

## TABLE OF CONTENTS

TITLE .....	i
APPROVAL SHEET / <i>HALAMAN PENGESAHAN</i> .....	v
PLAGIARISM STATEMENT / <i>PERNYATAAN BEBAS PLAGIASI</i> .....	vi
ACKNOWLEDGEMENTS .....	vii
TABLE OF CONTENTS.....	ix
LIST OF TABLES .....	xi
ABSTRACT.....	xii
INTISARI .....	xiii
CHAPTER I INTRODUCTION.....	1
1.1 Background.....	1
1.2 Research Questions.....	5
1.3 Research Objectives.....	6
1.4 Research Benefits.....	6
1.5 Literature Review.....	7
(1) Beauty in Islam.....	7
(2) Halal Cosmetics and Muslim Women .....	9
(3) Female Beauty in Advertisements.....	10
(4) Indonesian Muslim Women in Halal Cosmetic TV Commercials .....	12
1.6 Conceptual Framework.....	14
(1) Beauty.....	14
(2) Intersectionality Framework.....	16
1.7 Methodology .....	21
(1) Literature Study .....	22
(2) Text Analysis of the Commercials .....	22
(3) Focus Group Discussions (FGD) & In-depth Interviews (IDI).....	26
CHAPTER II HALAL CONSUMPTION AND HALAL COSMETIC MARKET IN INDONESIA.....	32
2.1 Definition of “Halal” in Islam.....	32
2.2 Commodification of Islam and Halal Consumerism.....	35
2.3 Halal Cosmetics in Indonesia.....	41
CHAPTER III THE BEAUTY REPRESENTED IN THE HALAL COSMETIC TV COMMERCIALS .....	45

3.1 Text Analysis Results .....	45
(1) Garcia Skincare: “Beauty within Obedience” (2018) .....	45
(2) Pond’s: White Beauty – “Clear your doubts, ‘Hijab Fight’” (2019) .....	48
(3) Fair & Lovely: “Apologize to your skin” (2018) .....	51
(4) Wardah: “Halal from the beginning” (2018) .....	54
(5) Oriflame: “Oriflame Changes Lives” (2016) .....	57
3.2 Ideologies Embedded in the Beauty Reconstruction .....	61
(1) Ideology of White Skin .....	61
(2) Ideology of the Religious Female Body .....	64
(3) Ideology of the Modern Muslim Femininities .....	66
(4) The Beauty Myths .....	68
(5) The Halal Beauty Myths .....	69
CHAPTER IV NAVIGATING AND NEGOTIATING THE BEAUTY AT THE INTERSECTIONS OF BODY, GENDER, AND RELIGION .....	71
4.1 Perceptions on Halal Cosmetics and the Beauty Representations in the Commercials .....	71
Beauty Practices and Halal Cosmetics .....	71
The Commercials .....	74
4.2 The Beauty Journey of Indonesian Muslim Women .....	84
(1) Body .....	84
(2) Gender .....	91
(3) Religion .....	100
(4) Other categories .....	109
4.3. Navigating and Negotiating the Beauty Ideologies .....	112
(1) Ideology of White Skin .....	112
(2) Ideology of the Modern Muslim Femininities .....	115
(3) Ideology of the Religious Female Body .....	117
(4) The Beauty Myths .....	120
(5) Implications of the Intersecting Beauty .....	123
CHAPTER V CONCLUSION .....	126
REFERENCES .....	129