannad (2020), “The idea of beauty is always shifting. Today, it’s more inclusive than ever.” Asserts that social media has amplified the voices of minorities communities, which has a specific group is Colored women, so-called Black women. The growth of digital publications and blogs means that every market has become more fluent in the language of aesthetics.

In research and those mentioned previous related studies different in the thing that being focused on. All mentioned previous research discuss about the

portrayal of Asian women and Black women. Meanwhile, the writer aims not only analyze the portrayal of women, but also represented the specific group of women, which is Black women. The representation of their beauty in the same platform off all related research, the magazine. However, this research focuses on the magazine's social media platform, the Instagram.

In this study, the writer chooses the representative pictures of the Allure Magazine's Instagram account in the past three years through 2018 to 2020. There are nine of pictures analyzed in order to find out how the Black women beauty represented in Allure Magazine. The writer analyzed these pictures and its captions by using social semiotic theory by Kress and van Leeuwen.

1.2 Research Question

The research question of this research is "How Allure Magazine's Instagram account does represent the beauty of colored women?"

1.3 Purpose of the Study

This study aims to investigate the representation of the colored women in Allure magazine's Instagram account by using social semiotic theory.

1.4 Limitation of the Study

This study focuses on the colored women pictures posted on Allure Magazine's Instagram for the past three years. The writer chose several most

representative pictures on each year, the total to be analysed pictures and captions are nine.

1.5 Significance of the Study

The result of this study to broaden knowledge in studying representation on social media and understand how the magazine represent the beauty of black women to students of English Department UNJ. Furthermore, the result of this study will be important to the next researcher.