

Image Construction of African-American Female Athlete Body Represented by Serena Williams in WTA Campaign *Strong is Beautiful*



THESIS

**Submitted as Partial Requirement for the *Sarjana Sastra* Degree at
English Department of Faculty of Cultural Sciences
Sebelas Maret University**

By:

Hutomo Mukti Widanarso

C0312034

**ENGLISH DEPARTMENT
FACULTY OF CULTURAL SCIENCES
SEBELAS MARET UNIVERSITY
SURAKARTA**

2017

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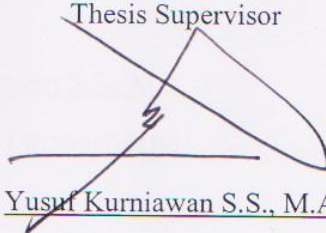
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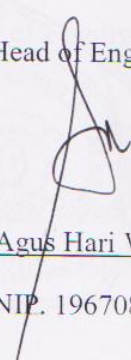
Thesis Supervisor



Yusuf Kurniawan S.S., M.A.

NIP. 197111301999031001

Head of English Department



Drs. Agus Hari Wibowo M.A., Ph.D.

NIP. 196708301993021001

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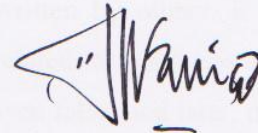
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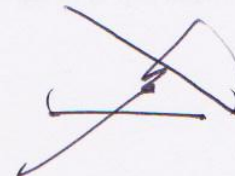
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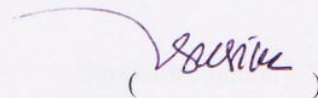
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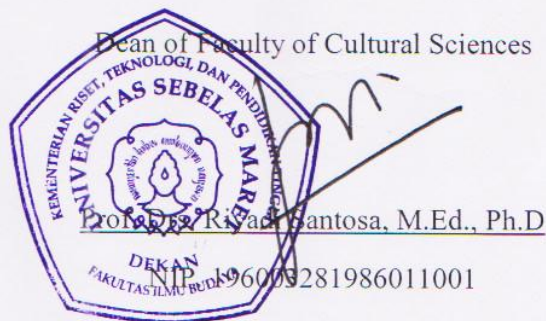
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First Examiners : Yusuf Kurniawan S.S., M.A.
NIP. 197111301999031001

()

Second Examiners : Dra. Susilorini, M.A.
NIP. 196506011992032002

()

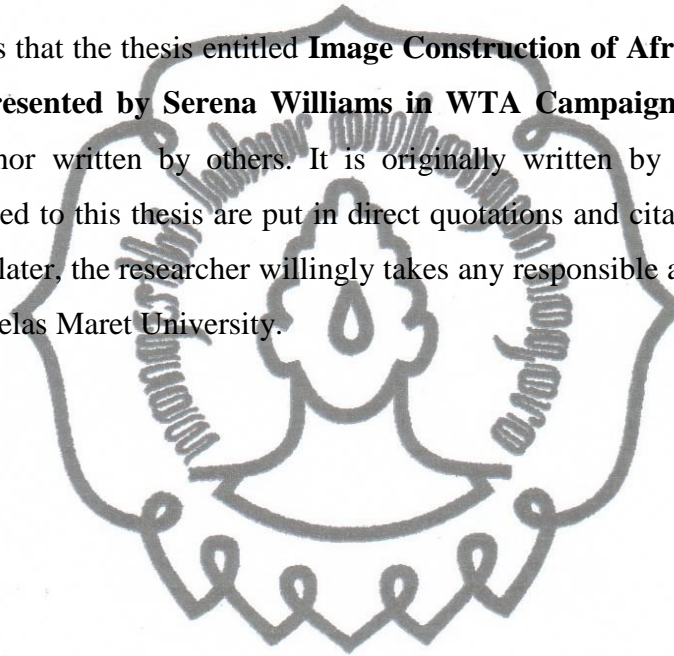


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Name : Hutomo Mukti Widanarso

Student Number : C0312034

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Surakarta, January 2017

The Researcher

Hutomo Mukti Widanarso

MOTTO

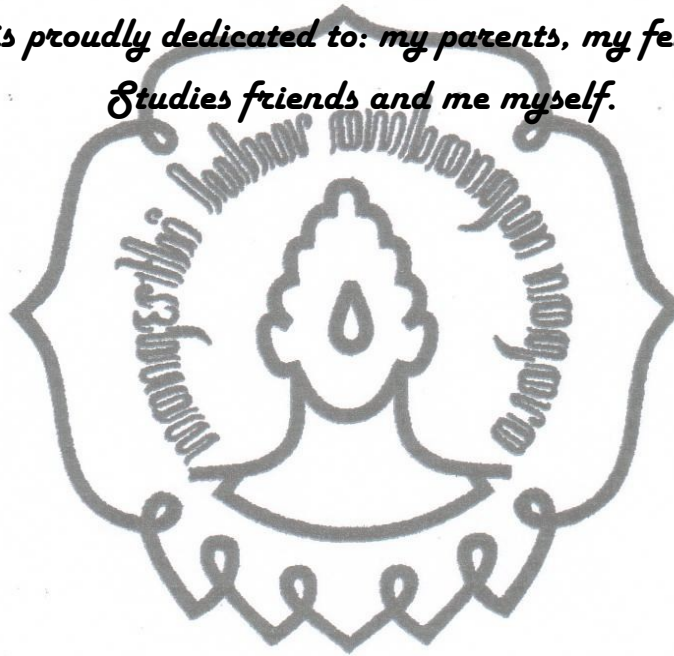
“So remember Me, I will remember you. And be grateful to Me, and do not deny Me”. (Al Qur’an 2:152)

“Success is not measured by comparing to how well others do, but by doing one’s own best”. (Ma Jin)



DEDICATION

This thesis is proudly dedicated to: my parents, my fellow American Studies friends and me myself.



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ABSTRACT

Hutomo Mukti Widanarso. C0312034. 2017. Image Construction of African-American Female Athlete Body Represented by Serena Williams in WTA Campaign *Strong is Beautiful*. Thesis. English Department. Faculty of Cultural Sciences, Sebelas Maret University.

This research aims to know how WTA (Women Tennis Association) constructs the image of Serena Williams' body, as the representation of African-American female athlete in Strong is Beautiful campaign which was released in 2012.

This research is a descriptive qualitative research which used some still pictures and some screenshots of Serena Williams in the selected campaign from <http://www.wtatennis.com/strong-is-beautiful>. The primary data are pictures, gestures, words, phrases, dialogues and other *miss-en-scene* that contain the messages of the campaign. The secondary data are needed to support the primary data, they are theses, books, journals, articles and etc that are related to the topic of the research.

The research is conducted under the frame of American Studies. It uses a number of theories and approaches to analyze the data; they are Race and Gender in Sports, Socio-cultural Background of African-American Women in America and Semiotic Film Theory.

Based on the analysis, it shows that WTA constructs the image of Serena Williams' body as a masculinized female athlete who is strong, fierce and high-tempered. It means that WTA does not challenge the existed myths and stereotypes of black women as a masculinized woman in the media construction

Keywords: Female Athlete Body, Women in Sports, Race in Sports, Construction Image