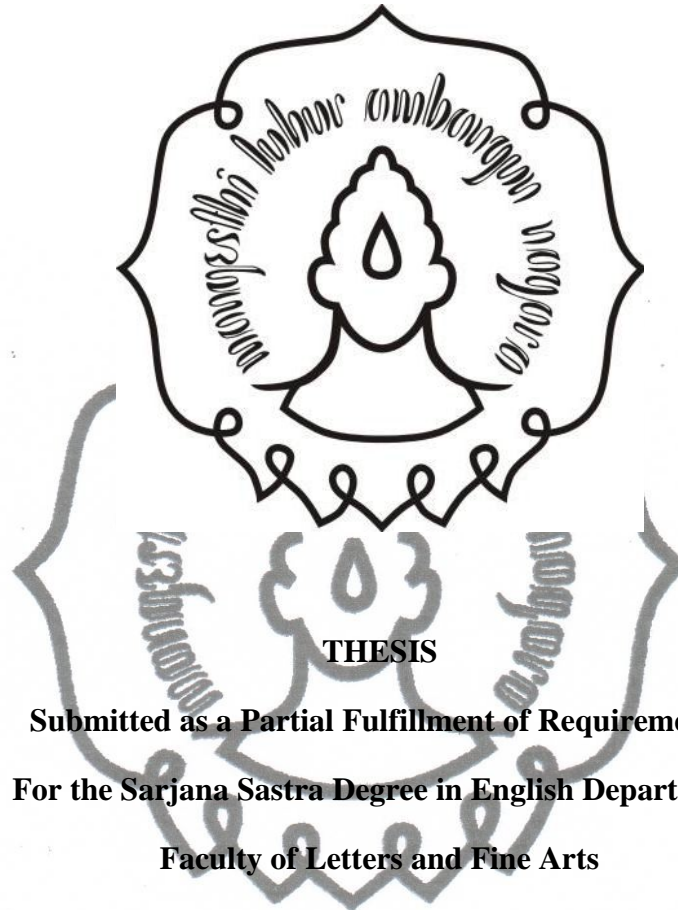


**THE REPRESENTATION OF BEYONCE, RIHANNA, AND
NICKI MINAJ IN THEIR PERFUME ADVERTISEMENTS TO
MEET THE IDEAL BEAUTY STANDARDS OF 21st CENTURY**



THESIS

**Submitted as a Partial Fulfillment of Requirements
For the Sarjana Sastra Degree in English Department
Faculty of Letters and Fine Arts
SEBELAS MARET UNIVERSITY**

by

Evi Nurindah Hapsari

C1307038

**ENGLISH DEPARTMENT
FACULTY OF LETTERS AND FINE ARTS
SEBELAS MARET UNIVERSITY SURAKARTA**

2014

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Approved to be examined before the Board of Examiners

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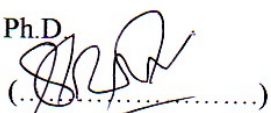
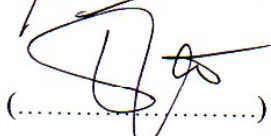
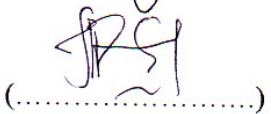

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I hereby state that this thesis entitled **“The Representation of Beyonce, Rihanna, and Nicki Minaj in Their Perfume Advertisements to Meet the Ideal Beauty Standards of 21st Century”** is my own work.

Any materials, approach, and theory used are written in direct quotation and in paraphrase. If this pronouncement is proven incorrect I will accept any academic consequences, including the withdrawal of the degree.

Surakarta, October 19, 2014

The Researcher

Evi Nurindah Hapsari

QUOTATIONS

The best way to go out is always through.

-Robert Frost

Once we accept our limit, we go beyond them.

-Einstein



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This piece of work is dedicated to:

Mom & Dad.

American Studies Scholar.

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ABSTRACT

Evi Nurindah Hapsari. C1307038. The Representation of Beyonce, Rihanna, and Nicki Minaj in Their Perfume Advertisements to Meet the Ideal Beauty Standards of 21st Century. Undergraduate Thesis: English Department. Faculty of Letters and Fine Arts. Sebelas Maret University.

This research focuses to analyze the representation of Beyonce, Rihanna, and Nicki Minaj in their perfume advertisements to meet the ideal beauty standards of 21st century in America. This research is conducted under the framework of American Studies as interdisciplinary studies which implements Semiotics theory and Socio-cultural approach to accomplish the objective of the research.

This research is a descriptive qualitative research taking three American celebrities' advertisements pictures as source of the primary data. The primary data is in the form of images, expressions, photographic elements such as camera angle, camera shot, colors, lighting, and etc. The secondary data is achieved from articles, books, online media, and other relevant references that support the main data.

After conducting the research, it is found that Beyonce, Rihanna, and Nicki Minaj are represented to meet the ideal beauty standards of 21st century in their perfume advertisements. These three celebrities are mixed races with different physical characteristics, but they are represented into one ideal beauty characteristics which are straight blonde/colored hair, tan light skin, flawless skin, and also perfect body shape and size. These characteristics are obtained from several processes such as wearing make up; dying and straightening their hair, wearing wig, coloring the hair to have ideal hair characteristics; lighting process; photoshooting; and editing their photo with Photoshop. Their visualizations in all of their perfume advertisements trully represent the ideal beauty standards in this 21st century of America.

KEY WORDS: *Ideal Beauty of 20th Century, Ideal Beauty of 21st Century, Mixed Race, Popular Culture, Advertisements*