

**ELEGANCE REDEFINED: BEAUTY STANDARD IN DIOR'S YEAR-END
2023 COLLECTION**



An Undergraduate Thesis

**Submitted as partial fulfillment of the requirements
for *Sarjana Sastra Degree***

Anda Fara Wegawati

2009010025

**FACULTY OF CULTURAL SCIENCES AND COMMUNICATION
UNIVERSITAS MUHAMMADIYAH PURWOKERTO
2024**

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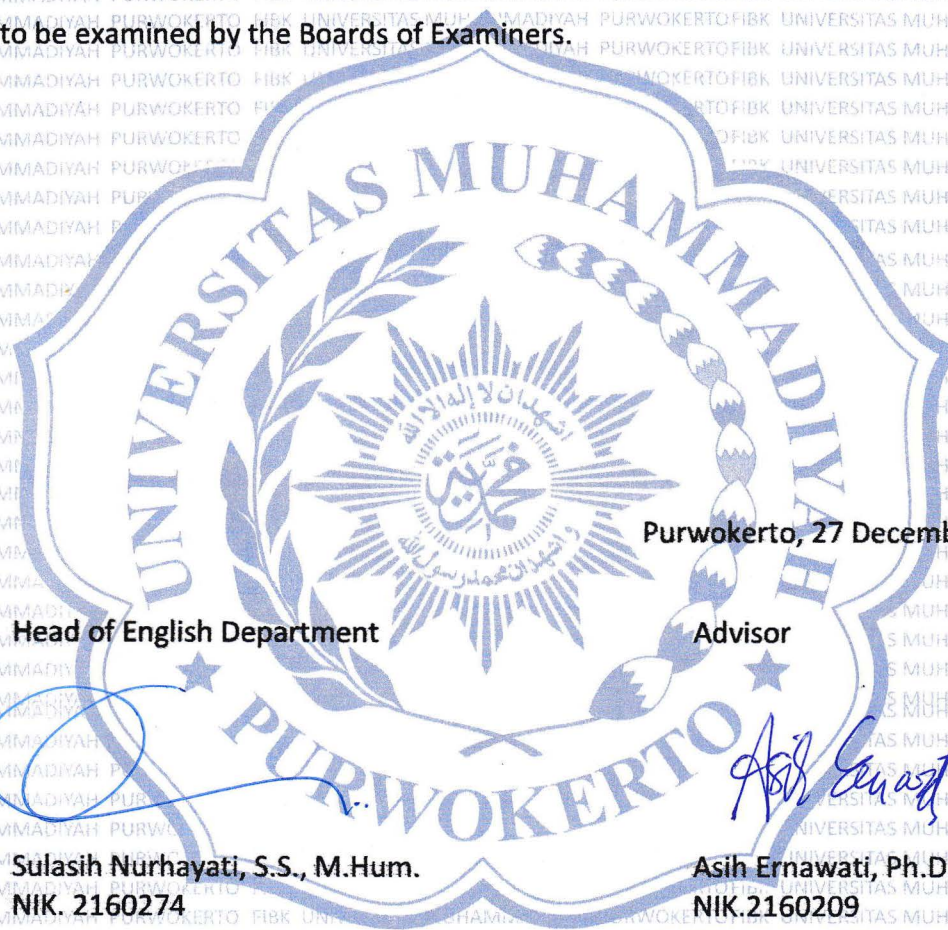
FACULTY OF CULTURAL SCIENCES AND COMMUNICATION

UNIVERSITAS MUHAMMADIYAH PURWOKERTO

2024

APPROVAL SHEET

This is to clarify this an undergraduat thesis entitle **“ELEGANCE REDEFINED: BEAUTY STANDARD IN DIOR’S YEAR-END 2023 COLLECTION”** by **Anda Fara Wegawati** has been approved by the advisor and the Head of English Department to be examined by the Boards of Examiners.



Purwokerto, 27 December 2024

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Sulasih Nurhayati, S.S., M.Hum.
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VALIDATION SHEET

**ELEGANCE REDEFINED: BEAUTY STANDARD IN DIOR'S YEAR-END
2023 COLLECTION**

An Undergraduate Thesis

By

Anda Fara Wegawati

2009010025

**Has been examined and approved by the Board of Examiners as one of the
requirements for *Sarjana Sastra* degree on December 2024**

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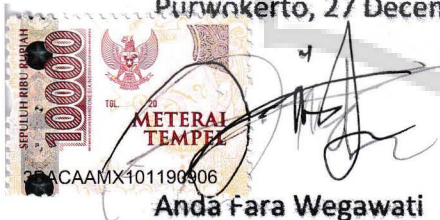
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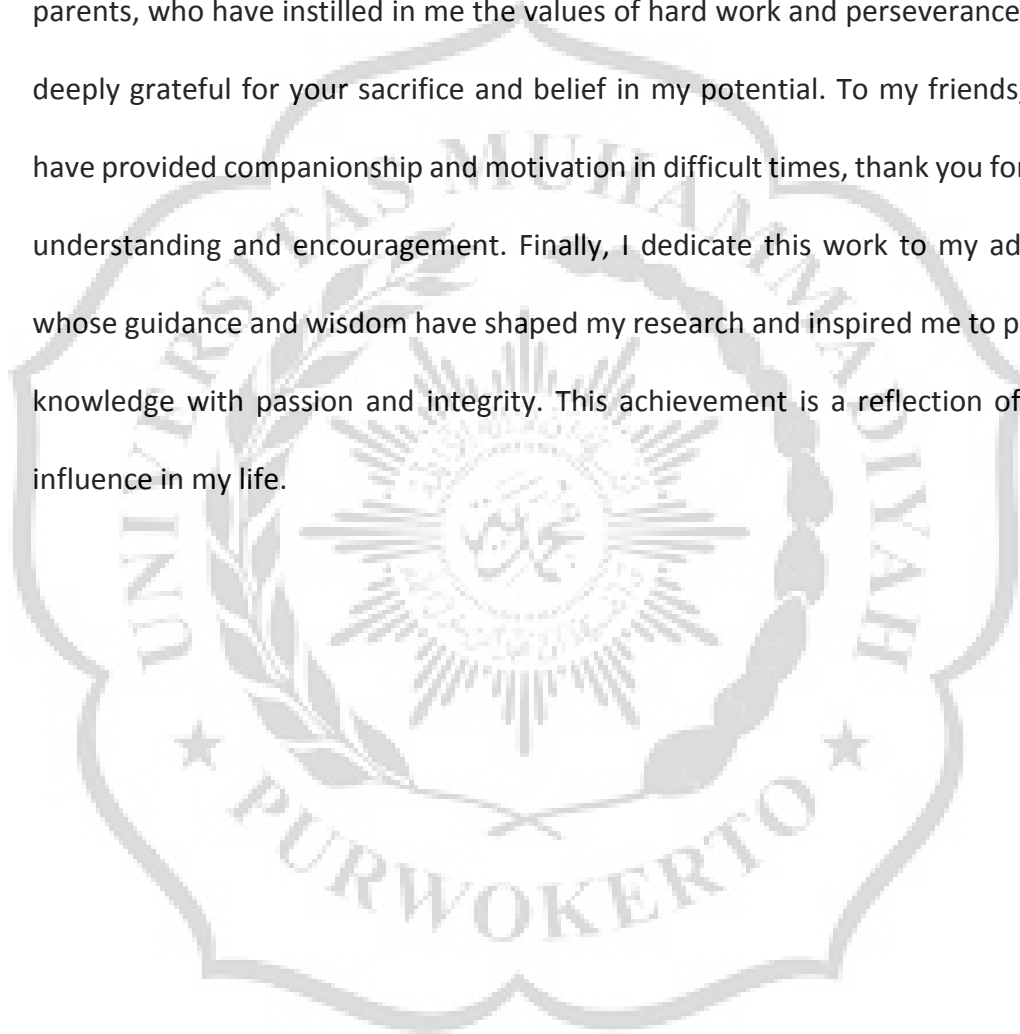
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Purwokerto, 27 December 2024


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DEDICATION

This thesis is dedicated to my family, whose unwavering support and encouragement have been the foundation of my academic journey. To my parents, who have instilled in me the values of hard work and perseverance, I am deeply grateful for your sacrifice and belief in my potential. To my friends, who have provided companionship and motivation in difficult times, thank you for your understanding and encouragement. Finally, I dedicate this work to my advisor, whose guidance and wisdom have shaped my research and inspired me to pursue knowledge with passion and integrity. This achievement is a reflection of your influence in my life.



ACKNOWLEDGEMENTS

Praise be to God Almighty, I can complete the final project entitled "Elegance Redefined: Beauty Standards in Dior's 2023 Year-End Collection." This thesis is the result of an in-depth research and analysis of the beauty standards presented in Dior's 2023 year-end collection, a brand that has long been recognized as a pioneer in the fashion world.

I would like to thank my supervisor, Asih Ernawati, Ph.D., who has provided guidance, direction, and support throughout the process of writing this thesis. In addition, I am also grateful to my friends and family who always provide encouragement and motivation. I hope this thesis can contribute to the development of science, especially in the study of fashion and aesthetics, and become a reference for further research.

Finally, I hope that this thesis will not only be a source of information, but also encourage a wider discussion on beauty standards. I hope that the thesis entitled "ELEGANCE REDEFINED: BEAUTY STANDARDS IN DIOR'S 2023 END OF YEAR COLLECTION" can provide new insights and inspire readers to better understand the dynamics of beauty standard in today's fashion industry.

Purwokerto, 27 December 2024



Anda Fara Wegawati

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ABSTRACT

Anda Fara Wegawati, 2009010025. 2024: *Elegance Redefined: Beauty Standard In Dior's Year-End 2023 Collection*. Undergraduate Thesis for Sarjana Sastra Degree, English Department, Faculty of Sciences and Communication Faculty, Universitas Muhammadiyah Purwokerto.

This research aims to analyze semiotic choices in Dior's designs that convey new interpretations of elegance and beauty, and to examine how Dior's approach to beauty standards may challenge or support Naomi Wolf's critique of the beauty industry. Using Roland Barthes' theory of semiotics and Naomi Wolf's theory of beauty standards, this research focuses on a one-minute advertisement for Dior's 2023 year-end holiday collection. The method used is an observational qualitative approach, in which the researcher captures every scene and narrative relevant to the research question. The results show that the fashion scenes featuring slender male and female models in luxurious and elegant outfits not only serve as aesthetic representations, but also convey connotations regarding the social status and exclusivity of the Dior brand. The clothes worn by the models reflect Dior's image as a classy and expensive world brand, aimed at the upper class. This shows that Dior does not only sell products, but also sells the image and lifestyle desired by high-end consumers.

Furthermore, analysis by using Naomi Wolf's theory reveals that the ad features five models: three women and two men-with slim and proportionate bodies and variety of skin colors, both white and black. The luxurious clothes worn still create an image that the product is aimed at the upper class. This research concludes that Dior, through its choice of semiotics in its advertisements, manages to create a complex narrative of elegance and beauty, while maintaining the exclusivity of its brand amidst criticism of existing beauty standards.

Keywords : *Semiotics, Dior, Fashion Advertisement, Naomi Wolf*

INTISARI

Anda Fara Wegawati, 2009010025. 2024: Keanggunan yang Didefinisikan Ulang: Standar Kecantikan Dalam Koleksi Akhir Tahun 2023 Dior. Skripsi untuk Gelar Sarjana Sastra, Jurusan Bahasa Inggris, Fakultas Ilmu Budaya dan Komunikasi, Universitas Muhammadiyah Purwokerto.

Penelitian ini bertujuan untuk menganalisis pilihan semiotik dalam desain Dior yang menyampaikan interpretasi baru tentang keanggunan dan kecantikan, dan untuk memeriksa bagaimana pendekatan Dior terhadap standar kecantikan dapat menantang atau mendukung kritik Naomi Wolf terhadap industri kecantikan. Dengan menggunakan teori semiotika Roland Barthes dan teori standar kecantikan Naomi Wolf, penelitian ini berfokus pada iklan berdurasi satu menit untuk koleksi liburan akhir tahun 2023 Dior. Metode yang digunakan adalah pendekatan kualitatif observasional. Penelitian ini menangkap setiap adegan dan narasi yang relevan dengan pertanyaan penelitian. Hasil penelitian menunjukkan bahwa adegan-adegan fesyen yang menampilkan model pria dan wanita bertubuh ramping dengan pakaian yang mewah dan elegan tidak hanya berfungsi sebagai representasi estetika, tetapi juga menyampaikan konotasi mengenai status sosial dan eksklusivitas merek Dior. Pakaian yang dikenakan oleh para model mencerminkan citra Dior sebagai merek dunia yang berkelas dan mahal, yang ditujukan untuk kalangan atas. Hal ini menunjukkan bahwa Dior tidak hanya menjual produk, tetapi juga menjual citra dan gaya hidup yang diinginkan oleh konsumen kelas atas.

Lebih lanjut, analisis dengan menggunakan teori Naomi Wolf menunjukkan bahwa iklan tersebut menampilkan lima model: tiga perempuan dan dua laki-laki dengan bentuk badan proporsional serta warna kulit yang beragam, baik kulit putih maupun kulit hitam. Pakaian mewah yang dikenakan tetap menciptakan citra bahwa produk tersebut ditujukan untuk kelas atas. Penelitian ini menyimpulkan bahwa Dior, melalui pilihan semiotika dalam iklannya, berhasil menciptakan narasi yang kompleks tentang keanggunan dan kecantikan, dengan mempertahankan eksklusivitas mereknya di tengah kritik terhadap standar kecantikan yang ada.

Kata kunci : *Semiotik, Dior, Iklan Fashion, Naomi Wolf*

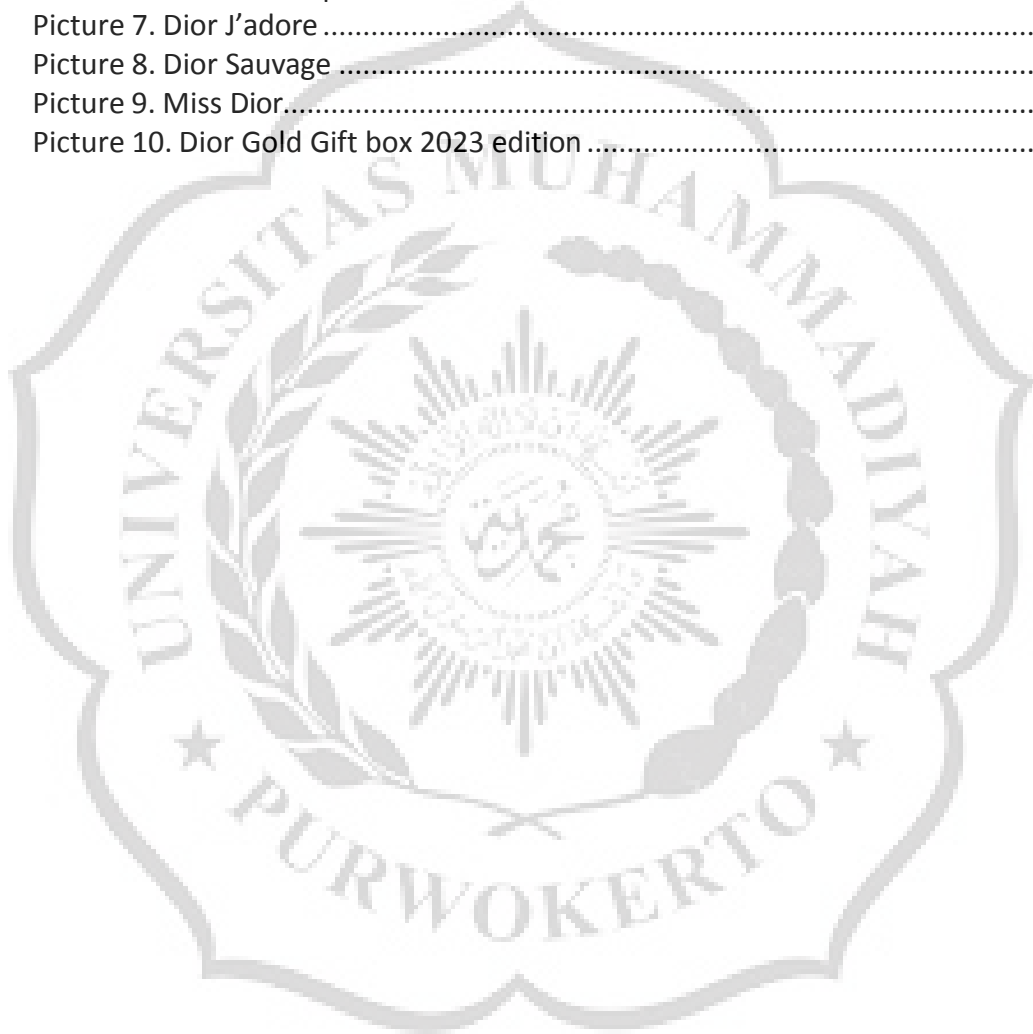
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