

**WHITE'S CULTURAL INVASION THROUGH  
BEAUTY MYTH IN TONI MORRISON'S *THE BLUEST EYE***

**THESIS**

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## ABSTRACT

Sulistyaningrum, 2015. **White's Cultural Invasion through Beauty Myth in Toni Morrison's *The Bluest Eye***. Study Program of English, Department of Languages and Literatures, Faculty of Cultural Studies, Universitas Brawijaya. Supervisor: Sri Herminingrum; Co-Supervisor: Arcci Tusita.

Keywords: cultural invasion, beauty myth, African-American, Toni Morrison, *The Bluest Eye*

Cultural invasion aims to brainwash marginalized group to make them follow the culture of the invader. It influences each component of way of life, including the way women build a concept of beauty. In fact, the concept of beauty is influenced by the White as a dominant group. *The Bluest Eye* novel by Toni Morrison explores Pecola Breedlove, a victimized African-American girl of White beauty standard. Therefore, the study conducted investigates on how the era of 1940s, as the setting of time of the novel, shapes the beauty standard and how the images of beauty are constructed through culture. In addition, this study observes on what are the impacts of beauty myth to Pecola Breedlove.

Socio-cultural approach is used in this study since it deals with one's relation with society and its culture. This approach leads to the use of cultural invasion's theory to analyse sociological condition when the inferior culture is invaded by the superior one. Whereas, theories of ideology, power, and hegemony are applied to analyse capitalism issue. The last, to discover Pecola Breedlove's perspective of ideal beauty, the concept of beauty myth purposed by Naomi Wolf is used.

The result of this research shows that through four kinds of cultural commodities, girl's dolls, girl favourite stars, mass media, and movie stars, the beauty myth are infused to change the African-American's perspective of beauty. Succeedingly, cultural invasion gives two impacts to Pecola Breedlove, adoration to the White beauty standard and obsession to have blue eyes.

The following researcher is suggested to explore another significant character, Claudia Macteer, especially on her resistance against White beauty myth by using Black feminism theory. Furthermore, archetypal literary criticism, specifically the using of seasons in Northrop Frye's archetypal schema is applicable since Claudia's life moves through a cycle of four seasons—autumn, winter, spring, and summer.

## ABSTRAK

Sulistyaningrum, 2015. **Invasi Budaya Kulit Putih melalui Mitos Kecantikan dalam *The Bluest Eye* Karya Toni Morrison.** Program Studi Bahasa Inggris, Departemen Bahasa dan Sastra, Fakultas Ilmu Budaya, Universitas Brawijaya. Pembimbing (I): Sri Herminingrum; Pembimbing (II): Arcci Tusita.

Kata Kunci: invasi budaya, mitos kecantikan, orang Afrika-Amerika, Toni Morrison, *The Bluest Eye*

Invasi budaya bertujuan untuk mendoktrin kelompok marginal agar mengikuti budaya penguasa. Invasi budaya mempengaruhi tiap komponen cara hidup manusia, termasuk mempengaruhi cara wanita membangun konsep kecantikan. Faktanya, konsep kecantikan didominasi Kulit Putih sebagai kelompok dominan. Novel *The Bluest Eye* karya Toni Morrison mengeksplorasi Pecola Breedlove, gadis Afrika-Amerika yang menjadi korban dari standar kecantikan Kulit Putih. Karena itu, penelitian ini menginvestigasi bagaimana masyarakat pada era 1940, yang menjadi latar belakang waktu di novel ini, membentuk standar kecantikan dan bagaimana gambaran kecantikan dikonstruksi melalui budaya. Selain itu, penelitian ini juga mengamati pengaruh-pengaruh mitos kecantikan tersebut terhadap Pecola Breedlove.

Pendekatan sosio-kultural digunakan dalam studi ini karena berkaitan dengan hubungan antara seseorang, masyarakat, dan budaya. Pendekatan ini mengarahkan pada penggunaan teori invasi budaya untuk menganalisa keadaan sosiologis ketika budaya kelompok inferior diinvasi oleh kelompok superior. Sedangkan teori ideologi, kekuasaan, dan hegemoni diaplikasikan untuk menganalisa isu kapitalisme. Untuk menemukan perspektif Pecola Breedlove tentang kecantikan ideal, digunakan konsep mitos kecantikan oleh Naomi Wolf.

Hasil penelitian ini menunjukkan bahwa melalui empat macam komoditas budaya, yaitu boneka anak, bintang favorit anak, media masa, dan bintang film, mitos kecantikan tertanam untuk mengubah perspektif orang Afrika-Amerika tentang kecantikan. Selanjutnya, invasi budaya menimbulkan dua pengaruh pada Pecola Breedlove, pemujaan pada standar kecantikan Kulit Putih dan obsesi terhadap mata berwarna biru.

Peneliti selanjutnya disarankan untuk mengeksplorasi salah satu karakter penting lain, yaitu Claudia Macteer, terutama mengenai perlawanannya terhadap mitos kecantikan Kulit Putih dengan menggunakan teori feminisme Kulit Hitam. Selanjutnya, direkomendasikan untuk menggunakan kritik sastra arketipe, terutama pada penggunaan musim di skema arketipe Northrop Frye karena kehidupan Claudia berlangsung melalui siklus empat musim, yaitu musim gugur, dingin, semi, dan panas.

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