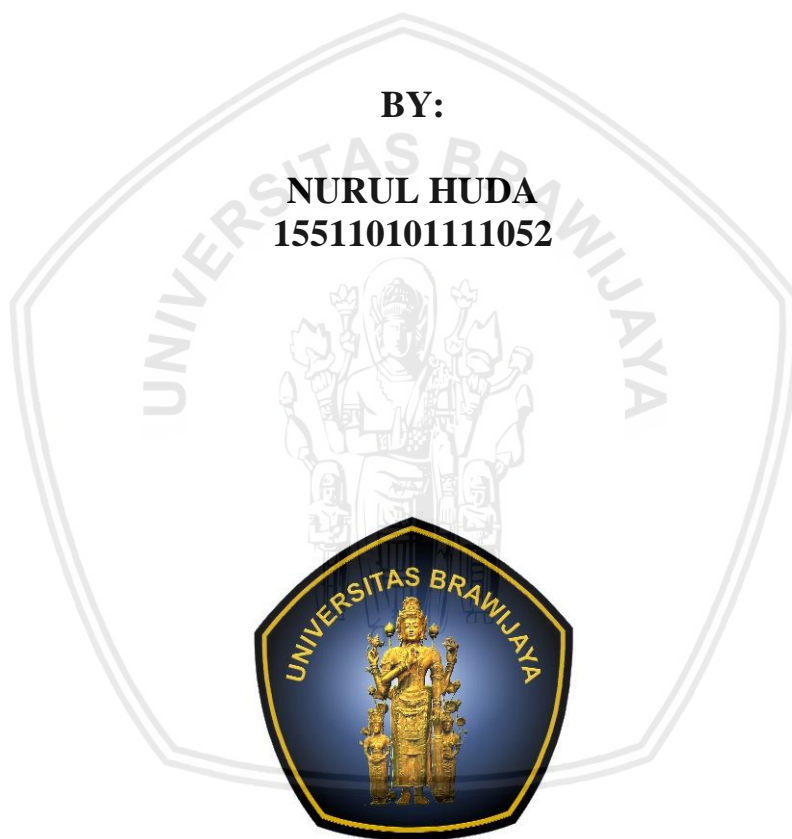# VIOLET'S RESISTANCE TOWARDS BEAUTY STANDARD IN *NAPPILY EVER AFTER* FILM

UNDERGRADUATE THESIS

BY:

NURUL HUDA
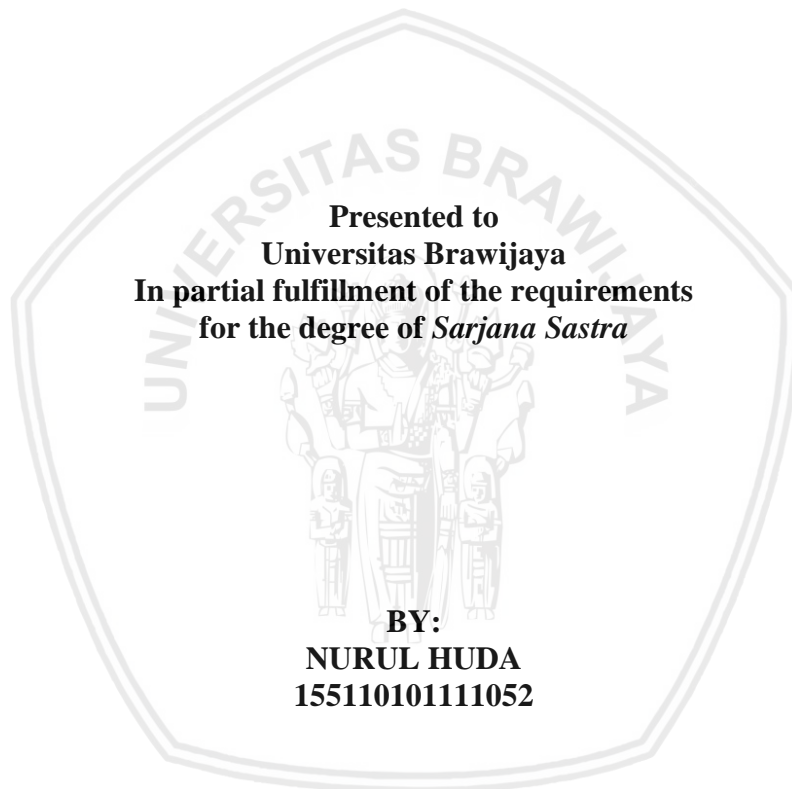**155110101111052**

STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGES AND LITERATURE
FACULTY OF CULTURAL STUDIES
UNIVERSITAS BRAWIJAYA

2019

**VIOLET'S RESISTANCE TOWARDS BEAUTY STANDARD
IN *NAPPILY EVER AFTER* FILM**

UNDERGRADUATE THESIS

**Presented to
Universitas Brawijaya
In partial fulfillment of the requirements
for the degree of *Sarjana Sastra***

**BY:
NURUL HUDA
155110101111052**

**STUDY PROGRAM OF ENGLISH
DEPARTMENT OF LANGUAGES AND LITERATURE
FACULTY OF CULTURAL STUDIES
UNIVERSITAS BRAWIJAYA
2019**

DECLARATION OF AUTHORSHIP

Herewith I,

Name   : Nurul Huda
NIM   : 155110101111052
Address   : Jl. Al-Mubarok II No.41 Rt02/002, Kelurahan Joglo, Kecamatan Kembangan, Jakarta Barat

Declare that :

1. This undergraduate thesis is the sole work of mine and has not been written in collaboration with any other person, nor does it include, without due acknowledgement, the work of any other person.
2. If at a later time it is found that this undergraduate thesis is a product of plagiarism, I am willing to accept any legal consequences that may be imposed upon me.

Malang, July 16th 2019

Nurul Huda
NIM.155110101111052

ii

This is to certify that the undergraduate thesis of **Nurul Huda** has been approved by the supervisor

Malang, July 16th 2019

Supervisor,

Fariska Pujiyanti, S.S., M.Hum.
NIK. 201201 820116 2 001

This is to certify that the undergraduate thesis of Nurul Huda has been approved by the Board of Examiners as one of the requirements for the degree of *Sarjana Sastra*

Juliati, S.S., M.Hum.
NIP. 19720929 2006604 2 001

Fariska Pujiyanti, S.S., M.Hum. Member
NIK. 201201 820116 2 001

Acknowledged by,
Head of Study Program of English

Sighted by,
Head of Department of Languages and Literature

Isti Purwaningtyas, S.S., M.Pd.
NIP. 19790519 200501 2 003

Sahiruddin, S.S., M.A., Ph.D.
NIP. 19790116 200912 1 001

iv

iv

ACKNOWLEDGEMENTS

ABSTRACT

Huda, Nurul, 2019. Violet's Resistance towards Beauty Standard in *Nappily Ever After* Film. Study Program of English, Department of Language and Literature Faculty of Cultural Studies, Universitas Brawijaya, Malang. Supervisor: Fariska Pujiyanti.

Keywords: *Beauty Standard, Beauty Myth, Resistance, African-American.*

Beauty standard is based on beauty myth which guides women to look beautiful by following the construction built by society. Indirectly, the society forces women to follow the trends so they do everything to fulfill the ideal beauty. That is why women appearances are based on the existence of beauty standard. This standard leads women to create another version of themselves. In *Nappily Ever After*, the main character named Violet is one of the followers of beauty standard that later resists it. Thus, this research aims to identify how Violet resists beauty standard depicted in *Nappily Ever After* film. This film is chosen as the material object of the research because it is a fine representation of an issue about beauty standard.

The researcher used beauty myth theory by Naomi Wolf for it is suitable for conducting this research. The data were taken in the form of the dialogues and the monologues, and the scenes captured. In order to analyze the data the researcher uses *mise-en-scene,* specifically, setting, costume and make-up, and figure behavior. The chosen subject is Violet Jones as the representative of African-American woman who tries to resist the beauty standard.

The research reveals that Violet tries to meet the beauty standard demanded by the society around her which requires that she must have straight hair since childhood. In the process, she gets tired because no matter how hard she tries, it does not seem enough to fulfill the beauty standard for herself and the people around her. Eventually, she decides to resist beauty standard by shaving her hair and not paying attention to what other people said about her new appearance. This shows that she resists the concept of beauty standard.

ABSTRAK

Huda, Nurul, 2019. **Perlawanan Violet Terhadap Standar Kecantikan dalam Film *Nappily Ever After*.** Program Studi Sastra Inggris, Jurusan Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya, Malang. Pembimbing: Fariska Pujiyanti.

Kata Kunci: *Standar kecantikan, Mitos kecantikan, Perlawanan, Ras Afrika-Amerika*
.

Standar kecantikan didasarkan pada mitos kecantikan, yang menuntun wanita untuk terlihat cantik dengan mengikuti konstruksi yang dibuat masyarakat. Secara tidak langsung masyarakat menuntut wanita untuk mengikuti tren yang sedang berkembang sehingga mereka melakukan segala cara untuk memenuhi kecantikan yang ideal. Itu sebabnya mengapa penampilan wanita didasarkan pada standar kecantikan yang ada. Standar ini menuntun wanita untuk membuat versi lain dari dirinya. Dalam film *Nappily Ever After,* karakter utama yang bernama Violet adalah salah satu pengikut dari standar kecantikan yang menyebabkan dia untuk menolak hal tersebut. Dengan demikian, penelitian ini bertujuan untuk menganalisa perlawanan yang dilakukan oleh Violet dalam memaknai standar kecantikan dalam film *Nappily Ever After* film. Film ini dipilih sebagai objek material karena film tersebut merepresentasi sebuah isu tentang standar kecantikan.

Peneliti menggunakan teori mitos kecantikan oleh Naomi Wolf karena cocok untuk penelitian ini. Data terpilih dalam bentuk dialog, monolog, dan potongan adegan. Selain itu untuk menganalisa data, peneliti menggunakan *mise-en-scene,* khususnya *setting, costume and make-up, and figure behavior.* Subjek yang dipilih adalah Violet Jones sebagai representasi wanita keturunan Afrika-Amerika yang berusaha melawan standar kecantikan.

Hasil dari penelitian ini mengungkapkan bahwa Violet mencoba memenuhi standar kecantikan atas tuntutan dari masyarakat sekitarnya yang mana mengharuskan dia untuk memiliki rambut lurus sejak kecil. Dalam prosesnya, dia menjadi lelah karena seberapa keras upayanya, itu tidak cukup untuk dirinya sendiri dan orang lain. Pada akhirnya, dia memutuskan untuk melawan standar kecantikan dengan mencukur habis rambutnya dan tidak memperdulikan apa kata orang lain tentang penampilan barunya. Hal ini menunjukkan bahwa dia melakukan perlawanan terhadap konsep standar kecantikan.

TABLE OF CONTENTS

LIST OF FIGURES

CHAPTER I

INTRODUCTION

In this chapter, the researcher presents the background of the study, the problem of the study, and the objective of the study.

1.1   Background of the study

Popular culture exists in our daily lives. Popular culture is a combination of the word "culture" and the word "pop" According to Selo Soemardjan and Soelaeman Soenardi (1964), culture concerns in aspects of life that come from work, taste, and creativity of the community. In this case, the community produces an object or physical culture that is used for its needs. While the pop word comes from the popular word. William gives four meanings namely: (1) many people like; (2) lower types of work; (3) works produced to please people; (4) culture created by people for their own leadership (Williams, 1983: 237). Thus, it can be concluded that popular culture is a culture around us that are developed by following the changing of times and is favorable. The definition of popular culture is a commercial culture that is mass produced and informed through mass media. According to Nachbar and Lause (1930), popular culture is the most important part of our culture. It refers to the product of human's works and thoughts that are approved by a large population of people. There are some examples   of   popular

culture product such as entertainment (including film, music, television, and video games), sports, news, politics, fashion or clothing, technology, and slang.

Film is the result of the development of popular culture. According to Rabiger (2009), film is a motion picture or film produced to entertain and tell stories. The film is a mass media communication which has a strong relationship with us because it shows a reality that happens in our daily lives. The film is divided into two groups, there are fiction and non-fiction. Fiction is based on the imagination of the author, such as short stories, films, novels, while non-fiction is based on real-life and factual information, such as history, journalism, biographies. Moreover, several films also contain an issue that has been widely discussed by society. Beauty standard is an issue because people still evaluate it based on physical features such as skin color, body shape, and hair. The issue starts from patriarchal culture accepted by society. According to Walby (2011), patriarchy is a system of social structures and practices that dominate, oppress, and exploit women. Because of beauty standard, women are considered as objects and society has a role in determining women's beauty. Society imposes a certain beauty standard which women must have. This construction is impactful to women, making them self-conscious about their appearance.

Hart (n.d., cited in Yan, 2017) argues that beauty standard comes and goes as trends do. Beauty standard always develops and changes following trends. Society has its own ideal of beauty, people determine what kind of women can be said a beautiful woman. According to Harp (n.d., cited in Yan, 2017), beautiful women have fair skin, straight hair, slim body, and so on. This is also in line with

what Moore (2009, cited in Utomo, 2017) argues that beautiful women are similar to Barbie dolls, who have white skin, blue-eyes, slim body, and blonde hair. However, not all women are born with those features. Beauty is emphasized in society and it makes women follow the existing beauty standards. The impact is that women have a lack of freedom and self-confidence, especially those who do not have physical features that are considered 'beautiful'. For women, hair is not only a head covering, but it also supports their appearance. Some of them do hair treatment and use a chemical product to change their natural hair to get the color of hair they want, but were not born with it. In African-American, people who had physical characteristics such as black skin, thick lips, and curly or kinky hair are unique but not all of them are proud of it. Mvula (n.d., cited in Brinkhurst, 2016) argues that the uniqueness of black women do not make them feel proud. That is why many black women do hair treatments to make their hair beautiful because of the aforementioned beauty standard.

The researcher chooses *Nappily Ever After* film as an object of the research since it is a fine representation an issue about beauty standard. *Nappily Ever After* is an American romantic drama-comedy in 2018 directed by Haifaa al-Mansour, written by Adam Brooks and Cee Marcellus. The film stars are Sanaa Lathan, Ernie Hudson, Lyriq Bent, Lynn Whitfield, Ricky Whittle, and Camille Guaty. The story is an adaptation from a novel by Trisha R. Thomas. This film is about a black woman who wants to have beautiful hair, especially straight hair. Society has its own standard of women hair, which is like hair models in shampoo products, not curly and easy to comb. They claimed that straight hair is a

reflection of beauty. The trend has an impact on women who don't have straight hair, such as black women who have curly hair.

The main character in this film is Violet. She is a black woman who has curly hair and feels embarrassed with her hair which looks like wool. To achieve beauty standard, she spends her time and money on many treatments, using some chemical products and flat iron to keep it straight, changing hairstyles or coloring. Since childhood, her mother teaches Violet how to become a beautiful woman. For her mother, a beautiful woman is identical with beautiful hair. Her mother's desire is to make her hair straight by using a heated iron comb every day and does not allow her to go swimming, because it will make her hair return to normal. The straightening hair becomes a habit until Violet grows up.

When she is an adult, she grows up into a sexy woman with beautiful hair. She is also a successful advertising executive in an advertising company and has a boyfriend named Clint Conrad who works as a surgeon. One day on Violet birthday, she walks in the street, unfortunately, there is a boy who plays with a hose and the boy accidentally splashes the water at her hair and she immediately goes to a local salon fix it. On the night of her birthday party, she comes with a special look and hoping that Clint will marry her with a beautiful ring. When Violet sees Clint coming with two gifts, she so excited. She is excited to open the gifts. The gifts consist of one large box and a small box, the large box is a puppy and the second is a necklace. She is shocked because the gifts are not what she expected. Clint said that the puppy will become their pet. But after the birthday party is finished, Violet tells Clint that she does not like the gift. They have

quarrel because of that. Clint feels that their relationship will not go well, because Violet does not accept what he is, she always demands perfection, then Clint refuses to marry and leave her. After they decided to break up, Violet gets through a lot of problems, she was hurt by Clint, her parents are divorced, and she cannot focus on her work that it makes her career come down.

This film also shows the journey of Violet's hair. She tries to find out herself by changing her hairstyle. One day when she goes to a local hair salon again, she meets a hairdresser named Will. He is an African-American man with one child, also the owner of the salon. The meeting makes them both closer. Will's presence makes Violet realize about beauty standard that what she did is wrong, that she feels she does not love herself at a time, that she just wants to get people's attention, and that she wants to be considered beautiful by people. At the end of the film, Violet feels tired because she always demands herself to look perfect in public so she decides to shave off her hair and ignores negative opinions on her because they will not make her feel grateful for everything she has.

In this research, the researcher uses the beauty myth theory by Naomi Wolf for it is suitable for conducting this research. In addition, there is some consideration of the importance of analyzing *Nappily Ever After* film. The first is because this film shows a problem that is often experienced by women. The second is because beauty standard makes women obsessed to be perfect. The third is because the research on hair as a representation of beauty myth is important to be carried out. It is known that beautiful women are not only those who have straight hair. Reflecting on those considerations, there is no woman born

6

perfectly, but the beauty standard that is imposed on women by society makes them do everything to achieve all of those.

1.2   Problem of the Study

Based on the background, the problem of the study is how Violet resists beauty standard depicted in *Nappily Ever After film*?

1.3   Objective of the Study

The objective of the study is to identify how Violet resists beauty standard depicted in *Nappily Ever After* film.
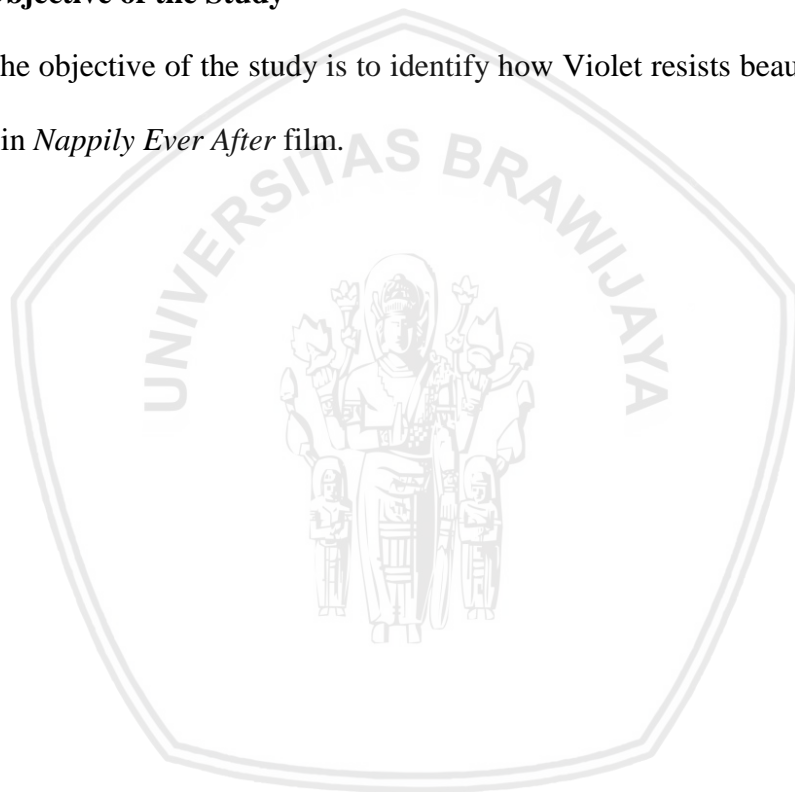
CHAPTER II

REVIEW OF RELATED LITERATURE AND RESEARCH METHOD

In this chapter, the researcher presents the theory that is used to support the development of this research, i.e. beauty myth by Naomi Wolf. The researcher also employs the theory of movie studies to analyze the object of this research which is a film. Besides, there are also previous studies and research method.

2.1   Theoretical Framework

The researcher uses the beauty myth theory by Naomi Wolf as the grounding of the research.

2.1.1   Beauty Myth

Myth is closely related to our life. The myth presents an ideology or set of values that are believed in society. One of the myths that is always developed is a beauty myth. Social and cultural value influence people in deciding their mindset. That is why the beauty standard is different from one place to another place. Beauty myth guides women to look beautiful by following the construction that builds from society. Indirectly society forced women to follow the trends so they do everything to fulfill the ideal beauty. That is why women appearance are based on the existing beauty standard. According to Wolf (2002, p.1):

> The quality called "beauty" objectively and universally exists. Women must want to embody it and men must want to have

women who are in accordance with the quality that exists. This embodiment

is must for women not for men. This situation is natural and necessary because it biological, sexual, and evolutionary: Strong men battle for beautiful women and beautiful women are more reproductively successful. The beauty of women must be correlated with their fertility. It is sexual selection system that inevitable and changeless.

Referring to Wolf's argument above, the researcher concludes that beauty myth is related to a patriarchal culture which claimed that the position of men is higher than that of women. In a patriarchal culture, there are categories that determine the beauty standard of a woman. The categories are from bodies, skin color, and hair shape. The impact makes women's body as a standard of morality meaning that their body not only belongs to them but also belongs to the society. Wolf (2002, p.13) argues that "the beauty myth is not about women at all. It is about men's institution and institutional power" The argument means that beauty standard is dynamic and always changing depending on how women are needed at that time. In a patriarchal culture, men have the power to determine the concept of beauty, it depends on what kind of women men want, not by what women want to be. For example, when women try to change their appearance through their bodies, make-up, high heels, indirectly, they struggle to become beautiful by following the concept of beauty standard.

In relation with *Nappily Ever After* film, the myth here deals with the notion of ideal beauty concept, which claims that a beautiful woman is the one who has straight hair. This concept has been developed for a long time. Many American women, from all racial groups, consumer chemical products to straighten their hair. On the other hand, 29% children reflect beautiful hair as long, straight, and naturally falling behind the shoulder, they imitate hairstyles of

movie stars, singers, and character from popular culture especially cartoons (Kraehe, et al 2018. p.430). Moreover, Rosado (2004) argues that African-American women distinguish hair based on length, texture, and curl pattern. The perception of good hair is straighter, smoother and longer in accordance with the assumption of white people, while bad hair is curly and short hair like wool. So, it can be concluded that beauty standard forces women not to be themselves. Beauty standard manipulates women related to their appearance and their thinking. This film shows how Violet follows beauty standard to become the ideal woman with a straight hair, but at the end, she realizes that she is overrated to herself and she decides to resist beauty standard by shaving off the hair and not paying attention to what other people said about her new appearance.

2.1.2   Movie Studies

The film is one of popular culture product that has an important role in our lives. The film is an industry and also an art form that aims to stories telling and entertainment. The film also has a function as a communication tool to deliver the message from the filmmaker to an audience through imagery, metaphor, and symbol are displayed. Elsaesser and Buckland (2002) argued that film is not only an extraordinary storytelling machine that presents closeness to a world unparalleled elsewhere, and undreamt before a cinema. By watching the film, people can learn about the social phenomenon that occurs in the world and also can know what is phenomenon in one area. In addition, the film shows some stories such as criminal, culture, mystery, and so on that indirectly can form

change the mindset of an audience after watching film. To analyze *Nappily Ever After* film, the researcher uses *mise-en-scene* and dialogues.

2.1.2.1 *Mise-en-Scene*

Mise-en-scene was originally a French which means "place on stage" *Mise-en-scene* is used to build an atmosphere and shows what is in the film. According to Kuhn and Westwell (2012), p.1), '*Mise –en-scene* also refers more broadly to what the viewer actually sees on the screen…' There are support elements including setting, costume and make-up, lighting, figure movement or expression, and so on. In order to analyze the film, the researcher uses three elements, there are:

1.   Setting

Setting is an important visual element in film to explain space, place and time in every scene. The setting is not just the background of the film, but it also builds the story and the character in film. Through setting the researcher can identify what is in the story relating to the description of the situation that occur and the character. Moreover, Boggs and Petrie (2008, p.101) argued that "analyzing setting should be careful because the setting is a cinematic element that has an important visual function and also setting closely related to element-plot, character, theme, conflict, symbolism, and the effects."

2.   Costume and make-up

Costume and make-up are also important visual elements in the film. Lathrop and Sutton (2014, p.2), "costume as an aspect of *mise-en-scene* in film, however, gains even more significance when directors manipulate costume so that

it functions in special ways in the film as whole" Costume and make-up is something used by actors in film, the function is to inform the audience about the characteristic of each character.

3.   Figure behavior

Figure behavior is an important element in the film to build the story. Figure behavior is to describe the movements, the expressions, the actions carried out by the actors in every scene. Lathrop and Sutton (2014, P.3) argued that "figure expression is an element that gives artistic power to the director because the actors in a film are used as the vehicles of the director to express the story in the film. The audiences must examine the actor's performance how they can convey the message in the film and portray a character to look real."

2.1.2.2 Dialogue and Monologue

In addition, the researcher also uses dialogue and monologue to analyze the conversation in *Nappily Ever After* film. In movie studies, a dialogue and a monologue are an important element. The function itself is to explain the story in the film. According to Martinez (2005, P.58), "the cinematography script in itself is only the materialization of the relationship between literature and cinema or cinema and literature." From dialogue and monologue that shows in the film, the researcher can find out about the main character through the conversation.

2.2   Previous Studies

There are two previous studies that become the main references for conducting the research. The first previous study is a thesis by Sulistyaningrum, an undergraduate student of English Literature, Universitas Brawijaya, entitled

White Cultural Invasion through Beauty Myth in Toni Morrison's The Bluest Eye (2015). She observes on how people in the 1940s formed the standard of beauty and how the standard construction of beauty developed at that time and also observed the influence of beauty to the main character of the novel, Pecola Breedlove. Her research focuses on how cultural invasion influences the way women develop the concept of beauty. She explains that black people were inferior and white people were superior, who dominated the concept of beauty. In order to conduct the research, socio-cultural is used to analyze the relationship between a person and his society and to analyze the sociological condition when inferior group culture is attacked by superior groups. To support the data she uses ideological theory to analyze the issue of capitalism and beauty myth by Naomi Wolf to find the main character perspective of ideal beauty. The second previous study is a thesis by Rahma Aulia Damayanti, an undergraduate student of English Literature, Universitas Brawijaya, entitled *Revealing the Beauty Myth Infused in the 1966 Version of Maybelline Eye Makeup Advertisement* (2016). She analyzes how beauty myths are contained in Maybelline eye makeup advertisement in 1966. Maybelline is one of the famous beauty products. The advertisement shows where women with eye makeup are prettier. To conduct the research, she uses semiotic approach to analyze signs of meaning in the advertisement. To support the data, she uses sign theory by Saussure and beauty myth by Naomi Wolf to understand the signs and concepts of beauty. The last, she uses the second wave of the theory of feminism is used to analyze how beauty myths and issues of sexuality are related.

There are differences in comparing both of the thesis, but they have the similar focus. The first is Sulistyaningrum uses novel by Toni Morrison entitled *The Bluest Eye* to discuss the impacts of beauty myth to the main character, Pecola Breedlove in The Bluest Eye novel. The second is Rahma Aulia Damayanti uses Maybelline advertisement to discuss what kind of ideal beauty according to Maybelline that shows in the advertisement. Compared with both of the thesis, apart from the different object, these theses can help the researcher to analyze the data and the purpose of the research is to analyze how Violet resist beauty standard known in society. In addition, the reader will know that straight hair is not always associated with beautiful women because every woman has her own way to be beautiful. In order to conduct this research, the researcher will focus on Violet, as the main character, since the film itself shows Violet as an African-American woman who resists beauty standard as seen in *Nappily Ever After* film.

2.3   Research Method

To conduct this research, the researcher undertook some steps. The first is choosing the object, the second is collecting the data, the third is analyzing and interpreting the data, and the last is making a conclusion.

2.3.1   Choosing the object

The researcher chooses *Nappily Ever After* film because this film tells about the beauty standard of women, especially hair. Since this issue has never been resolved and has an impact on the people's mindset about beauty standard.

2.3.2   Collecting the data

The data of the research are in the form of the dialogues, the monologues, and the picture captured from the film. In order to collect the data, the researcher uses several steps the first is watching the film and highlighting the data either in the form of screen capture, text dialogue or monologue from the film.

2.3.3   Analyzing and Interpreting the Data

The researcher analyzes the data by using the theory of movie studies since the object of this research is a film. Thus, the data is interpreted by using the beauty myth theory by Naomi Wolf. Eventually, the result of this research can be comprehensive.

2.3.4   Making Conclusion

The last step is making a conclusion, the researcher will draw a conclusion from this research and breakdown the important points from it.

CHAPTER III

FINDING AND DISCUSSION

In this chapter, the researcher discusses Violet as a victim of the beauty myth. This chapter divided into two parts. The first part discusses hair as part of beauty standard. As seen in *Nappily Ever After* film Violet's hair is not like the ideal of beauty standard. Therefore, she puts an effort to meet the beauty standard. The second part discusses about the resistance of beauty standard that is done by Violet, as the main character. She feels like she already had enough with the demanding society based on beauty standard.

3.1 Hair as a Part of Beauty Standard

Beauty standard is associated with a beautiful woman. Melliana (2006, p.4) argues that beauty cannot be separated with physical beauty or body. The physical beauty is always identical with slim body, white skin, and long hair. According to Dione-Rosado (2004) "Hair can be seen as an indicator of gender, social class, sexual orientation, political views, religion and even age" Hair is a part that women always pay attention to since it perceived as a woman's crown, therefore, it must be guarded and cared for. Every woman has different hair shapes such as straight, wavy and curly, but not all women can accept their natural hair shape. The concept of beauty standard claimed that the image of beautiful hair is represented by long and straight hair. It can be seen in figure 3.1.

15

Figure 3.1 Violet in the swimming pool
(Source: Nappily Ever After film, 2018, minutes 00:03:38 - 00:03:47)

Since childhood, Violet's mother forbade her to swim because it would
damage her hair that has been straightened. Figure 3.1 shows that Violet goes
down to the pool but when she gets out of the water, her hair turns messy. The
incident makes Violet confused with her hair which immediately changed when
exposed to water. In the case of figure 3.1, analyzed by using *mise-en-scene,* the
figure behavior, it can be seen that Violet is holding her hair while her eyes
strolling at her messy hair. From her actions, it can be concluded that Violet feels

confused. She feels confused with her hair because at that moment there is a white boy who makes fun of her hair. This can be seen from the dialogue below.

> **The boy :** What the hell happened to your hair?
> **The boy :** You look like a Chia pet
> (Source: Al-Mansour, *Nappily Ever After,* 2018)

The dialogue shows that there is a white boy scoffs at Violet's hair, calling her "Chia pet" The meaning of a Chia pet itself is an American-style terracotta statue used to grow chia that will resemble fur or animal hair. When a white boy says "You look like a Chia pet" He compares Violet to a Chia pet because of her hair. According to Bartky (1990, p.130), "a woman's is a person, then through fragmentation, a woman is objectified since her body is separated from her person and is thought as representing the woman." In this case, the position of women as an object that can be compared as a thing which is means women can be equated with things even animals.

Moreover, *Nappily Ever After* film shows how racism affects African-American woman in understanding what beauty standard is. Based on figure 3.1 Violet experiences racism because she is discriminated by a white because of her curly hair. According to Hooks (1996, p. 127), "light skin and long straight hair continue to be traits that define a female as beautiful and desirable in the racist white imagination and in the colonized black mindset." The whites are superior while the blacks are inferior. The blacks think that whites are better, so the concept of beauty is dominated by whites. The whites assume that light skin and straight hair is in line with considered beautiful. Most of them think that long straight hair looks better. It gives the impression of feminine, sexy, and also give

charm for a woman who owns it. In this case, the beauty standard against African-American women who do not have those of all.

Beauty standard is also related to patriarchal culture because men demand women to be beautiful, they set the standard what a beautiful woman looks like. This can be seen from the dialogue between a woman and her hairdresser below.

> **A woman** : What was I thinking?
> **A woman** : You talked me into this.
> This is your fault.
> **A hairdresser :** My fault?
> **A hairdresser :** You want to blame me for making you look damn good
> **A hairdresser:** I'll take it. But this…
> This is all God's work.
> **A woman** : But brothers love long hair
> (Source: Al-Mansour, *Nappily Ever After,* 2018, *minutes* 00:12:25→00:12:40)

The dialogue above shows that a woman feels insecure with her curly hair. She feels that she does not belong to the category of an ideal woman. It can be seen when she says "But brothers love long hair" Actually she is an African-American woman who is identical with curly hair, she realizes that her hair is not the ideal one. In this case, she admits that she does not belong to the ideal woman based on man. The beauty standard makes some women thinking that men love long hair. That is why most of them want to follow beauty standard, to have long hair and to be considered on men.

Many women are victimized by patriarchal culture. Krolokke & Sorensen (2006, p.10) argued that "in areas such as the criticism of 'sex roles' and 'the beauty myth,' however, women's liberation was closer to liberal feminism, which still had a strong hold." In beauty standard, men have a role to control women.

Men have the power to determine women's appearance. They indirectly force women to follow beauty standard and they demand women to fulfill that standard.

According to Mattern (2017), "men love to see women with feminine body, big breast, long hair, arm length, and so on." Unfortunately, most women stuck in those standards. They are focused on being attractive women in the eyes of men. That is why women are willing to change their appearance. It can be seen from the dialogue below.

> **Clint** : Just wondering if you could do something with your hair tonight
> **Violet** : Like what?
> **Clint** : I don't know. Like, make it straight
> **Violet** : Why?
> **Clint** : Well, I think it looks great. I mean you know that Women do different things with their hair all time
> (Source: Al-Mansour, *Nappily Ever After,* 2018, *minutes* 1:22:34→01:22:55)

The dialogue above is between Violet and her boyfriend, Clint. When Clint says "I don't know. Like, make it straight." Clint asked Violet to straighten her hair on their engagement day. The dialogue shows how Clint has control in determining Violet's appearance. According to Beauvoir (1979), "women are defined as the opposite or deviance of men, men are the subject whereas women are the object. Men have the power to control women as their object." Men consider a woman beautiful if she fulfills the beauty standard. Because of this, men ask their women to change their appearance to consider as beautiful women.

Wolf (2002, p. 174) argues that "the beauty myth good to men? It hurts them by teaching them how to avoid loving women." From Wolf's argument men teaching women to be an ideal woman. Moreover, the existence of patriarchal

culture limits women in appearance, which is women are demanded appearance that is limited by beauty standard. It makes women insecure with how they truly look and, in the end, they accept the concept of beauty standard.

On the other side, patriarchal culture is also related to the role of mothers. Patriarchal culture influences mothers to teach their daughters how to fulfill beauty standard as it would make the daughters as an ideal woman in order for them to find a match. It can be seen in figure 3.2.

Figure 3.2 Violet's mother is straightening her hair
(Source: *Nappily Ever After film, 2018, minute 00:02:40*)

When figure 3.2 is analyzed by using *mise-en-scene*, the setting shows that Violet and her mother in the kitchen of their house. The kitchen is part of their house which is usually used by her mother to straighten her hair. In the case of figure 3.2, analyzed by using *mise-en-scene,* the figure behavior shows that her mother is straightening her hair by using a comb. The comb has already been heated in the stove. Her mother tries to change her curly hair to become straight. This straightening hair is a habit that her mother did before Violet gets out of the house.

In addition, figure 3.2 shows Violet seemed accepted what her mother do to her hair. She just enjoys playing Barbie while her mother straightening her hair. Barbie is a representation of the beauty standard. Rogers (2009, p. 29, 39, 70) argues that "Barbie as always young, has a slim waist, and well-known for her fair skin." Also as what the researcher has mentioned in Chapter II that a beautiful woman is represented by Barbie-like appearance. Barbie has perfect physical appearances, but for some women, especially black women, in real life, the characteristic is impossible to achieve.

From figure 3.2, it can be seen that how women have lived with the demands of beauty standard since childhood. This is also in line with Girlguiding UK (n.d., cited in Marsh, 2016) found that a quarter of seven to ten-year-old girls demanding to be perfect. Besides, women are also required to have attractive looks. It can be seen from the dialogue below.

> **Violet**   **:** Ow!
> **Her mother** **:** That's your outside voice, Violet.
> **Violet**   **:** But you're burning my head off.
> **Her mother** **:** No one likes a complainer
> **Her mother** **:** You deserve the world, and one day, you're gonna
> find a man who'll give it to you
> (Source: Al-Mansour, *Nappily Ever After,* 2018, *minutes*
> 00:02:49→00:03:03)

This dialogue occurs while Violet's mother is straightening her hair. Since her mother says "You deserve the world, and one day, you're gonna find a man who'll give it to you." From Violet's mother statement, it shows how her mother wants Violet to become an ideal woman. Her mother believed that one day Violet can achieve a beauty standard, especially straight hair. She will be an ideal woman for men.

Violet's mother is a type of mother who is concerned about her daughter's appearance, so it is common if her mother asked her to pay attention to her appearance, especially hair. It can be seen from the monologue below.

> **Violet :** To my mom appearance was everything
> **Violet :** We always had to be perfectly
> **Violet :** Because no fairy tale ended with "Nappily Ever After"
> (Source: Al-Mansour, *Nappily Ever After,* 2018, *minutes*
> 00:03:51→00:04.00)

The monologue shows Violet's mother demands her to be a perfect woman. Since Violet says "We always had to be perfectly." It shows how her mother very aware of beauty. For Violet's mother, appearance is everything, so her mother demands Violet to follow the concept of beauty. Her mother also teaches Violet to agree with the beauty standard that has been formed by a patriarchal society.

Paxton (cited in Brown, 2016) argues that "women are under many pressures to conform to beauty ideals, and the report shows that social media is presenting a new challenge and adding pressure to look a certain way. The findings are certainly a call for action." Women are stuck in the beauty standard formed by society. Society values women more on their physical appearance than their personality. The concept of beauty pressures women to have a physical appearance. That is why women accept their oppression so that they experience a crisis in their lives.

In addition, *Nappily Ever After* film shows that Violet's childhood was discriminated because of her curly hair. It makes her traumatized and she does not want to experience it again. Through her experiences, she believes that beautiful women are identical with long straight hair. In addition, she also believes that men like women with straight hair. Now she follows whatever her mother commands to look perfect so she would not be discriminated by anyone else.

As what the researcher has mentioned in Chapter II that beautiful women have fair skin, straight hair, slim body, and so on, the concept has been justified by society and it makes women those who have curly hair will try to change their naturally curly hair. It can be seen in figure 3.3.

Figure 3.3 Violet in the salon
(Source: Nappily Ever After, 2018, minutes 00:13:01)

One day Violet is walking in the street, unfortunately, there is a boy who plays with a hose and the boy accidentally splashes the water at Violet's hair. Her straight hair gets ruined and she immediately goes to a local salon to fix it. In the case of figure 3.3, analyzed by using *mise-en-scene,* the setting shows Violet in the salon getting her hair fixed. Through her expression, it can be concluded that she looks upset because the incident makes her hair return to curly.

Wolf (cited in Tong, 2009, p. 28) argues that "women's beauty serves as the foundation of women's identity and leaves them 'vulnerable to outside approval'." Some women are willing to spend extra money on appearance. Moreover, women who are too excessive in achieving beauty standard will risk losing their identity. Since women's goals are only to be considered as beautiful, to gain acknowledgment from men who are responsible for forming beauty standard.

However, the concept of beauty standard which claimed that a beautiful woman is identical with straight hair is embedded by Violet so that the concept carried over until she grows up. She feels embarrassed with her curly hair and she is obsessed to make her hair become straight so that she belongs to the ideal woman and she no longer ridiculed by society. It can be seen in figure 3.4 that women desire to have straight hair.

Figure 3.4 Violet is shocked with her hair
(Source: Nappily Ever After film, 2018, minutes 00:14:42)

After Violet getting hair treatment in the salon with the hope that her hair gets better. Figure 3.4 shows she is standing in front of a mirror of the salon. She looks shocked because the result is not what she wanted. The hairdresser of the salon gives the wrong product to her hair and it makes her hair damaged. She blames her curly hair because it only makes her ugly. In the case of figure 3.4, analyzed by using *mise-en-scene,* the figure behavior, it can be seen that she is holding her hair, through her expression she looks worried with her ugliness. She worries that her curly hair can make her appearance bad. For her, her hair is an

important part to support her appearance. As the researcher has mentioned in Chapter II, the uniqueness of black women does not make them feel proud. That is why many black women want to change their natural hair to belong to an ideal one.

Based on figure 3.4, Violet wants to belong to the category of ideal women. She is obsessed to have straight hair because she believes that straight hair will make her beautiful. She wants to get attention and acceptance from society and she also does not want to be discriminated because of her curly hair. In addition, the reason Violet wants to changes her curly hair because she got broken-hearted by her ex-boyfriend, she wants to prove her ex-boyfriend wrong by changing her hair into the concept of beauty. Violet is a reflection of a woman who stuck in the concept of beauty, she is the follower of her desire to achieve the beauty standard. Another data showing that Violet is stuck in the beauty standard can be seen in figure 3.5.

Figure 3.5 Violet with her new hair
(Source: Nappily Ever After. 2018, minutes 00:28:17)

In order to achieve the beauty standard, Violet has tried several hairstyles. Figure 3.5 shows that she is standing in front of a mirror, getting a new hairstyle. In the case of figure 3.5, analyzed by using *mise-en-scene*, the figure behavior, it can be seen that she is looking at the mirror while touching her new hair, through her expression she looks more confident with it as it can be seen in her comment, when Violet is touching her hair while she says "I think it's hot." It is implied that she feels sexy with her new hair.

According to Wolf (2002, p. 273), "because what hurts women about the beauty myth is not adornment, or expressed sexuality, or time spent grooming, or desire to attract a lover" Beauty standard only makes women unable to accept the way they are. Since they are obsessed to get attention from others, they only focus to achieve beauty standard yet ignoring its bad impacts on themselves. They will lose their identity trying to change themselves to become someone else. Based on figure 3.5, Violet has transformed herself into other women with straight hair. In here, Violet has lost her identity as an African-American woman who is identical for her curly hair.

The existence of the beauty standard in society has changed women's thinking about beauty to be negative. As a result, many women consider themselves unattractive and it affects their self-confidence. The concept of beauty standard which society imposes on women who are not born with perfect physical makes women never feel that they belong to the beautiful types of women while beauty itself is subjective. It can be seen in monologue below.

> **Violet :** I can't put these heels back on. I can't be in them another moment.

> **Violet :** But if I don't put them on, I won't be perfect so I'm stuck
> here. Isn't that sad?
> **Violet :** Zoe would just go out there barefoot.
> **Violet :** Ten years old, and she already has the guts to just be who
> she is
> **Violet :** But I don't
> (Source: Al-Mansour, *Nappily Ever After,* 2018, *minutes*
> 1:26:25➔00:26:30)

The monologue above explains how Violet wants to be free from the existing beauty concept. She tries to not consider herself beautiful and does not care about that. When she says "But if I don't put them on, I'm not perfect so I'm stuck here. Isn't that sad?" It means that she could not follow the rules for being beautiful. However, in the end, Violet feels tired with everything that demands her to be recognized by society, to fulfill the beauty standard. This is shown in the dialogue between Violet and her father below.

> **Violet :** I've worked so hard to be everything he wanted and it still
> wasn't enough. I'm so tired
> **Father :** Of course, you're tired, baby girl
> Look, you think…
> That this is just something you did on a whim?
> I think you've been building up to it
> Now, I understand what you're going through probably
> better than anyone. And you know what? You gonna be
> okay
> (Source: Al-Mansour, *Nappily Ever After,* 2018, *minutes*
> 00:41:11➔00:41:41)

From the dialogue above, Violet struggles to be a beautiful woman for her boyfriend. When she says "I've worked so hard to be everything he wanted and it still wasn't enough. I'm so tired." From Violet's statement she feels tired, at that time, she realized that what she does is wrong. Beauty standard only makes her not accepting her true self. According to Wolf (2002, p. 275), "when someone tries, in the future, to use the beauty myth against us, we will no longer look in the

mirror to see what we have done wrong." From Wolf's statement, we do not need to follow the beauty myth to be a beautiful woman because the myth only gives bad impacts to ourselves.

3.2   Violet's Resistance to Acknowledged Beauty Standard

Beauty standard considered women to look ideal based on society's views. According to Wolf (2002, p. 289), "we do not need to change our bodies, we need to change the rules. Beyond the myth, women will still be blamed for our appearances by whom." Women who are obsessed with beauty standard are led to the concept of beauty since they are too focused on absorbing the beauty standard that will only make them feel dissatisfied of their bodies. That is why women must resist the ideal of beauty standard. This resistance can be seen in figure 3.6.
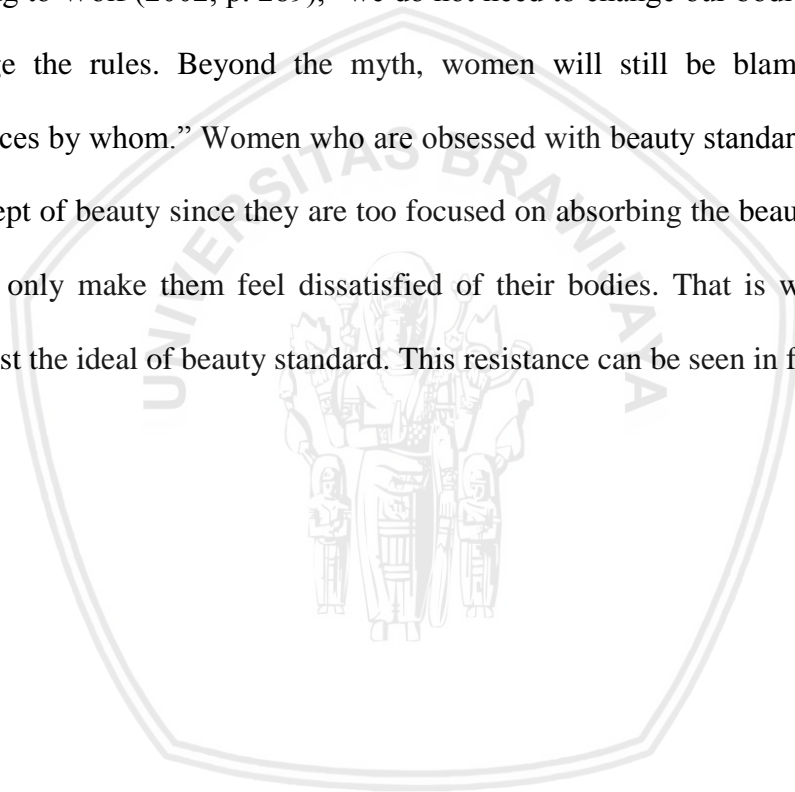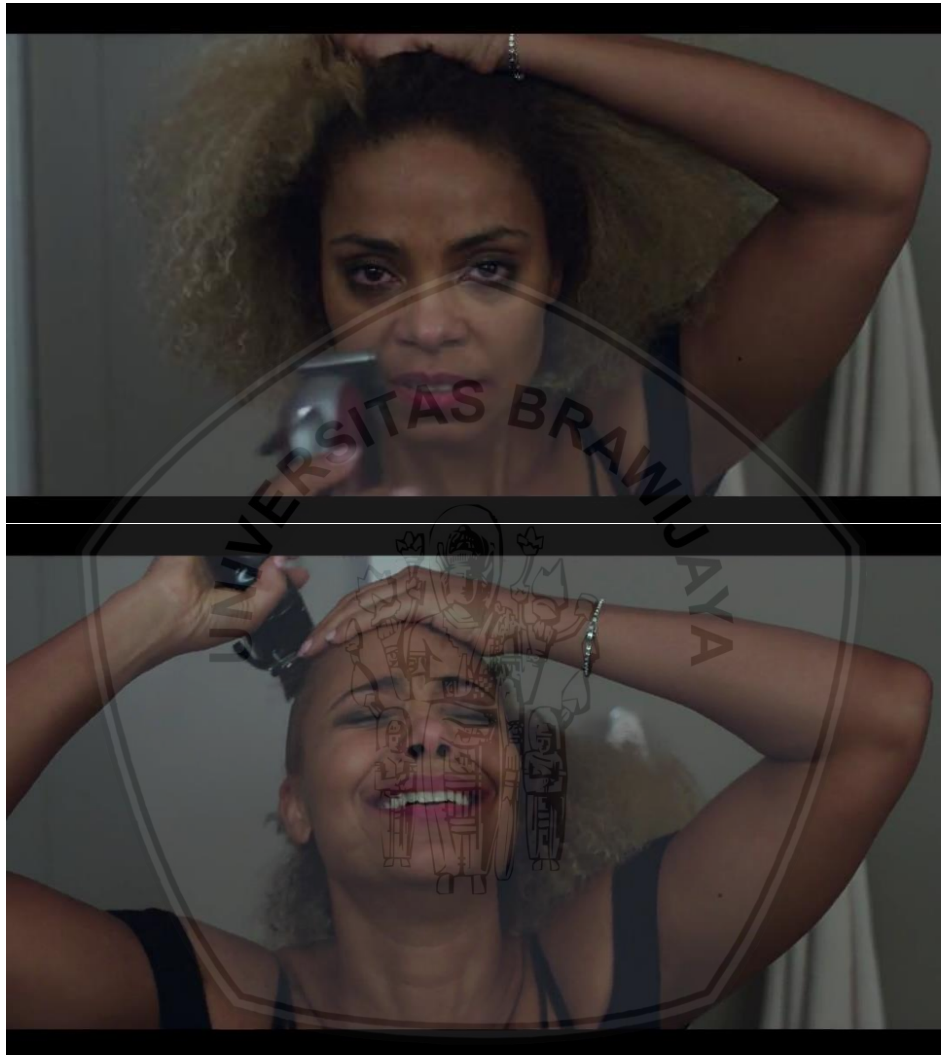
Figure 3.6 Violet feels stress
(Source: Nappily Ever After film, 2018, minutes 00:36:56 – 00:38:31)

Figure 3.6 shows that Violet is standing in front of the mirror while holding a shaver. In the case of figure 3.6, analyzed by using *mise-en-*scene, the expression, it can be concluded that she looks tired with the pressure against herself. The condition makes her depressed. Based on figure 3.6 shows the costume and make-up of Violet are implied that she cries, it can be seen from her mascara on her face is faded. Meanwhile, she also feels disappointed that she fails

to fulfill the beauty standard. The disappointment brings Violet to shave off her hair.

By shaving her hair, it shows that Violet has resisted the concept of beauty which claims that a beautiful woman is one with straight and long hair. According to Wolf (2002, p.284), "it is painful for women to talk about beauty because, under the myth, one woman's body is used to hurt another. Our faces and bodies become instrument for punishing other women often used out of our control and against our will." From Wolf's argument, it can be concluded that beauty standard limits women in doing what they want. Since they are stuck in the concept of beauty that requires them to be beautiful in every appearance, they are worried that they will look ugly.

In order to achieve beauty standard, women sacrifice their money, time, and energy for treatments but when they fail to achieve the concept of beauty standard, they feel stressed and blame themselves. Meanwhile, when Violet decides to shave off her hair, she feels more confident and loves herself. It can be seen in figure 3.7.
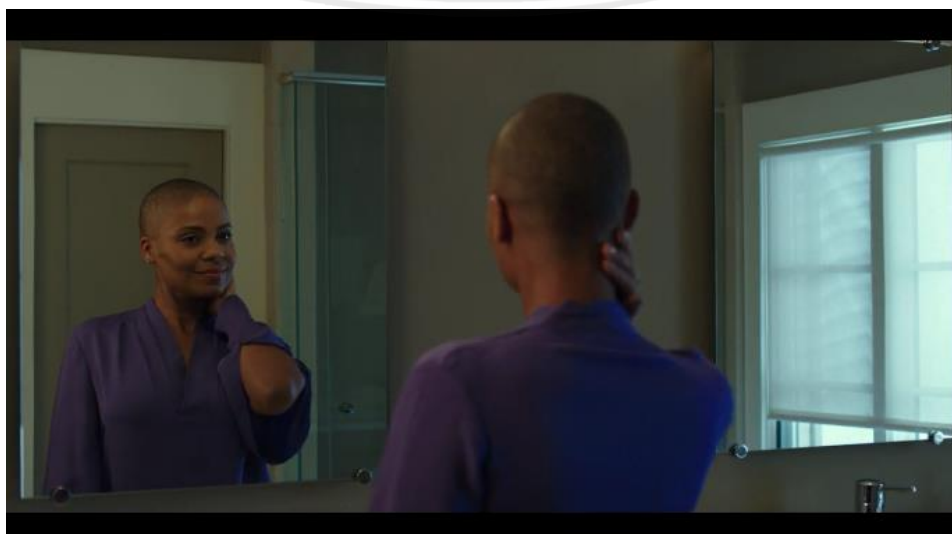
Figure 3.7 Violet with her bald hair
(Source: Nappily Ever After film, 2018, minutes 00:57:11)

Violet realizes what she has been doing to get beautiful is useless and it just makes herself depressed. In the case of figure 3.7, analyzed by using *mise-en-scene,* the setting is in the bathroom shows that Violet is standing in the front of the mirror. Through her figure behavior, it can be seen that she is slowly touching her bald hair. Her expression shows that she feels confident with her hair. Through her smile is implied that she feels finally free from hair treatments and she is self-accepting as now.

Based on figure 3.7, women should change their mindset and accept themselves as they are, so they do not feel insecure about how they look. The acceptance of Violet can be seen in figure 3.8.
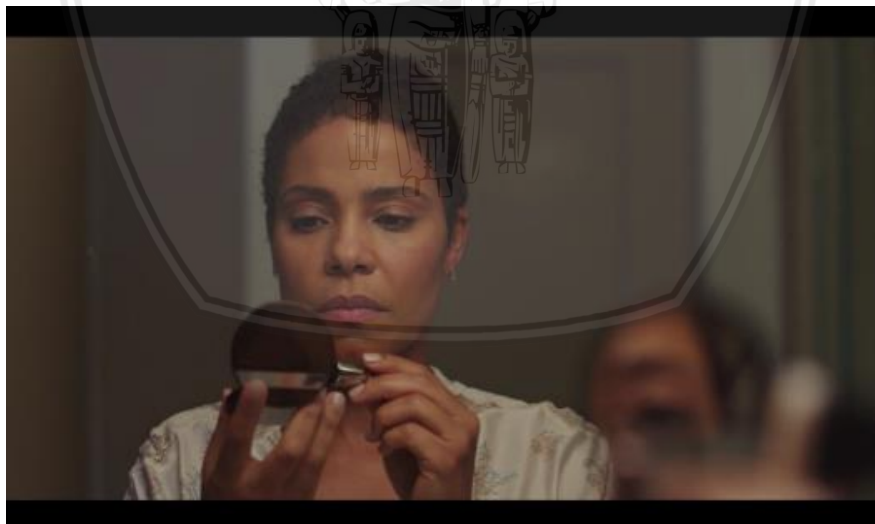

Figure 3.8 Violet is trying to use make-up
(Source: Nappily Ever After film, 2018, minutes 01:18:19)

Figure 3.8 shows Violet in the bathroom, she is standing in front of the mirror without any make-up it reflects that she admits her natural beauty. However, figure 3.8 shows that Violet is trying to use make-up. In the case of figure 3.8,

analyzed by using *mise-en-scene*, the figure behavior shows that she is holding the make-up tools and she wants to apply it on her face, but she looks doubtful to use it. Her doubts can be seen in her expression, especially her eyes. Her eyes describe that she is thinking about whether she needs to use make-up to make herself beautiful or not, it can be seen in figure 3.9.

Figure 3.9 Violet is smiling in front of mirror
(Source: Nappily Ever After film, 2018, minutes 01:18:17)

Figure 3.9 shows Violet decides not to use make-up and she puts away the make-up. In the case of figure 3.9, analyzed by using *mise-en-scene*, the expression shows that she smiles. According to Stevenson (n.d., cited in Selig, 2016), "each time you smile you throw a little feel-good party in your brain." Smiling can affect the workings of the brain so that the brain will make a person's mindset become positive which can make the person feel happy. Based on figure 3.9, Violet's smile reflects that she feels self-confidence so she feels that it is unnecessary to use make-up anymore. Wolf (2002, p.273) argues that "the problem with cosmetics exists only when women feel invisible or inadequate

without them." When a woman is confident in her appearance, she no longer covers her weaknesses.

The resistance of beauty standard can also be seen from Violet's facial expression. How Violet's expression represents her relief when she succeeds to abandon the beauty standard can be seen in figure 3.10.

Figure 3.10 Violet feels happy with her bald hair
(Source: Nappily Ever After film, 2018, minutes 00:47:51)

Violet did not like being touched in the hair. However, figure 3.10 shows that Violet does not mind when people touch her hair anymore. In the case of figure 3.10, analyzed by using *mise-en-scene,* the setting shows that Violet with her friends in the club. When her two friends seemed to touch her bald hair, she smiles and does not mind her friend's action. Through Violet's expression, it can be concluded that she looks happy and she no longer sensitive if anyone touches her hair. From her expression, it can be concluded that she feels proud with her bald hair.

Another data that shows how Violet finds it comfortable with her bald hair can be seen from the dialogue between Violet and Clint below.

> **Violet** : You know what the funny thing is?
> I gained so much time not having to think about my hair
> It's been really nice
> **Clint** : Does that mean you're not gonna grow it back?
> **Violet** : I don't know
> I mean, I certainly don't like being dismissed or ignored, but it's kind of forced me to give up my vanity and focus on other parts of myself.
> (Source: Al-Mansour, *Nappily Ever After,* 2018, *minutes* 01:18:48→01:19:12)

The dialogue shows that Violet feels better with her bald hair. It is when Violet says "You know what the funny thing is? I got a lot of time not having to think about my hair. It's been really nice." Her bald hair does not make her spend money to do many treatments for her hair and does not have to follow the beauty concept that she had been following. According to Wolf (2002, p. 271), "we can dissolve the myth and survive it with sex, love, attraction, and style not only intact, but flourishing more vibrantly than before." Based on the dialogue above, Violet finally feels her freedom. She no longer demands herself for hair treatments. She feels that bald hair makes her become herself and loves herself more. In this case, Violet succeeds to resist the concept of beauty standard where women must have long straight hair.

Another data that shows Violet's resistance to the beauty standard can be seen in figure 3.11. However, after she resists of beauty standard her appearance is changing. She can interpret beauty from another perspective.

Figure 3.11 Violet with Will in the park
(Source: Nappily Ever After film, 2018, minutes 00:59:44)

When figure 3.11 is analyzed by using *mise-en-scene,* the setting in the park shows that Violet is walking with Will. Based on her costume and make-up, it can be interred that she is wearing a red T-shirt, unformal skirt, and flip-flops. She does not care whether she will look beautiful or not. Through her appearance, she looks more indifferent and does not overestimate the opinions of others about his appearance at that time. Violet shows that she feels confident with her appearance.

In *Nappily Ever After* film, Violet meets Will. He has a different perspective from other men in understanding the beauty standard. He is one of the men who does not agree with the concept of a beauty standard that says women must have long and straight hair. According to Wolf (2002, p.289), "but it is also in men's interest to undo the myth because the survival of the planet depends on it." Here, men participate to reject beauty standard.

The resistance of the beauty standard brings a new personality of Violet, now she is a woman who is more positive and confident with herself. In addition,

the impact of the resistance of beauty standard makes Violet redefine about beauty according to her and she can also influence people who are still stuck on the concept beauty concept. It can be seen from the dialogue between Violet and Zoe below.

> **Violet :** Zoe, you look beautiful
> **Zoe** : Yeah, right expect for my body and my hair
> **Violet :** Why would you say that?
> **Zoe** : You did
> **Violet :** Zoe, don't ever let someone's negative opinion of you become your reality
> (Source: Al-Mansour, *Nappily Ever After,* 2018, *minutes* 00:50:21➔00:50:34)

The dialogue occurs when Zoe is wearing a beautiful dress from Violet. Violet says that Zoe is beautiful the way she is. Violet tries to change Zoe's mindset by saying "Don't ever let someone's negative opinions of you become your reality." In this case, Violet gives a positive influence on Zoe by praising her appearance and she asked Zoe not to listen to negative opinions about her.

Initially, Violet felt that beauty standard only makes her not confident and jealous of other women who look more beautiful than her, it turns out that she succeeds in resisting the beauty standard, she also influences other women. Wolf (2002, p. 283) argues that "we need to see the faces of the women who made our freedom possible: they need to hear our thanks." Violet spreads a positive influence and diverts women from being stuck in the concept of beauty.

Based on the film, Violet is an example who is brave to resist of beauty standard. After Violet succeeds to resist the concept of beauty standard, she loves herself more and does not care anymore of how people think of her appearance and it can be seen in figure 3.12.

Figure 3.12 Violet is walking in the street
(Source: Nappily Ever After film, 2018, minutes 1:32:16)

Figure 3.12 shows that Violet is walking in the street. In the case of figure 3.12, analyzed by using *mise-en-scene,* the setting is in the street. Through her costume and make-up, she is wearing a grey dress with her short hair. Moreover, from her expression, it can be concluded that she looks confident, it can be seen from the smile on her face even though she is not wearing any make-up or accessories. This simple new appearance makes her confident enough. Now she admits her natural beauty, no matter what people say about her.

The resistance of beauty standard helps Violet build her confidence. Wolf (2002, p. 290) argues that "you do not win by struggling to the top of a caste system, you win by refusing to be trapped within one at all. The woman wins who calls herself beautiful and challenges the world to change to truly see her." This is a positive impact that women will get if they succeed in resisting beauty standard. They will no longer compare themselves with other women.

The resistance of beauty standard makes Violet focus on her own happiness, rather than another people's standard. Now, she follows everything

that can make her happy without thinking people's opinion and it can be seen in figure 3.13.
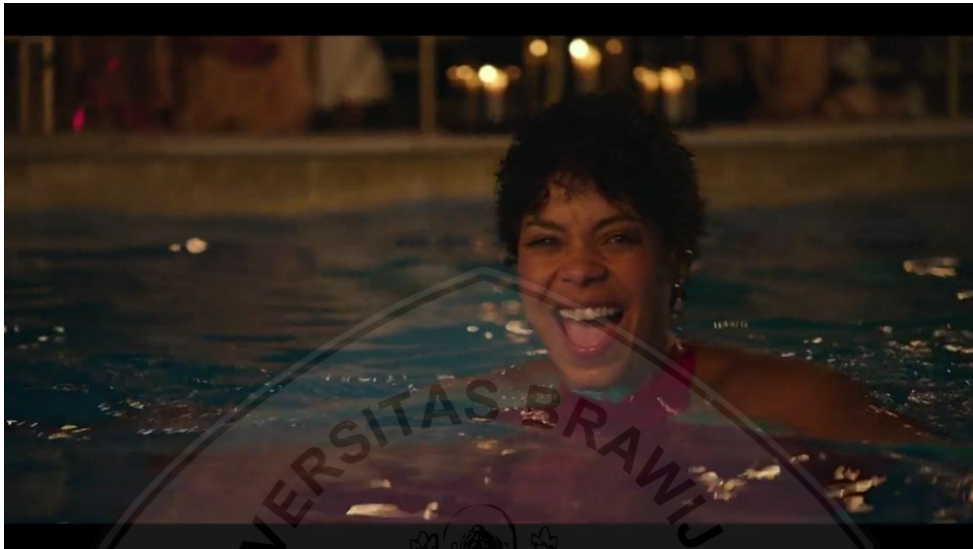

Figure 3.13 Violet in the swimming pool
(Source: Nappily Ever After film, 2018, minutes 1:29:31)

When figure 3.13 is analyzed by using *mise-en-scene,* the expression shows that Violet looks so happy because she can swim without thinking that her hair will go back curly. When she has ignored the concept of beauty standard, she can do anything to be happy. Her happiness can be seen from her big smile on her face. Another data that supports the figure can be seen from the dialogue below.

> **Violet**   : I want to go for a swim
> **Her mother** : Violet
>   A what?
> **Violet**   : A swim? Violet!?? Violet!
> **Her Mother** : Violet
>   Violet, don't you dare
> **Violet**   : Ah!
> (Source: Al-Mansour, *Nappily Ever After,* 2018, *minutes*
> 01:28:18→01:28:55)

From the dialogue between Violet and her mother. When her mother says "Violet, don't you dare." It shows how his mother strictly prohibited Violet from

swimming because it can damage her hair yet Violet ignored that and decided to follow her heart. Unlike her childhood, now she prefers selfishness to obey the demands of her mother in order to look like an ideal woman.

According to Wolf (2002, p.287), "if women redefine sexuality to affirm our attraction among ourselves, the myth no longer hurt." The resistance of beauty standard is a difficult thing for women because they are very attached to it. When women decide to reject beauty standard, they get a positive impact on their lives. They can be free from anything related to a beauty standard and they can redefine beauty standard according to her because women have their own way to become a beautiful woman..
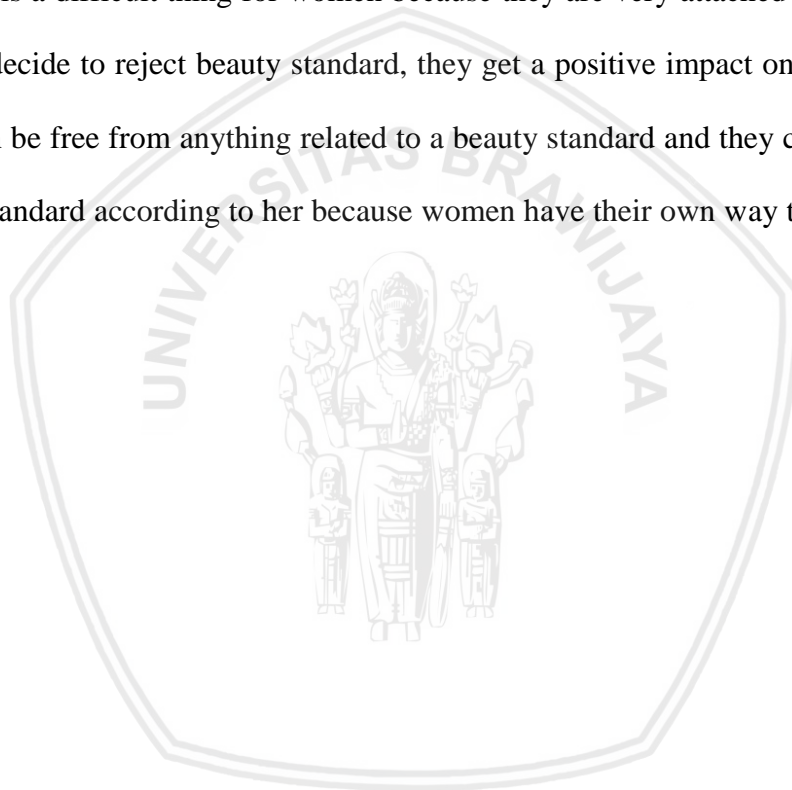
CHAPTER IV

CONCLUSION AND SUGGESTION

This chapter consists of conclusion and suggestion of the research.

4.1   Conclusion

Nappily Ever After film tells about African-American who is obsessed with being a beauty by following beauty standard acknowledged by society. This film explores how Violet's desire to meet the beauty standard. She wants to change her curly hair to be straight hair based on men's standard to be an attractive woman. However, she realizes that beauty standard should not be followed, it only gives a bad impact to herself so she decides to resist it.

Beauty standard considered a beautiful woman is identical with straight hair. Based on the film, Violet follows the concept of beauty standard. However, the influence of beauty standard gives impact to Violet's life that she adores having straight hair, that she feels embarrassed with her naturally curly hair, and that she only focuses to belong the category of an ideal woman. Indirectly, the concept of beauty standard demands her to be an ideal woman.

After she goes through the process of being an ideal woman with straight hair. She pressures herself to be different person, specifically she is an African-American woman identical with curly hair, but in this case, she changes her curly

hair to become straight hair. The pressure only makes her blame her curly hair

since

she feels unfree in doing what she wants because she is stuck on the concept of beauty standard. However, the resisting of beauty standard gives a positive impact on herself. She can redefine beauty from another perspective, so she loves herself than before.

4.2   Suggestion

Based on the research it can be seen that beauty myths only exist to destroy and limit women to exploit their true selves. That is why women have to leave the beauty myth. However, they can dissolve the beauty myth by being themselves and increasing their self-confidence. In addition, to be beautiful, they do not need to change their appearance or body shape like the others but they need to love themselves. The researcher suggests the next research to analyze how beauty myth gives impact to Violet's psychological condition by using psychological theory since beauty standard affects women on their mental condition.

REFERENCES

Bartky, Sandra-Lee, 1990, *Femininity and Domination: Studies in the Phenomenology of Oppression*, New York: Routledge.

Beauvoir, Veronica. (1979). *On Patriarchy.* Feminist Review, No. 3, 66-82.

Boggs, Joseph M. (2008). M. *The Art of Watching Films.* New York: The McGraw-Hil Companies, Inc.

Bowen, Sesali (2018). Refinery29: *Nappily Ever After Gets to the Personal & Political of Black*

Brinkhurst, Charlie (2016). Thefader: *8 Women Creatives on What It Really Feels Like to Shave Your Head* (Online). Retrieved from https://www.thefader.com/2016/11/30/shaved-hair-women-roundtable-laura-mvula-ruby-tandoh/amp

Brown, Vanessa. (2016). *Women's body confidence becomes a 'critical issue' Worldwide, Dove global study indicates* (Online). Retrieved from https://www.news.com.au/lifestyle/beauty/face-body/womens-body-confidence-becomes-a-critical-issue-worldwide-dove-global-study-idicates-news-story/5bf063c6a19c838cee9464a248af6bff

Damayanti, Rahma Aulia. (2016). *Revealing the Beauty Myth Infused in the 1966 Version of Maybelline Eye Makeup Advertisement.* Unpublished Thesis. Malang: Universitas Brawijaya

Dione-Rosado, Sybil. 2004. "No Nubian Knots or Nappy Locks: Discussing the Politics of Hair Among Women of African Descent in the Diaspora. A Report on Research in Progress" Transforming Anthropology. 11(2), 60-63.

Dharsono. (2007). *Estetika.* Bandung: Rekayasa Sains.

Elsaesser and Buckland. (2002). *Studying Contemporary American Film: A Guide to Movie Analysis.* London: Bloomsbury's Academic Publisher.

Hooks, Bell. (1996). *Black Looks.* New York: Routledge.

Kraehe, A.M., Fernandez, R.G., & Carpenter, B.S. (2018). *The Palgrave Handbook of Race and the Arts in Education.* Switzerland: Springer International

Publishing AG part of Springer Nature. Retrieved from https://doi.org/10.1007/978-3-319-65256-6

Krolokke, C., & Sorensen, A. S. (2006). *Gender communication theories and analyses: From silence to performance.* London, United Kingdom: Sage Publications.

Kuhn, Annette (2012). Academia.edu: *Oxford Dictionary of Film Studies* (Online). Retrieved from https://www.academia.edu/1235575/Oxford_Dictionary_of_Film_Studies.

Laendra, Fardiansyah. (2017). Representasi Body Image dan Standar Kecantikan Perempuan. Indonesia di Instagram. Abstract retrieved from Abstracts in journal.untar.ac.id database. (Accession No. 2598-0785).

Lathrop, G., & Sutton, D. (n.d.). *Elements of Mise-en-Scene* (Online). Retrieved from http://www.cantonschools.org/kprincipe/FOV2001072DE/S012051 0E.13/miseenscene.pdf.

Martinez, Maria Jose. (2005). Editorial: *Literature and Cinema. History of a Fascination.* London: University of Nottingham Publisher

Mattern, Jessica Leigh. (2017) Redbookmag.com: *The 11 Physical Features Men Can't Resist, According to Science* (Online). Retrieved from https://www.redbookmag.com/beauty/news/a22111/the-physical-features-men-cant-resist-according-to-science/

Mazzon, Gabriella (2009). John Benjamin Publishing: *Interactive Dialogue Sequences in Middle English Drama.*

Melliana S, Annatasia. (2006). *Menjelajah Tubuh: Perempuan dan Mitos Kecantikan.* Yogyakarta: LKIS.

Nachbar, Jack, Kevin Lause (1992). Popular Culture: Introductory Text. Bowling Green.

Rabiger, Michael, (2009). *Directing the Documentary.* Oxford: Elsevier.

Rauma, Sara. (2004). Cinematic Dialogues, Literary Dialogues, and the Art of Adaptation. University Jyvaskla.

Rifki, Mingga Yuliana Ennur (2014) *Dampak Standar Kecantikan Amerika dalam Kehidupan Louise di Cerita Pendek the Fat Girl oleh Andre Dubus.* Sarjana thesis, Universitas Brawijaya.

Rogers, Mary. F. (2009). *Barbie Culturue: Ikon Budaya Konsumerisme.* (Medhy Aginta Hidayat, Trans). Yogyakarta: Relief.

Rosado, Sybil Dione 2004 No Nubian Knots or Nappy Locks: Discussing the Politics of Hair Among Women of African Descent in the Diaspora. *Transforming Anthropology.* 11(2):60-63.

Sarah, M. & Guardian, R. (2016). Theguardian.com: *The Pressure of Perfection: Five Women Tell Their Stories* (Online). Retrieved from https://www.theguardian.com/commentisfree/2016/oct/14/perfect-girls-five-women-stories-mental-health

Selo Soemardjan dan Soelaeman Soemardi, (1964). *"Setagkai Bunga Sosiologi"* Edisi Pertama, Yayasan Penerbit Fakultas Ekonomi Universitas Indonesia.

Selig, Meg. (2016). Psychologytoday.com: *The 9 Superpowers of Your Smile* (Online). Retrieved from https://www.psychologytoday.com/intl/blog/changepower/201605/the-9-superpowers-your-smile

Sulistyaningrum. (2012). *White's Cultural Invasion through Beauty Myth in Toni Morrison's The Bluest Eye.* Unpublished Thesis. Malang: Universitas Brawijaya.

Synnott, Anthony. 1993. *Tubuh Sosial: Simbolisme, Diri dan Masyarakat.* Jogjakarta: Jalasutra.

Thomson, Ashlee (2018). Cnet.com: *Nappily Ever After gets to the root of my black experiences.* (Online) Retrieved from https://www.cnet.com/news/nappily-ever-after-on-netflix-gets-to-the-root-of-my-black-experience/

Tong, Rosemarie. (2009). *Feminist thought: a more comprehensive introduction 3rd edition.* Colorado: Westview Press.

Utami, Wahyu (2013). Lifestyle Kompas.com: *Alasan dibalik Gaya Gundul Perempuan Kulit Hitam* (Online). Retrieved from https://lifestyle.kompas.com/read/2013/09/24/0814233/Alasan.di.Balik.Gaya.Gundul.Perempuan.Kulit.Hitam.

Utomo, Kurnia Putri (2007) Brilio.net: *Ini asal mula standar kecantikan wanita Indonesia* (Online). Retrieved from https://www.brilio.net/cewek/ini-asal-mula-standar-kecantikan-bagi-wanita-indonesia-170731i.html#.

Walby, Sylvia (2011). Sociological Research: *The Impact of Feminism on Sociology* (Online). Retrieved from http://www.socresonline.org.uk/16/3/21.html.

Williams, Raymond, (1983) Keyword, London: Fontana.

Wolf, Naomi (2002). The beauty myth: *How Images of Beauty are used Against Women.*

Yan, Renne (2017). Theshorthorn.com: *beauty standards change with generations* (Online). Retrieved from http://www.theshorthorn.com/life_and_entertainment/beauty-standards-change-with-generations/article_2f93ec30-1ffe-11e7-902e-ff0649dfa1a5.html.