

**THE PORTRAYAL OF BEAUTY MYTH OPPRESSION
THROUGH ELVIRA'S CHARACTER IN *THE UGLY
STEPSISTER* (2025) FILM**



Intelligentia - Dignitas

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ABSTRAK

Maharani, Tadzkie Jasmine. 2026. Representasi Penindasan dalam Mitos Kecantikan melalui Karakter Elvira dalam Film *The Ugly Stepsister* (2025). Skripsi: Jakarta, Program Studi Sastra Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Jakarta.

Penelitian ini bertujuan untuk mengkaji bagaimana mitos kecantikan menindas perempuan dalam film *The Ugly Stepsister* (2025) karya Emilie Blichfeldt yang digambarkan melalui Elvira sebagai karakter yang termarginalisasi. Analisis ini berfokus pada bagaimana mitos kecantikan bekerja sebagai bentuk kontrol terhadap tubuh, persepsi diri, dan nilai sosial Elvira. Penelitian ini menggunakan teori *Beauty Myth* Naomi Wolf dan semiotika Peirce sebagai alat analisis untuk menafsirkan tanda-tanda visual dalam film. Metode yang digunakan pada penelitian ini adalah kualitatif dengan pendekatan deskriptif-interpretatif, yang memungkinkan interpretasi mendalam terhadap struktur naratif, simbol visual, dan dinamika karakter. Penelitian terdahulu telah mengkaji kekerasan di balik kanon estetika melalui transformasi fisik dan psikologis Elvira, sedangkan penelitian ini mengkaji bagaimana penindasan dalam mitos kecantikan direpresentasikan melalui internalisasi standar kecantikan oleh Elvira serta bagaimana penindasan tersebut memengaruhi Elvira sepanjang film. Hasil penelitian menunjukkan bahwa keinginan Elvira untuk menjalani praktik kecantikan ekstrem demi menjadi cantik tidak berasal dari keinginan pribadinya, melainkan sebagai akibat dari tekanan sosial dan ekspektasi patriarki yang menentukan nilai perempuan berdasarkan penampilan fisik. Film ini menyampaikan pesan bahwa upaya untuk memenuhi standar kecantikan ideal di dalam budaya patriarki dapat menimbulkan rasa tidak puas dan menekan perempuan untuk mengorbankan tubuhnya demi memperoleh penerimaan sosial.

Kata kunci: Mitos kecantikan, kontrol patriarki, feminisme, Elvira, *The Ugly Stepsister* (2025)

ABSTRACT

Maharani, Tadzkia Jasmine. 2026. The Portrayal of Beauty Myth Oppression Through Elvira's Character in *The Ugly Stepsister* (2025) Film. A Thesis: Jakarta, English Literature Study Programme, Faculty of Language and Arts, Universitas Negeri Jakarta.

This study aims to examine how the beauty myth oppresses women in Emilie Blichfeldt's film *The Ugly Stepsister* (2025), as portrayed through Elvira as the marginalized character. This study focuses on how the beauty myth operates as a form of control over Elvira's body, self-perception, and social value. Drawing on Naomi Wolf's Beauty Myth theory and Peirce's semiotic lens as the analytical tool to interpret visual signs. This study employs a qualitative method with a descriptive-interpretive approach constituting the primary method, allowing for an in-depth interpretation of the film's narrative structures, visual symbols, and character dynamics. While the previous study examines the violence behind the aesthetic canon through Elvira's physical and psychological transformation, this study explores how the oppression of the beauty myth is portrayed through Elvira's internalization of beauty standards and how it affects her throughout the film. The findings of this study reveal that Elvira's desire to undergo extreme beauty practices in pursuit to become beautiful is not presented as a personal choice, but as a result of social pressure and patriarchal expectations that define women's worth through appearance. The film conveys the message that the pursuit of ideal beauty under patriarchal culture can create dissatisfaction and pressure women to sacrifice their bodies in order to gain social acceptance.

Keywords: Beauty myth, patriarchal control, feminism, Elvira, *The Ugly Stepsister* (2025)

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