



TABLE OF CONTENTS

COVER PAGE	i
HALAMAN JUDUL	ii
TITLE PAGE	iii
APPROVAL PAGE	iv
PERNYATAAN BEBAS PLAGIAT	v
ACKNOWLEDGEMENTS	vi
ABSTRACT	ix
INTISARI	x
CHAPTER I INTRODUCTION	1
1.1 Background of the Study	1
1.2 Research Questions	9
1.3 Objectives of the Study.....	9
1.4 Literature Review	10
1.5 Theoretical Framework.....	16
1.6 Method of the Study	21
1.7 Presentation	23
CHAPTER II OVERVIEW HISTORY OF MISS UNIVERSE AND PUTERI INDONESIA CONTEST	25
2.1 Miss Universe	25
2.1.1 1950s and 1960s Marked as the Golden Age of Pageantry	26
2.1.2 1970s and 1980s: Widespread Expansion and New Challenges	28
2.1.3 1990s and 2000s: Globalization and a New Empowerment Era	29
2.2 Puteri Indonesia	30
2.2.1 The Early Period of Beauty Contests in Indonesia.....	31
2.2.2 Puteri Indonesia Contest in New Order Era	33



2.2.3 The Revival of Puteri Indonesia Contest in 2000s.....	35
---	----

CHAPTER III THE MANIFESTATION, MECHANISM AND REASONS OF AMERICAN HEGEMONY IN PUTERI INDONESIA CONTEST38

3.1 The Manifestation of American Hegemony in Puteri Indonesia Contest	38
--	----

3.1.1 Integrated American Hegemony in Puteri Indonesia Contest.....	39
---	----

3.1.2 Fragile American Hegemony in Puteri Indonesia Contest.....	59
--	----

3.1.3 Restricted American Hegemony in Puteri Indonesia Contest.....	83
---	----

3.2 The Mechanisms and Reasons Behind American Hegemony in the Puteri Indonesia Contest	89
---	----

3.2.1 Regulating Power Through Licensing	90
--	----

3.2.2 The Hegemonic Grip on Indonesia's Institutional System	97
--	----

CHAPTER IV CONCLUSION.....117

REFERENCES122