

## TABLE OF CONTENTS

APPROVAL PAGE .....	ii
LEGALIZATION PAGE.....	iii
DECLARATION OF OWNERSHIP .....	iv
PREFACES .....	v
ACKNOWLEDGEMENT .....	vi
MOTTO.....	viii
ABSTRACT.....	ix
ABSTRAK .....	x
TABLE OF CONTENTS .....	xi
LIST OF FIGURES.....	xiii
LIST OF TABLES.....	xiii
CHAPTER I.....	1
INTRODUCTION .....	1
1.1 Research Background.....	1
1.2 Research Questions.....	7
1.3 Research Objectives .....	7
1.4 Research Significances.....	8
1.5 Definition of Key Terms.....	8
CHAPTER II.....	10
THEORETICAL FOUNDATION.....	10
2.1 Semiotics.....	10
2.2 Semiology of Roland Barthes .....	13
2.2.1 Denotative .....	15
2.2.2 Connotative .....	16
2.2.3 Myth.....	16
2.3 Representation.....	19
2.4 American Beauty Standards .....	21
2.4.1 Exotic Skin.....	22
2.4.2 Thick Plump Lips.....	22

2.4.3 Thin Face with a Firm Jaw.....	23
2.4.4 Tall and Slim Body.....	23
2.4.5 Makeup.....	23
2.5 American Beauty Pageants.....	24
2.5.1 Miss USA.....	25
2.5.2 Miss Teen USA.....	27
2.5.3 Miss Muslimah USA.....	29
2.6 Instagram.....	30
CHAPTER III .....	31
RESEARCH METHOD.....	31
3.1 Research Design.....	31
3.2 Sample of Data.....	32
3.3 Source of Data.....	34
3.4 Technique of Collecting Data.....	34
3.5 Technique of Analyzing Data.....	35
3.6 Organization of Writing .....	36
CHAPTER IV .....	38
RESULT AND DISCUSSION .....	38
4.1 The Denotation, Connotation, and Myth Meanings in The Instagram Photos and Captions of American Beauty Pageants .....	38
4.1.1 Noelia Voigt (@noeliavoigt).....	39
4.1.2 Uma Sofia Srivastava (@umasofias).....	66
4.1.3 Zaynah Hasan (@missmuslimahusa).....	94
4.2 Representation of American Women’s Beauty Standards through Beauty Pageants.....	105
4.2.1 Outer Beauty .....	105
4.2.2 Inner Beauty.....	111
CHAPTER V.....	117
CONCLUSIONS AND SUGGESTIONS .....	117
5.1 Conclusions.....	117
5.2 Suggestions .....	119
References.....	120

## LIST OF FIGURES

<b>Figure 2.1</b> Roland Barthes' Two Stage Signification .....	18
<b>Figure 2.2</b> The winner of Miss USA 2023, Noelia Voigt .....	27
<b>Figure 2.3</b> The Winner of Miss Teen USA 2023, Uma Sofia Srivastava .....	28
<b>Figure 2.4</b> The Winner of Miss Muslimah USA 2022, Zayhnah Hasan .....	30

## LIST OF TABLES

<b>Table 2.1</b> Roland Barthe's Sign Map .....	15
<b>Table 3.1</b> Illustration Example of Photo Analysis .....	32
<b>Table 3.2</b> Illustrative Example of Caption Analysis in Photos .....	33
<b>Table 4.1.1.1</b> Analysis of Dress Colour in Noelia Voigt's Fashion.....	42
<b>Table 4.1.1.2</b> Analysis of Caption in the Noelia's Photo .....	43
<b>Table 4.1.1.3</b> Analysis of Caption in the Noelia's Photo .....	46
<b>Table 4.1.1.4</b> Analysis of Noelia Voigt's Dress Design .....	47
<b>Table 4.1.1.5</b> Analysis of the Dress Cut by Noelia in the Miss USA Beauty Pageant Event.....	49
<b>Table 4.1.1.6</b> Analysis of Noelia Voigt's Use of Accessories or Jewelry.....	51
<b>Table 4.1.1.7</b> Caption Analysis in the Photo of Noelia Voigt .....	53
<b>Table 4.1.1.8</b> Analysis of Props Used by Noelia Voigt.....	54
<b>Table 4.1.1.9</b> Analysis of Props Used by Noelia Voigt.....	56
<b>Table 4.1.1.10</b> Analysis of Gesture or Pose Noelia Voigt.....	58
<b>Table 4.1.1.11</b> Analysis of Caption in the Noelia's Photo .....	60
<b>Table 4.1.1.12</b> Analysis of Noelia Voigt's Make-up Usage .....	61
<b>Table 4.1.1.13</b> Analysis of Noelia Voigt's Hairstyle Usage .....	63
<b>Table 4.1.2.1</b> Analysis of Dress Color's Uma Sofia .....	68
<b>Table 4.1.2.2</b> Analysis of Caption in the Uma's Photo .....	72
<b>Table 4.1.2.3</b> Analysis of Dress Design's Uma Sofia .....	74
<b>Table 4.1.2.4</b> Analysis of Caption in the Uma's Photo .....	77
<b>Table 4.1.2.5</b> Analysis of Dress Cut's Uma Sofia .....	78
<b>Table 4.1.2.6</b> Analysis of Uma Sofia's Use of Accessories or Jewelry .....	80
<b>Table 4.1.2.7</b> Analysis of Props Used by Uma Sofia.....	83

<b>Table 4.1.2.8</b>	Analysis of Gesture or Pose Uma Sofia.....	85
<b>Table 4.1.2.9</b>	Caption Analysis in the Photo of Uma Sofia.....	87
<b>Table 4.1.2.10</b>	Analysis of Uma Sofia's Make-up Usage .....	89
<b>Table 4.1.2.11</b>	Analysis of Uma Sofia's Hairstyle Usage .....	91
<b>Table 4.1.3.1</b>	Analysis of Zaynah Hasan's Gamis or Loose Robe.....	95
<b>Table 4.1.3.2</b>	Analysis of the Use of Zaynah Hasan's Headcraft .....	97
<b>Table 4.1.3.3</b>	Analysis of Props Used by Zaynah Hasan.....	99
<b>Table 4.1.3.4</b>	Analysis of Gesture or Pose Zaynah Hasan.....	101
<b>Table 4.1.3.5</b>	Analysis of Zaynah Hasan's Make-up Usage .....	103
<b>Table 4.2.1.1</b>	Photos of America's Beauty Pageant Winners.....	106
<b>Table 4.2.1.2</b>	Photos of America's Beauty Pageant Winners.....	107
<b>Table 4.2.1.3</b>	American Beauty Pageants Winners' Make-up Use .....	107
<b>Table 4.2.1.4</b>	American Beauty Pageants Winners' Hairstyle .....	109
<b>Table 4.2.2.1</b>	Analysis of Noelia and Uma's Religious Behaviour.....	111
<b>Table 4.2.2.2</b>	Analysis of Noelia and Uma's Optimistic Attitudes .....	112
<b>Table 4.2.2.3</b>	Analysis of Noelia Voigt's Productive Traits .....	114
<b>Table 4.2.2.4</b>	Analysis of Noelia and Uma's Leadership Spirit.....	115

