

## **2. REFLECTION ON THE CONSTRUCTION OF WOMEN'S BEAUTY IN THE INTM CONTEST**

In this chapter, I plan to analyze the beauty constructs built through the INTM beauty contest. This beauty pageant is constructed in two ways. The first is through the assessment submitted by the judges to the contest participants. The second is through the visual images that are displayed in every scene in the contest. These two things cannot be separated and are interrelated. Both female and male judges base their judgments on the visuals displayed by the contestants. From the appearance she showed, the judges were able to provide a perspective regarding the beautiful constructions that they should display. In this case, there are differences of opinion that are influenced by the cultures and backgrounds of the judges.

This beauty construction when it is broadcast through contests broadcast on television to YouTube as a new media channel, then there will be interests that surround it. These interests cannot be separated from the presence of the media itself as an industry. There will be interests that surround an event that has been broadcast through the media, whether it is new or traditional media. This interest is related to efforts to increase profits by commodifying the value of beauty, which should be the essence of a woman.

Both the judge's assessment and media construction, as well as media interests, all have an important meaning in shaping the perception of beautiful women. These three things are pursued by media content producers so that the public also has a perspective on what kind of beauty is built by the media. This for the media can certainly provide benefits because, through this effort, the media can get advertising cooperation related to beauty products that they want to promote through shows or media that have a lot of ratings or viewers.

### **2.1 Beauty Standards in the Judges' Perspective**

The beauty assessment that is pinned on women often comes from other people who see the female subject. However, if we look closely, this assessment is very subjective. This subjective assessment can bring up beauty standards that must be owned by women so that they can be considered beautiful. This then raises the desire for women to get this recognition. They then made various efforts to achieve recognition from others, ranging from using beauty products to participating in beauty contests. On average, the judges look at the standard of beauty based on several criteria, which are skin color, hair,

organs, and inner beauty. Like in Panca Makmun's perspective, who looks at the character of skin color, Ivan Gunawan sees the side of skin color as masculinity, and Patricia Gouw sees the standard of beauty through hair and inner beauty; another judge, Luna Maya, also supports Patricia Gouw's perspective, which bases the standard of beauty on inner beauty.

#### Beauty Standards in the Judges' Perspective

Judges	Perspective	Contestant				Findings
		Masyitah	Gea	Illene	Grace	
Patricia	Physical appearance	hair	attitude	-	-	Patricia Gouw highlights that a beautiful woman should use her hair well so she can make it into an international hair style.  Also, showing the attitude of a woman can be one aspect of shaping their beauty.
	Inner Beauty	-	-	-	-	-
Ivan	Physical appearance	-	hair	-	skin	Apart from looking at physical appearance, Ivan Gunawan also pays attention to inner beauty through the character. For Ivan, the presence of a masculine soul can be used by women to increase their beauty assessment. This is seen as an advantage possessed by contestants who have a masculine soul. This masculinity is expressed by Ivan Gunawan based on the appearance shown by Gea, like facial expressions and short hair.  Also, Ivan Gunawan's view of another contestant, is that being beautiful only on the face is not enough, especially as a fashion
	Inner Beauty	-	character	-	-	

						model. According to Ivan, the word "beautiful" means that you must be truly oriental if you have oriental skin. If you have dark skin, you have to get it again. For Ivan, Grace's skin color stood out the most compared to the other models.
<b>Luna</b>	Physical appearance	-	-	-	-	-
	Inner Beauty	-	attitude	-	-	For Luna Maya, when she looks at Gea, there is an inner beauty that can work to a contestant's advantage so that it makes a difference in their appearance.
<b>Panca</b>	Physical appearance	-	-	face	-	Panca Makmun sees the beauty of a person in the contestants' organs and faces, such as the eyes, nose, and mouth, where all the organs are considered to speak. Panca Makmun used connotation as well as semiotics to emphasize the importance of someone's beauty.
	Inner Beauty	-	-	-	-	-

According to one of the judges, Patricia Gouw, a beautiful woman should understand her character. The important thing about the beauty assessment given by someone, especially in this study, is that the INTM judges are based on the physical appearance that the contestants display. Of course, in this appearance, each contestant has his own characteristics, so he has a uniqueness that he can present. The value of beauty comes from the visual appearance that can be enjoyed through the sense of sight, such as hair, skin, and so on (Nurlia & Hidayati, 2021). This was also shown through an assessment from Patricia Gouw (INTM judge) to Masyitah (INTM contestant).

*“Kalau menurut aku kamu salah satu model yang mengerti rambut kamu banget. Kamu kibas kanan kiri, gampang banget. Nggak usah yang kayak, yang lain kan benar-bener, aduh tangannya kebanyakan gitu. Tapi kamu benar-bener tahu rambut kamu.”* [“In my opinion, you are one of the models who really understands your hair. You just flick right and left; it's really easy. You don't need to be like that; the others are really, oh my, there are too many hands. But you really know your hair.”] (Patricia Gouw, Judge)

The assessment given by Patricia Gouw is an assessment that arises from the perspective of women seeing beauty. As a fellow woman, Patricia understands how a woman takes advantage of what a woman's strengths are to show her audience. In this case, Patricia focuses on the issue of Masytah's long hair. For her, long hair, when the owner can use it well, can increase the beautiful value possessed by the subject.

In television shows, especially when seeing advertisements displayed, the depiction of women who have an ideal beauty has been standardized. An advertisement or show that constructs a beautiful woman is judged based on her slim body, long hair, and smooth white skin (Worotitjan, 2014). This also applies to shows in which the theme of the competition is raised. The INTM beauty pageant also directly demonstrates this standardization. Thus, the beauty assessment shown by the media regarding the standardization of this beauty becomes even stronger.

Beauty standards based on appearance or the visuals that we see are more strongly demonstrated by male judges. One of the judges in this INTM is Ivan Gunawan. In this contest, Ivan Gunawan is positioned as a guest judge, so he has a different position from Patricia Gouw, who is a judge. From Ivan Gunawan's view, beauty is also seen based on skin color. It's not just limited to hair. Even the color of the skin can attract the attention of more people.



Figure 2.1 Grace, INTM Contestant

*“Kalau aku sih suka banget sama warna kulit kamu ya. Karena dibandingin yang lain tu kamu paling stand out rasanya, karena warna kulit kamu tu, eee mencuri perhatian. Kalau sekedar cantik tu menurut aku nggak cukup. Apalagi fashion models gitu ya. Yang mana punya kulit, kalau oriental harus oriental banget. Dapetin orientalnya. Kalau*

*kamu punya dark skin kayak gini, kamu harus dapetin lagi.* [“I really like the color of your skin. Because compared to the others, you stand out the most because of your skin color, which steals the attention. If you’re just beautiful, I don’t think it’s enough. Fashion models, in particular. Which one has skin? If it’s Oriental, it has to be really Oriental. Get the oriental. If you have dark skin like this, you have to get more”] (Ivan Gunawan, guest judge)

Ivan Gunawan’s view, which feels deeper to the point of comparing skin color issues, cannot be separated from his background. Ivan Gunawan is a well-known fashion designer in Indonesia. As a fashion designer or someone who has been considered a professional in the fashion world, Ivan Gunawan is certainly very careful about skin color. This is because, in good fashion design, Ivan Gunawan needs to pay attention to the skin color of his clients to match the clothes designed.

This background helped shape the way Ivan Gunawan, as a guest judge, gave an assessment and constructed the meaning of beauty in the INTM contest. He also emphasized this through messages related to fashion models, where the expression shows that Ivan Gunawan builds the perception of beauty by using the point of view of a fashion model. Even when giving this assessment, Ivan Gunawan also emphasized the message he constructed using nonverbal forms of communication. As for the nonverbal communication that he showed through the hand grip that was waved forward.



Figure 2.2 Igun give comment to the contestant

This nonverbal message built by Ivan Gunawan is shown when he talks about oriental skin. In this case, he makes the case that beautiful women today are not limited to those with white skin. Although whitening manufacturers are still establishing beauty standards, it is obvious when someone has white skin (Asmarani & Legowo, 2020). Ivan Gunawan’s view can, at the same time, fight against the stigma that beautiful women must have white skin. With the efforts made by Ivan Gunawan, the beauty construction that links the skin can be reproduced through this beauty contest.

The words "dark skin" appeared in Ivan Gunawan's message as well. The utterance takes on a strong meaning by reproducing the meaning related to beautiful women. Beautiful women can be pinned for women who have dark skin. This raises the perspective that the skin of Indonesians, which basically has a tendency to tan, brown, or be slightly yellow, can also be considered a beautiful woman's skin color. Thus, little by little, a shift in skin color appears to build the meaning of a beautiful woman.

Ivan Gunawan's efforts in reproducing the meaning of beauty do not stop at evaluating Masyitah, but they still continue with the assessment for Gea (the contestant). In this assessment, Ivan Gunawan even raised a message regarding the subject's sexuality. In this case, Ivan included an assessment of feminine and masculine traits for Gea, even though the contestant was a woman.

*"Look kamu tu dibilang agak maskulin juga ada, femininnya juga masih dapat. Harusnya kamu tadi di attitude pas kamu lagi naik kuda, kamu bisa kayak pegang topinya. Jadi sisi maskulin kamu tuh bisa kamu tampilin. Karena itu salah satu keuntungan dari kamu. Kalau yang lain kan antic biasa. Tapi kamu tu ada jiwa itunya."*  
["Look, although you are said to be somewhat masculine too, you can still get feminine. You should have had the attitude that when you are riding a horse, you can feel like you are holding the hat. So you can show your masculine side. Because that's one of your advantages. Otherwise, it's pretty normal. But you do have that soul."] (Ivan Gunawan, Guest Judge)

Women are frequently regarded as subjects who should have a feminine soul. Femininity is also attached to women who are considered beautiful. However, in Ivan Gunawan's assessment of Gea, this is not the case. For Ivan Gunawan, the presence of a masculine soul can be used by women to increase their beauty assessment. This is seen as an advantage possessed by contestants who have a masculine soul. This masculinity is expressed by Ivan Gunawan based on the appearance shown by Gea, like facial expressions and short hair.



Figure 2.3 Gea INTM Contestant

Furthermore, another judge, namely Luna Maya, adds that a beautiful woman should be beautiful inside and out. In her comments, Luna Maya seemed to show that the assessment of beauty cannot only be shown through physical appearance. Whether it is in terms of sexuality, which is manifested through the style, the skin, or the hair of the contestants, However, there is an inner beauty that can work to a contestant's advantage so that it makes a difference in their appearance.

*"Igun itu kan tidak melihat kamu dari awal. Kamu berapa kali ini bottom terus. Tapi kalau disini, saya melihat kamu tuh ada sesuatu yang berbeda. Saya harapkan tidak hanya di challenge ini aja, kamu bisa. Di challenge yang lain kamu harus bisa."* ["Igun didn't see you from the beginning. You've been at the bottom several times now. But here, I see something different in you. I hope you will be able to complete this challenge as well as others in the future."] (Luna Maya, judge)

The views expressed by Patricia Gouw, Luna Maya, or Ivan Gunawan are all aimed at making the contestants better. However, what needs to be understood is that the perspectives that women and men have on women's beauty have differences (Sukesti, 2015). From these findings, it can be seen that there are similarities and differences in perspectives on seeing beauty. Like Patricia Gouw and Ivan Gunawan, they both show similarities in how they view women based on the visuals they see. However, Luna Maya has a perspective that emphasizes the essence of appearance. Where the essence of the appearance appears is based on the inner beauty shown by Gea.

The view of beauty seen through the physical is also further strengthened when, in the assessment of the INTM contest, Panca Makmun (mentor, fashion show producer, and director) comments. In his commentary, Panca Makmun even mentioned some of Ilene's organs (the contestants), such as the eyes, nose, and mouth, where all the organs are considered talking. What Panca Makmun expressed is a form of connotation as well as semiotics to emphasize Ilene's value of beauty.

Unlike Patricia Gouw when she saw Ilene although the one who is judged is the same contestant, Panca's and Patricia's perspectives are very different. Patricia Gouw places more emphasis on Ilene's inner ties. The inner beauty expressed by Patricia is more explicit than when Luna Maya gave an assessment to Gea.

*"Dan dia juga memiliki attitude yang bagus pada saat on set. Dia kasih kita beberapa pose juga. Kibasan rambutnya juga cantik."* ["And she also has a great attitude on set. She gave us some poses too. Her hair flick is pretty too."] (Patricia Gouw, judge)

This inner beauty is shown through the attitude that Ilene has when preparing as well as the poses she shows. In this case, there are social and emotional aspects shown by Ilene through Patricia Gouw's assessment. This aspect is a form of beauty assessment in addition to being formed from a physical aspect (Pratiwi, 2018). Showing the attitude of a woman can be one aspect of shaping their beauty. In the end, beauty is no longer found in the context of the body alone. But also attitudes that are actualized in social life. In addition, when inner beauty is shown through a show, the pose shown can also strengthen the inner beauty of that person.

Beauty assessment as a means to achieve the title of "beautiful woman" in a model contest further strengthens the practice of consumerism in a society. Consumerism itself has a goal that cannot be separated from market capitalism, where the industry tries to reap the maximum profit (Syafri, 2014). This huge profit cannot be achieved without the existence of a media industry that is able to convey messages or information in bulk. In this case, the role of the media in shaping the construction of beauty to shape the consumer culture of society is very important. The media can finally become the center of people's thoughts and views in building beauty values or shaping consumer culture.

The assessment of everyone's beauty standards is certainly very different, including the assessment given by someone who is a professional in the field. As in the INTM beauty pageant, where the judges are all professionals in their respective fields. If you look further, the judges in the model beauty contest are people who have been in the entertainment field for a long time. This makes the standard of beauty that they use in assessing the contestants the standard of beauty used in the entertainment world. This makes the contestants try to meet the expectations of the judges.

When viewed based on the beauty findings given based on the views of the previous judge, each judge has a tendency or inclination to give an assessment. Like the assessment given by Ivan Gunawan or Deddy Corbuzier, who are judges of the male gender. The assessment given seems more inclined to look at the physical. Like when Ivan Gunawan commented on Masyitah, where he mostly assessed his skin. This assessment is inextricably linked to how Ivan Gunawan, one of the male judges, perceives a woman based on his physical appearance.

The assessment given by the male judges by focusing on physical problems when broadcast on television or YouTube (as a new media channel) indicates an attempt to exploit women in these shows. When talking about exploitation, it is not limited to the issue of women's bodies that are shown in the media. But other things are also shown to provide entertainment to the media audience. This eventually penetrates various aspects of life, including privacy or what is inside a person (Syafri, 2014). Like when Deddy Corbuzier gave his comments or ratings to Eveline. The assessment given by Deddy made Eveline's

fear of horses visible to the public through the broadcast that was aired. This is then supported by the visualization of the moment when Eveline interacts with the horse behind the scenes, where she was afraid of the horse, who became his partner in making the video for the contest. This is a part of life that the public is not aware of. However, with this assessment, which is strengthened by behind-the-scenes visualization, the reality of Eveline's fear of horses becomes more apparent.

As a beauty contest show, the efforts made by the INTM program to highlight the physical appearance of women are very important to note. This is because, when competing in beauty contests, the physical appearance of a woman cannot be separated (Worotitjan, 2014). Beauty and physical appearance that can be consumed by the public are important aspects to pay attention to. Especially when the media is attempting to portray impressions that reinforce the physical side. The beauty of the contestants, who are models for the contest, will be more visible and can be enjoyed by the public.

Basically, we can see things like that in various shows, both soap operas and commercials that try to present a beautiful woman's figure. The two shows shown on television often show the physical standardization of a beautiful woman. As for the picture of beautiful women according to television broadcast standards, they have slim bodies, long hair, smooth and white skin, and are supported by clothes that highlight their body shape (Worotitjan, 2014). This ultimately forms the standard for judging the ideal of beauty. Of course, by showing this, the beauty reference that people have in their minds will lead to these criteria.

Although in general the beauty formed by the media meets the criteria described in Worotitjan's research (2014), this INTM show indirectly challenges the dominant standards that have been established by the media. This is shown by Ivan Gunawan through his views on the skin of a woman when judging the contestants. He contends that the characteristics of non-white beauty can be formed by black skin (dark skin).

This beauty analysis related to eastern skin arises from the assessment given by Ivan Gunawan, where, in his view, oriental women's skin can be seen as the skin of a beautiful woman. This was shown when Ivan Gunawan emphasized that the contestant with oriental skin should try to get his character from his skin. With the assessment given by Ivan Gunawan, INTM can become a beauty contest show that also seeks to establish new beauty standards. Of course, this beauty standard is not the beauty standard of western people that has been shaped by the media so far. However, this beauty standard appears to be based on the skin that is owned by eastern people, where the skin is referred to as "Orient skin." This oriental skin has the characteristics of dark skin but is not dull.

Judging from the research of Worotitjan (2014), which explained the previous criteria for beautiful women, these criteria implicitly indicate that beautiful women are feminine women. This was also demonstrated on the INTM show, where one contestant tended to have the physical appearance of a masculine woman. However, this masculinity is shown by the character it carries. However, this does not mean that the woman is not a beautiful contestant. But with a character that is considered unique, it can be an added value for him to show that he is a beautiful model.

Beautiful women, when viewed from another perspective apart from their physical appearance, will be represented by the media as gentle, beautiful, and elegant (Widuhung & Sartika, 2022). Tenderness, beauty, and grace are abstract judgments of beauty. Although sometimes the three assessments are also shown in physical form, basically they are abstract values. However, this beauty contest also tries to construct the reality of beautiful women from these abstract things. This is more likely to be demonstrated by female judges when they give their assessments. Although the female judges' evaluation of the contestants was based on their physical appearance, the female judges also judged them based on another aspect of their beauty.

This is evident when Patricia Gouw evaluates one of the participants based on an attitude or when Luna Maya evaluates by mentioning something else. This demonstrates that the beauty of women's attacks is no longer solely based on a woman's physical characteristics. However, their beauty can also be seen in their behavior. Behavior becomes important when a woman wants to be seen as a beautiful, gentle, or beautiful person. Their behavior can be a supporting character in the judgment given by the judge. This makes their identity as a beautiful woman stronger so that they can have more points compared to other participants. As a result, beauty pageants are no longer viewed solely from a physical standpoint. But other elements need to be taken into account by participants in the INTM contest.

Although there are other criteria besides physicality in constructing the model's reality as a beautiful woman, the dominance of physical characteristics is a stronger thing in this INTM contest. This was not only shown in the judges' assessment of the participants after they received a challenge to make a video advertisement with a horse. However, it is also shown in another challenge in the form of a model photo. This challenge focuses on the issues of appearance, poses, and expressions shown by the contestants, so the assessment is also based on their physical appearance.

The assessment in INTM shows is not only based on comments from the judges when the contestants are on stage. But it is also shown in the selection of the best photos from the six competing contestants. In the assessment, all the judges discussed determining the best photo and passed the challenge that had been given. In this assessment, the judges certainly looked at the appearance and

expressions they showed as photoshoot models. Although the beauty of women, in this case, is shown in terms of physical appearance, the acting they display must be as natural as possible according to the photo challenges given. Although in terms of physical appearance, the contestants have their own criteria, which are certainly different, in this case, expression becomes an important benchmark because they need to get a natural feel or atmosphere from the moment that becomes a challenge.



Figure 2.4 Discuss Scene

The tendency of the judges' assessment of the beauty side of the physical appearance is inseparable from the general assessment related to the benchmark of beauty, which is what is seen through the sense of sight. Particularly when it comes to model competitions. The physical appearance of a beautiful model is always visible. This makes it easier to judge from a physical point of view compared to other points of view such as behavior, self-confidence, and so on, which are abstract. This is further strengthened because INTM shows are on national television stations, so the beauty standard is implanted in the dominant beauty standard. This beauty standard has also become the standard of the entertainment world because it aims to entertain the public. Without meeting existing standards, the entertainment world will not be able to increase its attractiveness so that the number of viewers is high.

The judges' exposure to the dominant discourse regarding beauty standards, whether consciously or unconsciously, is also inherent in their thoughts. Even though they are practitioners in the entertainment field and have the predicate of professionals, the discourse that is attached to the judges' thoughts cannot be taken away. This is demonstrated by the manner in which they judge the contestants in this INTM competition, who tend to view the participants based on their physical appearance. Although the female judges also judged from another point of view, they still commented on the appearances and visuals shown by the contestants. This evaluates the beauty of the models on the show and is inextricably linked to the construction of physical appearance.

## 2.2 Beauty Standards and their Influence on Consumerism

The beauty standard determined by the judges, as discussed in 2.1, has a correlation with or impact on consumerism. In this section, I will discuss the relationship between the beauty standards that have been set earlier and consumerism. When talking about consumerism in a show related to models or entertainment, two things can be focused on in the analysis. First, it can be seen in terms of the content that is displayed and the values that can be understood and internalized by the public. Related to this, INTM shows provide a standard of beauty by showing a beautiful female model, where the beauty is consumed by the public, not only by men but also by women. From the male side, this consumption is seen in their desire to watch physical beauty. However, from the women's point of view, it can be seen from the women's desire to become individuals that are exposed in the media. This also includes several cases where television advertisements always try to make women interested in the beauty of the model being exposed. Second, the public can buy products that are implicitly or explicitly advertised in the show. Some products are advertised in this INTM model contest, so this show promotes consumerism by capitalizing on women's desire to look beautiful.

### The Construction of beauty and its influence on the consumerism (direct and indirect)

Perspective (Physical Appearance)	Products Promoted	Findings
Hair	Hair vitamin (Ellips)	The promotion for this hair vitamin product in almost all broadcasts was done openly and directly because Ellips is one of the major sponsors of the INTM event. However, from time to time, there are displays that show the promotion in a subtle way, such as during a conversation in the room where one of the participants is using the product.
Skin	Fruits and vegetables	Even though they don't directly promote a product, there is still an element of consumerism in some shows related to skin health, namely shows where the models eat fruits and vegetables. This certainly makes people who witness it aware of the importance of consuming fruits and vegetables to look beautiful like models.

Body	Exercises, clothing, and sports equipment	In order to get the ideal body, the INTM program aired several scenes where the models had to exercise. Of course, this does not only want to show the public how to get an ideal body, but there are several products, such as sportswear or certain sports equipment, that are promoted even though they do not directly mention a brand.
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In broadcasting this INTM model contest, people are often unaware that consumerism can be tucked into the show. Jean Baudrillard believes that consumption is the basic factor in human ecology (Bakti, Nirzalin, & Alwi, 2019). Baudrillard's view led to the idea that consumption eventually became the main motor of contemporary society. With this view, Baudrillard stated that contemporary society could not be separated from consumption activities. Humans need consumption, not only in the aspect of primary needs such as food, drink, clothing, and shelter but also in other matters such as consuming entertainment, especially those that are channeled through the media.

The INTM beauty contest is one of the shows that can meet public consumption related to entertainment content. In this case, we know that INTM takes the value of beauty and commodifies it for public entertainment. In Wolf's view (as cited in Winarni, 2010), beauty "is a stronghold of women's defense, which is currently being attacked by the beauty industry." Where this happens is after women get their rights as citizens who are equal to men. In the entertainment industry, women can be seen as one of the objects of public consumption, whether in soap operas, advertisements, or contests like the INTM show. Their existence as objects that are consumed in the end is considered to bring benefits to the industry. This, in the end, continues to be used by the industry to reap maximum profits.

This culture of consumerism can have an impact on how the public understands beauty standards because it is constructed by the media through the comments of the judges in the INTM contest. The media has the power to shape people's perceptions through the shows that are shown repeatedly. This consumerism is the goal of capitalists' efforts to make big profits. When the culture and thoughts of society are dominantly formed, then the goals of the capitalists can be considered achieved (Syafri, 2014). When this is achieved, the public will have a need that must be fulfilled so that the capitalists can reap the benefits of this condition.

INTM beauty pageant shows can gradually shape the audience's perceptions of what standards can categorize women as beautiful. The perception that is formed is that to be beautiful, women should

fit themselves to the standards set by the media. Consumerism is tucked into the show through the advertisement of various products that support the idea of beauty standards in the INTM beauty contest. With the inclusion of products in the event, either during the break or main session, the products are displayed to internalize the belief that they can make women beautiful like the models in the event.



Figure 2.5 Ellips Product

The consumerism that is encouraged by the judge's perspective on beauty standards can be shown through Ellips' encouragement. One of the products endorsed at this event that promotes consumerism is Ellips. The product is a hair vitamin and softener. Two products are highlighted, namely products that are sprayed on the hair and products in the form of hair oil that are applied. One form of endorsement by Ellips is to include its spray product in the challenge. In this challenge, participants have to be a TVC model of Ellips products with a horse. With the inclusion of Ellips products in this challenge, the products are always displayed and attached to the contestants. This happens repeatedly in one episode of the show, so there is enough repetition to make viewers always remember the product. Baudrillard (2004) For the sake of an image that is directed and formed through an advertisement or promotion process, people will buy goods to fulfill their lifestyle.

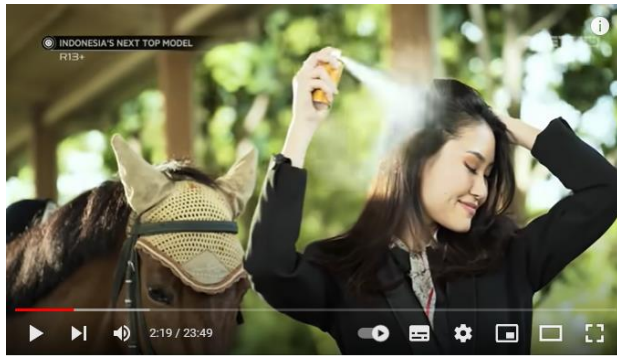


Figure 2.6 Spray the Ellips product by Eveline INTM contestant



Figure 2.7 Spray the Ellips product by Clafita INTM contestant



Figure 2.8 TVC Ellips by Ilene INTM contestant

Efforts to attach these products to the contestants' appearances make Ellips one of the objects that can be noticed by media audiences. This is further strengthened because the product is the main object shown in the TVC challenge, which presents the participants as beautiful women. Moreover, in the assessment process, the use of the spray was also an input given by the judges. It is repetition like this that ultimately induces the audience to participate in consuming the products. With the efforts and endorsements made by the show, the perception of beautiful women will be formed. Beautiful women have hair that incorporates the vitamins produced by the ellipse. Even with the presence of female

contestants with short hair and masculine characters, it also forms a wider construction. Beautiful women are now not only seen for the femininity and long hair that they have, but they are also judged by the hair care products they use. By using hair vitamin products from Ellips, all women can be beautiful and have well-groomed hair.



Figure 2.9 Ellips advertisement in the middle of INTM broadcast

The challenge not only emphasizes the importance of using Ellips products as hair care products. However, during the intermission of the INTM beauty contest, the product was also advertised more explicitly. The advertisement is more inclined to a narrative about the health of dry hair associated with the use of a hair dryer. In the advertisement narration, a hair dryer can make hair dry and fall out. The use of Ellips hair oil is promoted to keep the hair soft and not damaged or dry, even if they use a hair dryer. However, in the advertisement, the cast of users of Ellips products have fair skin and straight hair. Even though these criteria were attempted to be eliminated during the contest, the advertisements in this chapter still demonstrated the dominance of the criteria for beautiful women with long hair and white and bright skin. Even the background of the advertisement is bright, which further strengthens the dominant perspective on what a beautiful woman should look like. Thus, the beauty pageant show, which

initially seemed capable of fighting the dominant thought on the criteria for beautiful women, ultimately failed. This is due to the Ellips ad itself, which was originally an endorsement.



Figure 2.10 Ellips logo in the middle of INTM broadcast

The existence of these women as models for the Ellips product advertisement helps shape the desire of the community to become beautiful women. This desire allows the women who are viewers of the show to become consumers of Ellips products. This can gradually create a culture of consumerism in the audience, which ultimately forms a perception of how beautiful women should look. By watching the advertisement repeatedly, the audience may internalize the beauty standards set by the judges, promoting the consumption of Ellips products. The audience can be seduced into consuming the products because they have the need to be beautiful women. This need makes them unable to be critical about whether or not consuming the products can really make them beautiful women.

The INTM beauty contest, which was initially seen as a contest to compete for the title of "most beautiful model," has finally changed. The contest has now become a medium to advertise products and promote consumerism by using the judges' opinions on beauty standards. Through advertisements that are included in the main television program, it can finally be seen that they can realize the goal of a woman, which is to become a beautiful person. As Syafrini (2014) said, the desire of women to become beautiful can be "an easy target for industrial capitalism to exploit." When women enter into the trap of this industry, they can unconsciously become parties who voluntarily accept exposure from the industry. They will voluntarily consume the product without rethinking what their needs are.



Figure 2.11 Ellips promotion

Selling a product can usually be accomplished through soft selling or hard selling. In this INTM contest, Ellips takes the opportunity to promote its products, either openly or not. Figure 2.11 is one example of a sale that really shows its marketing.

In this case, women become easy targets for the beauty industry because they have been attached to the culture of consumerism. A woman is often described as more consumptive than a man because her needs are different. For women, appearance is one of the most important things for them to fulfill (Rachel & Rangkuty, 2020). It has even become a way of life for them. They want to show off this beauty, starting from the fashion she wears to the appearance of her body, such as her hair, nails, eyes, and other body organs. All of these things are important for women, and the beauty industry captures them. The way they capture this phenomenon is by providing various body-care services along with supporting products. With women consuming what the media has to offer, they can fulfill their need to become beautiful women.

This culture of consumerism is also realized because the product is displayed by a model. In this case, the model can be considered a public figure even though he is not an artist or someone who has a strong influence (Octaviana, 2020). But in beauty contests or advertisements, they have become the center of attention for the impressions presented by the mass media. When they become the center of attention, the impact of their presence in advertising products can successfully shape the audience's consumerism culture. This is what ultimately shapes the lifestyle and identity of women who are considered beautiful. This identity arises because when they use the product, there is a desire to be reflected as a subject that resembles an actor in the advertisements or shows they consume.

The existence of needs shaped by the beauty industry ultimately forms a hegemony in society. This hegemony is formed unconsciously when certain community groups voluntarily agree on the value

of beauty that is formed by the industry. By agreeing to this, they are then willing to consume the products advertised in this show. This is not only felt by the audience who witnessed the event or advertisement presented by the media. However, contestants who become actors in shows or advertisements are also targeted by the industry.

What we can't ignore is that the contestants are subject to being exploited by nature. The exploitation was carried out by two parties, namely the media industry and the beauty industry. This exploitation is seen because a contestant who should compete to get the title of the most beautiful woman and model has to work under the rules set by the organizers and providers of capital support. The advantage they get only exists when they appear as contestants. After that, they will not make any more profit. However, the media industry, especially the beauty industry, will continue to reap profits or surplus value from the work they do.

This is a vulnerability faced by contestants as actors in advertisements and INTM shows. They have to work to produce a surplus for the capitalists and cannot demand what the surplus value of the work they do is. They may not realize and enjoy it because of the hype surrounding the top model contest, which is seen nationally. The wrap made the contestants look more at the symbolic value of the event than the economic value. Contestants want to be the best model rather than make economic gains. This is shown when there is a contestant who fails in the competition. There will be moments where they sit down and cry, especially those felt by those who have failed.

Their vulnerability is not only in terms of the exploitation of workers in the entertainment world. But more than that, they are also the ones who are attacked by the consumption needs of the beauty products themselves. They immediately feel the effects of the products used, so they can be said to be the first to be affected by the industry's efforts to shape a consumption culture. Unlike the media audience, the contestants cannot avoid this situation because they must be actors who enjoy and use their products. With repeated use of the product, they may be affected by the enjoyment of the product. This makes the contestants, of course, also dependent on the products they offer.

This situation is ultimately the same as that felt by the audience, where they are also the target of the beauty industry. All parties will ultimately depend on these products due to industrial hegemony, which is carried out by utilizing the power of mass media and new media. These needs make women want and think to be beautiful, so they need to consume Ellips products. When their hair is damaged, they think that the value of women's beauty will decrease. This leaves women ensnared by the needs shaped by industry. The freedom that they should have felt and got, in the end, became false and unattainable.

Another method used by the media to promote something may be indirect. Apart from having beautiful hair, an ideal body is also definitely the dominant thing in this INTM event. One of the things that the media crew shows is the side where they do sports. With this action, the people watching will certainly feel that this is one part of getting a beautiful body. On the other hand, for some consumptive people, they will see another side when they exercise; for example, when models do yoga, you can see the yoga mat they are wearing. And without people realizing it, they often feel that a yoga mat is necessary, even though it may not really suit their lifestyle.



Figure 2.12 models doing sports

In addition, there is also something that can be seen from the side of the models doing sports, namely looking at the sports clothes they wear. Even though it was not mentioned directly in the scene, it is quite clear what brand is being indirectly promoted. Not only is "exercise" used as a benchmark for consumptive society to get the ideal body, but what models wear when exercising can certainly influence people's mindset to buy something to support everything they do.

Regarding skin problems, the INTM models are certainly in the spotlight for the audience as well. As said by one of the guest judges, Ivan Gunawan, each skin color has its own identity and strength. It depends on how the nature of the INTM models represents their respective racial ethnicities. But on the other hand, which is certainly related to consumerism, is how society views the healthy skin of models. Even though it doesn't directly show a product being able to have healthy skin, there are several things that models do to get it.



Figure 2.13 fruits and vegetables in the making

The following picture shows a scene where the models eat fruit and vegetables. Even though it doesn't show a specific brand, shows featuring models eating fruit are obviously beneficial not only to health but also to skin health.