

Beauty Representation and Body Politic of Women Writers in Magdalene

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Abstract : This research analysed how women writers represent their beauty in a platform called Magdalene. With the vision "Supporting diversity, empowering minds," Magdalene is a new media that seeks to represent women's voices rarely heard in mainstream media. This research elaborates further on how women writers, through their writing, use their body politic to subvert patriarchal values. This research used a qualitative method with an explorative design by using text analysis based on the representation theory of Stuart Hall and in-dept-interview with Women Writers in Magdalene. The result illustrated that women writers represent their beauty in Magdalene to subvert body and beauty-representation in mainstream discourse. Furthermore, the authors have identified an identity negotiation as tension from inevitable oppression and power towards and from women's bodies. In addition, Women Writers showed the power of their bodies through the redefinition of beauty practices and self. Hence, they subvert body dichotomy to redefine body values in society. In conclusion, this study shows various representations of beauty and body that are underrepresented in the mainstream media through the innovative new medium, Magdalene.

Keywords : women writers, beauty-representation, body politic, new media, identity negotiation

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