

CHAPTER V

CONCLUSION

This purpose of this chapter is to discuss the conclusion of the visual and written texts analysis in order to complete this study. This chapter is divided into two sections. The first section discusses the conclusion of how visual and written texts represent the body politics of plus-size models on Cosmopolitan magazine's covers. And the second section contains the recommendation for future research.

5.1 Conclusion

Cosmopolitan is the magazine that celebrates fun, glamour, men and a passion for life and inspires young women to be the best they can be (Hearst magazines UK, 2012). With Helen Gurley Brown as the editor, Cosmopolitan added the close-up cover photo of a woman who appeared to be aware about fashion, however also of her overall performance and her sexual appeal; mostly a model in minimal clothing (McGuire 2010). The appearance of plus-size models in the cover page leading into the sexualization of plus-size model in media because the body of plus-size model has been manipulated and controlled by other who has more power (Avilla, 2015)..

On this study, the writer focuses on the body politics issues that exist on the three selected cover page of Cosmopolitan magazine. These issues are shown through

visual and written texts that exist on the cover page. In three editions of Cosmopolitan magazine featuring plus-size models, the visual texts represent the body politics issues. The issues can be seen through the visual elements, e.g. image act, gaze, close distance, angle, color, eye contact and gesture, represented the model as an object of to sexualized In addition, the issue also can be seen through the way Cosmopolitan magazine glorifying the models' body size to the viewers e.g. body shape, thigh, hips, cleavage, and waist. Cosmopolitan magazine leads their readers into thinking that beauty practice is normalized as the elements for the support of self identity because the normalization of body is manifested in fashion industry (Jansen and Wehrle, 2018),

Furthermore, the written texts also portray body politics issues on the cover line. It can be seen from the choice of words Cosmopolitan magazine choose that indicated the sexualization of plus-size models' body i.e. *perfect, sexy, seductive, beauty, best, your boobs, flame, total, chic, turned on, behaving, wants, wear* Moreover, the written texts portray body politics issues through the article in the magazine. It discussed about the normalization of the body where Cosmopolitan magazine assumed that certain parts of the readers' bodies are abnormal and considered in need of correction.

Eventually, the assumption about representation of body politics of Cosmopolitan's magazine cover through the plus-size model is proven through the visual and written text showed on the cover page of three selected editions. On the

other hand, Cosmopolitan magazine conforms to social conditioning about how the body should behave in society. Also, the correspondence between visual and written texts can be seen from the signifying practices of elements of visual and written texts that portray body politics issue.

5.2 Recommendation

This study analyze the representation of body politics issue on the cover page of Cosmopolitan magazine from three selected editions by focusing on structural analysis of visual and written texts. For those who are interested in analyzing Cosmopolitan magazine, the writer recommends to conduct the research about the deconstruction of beauty, on magazine cover using post-structuralist analysis.

