REPRESENTATION OF BEAUTY STANDARDS IN TWO SELECTED MUSIC VIDEOS: SEMIOTIC ANALYSIS OF ROLAND BARTHES

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Abstract

Beauty standards are issues that still exist in society today. This issue of beauty standards is depicted in music videos entitled "Pretty Hurts" by Beyonce and "Mrs. Potato Head" by Melanie Martinez. In music video, there are signs used to communicate the meaning that can be analyzed using a semiotic approach to find out the meaning conveyed. The purposes of this research are to analyze denotation and connotation meaning of verbal and visual signs in both selected music videos, as well as the myth of beauty standards. Descriptive qualitative method is applied in this research to analyze the data which are in the form of screenshot of verbal and visual signs, while the method of collecting data used in this research is documentation. The data were taken from two selected music videos represent the issue of beauty standards. The total data of this research are 36 data, consisting of 9 data of verbal signs and 27 data of visual signs. The collected data were examined using Roland Barthes' theory by analyzing the meaning of denotation and connotation, as well as the myth of beauty standards. The result of this study found the denotation and connotation meaning showed six features of beauty such as slim body, blonde hair, narrow face, large breast, white teeth, and fashionable appearance signify women's beauty and represent attractiveness. Meanwhile, there are six myths of beauty standards found in two selected music videos such as ideal body, attractiveness, confidence, facial beauty, ideal face shape, and ideal beauty.

Keyword: denotation, connotation, myth, beauty standards, music video

Abstrak

Standar kecancitkan merupakan sebuah fenomena yang masih terjadi di masyarakat kita saat ini. Permasalahan ini tergambar dari video musik yang berjudul "Pretty Hurts" karangan Beyonce dan "Mrs. Potato Head" karangan Melanine Martinez. Dalam video musik tersebut beberapa tanda digunakan untuk mengkomunikasikan makna yang dianalisis dengan pendekatan semiotika untuk menemukan makna yang dimaksud oleh Beyonce dan Melanie Martinez dalam lagu-lagunya. Tujuan penelitian ini adalah untuk menganalisis makna denotasi dan konotasi baik tanda verbal dan visual dalam kedua video music tersebut, beserta dengan analisis Myth mengenai standar kecantikan. Metode kualitatif deskriptif digunakan dalam penelitian ini untuk menganalisis data dalam bentuk hasil tangkapan layar dari video musik yang merepresentasikan isu standar kecantikan. Jumlah keseluruhan data dalam penelitian ini adalah 36 data yang meliputi 9 data tanda verbal dan 27 data tanda non-verbal atau visual. Data yang telah dikumpulkan kemudian dianalisis dengan menggunakan teori Roland Barthes yang meliputi analisis denotasi, konotasi, dan muth dari standar kecantikan. Hasil dari riset ini menemukan bahwa makna denotasi dan kontasi menunjukkan 6 fitur kecantikan yaitu badan yang langsing, rambut pirang, wajah yang proporsional, payudara yang besar, gigi yang putih dan penampilan yang menarik menjadi kunci dari kecantikan wanita dan merepresentasikan kecantikan yang memikat. Sedangkan dalam hal myth, penelitian ini menemukan bahwa tubuh yang ideal, kepercayaan diri, kecantikan wajah, bentuk wajah yang ideal dan kecantikan ideal merupakan wujud dari myth yang tengah dibangun dari video music tersebut.

Kata Kunci: *denotasi, konotasi, myth, standar kecantikan, video musik*

1. Introduction

Media is one of the channels needed to communicate something (Bignell, 2002). In everyday life, people use media for communication or to convey messages. Using media involves watching or viewing, reading, and listening activities where the audience actively plays a role in interpreting the message conveyed (Croteau & Hoynes, 2013). The meaning is obtained by interpreting the signs contained in the media. The signs found in any media will only be meaningful if they are interpreted. Furthermore, the approach used to analyze the sign is semiotics.

Semiotics is a branch of linguistics that studies signs communicating meanings (Bignell, 2002, p.5). The sign will produce meaning if it is interpreted by the recipient of the sign (Ibrahim & Sulaiman, 2020). The semiotic concept of Roland Barthes has three aspects in interpreting a sign called denotation, connotation, and myth. Denotation is the first-order statement that concerns the literal meaning of the words, or in linguistic terms, it means what a dictionary attempts to provide. In semiotics, connotation focuses on those that are widely recognized within a culture rather than on personal associations for individuals. Barthes sees the myth as an ideological narrative which defined as a signifying system (Chandler, 2017, p.174). Thus, Roland Barthes' theory is used to find the meaning of denotation, connotation, and myth of the sign.

Signs can be found anywhere in various media, one of which is a music video. The music video is a media that involves interaction between music and images (Korsgaard, 2017). The song and image in the music video are signs that can be meaningful if they are interpreted. The message in the music video can be seen in the lyrics and visuals in the form of signs to communicate meaning.

The signs found in media usually represent the reality in today's society as a means to convey messages, such as the social issue of beauty standards. In today's society, beauty is still an important part of human life. Most people will immediately judge someone based on their attractive appearance, and beauty will provide tremendous social benefits (Weeks & Thomas, 2014). Furthermore, the issue of beauty standards has spread to various countries through media which affect the social life of the society. Every society has different standards of beauty, following the prevailing culture in that society. One country influences existing beauty standards is America, where society tries to achieve beauty standards by doing plastic surgery.

America is a country that has the highest rate of plastic surgery, with the number of operating practices reaching 1.485.116, or 14.7% of total plastic surgery procedures globally (ISAPS, 2020). Plastic surgery is considered more of a cosmetic surgery that changes body shape among people than for health care to achieve the standards that exist in society. The issue of beauty standards in America was communicated through a music video entitled "Mrs. Potato Head" by Melanie Martinez (2016) and "Pretty Hurts" by Beyonce (2014). In both music videos, there are signs that represent beauty standards in America.

The researcher found some previous studies also using a semiotic approach to analyze the meaning of the signs in various media, such as music videos, advertisements, and movies. Amalia & Kalaloi (2022) use a semiotic approach to analyze the meaning of the signs that represent gender equality in the Downy advertisement using Roland Barthes' theory. Dianiya (2020) also used Roland Barthes' semiotic theory to analyze the signs in the movie that represents the issue of social class. Another previous study conducted by Narti and Sari (2022) also analyzes the signs contained

in the movie of Mulan 2020 that represent gender discrimination and patriarchal culture using Roland Barthes' semiotic theory.

This research is going to continue the previous studies in analyzing the signs used in various media. However, the researcher tried to explore another issue in society. Thus, this research will analyze the beauty standards issue represented through the verbal and visual signs in music videos. By using Roland Barthes' theory, the researcher try to find out the meaning of denotation and connotation, as well as myths contained in two selected music videos, "Mrs. Potato Head" by Melanie Martinez and "Pretty Hurts" by Beyonce.

2. Method

This research analyzed the meaning of the signs contained in two selected music videos that represent the issue of American beauty standards. The researcher uses qualitative methods to understand the meaning of social problems by interpreting certain aspects of human beliefs, attitudes, or behavior (Creswell & Creswell, 2018). According to Hignett and McDermott (2015), the purpose of qualitative research is to understand the meaning that is interpreted by people based on events they have experienced.

This study uses a qualitative method with a descriptive approach to describe the social issues to provide information about the meaning of the signs found in two selected music videos. Qualitative descriptive is used in qualitative research for research that is descriptive or describes the results of data analysis (Kim et al., 2017)

The data of this research is taken from two selected music videos entitled "Pretty Hurts" by Beyoncé (2014) and "Mrs. Potato Head" by Melanie Martinez (2016), which were sourced from YouTube. While the unit of analysis used is divided into two: 1). Verbal signs in the form of written and spoken language, and 2). Non- verbal signs or visual signs are in the form of pictures, gestures, and expressions.

In collecting the data, the researcher use documentation method by capture the scenes contain verbal and visual signs represent beauty standard in two selected music videos. Furthermore, the collected data were analyzed using Roland Barthes' semiotic theory to find out the meaning of denotation, connotation, and myth of beauty standard.

3. Results and Discussion

3.1 Denotation and Connotation in Beauty Standard

In analyzing the denotation and connotation, the researcher grouped the collected data into two categories: 1) features of beauty and 2) the ways of getting beauty. The researcher found six kinds of features of beauty: 1) slim body, 2) blonde hair, 3) narrow face, 4) big chest, 5) white teeth, and 6) fashionable appearance. Furthermore, the researcher also found the ways of getting those features of beauty such as diet program of south beach and sugar-free, wearing blonde wig, breast augmentation, makeup, wearing dress, and using petroleum jelly.

Denotation		Connotation	
Signifier	**Signified**	**Signifier**	**Signified**
Vogue says thinner is better	Thin body shape signifies beauty	*[Denotation table: Signifier "Vogue says thinner is better" / Signified "Thin body shape signifies beauty"]*	• The affect of magazines on body shape. • Diet program makes body slim. • Physical exercise makes body slim.

Figure 1. Denotation and Connotation of Slim Body

Thin body portrayed by Vogue signifies women's beauty. In Western culture, a slim body image is very common as an ideal beauty (Mills et al., 2017). It is portrayed in media such as magazine that give emphasis on the representation of beauty. The representation of beauty by female models found across the magazines emphasizes the slim body (Yan & Bissell, 2014). In this case, vogue as a magazine portrayed the body image as a slim body. Thus, slim body becomes a factor of women's beauty, and women are beautiful if they have slim body like what media portrayed.

Denotation		Connotation	
Signifier	**Signified**	**Signifier**	**Signified**
"Blonde hair, flat chest. TV says bigger is better"	Blonde hair and big chest signifies ideal body.	*[Denotation table: Signifier "Blonde hair, flat chest. TV says bigger is better" / Signified "Blonde hair and big chest signifies ideal body."]*	• Women dye their hair or use blonde wigs. • Women doing breast augmentation surgery. • The affect of TV on beauty standards.

Figure 2. Denotation and Connotation of Blonde Hair and Big Chest

Blonde hair and big chest portrayed by TV signify ideal body. In Western culture, the media frequently represented women with blonde hair than the other color, so that blonde hair can be considered as a women's beauty (Fink et al., 2018). Furthermore, the lyrics also describe that television said big chest is better than flat chest. Sisti et al. (2021) stated that Western media describes having large breasts as an advantage for women because they are considered beautiful and attractive (p. 2170). In addition, the researcher found in two selected music videos, the women are dyeing their hair and wearing blonde wig to have blonde hair, and women are doing breast augmentation to have large breasts. In this case, the media gives significant effects on how each individual wants too looks (Mills et al., 2017). Thus, society must follow what media portrayed about beauty.

Denotation		Connotation	
Signifier	**Signified**	**Signifier**	**Signified**
	A woman who is doing a facelift to change the shape of the face.		• The shape of the face affects the beauty of women. • American women want a narrow face or high cheekbones.

Figure 3. Denotation and Connotation of Narrow Face

This data describes about the plastic surgery as something that most American people do to change their body. In this case, the woman is doing facelift as one of plastic surgery procedure for change the face shape become narrow face to have a good look. Since the narrow face is considered as women's beauty, the woman is doing facelift to have narrow face. Yan and Bissell (2014) found that beauty of Western culture such as narrow face as a local culture are being integrated into a universal standards of beauty (p. 197). Thus, the narrow face as Western ideal beauty is dominated the standards of beauty globally. Furthermore, women must have narrow face, so that she will be considered as a beautiful woman.

The lyric of "Fix your teeth" is a verbal sign found in Pretty Hurts music video that describe a command to care for teeth. This sign depicts that teeth signifies beauty. Patil et al. (2022) stated that teeth are an important aspect that can affect a person's appearance. People want a beautiful, white-looking smile. This is influenced by the media which depicts people with smooth white teeth representing an aesthetic appearance. And aesthetic appearance is the main thing in today's lifestyle (p. 36). And, women are usually doing dental treatment to take care of their teeth. It is because, they want to looks good and beautiful having a good teeth or white teeth. Besides that, white teeth are also associated with good health (Khalid & Quiñonez, 2015).

Denotation		Connotation	
Signifier	Signified	Signifier	Signified
	A woman with fashionable appearance is standing in a dark room		• Dress is fashionable • Makeup, blonde wig, and high heels are part of beauty. • Women must be fashionable.

Figure 5. Denotation and Connotation of Fashionable Appearance

The dark room represents the feelings of a woman who is sad because her bad appearance after doing plastic surgery, so her boyfriend leaves her because. Therefore, the woman wants to look beautiful by improving her appearance. Woman's appearance is more valued than her intellect (Carneiro et al., 2013, p.80). For women, their appearance is more important, and people though that women are very concerned about their appearance. This data shows that a woman is wearing a dress, blonde wig, high heels, and also makeup to make her appearance looks good.

Thus, blonde wig or blonde hair, dress, high heels, and makeup signify beauty. Women are beautiful and look attractive when they have those things. So that, what the woman did was to make her appearance beautiful and she could attracts the attention of her boyfriend again.

Denotation		Connotation	
Signifier	Signified	Signifier	Signified
South beach, sugar free	Diet program signifies ideal body		• Women run a diet program to maintain ideal body. • Eat foods with less sugar and carbs. • Eat protein-rich foods. • Healthy foods • Lose weight

Figure 6. Denotation and Connotation of South Beach, Sugar-Free

This data is verbal sign that is taken from the lyrics "South Beach, Sugar-free" in Pretty Hurts music video. The lyrics describe about south beach and sugar free as a diet program that can lose weight and make body slim. As cited before, slim body becomes a factor of beauty. Nowadays, people considered slim body becomes a common standards of beauty (Sisti et al., 2021).And to get slim body, women are doing diet program such as South Beach and Sugar-free. Agatston & Geary (2014) argue that the diet program of south beach is a strategy that allows people to losing weight and getting healthy that embraced the quality of fats, carbohydrates, and protein as the important things to lose weight and getting healthy (p. 7). Furthermore, Agatston & Geary (2014) stated that sugar-free refers to food that contain less gluten or such a slice of bread (p. 17). Thus, women must consume foods that contain less sugar in doing south beach and sugar free diet program.

Figure 7. Denotation and Connotation of Blonde Wig

This visual sign is taken from Mrs. Potato Head music video that depicts a woman is wearing blonde wig while smiling. This data describes about blonde wig as a way of getting beauty, in this case is the way of getting blonde hair. In this scene, the woman feels bad about her appearance doesn't look like the media portrayed. The woman saw the advertisement of blonde wig on television. Furthermore, the woman wears the wavy blonde wig like the advertisement, and the woman feels happy and confident because she has blonde hair. As cited before in the previous data, Western media frequently represented women with blonde hair, so that blonde hair can be considered as a women's beauty (Fink et al., 2018). In addition, Kenny & Nichols, (2017) stated that wigs were expensive, and wearing a wig meant that the owner did not need to engage in physical labor (p. 136). In this case, a wig can represent social status of people, someone who wears a wig means she in the high level of social status.

Figure 8. Denotation and Connotation of Breast Augmentation

This data found in Mrs. Potato Head music video shows a breast augmentation as the way of getting big chest. People assume that women who have big chest are considered as beautiful women. Women breast became the most important feature of body that represents attractiveness

(Atiye & Chahine, 2018, p.1188). And women are doing breast augmentation to change the size of her breast into the bigger one. In America, most of women have done breast augmentation to get the big chest. It can be seen in the data from ISAPS (2016) that showed the total breast procedures in America reach 586,476 or 19.0% (p.17). With the total of breast procedures in 2016, America is in the first position for the country with the most total breast procedures among 23 other countries.
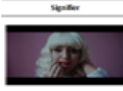
Denotation		Connotation	
Signifier	**Signified**	**Signifier**	**Signified**
	A woman wearing a blonde wig is doing her makeup with red lipstick.		• Women use makeup to look beautiful. • Red lipstick has a symbol of strength and confidence. • Women wear lipstick to feel confident. • Women wear blonde wigs to make them look attractive.

Figure 9. Denotation and Connotation of Makeup

This data is taken from the scene in Mrs. Potato Head music video that depicts a woman is doing her makeup as the way of getting beautiful face. From the picture, we can see that the woman's expression is sad because of failed facelift. Thus, the woman is trying to fix herself or her appearance by wearing makeup. The woman is applying makeup to make her appearance looks better. McCabe et al., (2020) stated that the importance of makeup for women are to enhancing the physical appearance, and leads women to feeling good inside as well as for others in society (pp. 657-658). It means that makeup can also lead women's confident about their appearance and also looks attractive. Furthermore, in the scene shows the woman using red lipstick while applying makeup. Stephen and McKeegan have revealed that red lips represent femininity and attractiveness (p. 13).

Denotation		Connotation	
Signifier	**Signified**	**Signifier**	**Signified**
	A woman put petroleum jelly on her teeth.		• Women are doing dental treatment to look beautiful. • Beautiful women have good and neat teeth. • Teeth become an important part of women's beauty.

Figure 10. Denotation and Connotation of Petroleum Jelly

This data in Pretty Hurts music video describes about petroleum jelly that use as the way of white teeth. This scene depicts a woman in front of mirror puts petroleum jelly on her teeth. In this case, petroleum jelly is used as a dental treatment Patil et al. (2022) argue that teeth are an important aspect that can affect a person's appearance. Teeth can become discolored for some reasons, and this is a problem for most individuals. Discolored teeth can affect a person's appearance to be unaesthetic, while aesthetic appearance is the main thing in today's lifestyle. Hence, there is increasing interest in teeth whitening treatment as a solution to the problem of tooth discoloration (pp. 35-36). And a way to keep your teeth white is by using petroleum jelly as

described in this data. According to Gregg Lituchy, a well-known cosmetic dentist from New York, petroleum jelly can be a protective coating for teeth that protects teeth from stains that come from food or drink which affect tooth discoloration.

Figure 11. Denotation and Connotation of Dress

This data describes about the appearance. As cited before, appearance is the important thing for women. Thus, women really take care of their appearance. Makarim et al., (2020) stated that women are normally portrayed as a delicate and consistent to focus on their appearance (p. 75). In this case, dress is the part of appearance that women also concerned. It can be seen from the scene that depicts twenty women in beauty contest are standing on the stage with a stunning appearance. All of those women are wearing long dress that also seemed sexy Yan and Bissell (2014) found that dress becomes a factor of attractiveness besides facial beauty and hair style (p. 198). Dress is often associated with fashion (Yan & Bissell, 2014). By wearing fashionable dress, the women are trying to present a good appearance and look attractive (Twigg, 2013).

3.2 Myth in Beauty Standard

Myth is an understanding of a culture towards something that is conceptualized together so that it is achieved the ideological, where something is considered natural, even though that is only the opinion of people who according to it is fit. From Pretty Hurts and Mrs. Potato Head music videos, the researcher found six myths about beauty standards: 1) ideal body, 2) attractiveness, 3) confidence, 4) facial beauty, 5) ideal face shape, and 6) ideal beauty.

Figure 12. Myth of Ideal Body

The myth of ideal body found in Mrs. Potato Head music video is depicted in the scene of the 00.20 minute. This data depicts an advertisement for the product "Dollies diet pills" on television. The name of product interprets that the diet pills can make body like a doll. The doll is portrayed as ideal beauty. As we know, commonly, Barbie doll has slim body and white skin. Barbie as image of the female ideal leads the internalization of the thin ideal in women (Rice et al., 2016). Media significantly affects the viewers with the image that portrayed, so that people will compare themselves with others. In this case, media effects how women to looks perfect like media portrayed (Mills et al., 2017). Thus, the advertisement of Dollies diet pills on television is portrayed the ideal body which is slim that influence the society.

Myth		Connotation	
Signifier	Signified	Signifier	Signified
Attractiveness	Denotation		• Wearing fashionable clothes. • Makeup • Wearing jewelries • Wearing high heels
	Signifier	Signified	
	"What you wear is all matters"	Appearance is matter for women.	
	Denotation		
	Signifier	Signified	
	"What you wear is all matters"	Appearance is matter for women.	

Figure 13. Myth of Attractiveness

The myth of attractiveness found in the Pretty Hurts music video describes that appearance is a very important aspect, especially for women. An attractive appearance is the first thing someone will notice when they meet or see them. People will notice someone's physical appearance first, and it has a large influence on how the person is perceived (Sisti et al., 2021). Women are portrayed focus on their appearance as valued (Makarim et al., 2020). In case of beauty contests, the contestants are required to have an attractive physical appearance. Another scene in this music video represents the physical appearance of a woman as a contestant in beauty contest. The woman looks stunning with her appearance by wearing dress, jewelries, and makeup. Yan and Bissell (2014) found that the appearance including makeup and dress style of Hollywood celebrities were portrayed as ideals beauty that gave impact for people to imitate them (p. 210). In case of this data, the music video describes about women in beauty contest that portrayed the ideals beauty. The beauty contest will have an impact on people in society to imitate how they should look as depicted by beauty contest.

Myth		Connotation	
Signifier	Signified	Signifier	Signified
Confidence	**Denotation**		Women feel confident when using blonde wigs.
	Signifier / Signified / A woman smiles while wearing a blonde wig.		
	Denotation		
	Signifier	Signified	
		A woman smiles while wearing a blonde wig.	

Figure 14. Myth of Confidence

The myth of confidence found in Mrs. Potato Head music video that shows a scene depicts a woman on television seems happy wearing blonde wig. There are two things that can be concluded from this data. The first is blonde wig as ideal of feminine beauty represents the attractiveness. Manning (2021) found that hair style and hair color affect physical appearance of someone to look attractive (p. 37). Women with blonde hair were rated by men as more attractive (Hart & Pettijohn II, 2016). And wavy hair is also considered more attractive (Leader, 2018). The second thing is the impact of the advertisement on television. The impact of blonde wig advertisement on television also makes the concept of ideals beauty exist in society. Another scene in this music video shows a woman imitates the woman advertised blonde wig on television, because the woman is not confident with her appearance. Carneiro et al., (2013) argue that women believe that imitate the physical appearance like media portrayed will lead to feel confident and happy, so they will not be criticized by society regarding their physical appearance (p. 81).

Myth		Connotation	
Signifier	Signified	Signifier	Signified
Facial beauty	**Denotation** Signifier / Signified / Woman's face is being injected to do facial injectable treatment	**Denotation** Signifier / Signified / Woman's face is being injected to do facial injectable treatment	• Women have to do facial treatment. • Facial treatment improves facial features. • Youthfulness represents beauty.
	Denotation		
	Signifier	Signified	
		Woman's face is being injected to do facial injectable treatment	

Figure 15. Myth of Facial Beauty

This data describes about facial injectable treatment as the way of getting youthfulness that represents beauty. Sisti et al. (2021)stated that the face is the first thing that catches someone's attention and is judged by others (p. 2167). This data shows facial injectable treatment as a way to repair and treat the face. Liew et al. (2016) suggest that facial injectable treatment is a treatment to correct deficiencies in the facial structure which reduces the ideal facial beauty (p. 193). In Western countries, botulinum toxin is a type of facial treatment that is mostly done to improve facial features and tighten facial skin so that there are no wrinkles, so that it looks youthful (Wu et al., 2016). Sisti

et al. (2021) added that youth is always associated with physical beauty (p. 2168). Ageless is one of the factors of physical beauty. Thus, women want to improve their facial features and make them look younger by doing facial injectable treatments.

Myth		Connotation	
Signifier	Signified	Signifier	Signified
Ideal face shape (Narrow face is beautiful)	**Denotation** 		• The shape of the face affects the beauty of women. • American women want a narrow face.
	Signifier / Signified: A woman who is doing a facelift to change the shape of her face, especially on the forehead.		
	Denotation		
	Signifier / Signified: A woman who is doing a facelift to change the shape of her face, especially on the forehead.		

Figure 16. Myth of Ideal Face Shape

The myth of ideal face shape in Mrs. Potato Head found on the scene of 03.18 minute. The scene depicts a woman whose face in surgery or doing facelift. The myth of ideal face is obtained from denotation order that has meaning the woman is doing facelift to change her face shape. A face is the first physical part that people notice and judge (Sisti et al., 2021). And narrow face is considered as the ideal face shape in Western culture. Western standards of ideals beauty are high noses, round eyes, and narrow faces, and Asian has adopted those Western standards of ideals beauty (Yan & Bissell, 2014). Furthermore, in getting the narrow face as ideal face shape, most of American women do a facelift to change the shape of face. In 2016, USA is the country that has the highest rank of facelift procedure. The researcher found the data from ISAPS (2016) showed that USA takes first place for the most number of facelift procedures with a total of 71.148 procedures (p.3).

Myth		Connotation	
Signifier	Signified	Signifier	Signified
Ideal beauty	**Denotation** Signifier / Signified: The winner of a beauty contest signifies ideal beauty.		• Beautiful women have white skin. • White skin, slim body, and blonde hair are the standard of beauty. • Women wear dress to look beautiful or attractive. • Women makeup to look beautiful or attractive.
	Denotation		
	Signifier / Signified: The winner of a beauty contest signifies ideal beauty.		

Figure 17. Myth of Ideal Beauty

The myth of ideal beauty in Pretty Hurts music video is depicted in the scene of 06.10 minute. The scene depicts a woman who wins the beauty contest signifies the ideals beauty. Miss Pretty USA is a representation of femininity shown through physical appearance that influences women

to do the same. Furthermore, for more than half a century, a beauty queen of U.S has been physically white, slim, fit and healthy, and heterosexual (Cohen, 2015, p. 114). This data also shows the Miss Pretty USA is slim and has white skin. Apart of being slim and white, this data shows others features of beauty, including blonde hair, dress style, makeup, and jewelry. Actually, those features of beauty have been analyzed in previous data. Blonde hair represents the attractiveness and confidence. Men rate blonde hair women as more attractive (Hart & Pettijohn II, 2016). A slim body becomes the ideal body. In Western culture, the slim body image is very common as an ideal beauty (Mills et al., 2017). Furthermore, Yan and Bissell (2014) stated that the appearance including makeup and dress style was portrayed as ideals beauty (p. 210). Thus, this data proved that blonde hair, slim body, dress style, makeup, and jewelry having by Miss Pretty USA are the ideals beauty.

4. Conclusion

Based on the research, the music videos of Pretty Hurts (2014) and Mrs. Potato Head (2016) were taken as data representing beauty standards. After analyzing the data, the researcher found the denotation and connotation meaning and the myth of beauty standards in two selected music videos. The denotation and connotation meaning found in two selected music videos showed six features of beauty such as a slim body, blonde hair, narrow face, large breast, white teeth, and fashionable appearance signify women's beauty and represent attractiveness. There also found some differences in the ways of getting those features of beauty. In 2014, the diet program of south beach and sugar-free, physical exercises, and eating cotton were the ways of getting a slim body; hair roll is used for styling hair; doing facial injectable treatment for facial beauty; petroleum jelly is used for whitening teeth. In 2016, the diet pill is a way of getting a slim body; using a blonde wig; doing facelifts and makeup for facial beauty; doing breast augmentation to have large breasts. The similarity found in both data in 2014 and 2016 showed dresses and jewelry is the ways of getting a fashionable appearance.

Furthermore, the researcher found six myths of beauty standards including ideal body, attractiveness, confidence, facial beauty, ideal face shape, and ideal beauty. The myth is the result of cultural thought towards something that forms ideas that are the ideals of society. Thus, the result of this research showed Western culture has features of ideal beauty such as a slim body, beautiful face, narrow face, blonde hair, large breast, white teeth, and a fashionable appearance.

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