

Chapter III

DATA ANALYSIS AND DISCUSSIONS

3.1 DATA ANALYSIS

The study uses a qualitative research which involves description and analysis (Wray 1998). A description in this study emphasizes more on a description of the subject condition or the object of research at the moment of analysis fact (Nawawi 1983). Meanwhile, analyses in this study were taken to analyze the content of the research subject.

To analyze the subject of the research, the novel written by an Indonesian woman author, Icha Rahmanti– feminist liberal perspective is then used. Feminist Liberal Perspective is a form of feminism that argues that equality for women can be achieved through legal means and social reform, and that men as a group need not be challenged (retrieved in 2006).

In finishing this study, the writer found the subject of the research and determined the main issue from it. Then, the writer conducted a library research such as searching, collecting and comprehending the references related to the study. Afterwards, the writer formulated research questions concerning women physical appearance in Icha Rahmanti's novel and chose the textual evidences that are relevant with the formulated research question. Then the writer analyzed and interpreted the data by using liberal feminist perspective. Finally, conclusions and suggestions were given based on the findings.

The subject of this study is Icha Rahmanti's novel entitled "Beauty Case". The novel is Icha Rahmanti's second-published novel consisting of 286 pages and is published by the year of 2005.

The construction of body image is revealed through the elaboration that follows.

3.1.1. Acceptable and Unacceptable Physical Appearance

The discussion of acceptable and unacceptable physical appearance is required to describe whether or not beautiful is considered as acceptable and unacceptable physical appearance in the novel. It is carried out by analyzing textual evidence related to the issue of beautiful found in the novel based on the theory of identity and difference proposed by Woodward (1997). The analysis is illustrated through the following table:

No.	Type of Physical Appearance	Textual Evidence	Category
1	a) beautiful b) ugly	<p><i>"Rambutnya panjang tergerai dengan poni seperti Cleopatra- mengkilat setajam kilatan pedang... Kulitnya putih bersih, sehalus sutera, tanpa cacat. Hidungnya kecil, lancip, .mencuat dengan lucunya, aaah... sudahlah, perempuan di depanku itu MAHA CANTIK, MAHA KEREN,..." (p.97)</i></p> <p><i>"Her long hair be loose with the bangs looks like Cleopatra-shining as a sharp of sword flash...her skin was clean and fairy, smooth as silk, without physical defect. Her nose was small, sharp, rise cutely, emmm...certainly, the woman in front of me was GREATLY BEAUTIFUL, GREATLY GOOD-LOOKING..." (p.97)</i></p> <p><i>Sumpah, belum pernah aku merasa seminder dan setidaknyaman sekarang, Cuma gara-gara berada kurang dari radius dua meter dari seseorang. Aku merasa semua yang ada di diriku serba salah. Bentuk hidungku, tinggi badanku (terutama, mataku, rambutku, bajuku, sepatuku kukuku, parfumku... semuanya salah! Aku seperti Itik Buruk Rupa dihadapan angsa yang sangat indah dan cantik! (p.98)</i></p>	acceptable unacceptable

		Swear, I'm never felt inferior and uncomfortable like this time, just because of I'm less from two meters from somebody. I feel that all of things on me were wrong. My nose shape, my tall (especially, my eyes, my hair, my clothes, my shoes, my nail, my perfume...) everything was wrong! I'm like an ugly duck in front of lovely and very beautiful goose (p.98)	
2	Ugly	<p>“... beberapa bilang aku attractive. So, I am just attractive. Attractive is not beautiful. You say attractive untuk orang yang nggak jelek, tapi nggak cukup memenuhi criteria cantik untuk disebut cantik”(p.125)</p> <p>“...some people told me attractive. So, I am just attractive. Attractive is not beautiful. You say attractive for them who're not ugly, but not enough to fullfill the beautifull criteria to be call beautiful!” (p.125).</p>	Unacceptable
3	Beauty	<p>Banyak yang nggak menyangka model cover perdana GALS adalah seorang asli Indonesia, karena Dania yang mukanya nggak terlalu indo tapi juga nggak terlalu Indonesia itu kelihatan seperti supermodel kelas dunia dalam balutan halter top silk dengan print floral dan setelan jeans belel yang membungkus paha rampingnya. Di situ dia berpose kasual dengan tawa lebar dan tatapan penuh percaya diri yang seolah berkata lantang 'I AM THE MOST BEAUTIFUL AND HAPPIEST GIRL ALIVE!' Well, she was... and she is.” (p.126)</p> <p>A lot of people don't suppose that the GALS first cover model was an Indonesian native, because the Dania's face that wasn't looks white or Indonesian seems to be world class supermodel in halter top silk with print floral and jeans covering her slightly thigh. There she casually posed with wide laugh and very confident gazed that seems piercingly said 'I AM THE MOST BEAUTIFUL AND HAPPIEST GIRL ALIVE!' Well, she was... and she is.” (p.126)</p>	Acceptable
4	Beauty	<p>“Dania Soedjono-perpaduan sempurna antara kebulean Tamara Blezinsky dan kesan orientalnya Dain Sasrto... image-nya adalah varian dari image seorang Siti Nurhaliza, yang membuat Dania adalah sosok sempurna tanpa cela sedikit pun!” (p.126)</p> <p>“Dania Soedjono-perfect blended among the white of Tamara Blezinsky and the oriental of Dian Sastro... the image was the variant of Siti Nurhaliza's image that made Dania as a perfect one without any defect!” (p.126)</p>	Acceptable

3.1.2. Physical Appearance Construction through Narrative Theory

The discussion of physical appearance construction through narrative theory is aimed at explaining how beautiful is defined in the novel. It is performed by paying attention to textual evidence related to beautiful found in the novel in line with the thematic analysis (Phelan, 1983), which views the traits, actions, utterances committed by the character during a course of narrative.

No.	Textual Evidence	Speaker	Thematic Dimension	Thematic Function
1	<p><i>“Nadj... saingan lo adalah Dania Soedjono. I am sorry, tapi ini fakta. Ini kaya AC mllan lawan Regina... 90% ilmu pasti, dan cuma faktor luck dan keajaiban aja yang bisa bikin Regina menang lawan AC Milan.”</i> (p.120)</p> <p><i>“Nadj... your rival is Dania Soedjono. I am sorry, but this is real. It looks like AC Milan VS Regina...90% exact sciences, only lucky factor and miracle can makes Regina win from AC Milan”</i> (p.120).</p>	Obi (Nadja Bestfriend)	Obi’s doubt about Nadja’s appearance	Only beautiful woman can win the contest
2	<p><i>“Dan... menjadi pasien dokter kulit dan kecantikan kenamaan adalah salah satu dari ‘unwritten-must have-and-do-things’ untuk perempuan Jakarta</i></p> <p><i>“.. becomes a patient of famous skin and beauty doctor is one of ‘unwritten-must have-and-do-things’ for Jakarta’s women.</i></p>	Nadja	Nadja demand herself to have a beautician doctor	Being beautiful needs sacrifice
3	<p><i>“Nadja, can’t you see? This is the real beauty contest, The most beautiful girls gets the best man-the richest man, the most eligible guy. Ternyata yang dipertanyakan di Beauty Case Gals masih berlaku dan di dunia kita? Cantik itu sama dengan modal dapetin cowok yang paling penting”</i></p> <p><i>“Nadja, can’t you see? This is the real beauty contest. The most</i></p>	Dian (Nadja’s bestfriend)	Dian told Nadja to realize	The most beautiful girls get the best man-the richest man, the most eligible guy.

	<p>beautiful girls get the best man- the richest man, the most eligible guy. Actually, what has been questioned in Beauty Case Gals still happen and in our world? Beautiful is same as a assets to get the most important man”</p>			
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The above tables are only an example of how the sample is analyzed in the research. A complete finding of the research is attached in the appendices section, while the discussions of the findings will be explained.

3.2 Discussion

3.2.1. Analysis of acceptable and unacceptable physical appearance

Based on the research procedure in, the first step is an analysis of physical appearance that is considered acceptable and unacceptable in the novel.

After the data were analyzed, it can be seen that the issue of physical appearance seems only related to woman. The data shows that beauty is preferable. First, a beauty woman is preferred and adored by people. This is especially true for female teenagers. Second, there is no sexual evidence that indicates being beautiful as an unacceptable physical appearance. Hence, it could be concluded that being beautiful is accepted by most characters in the novel, as illustrated in the following textual evidence:

”Sumpah, belum pernah aku merasa seminder ini dan setidaknya sekarang, cuma gara-gara berada kurang dari radius dua meter dari seseorang. Aku merasa semua yang ada diriku serba salah. Bentuk hidungku, tinggi badanku (terutama), mataku, rambutku (yang pada kondisi normal tanpa seorang Dania pun kurasa sangat ‘nggak banget’), bajuku, sepatuku, kukuku, parfumu... semuanya salah! Aku seperti Itik Buruk Rupa di hadapan angsa yang sangat indah dan cantik.”(p.98)

”Swear, I’m never fell inferior and uncomfortable like this time, just because of I’m less from two meters from somebody. I feel that all of things on me were wrong. My nose shape, my tall (especially, my eyes, my hair, my clothes, my shoes, my nail, my perfume...) everything was wrong! I’m like an ugly duck in front of lovely and very beautiful goose.”(p.98)

Based on the excerpt, Nadja feels that being ugly makes people unconfident, while being beautiful makes an object of adorable. The excerpt shows that Nadja's perception is that being ugly makes an object of mockery.

On the other hand, the data reveal that many characters in the novel cannot accept ugliness as the acceptable physical appearance. It is proven by the fact that most female characters in the novel do extra efforts to make themselves beautiful, such as exercise, go to beautician. To give an illustration, see the following excerpts:

"Aku mulai rajin berolahraga dan menyetop kesukaanku makan junk food untuk mendapatkan badan yang lebih sehat."

"I begin to doing exercise and stop my hobby eating junk-food to get healthier body"

"Dan ... menjadi pasien dokter kulit dan kecantikan kenamaan adalah salah satu dari 'unwritten-must-have-and-do-things' untuk perempuan Jakarta."

".. becomes a patient of famous skin and beauty doctor is one of 'unwritten-must have-and-do-things' for Jakarta's women."

From the first excerpt, it can be seen that Nadja willing to do extra effort to keep her body healthy. The second excerpt, it can be seen that to keep their skin lighting, she is willing to do anything such as go to beautician, which might spend lot of her money.

The above discussion uncovers the fact that physical appearance is constructed within a binary opposition: beauty and ugly. According to Woddward (1997), binary opposition or opposing term is differentially weighted so that one element in the dichotomy is more valued or powerful than another. In addition, Derrida states that in a binary opposition, terms and concept tend to be associated with a positive or negative value. Since the discussion reveals that being beautiful is considered as an acceptable physical appearance while ugly is considered as

not, it can be concluded that 'beautiful' is associated to have a positive value that consequently makes it more valuable than 'ugly'.

Being beautiful is more proffered than ugly. People tend to isolate ugly people and prefer to make friend with those who are beautiful. This condition becomes the evidence that ugly people are excluded or marginalizes in the social activities. From the perspective of the theory of identity and difference proposed by Hall (cited in Woodward, 1997:35), exclusion and marginalization mark the 'other' in the society. The 'other' represents anything that is considered different from the accepted in the society since every society has its own criteria and standard. So, ugly is considered as the other that could not be accepted by most of the characters in the novel.

From the above discussion, it can be concluded that being ugly is a problem especially for teenagers since the value perceived by most people in the society considers ugliness as the other that consequently, ugly people are treated rather differently or even discriminately because of their physical appearance, should be socialized trough any form of discussions or seminars.

3.3.2. Analysis of physical appearance construction trough narrative theory

The thematic function is developed by the combination of some thematic dimensions, in this case a character's traits or action. Thematic function refers to an ideology believed by characters toward a particular issue. Hence, a further analysis will be focused on each thematic function and also the dimensions that construct it. Based on the data analyzed, physical appearance is constructed through the following thematic functions:

1. Being beautiful means being loved

Thematic Dimension	Thematic Function
Nadja feel guys in her office love to see and to work with the beautiful Dania, although they have an extra work	Being beautiful means being loved

The first table consists of the thematic dimension pointing out that being beautiful means being loved. It is illustrated by the characters' action such as the guys in the office who willing to have an extra work to see and to work with beautiful woman.

2. Beautiful woman can dress as they want

Thematic Dimension	Thematic Function
Although Dania wearing a casual clothes, she can make the other woman feel uncomfortable standing near her.	Beautiful woman can dress as they want

From the Thematic dimension in the second table, it can be concluded that beautiful woman can dress as they want. It is illustrated by the other people feeling about the way beautiful woman dress, for example Nadja who adored Dania's dress choice and her opinion that beautiful woman will always beautiful although they wear bad dress.

3. Being beautiful woman means sexy

Thematic Dimension	Thematic Function
A fact that guys would have flirted with beautiful woman than the ugly one	Being beautiful woman means sexy

Thematic function in the third table reveals that being beautiful woman means sexy. Sexy means a beautiful woman is perceived as sexuality attractive. It is proven by the different kinds of treatment received by Nadja and Dania on flirting with some guys.

4. Beautiful woman find easier in finding a job

Thematic Dimension	Thematic Function
A fact that Dania get a job as a model when she was window shopping in a mall	Beautiful woman find easier in finding a job

The thematic dimension contained in the fourth table proves that it is easy for beautiful woman to get a job. It is proven when Dania have window shopping in the mall, she who has qualifications which are beautiful and charming, was offered to be a model in the new magazine.

5. There are a lot of facilities for beautiful woman

Thematic Dimension	Thematic Function
Dania, as a model gets a lot of free clothes, accessories, and also free charge when she and her beautiful friends want to go to entertainment places	There are a lot of facilities for beautiful woman

In the fifth table, the thematic function, 'There are a lot of facilities for beautiful woman', is proven by a fact that beautiful woman get easier to get a lot of facilities to fit out they physical appearance. For example: Dania gets a lot of free clothes and accessories from the sponsors which aim to advertise they product.

6. Beautiful woman are perceived deserve a good looking partner

Thematic Dimension	Thematic Function
A fact that Budi prefer to choose Dania to be his partner than Nadja	Beautiful woman are perceived deserve a good looking partner

The sixth table consists of the last thematic function concerning the beautifulness issue. From the above discussion, it can be concluded that the construction of physical appearance in the novel is divided into two categories. First, ugly is constructed as a problematic physical appearance. It is problematic because in the novel, being ugly is viewed from different perspectives and experiences.

Second, beautiful is constructed into a good physical appearance since another thematic function reveals that being beautiful means being loved, and perfect. It is proven by many thematic functions which reveal beauty is preferable.

Thematic components above become the evidence that indicates the characters' perception about what is accepted and preferable by them toward the physical appearance. This means that the issue of physical appearance is ideological because the society has accepted positive attitude toward beautifulness as a principle which they have taken for granted. So, the above discussion reveals that the ideology for physical appearance perceived by most characters in the novel defines perfect as beautiful.