

# **DEFINING 'SPORTS' IN MODERN LIFESTYLE CONTEXT: CRITICAL DISCOURSE ANALYSIS ABOUT HEALTH IN LIFESTYLE MAGAZINE ANNISA (MAY EDITION 2013)**

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## **ABSTRACT**

**T**his research sets two objectives of study. The first, to study the constructed meaning of sports and health within Annisa Magazine, especially in May edition 2013. The second, to explain new definition of sports and health which reproduce the ideal women body shapes.

This research uses critical discourse analysis which is developed by Norman Fairclough as an analysis method. This method is used to expose the text and its relation to discursive and socio-cultural practices. Besides that, this research also uses feminism and post-feminism, and gender theories. Those theories is expected to explain how women who doing sports and health activities were defined by media and why.

The result of this research shows that Annisa magazine depicts women who do sports and health exercises are not only to gain healthier body, but mostly also to get beauty and ideal shape of body. In other words, the definition of health women which is constructed by Annisa magazine can be comprehended as health, beautiful, and ideal women.

Keywords: sports, health, lifestyle.

## **INTRODUCTION**

Concept about health firstly is known by keep the body fresh and health, hoping that the body out of trouble and inharmonious elements. Therefore, doing sports and exercise are needed to keep the body health and fresh. Within some literatures about health, sports is meant by a systematically body movements activities to keep health and strengthen the human body. UNESCO defines sports as physical activities such gaming, struggling against nature elements, people and oneself to strengthen the body immune.

In the recent progress, the function of sports has adjusted to the space and time contexts. Previously, sports is an activity that reserved only for physical health and competition, but now it becomes a necessity for shaping of the ideal body.

Sports, as well as clothing, has left its traditional function as a well-balanced to the health of body. It because the meaning of sports has grown complex. Sports becomes a medium of new communication that conveys nonverbal messages through media.

Now, sports becomes one of lifestyle in modern societies. The contruction meaning of sports as a lifestyle cannot be separated from the role of media, including magazines. Modern Indonesian commonly hear about variety lifestyle magazines which is published by major corporation in Europe.

Say some of them are *Golf Digest*, *Marie Claire*, *Women's Sports and Fitness*, and many more that contribute for shaping Indonesian society lifestyle today.

'Healthy' and 'sports' concepts within media has come to meaning displacement. These concepts refers to the ideal body and beauty which is standarized by media. Discourse practice of ideal body and beauty are constructed by media through lifestyle magazine by showing certain figures who are considered to be the state.

By emphasizing towards lifestyle and new desire, Annisa magazine appears on the middle of modern Indonesian muslimah<sup>1</sup> in 2011 ago. Although its main interest is muslimah fashion in middle and upper classes, in particular edition Annisa appoints another topics related to daily activities. For example Annisa in May edition which published in 2013 not only presents to the lately fashion muslim, but also gives particular information about health, nutrition, and beauty.

Ideal market segmentation of Annisa Magazine is women Muslim from certain class, assumed as middle up class. According to the ideal consumers a new market would be formed, therefore industry can manage new lifestyle desire (Mary G. Mc. Donald, 2005:25). Later, this desire is being as an ideal body standard, as can be seen in women sport magazine generally. The ideal and beautiful body represents the meaning of health and sports in the magazines together with inspired women portraits.

Annisa, as others glamour women magazines, relating active Muslim women concept, free with her own autonomy, success, and able to buy Islamic branding product. The concept about Muslim women that "do as they please" symbolically described into figures presented by Annisa (Danziegger, in Mc. Donald, 2005: 25). As be exemplified by designer Vivi Zubeidi, she is presented with Muslim women image who can check independent decision without pressure from everywhere. Her success is a choice in her life, not involving anyone since she has unlimited choices in her life (See Annisa May 2013 edition, *Style Column*).

If we see the choices that faced toward the women through media accurately, so that choices have been formed and been selected first in accordance with the media standard. Media represent ideal women is as women who has beautiful face, young aura, ideal body, and slim. So that in sports and healthy. Sport and health concept for women chose by media to reproduce beautiful and slim health image. The big influence in mobilization society perception, finally make society has patterned thinking and equal view in interpreting beauty and healthy.

The women body becomes a combat arena among certain interest, where the body constructed. During the time, society believed that women slim body is a health body standard and fat body assumed as source of diseases. Media forms certain stereotype to alienate not slim and not ideal body by presenting ideal profiles. In the sports, the body is constructed become body in line with media ideality. The problem is the not slim and not beautiful assumed as marginal body and should be eliminated from media surface. Even if it is presented, it is presented as a not full image. From here, negative stigma toward not slim, not young, and not beautiful are growth.

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<sup>1</sup> Women from Islamic religion particularly called as Muslimah, while Muslim is commonly used to called both men and women from Islamic religion.

Asking again the concept about health by doing sports in Annisa magazines is locus of this study would be discussed. Beauty and healthy in this case, become a new desire for women. The women do sports don't want to fulfill the special need of her body health anymore, but become more obsessed in the beauty and ideal body. This construction looked after in abstract forms, so that we don't realize that there is ideological message.

Thus arguments will bring us to the problem of this study to be analyzed. They are: How Sports and healthy concept are constructed in Annisa magazine, especially in main topic column May 2013 edition and how is the health concept changed into "beautiful and slim healthy" in this magazine.

There are two previous studies related to this study. First is a study by Anwar and Saryono, *Kontroversi Citra Perempuan dalam Olahraga* (2009). Second is a study by Amanda Roth and Susan A, entitled *Femininity, Sports, and Feminism: Developing a Theory of Physical Liberation* (2004) would be explained as follow.

Sports is an activity often related to masculine, which men can be "free" to do sports activities. It's likely contrast to women. The women are "trapped" in a taboo sports activities. In this case, the women do sports activities are to be an interesting object of study for Anwar and Saryono. In their research, entitled *Kontroversi Citra Perempuan dalam Olahraga* (2009) they discuss about image in the sports activities that become variable represented by some views, these are: 1) the women reflect themselves in sports activities; 2) society view; and 3) the views of specialists and social observer in some literature. This research uses qualitative descriptive method and the instrument is the researchers themselves. Gathering data consists of observation, interview, and literature review.

From this research, it can be concluded that the women "trapped" in an ambiguity when they tried to describe themselves in sports context. They said, "it's no problem, and it's true that the women get equal right in the sports". But, in fact, the observation shows that many minority behaviors can't be disguised. In other hand, society in general often see the women is a foreign in sports. Feel admire when saw spectacle of women in sports often just a spontaneous reaction in a spectacle that related to sexuality. It is supported by some specialists' studies that give attention that there is too many lameness of view about the existence of women in sports world.

In 2004, Amanda Roth and Susan A. Basow conducted a research entitled *Femininity, Sports, and Feminism: Developing a Theory of Physical Liberation*. Their article criticizes the common fact in the society that women are physically weaker than men. That fact is discussed based on the lens of women who doing sports. Sports also become feminist concern because their activities involved large number of women and men. It just like education, work, religion, politic, family, and the cultural institution where women and men engaged.

According to Roth and Basow article, female body is mostly constructed in the cultural institution. Number of female athletes who keep increasing through year by year have not led to a true physical feminist liberation, even though one which would increase women's confidence, power, respect, enjoyment of physicality, and escape from the fear of rape. Despite these benefits, women are not truly liberate from physical power. It because cultural feminist believe that the problem of violence, and problem of women

oppression, is due to male biology. Thus, women cannot hope to use violence to liberate themselves, because they would only be contributing to oppression.

On the other hand, this article emphasize on how important to point out that what a physical liberation might not accurately be termed as violence. Because the term of violence and physical power cannot be justified as the same definition, moreover is determined to oppress a group of people. In conclusion, teaching women how to use their bodies, even in violent ways, feminist will have some perspectives to say how the discourse changes

### **Theoretical Framework**

This study is written under the discipline of Cultural Studies. It employs an interdisciplinary field that explores the production of culture of meaning. As stated by Chris Barker (2004: 43) that cultural studies focuses on the question of how the world is socially constructed with the themes of difference and identity. The central emphasizing of cultural studies can be understood as an exploring of culture, as constituted by the meaning and representation generated by human signifying practice, and the context in which they occur, with particular interest in the relation of power and the political consequences that are inherent in such cultural practice.

Post-feminism inspiration and gender theory are also touched in this research. These approaches are taken by consideration of how media has seized upon some of the goals advocated by feminism and gender movements in the 1960's.

Mary G. McDonald (2005: 25-26) stated that recent women have the capability to make various choices in their lives. They successfully experience the workplace world and personal fulfillment. Second-wave feminism presumably has prevented women from being oppressed and objectified in patriarchal culture. As the result, women has their times to 'do anything they please' related to theirselves.

Different to how the way second-wave feminism advocates women and society as an 'angry repudiation', post-feminism grows with the influence of poststructuralists' insight. Post-feminism explores more specific about the relationship between knowledge and power when reflect image of women in the media. According to Judith Stacey (via McDonald, 2005: 27) post-feminism represents a muted vision through the simultaneous incorporation, revision, and depoliticization of many of the central goals of second-wave feminism. In other word, second-wave feminism served as a social movement to challenge the structural barriers and belief system that oppressed women, while post-feminism advocates the status quo through a seize the power mindset (Dow via McDonald, 2005: 27).

The problems is elevating when late industrial capitalism and globalization take part in defining the society. By the 1980's media and advertisement, including women magazine, attempted to promote their advertising using the second-wave feminism successful ideology. This co-optation of feminism promotes new liberated and idealized women. Women with sports are depicted as competitive, independent, competitive, and full of inspiration. Importantly, those efforts are increased to gain profits and part of marketing strategy positions. These representations about women are the main reason for post-feminism to reinforce its movement mantra.

## **Materials and Methods**

This study uses critical paradigm. The subjects of this study are topics about healthy in Annisa Woman Insight Magazine May 2013 edition, entitled: *It's a Choice; Olahraga & Menjaga Makanan; Tubuh Ideal tak Harus Kurus; "Wanita Perlu Berolahraga", Tiada Hari tanpa Olahraga, and Hindari Diet Ketat*. While the objects of this study are discourse indicate construction of sports and healthy, and also health concept transformation into "beautiful and slim healthy". Corpus of this study will use critical discourse analysis by Norman Fairclough that sees language as a power practice. In this study, we just analyze in text dimension (text analysis). Basically, according to Fairclough, every text can be explained and analyzed into three elements (identity, relational, and ideational). Identity function relates to the ways in which social identities are set up in discourse. Relational function relates to how social relationships between discourse participants are enacted and negotiated. Ideational function relates to ways in which texts signify the world and its processes, entities and relations (Fairclough, 1992:64).

## **Result and Discussion**

Healthy is an activity produced to form of another discourse opposite originally meaning, especially if it concerns about woman's life style. This case is same as concept of sports and healthy that represented by Annisa Magazine. Concept of Sports and healthy was labeled as lifestyle. Lifestyle as if associates sports and healthy in ideal body.

Magazine, as part of mass media, take a part significantly in producing discourse. Formerly, Healthy just a discourse about how to keep harmonization inside of human body through some sports activity. However, the present of magazine as one of the modern society style standard, Sports and Healthy don't have single meaning anymore. Healthy become one of the discourse that have political willing and its can influence society characteristic. These contents growth in every aspect of human body, man and woman. Men consider sports and healthy as actualization process to get recognition for his masculinity and to show himself as active person. In other side, women considered sports and healthy not only as an action, but also as a hobby, competition and attribute to obtain recognition for her feminism inside of society life. Thus, in the Annisa context, women do sports and healthy to raise feminism values that has been constructed as a culture by patriarchal.

In feminism culture, sports and healthy shapes mediated by life style magazine tend to positioning woman back to sub-ordinate position. McRobbie (in Mary G.McDonals, 27:2005) explained that ideological domination infiltrated through language symbols in women magazine is a kind of domination that denotated in a form of subjective bargaining toward the women. The magazine operates its big role to influence its reader diskursif action while its keep the balance of culture domination in society.

Construction of beauty and body ideality that exist inside Annisa Magazine maybe it's just a discourse as though it looks natural. However, the discourse that involving women in context of beauty, healthy, and sports formulated in some emancipatory bargaining for women consumers.

"Kondisi tubuh sehat dan bugar menjadi tuntutan bagi wanita aktif. Untuk itu diperlukan hal-hal yang mendukung pencapaian tersebut. Saat

ini ada banyak pilihan olahraga demi mendapatkan tubuh yang sehat, kuat, dan ideal.” (ANNISA, halaman 46-47)

*“Healthy and fit body condition be a demand for an active woman. So that, its required things that support these achievements. Nowadays, there are many choices of sports that useful to get healthy, strong, and ideal body”. (Annisa, page 46-47).*

In its delivery, these sentences as if seen scientific to support women potential in public area. But, second sentence become very contradictory, remember that emancipate toward women should still balance with ideal body shape. Ideal body become a myth must be realized and normalize by every woman want to be seen perfect.

In Annisa Magazine, there are five actors be presented. They are Ina Madjidhan (Gymnastic Trainer), Cinta Mauri (Business Woman), Alya Rohali (Artist), Meidiana Hutomo (Artist), dan Maharani Hatta (Model).every actor has own story related to sports. Text about Ina Madjidah presented in a text, entitled *Wanita Perlu Berolahraga*,text about Alya Rohali presented in a text, entitled *Olahraga & Menjaga Makanan*, text about Cinta Mauri presented in a text, entitled *Tubuh Ideal Tak Harus Kurus*, text about Meidiana Hutomo presented in a text, entitled *Hari tanpa Olahraga*, and text about Maharani Hatta presented in a text, entitled *Hindari Diet Ketat*. In those texts, be told that how important the sports for the five women in middle-up class. They are gymnastic trainer, business woman, artist, and model. Their professions support them to pay attention in life style oriented in ideal body. yes, no correlation among women in a text. They have own view toward important of sports. But, although seen as no correlation among women, all women are presented for building discourse about sports interest. Their explanations indicate that they are the women who always keep healthy by sports activity. Their professions are not influence or disturb sports activities since they regard as sports is very important for them.

Annisa Magazine describes how reader positioned in society position (Muslim woman). Text convinces the reader (Muslim women) to do what done by the five actors. Text positions the reader to follow the example of sports life style. Therefore, all in all, the text contains about positive matter related to sports.

If focusing in analysis in “social irregularity”, so semiotically seen is performance of narration subject in the main topic of Annisa. Remember that at this moment, in Indonesia starts to build woman awareness and autonomy in a public. Therefore, too much how many women do work in sectors that be in man’s sector before. The growing problem after second feminism movement is feminist’s thought intent to liberate woman from patriarchy pressure. But, mass media try to connect it with contradictory feminist and become pressure basic for women (Goldman, 135: 1992). Choices be offered to women about their freedom as an individual co-optated by make into sexuality characteristics that return it into the position of sexuality object.

Angela McRobbie (in McDonald, 27: 2005) said that in the magazine and mass media, the women often be parenthesized within complex ideology domination. Women’s images defined in emancipatory in the interim in patriarchy culture. The problems of healthy and sports constructions toward women for advertising industry and lifestyle considered as a response from women’s resistance who had only considered as desire object for men’s view.

Annisa, may be only a small part of lifestyle magazine tries to put in superficial ideological within feminism signs and contradictive feminist narration. Therefore, position of Annisa in healthy construction into meaning 'beautiful and ideal health' is description of simultaneous incorporation of discourse, depolitized of the main goals of feminism later. From those explanation of Angela McRobbie and Goldman, can be concluded that capital industry designs feminism thought that aims to establish a new commodity.

The active women narrations should keep body balance by doing sports is one of the reminders that relation between sports and sexy body ideality shifted position of subject to be object. In the sports, the women expected to free themselves from superficial pressure that restraint of liberty. It means that the women entitled to position of subject in accordance with their wishes without should be prosecuted with ideality of media and lifestyle. However, the existence of narration and discourse of healthy and sports within lifestyle magazine, new discourse about femininity, finally commodified again by negotiate through the women's experience in field of work are public.

Senam merupakan salah satu cara menjaga kebugaran, serta membantu menjaga bentuk tubuh tetap ideal. Ada sejumlah sosok aktif yang memiliki perhatian khusus terhadap kebugaran tubuh di antara sederet kesibukan yang menyertai mereka. ANNISA memandang sosok-sosok ini sebagai inspirasi bagi sahabat ANNISA untuk selalu menjaga kebugaran dan bentuk tubuh ideal meskipun memiliki rutinitas yang padat. (Annisa magazine page 47)

*(Exercise is one of the way to keep fit and help to shape ideal body. There are some active figures who have particular attentions upon the body while having rush activities. Annisa viewed these figures as inspirations for Annisa's friends to keep fit and shape ideal body even though have many activities.)*

Commercial marriage between feminism and femininity played off the concept about individual freedom while it is constructing the women images within magazine. Body and sexuality were appeared as merely occurred symbols. Either knowingly or not, exercise and sports are activities that can validate women's self based on their own autonomy and power. The ideal and shaped body discourses are packed with the concept of sports, fitness, and health. In addition, the discourse attempts to hide another consumerism ideology for women.

In the case of Alya Rohali's image, readers probably think that she is a beautiful and still young figure, while we thought that youth and beauty are things that cannot be owned by woman for long time. Then, her beauty is tested by aging and reproductive process in the form of birth. Beauty was reduced by chaos of pregnant body and aging. Within woman body, pregnancy is the natural cause for human being. Basically, woman did not deny the pregnancy, but it rather an idea that disturb her sexual subjectivity as feminin woman. Pregnant body is considered both normal and abnormal because she want it and at once did not want it. Her desire is driven by the corporeal powered subject, while her rejection is caused by her alienated body from ideal culture.

The subjectivity and body of Alya Rohali does not reject the process of pregnancy, but she rejects the 'not normal' shaped body when she pregnant. It means that she has alienated and becomes part of human being with no ideal

and slim body. This slim and ideal body implicate the stereotype that fat is characterized as the lazy and obesity body (see Prabasmoro, 391: 2006). Through the image of pregnant body, woman is considered as the person who not able to control her own body. If it reduced, pregnant woman's body looked like an obesity that textually inferior.

Power discourse over body appears constantly when sports and exercise are considered as the solution for women to confront burly body. Alya Rohali, then, idealizes her self and realizes that her experienced fat body before is a mistake. The affirmation is when the text narrated 'Putri Indonesia 1996' and 'wanita kelahiran 1 Desember 1975' to replace the subject of Alya Rohali. 'Putri Indonesia' context constitutes a global meaning where woman is compelled to have ideal and slim body, while the context 'wanita kelahiran 1 Desember 1975' refers to the meaning of woman in her thirty years old. It means that until this time her body must play the role of ideal body even though she was not in youth anymore. Ideal body discourse is firmly depicted by the image and text of women within Annisa magazine.

The next text entitled 'Tubuh Ideal Tak Harus Kurus' with bold huge type that sets aside with the picture of Cinta Mauri Nasution who is exercising in front of the fitness mirror. Her body seems to be ideal and fit. She depicts a figure of desired women body. Not too far with Alya Rohali, occasionally Cinta also has big anxiousness after bore children. Cinta insists to challenge her own body to be ideal such before.

"Awalnya karena ingin tubuh ideal, nggak kepikiran untuk harus bugar. Suatu saat saya sempat typhus dan demam berdarah, ternyata kita memang harus fit dan bugar. Akhirnya saya mengimbanginya dengan olahraga". Dengan berolahraga ia semakin sadar bahwa diusianya yang tak lagi muda ia tak perlu diet untuk mendapatkan tubuh ideal. "Menurut saya bukan sekedar berat badan yang proporsional, tetapi di dalamnya juga harus sehat. *Shape* akan mengikuti jika kita rajin berolahraga. Cantik itu gak hanya luar tetapi juga *inner*," Tutupnya. (Annisa, page 50)

*"Firstly, because of I want to have ideal body, do not come to mind it must be healthy. Once a time I got typhus and dengue, I realized that we must keep fit and healthy. Finally I balanced it with exercise". By exercising she realized that in her ages she did not need to take diet to shape ideal body. "I think it is not only about the proportional weight, but also about the healthy inside. Shape will come after if we keep exercising. Beauty is not only about outside, but also in the inner". Said Cinta.*

Cinta's opinions above describe her daily life styles. It shows her important mindset, identity, and fashion function in the contemporary society. Identity and mindset which are built by Cinta through idealized body and exercise offer social codes that resemble western lifestyle and identity. According to her, exercise does not mean as simply as keeping the health, the text also shows certain discourse that dictates what is allowed and not allowed to do by idealized women.

In sufficient detail, the headline topic quite paradox with the real meaning of ideal itself. Ideal 'does not have to be slim' is reduced and simplified to be 'does not have to be fat' of ideal. Even the appeared figure is contrary to the headline. It because the figure of Cinta represents ideal body of



women with high social privileges. Also, Other figures do not represent the body out of the ideality of media, so the discourse is even though the body is not ideal, women's body should not be fat. In other words, the fat body is constructed to be real threat for women.

For women, sports and exercise are meant nothing rather than fashion which signifies individual's social class and identity. Through the ideality of body, exercise and sports offer various options of fashions, styles, brands, and images in order to shape individual's identity. At this point, the postmodern feminists criticize the way industrial capitalism twinning women's femininity through sports and exercises. Industry creates sport and exercise discourses for women to make another way of consumerism lifestyles.

Media attempts to cover sexual harrasments and domestic violences toward women through sports and health empowerments. Perpetuation discourse of women ideal body and health are represented by sports that become masculine activities before.

One story is written by Annisa through the figure of Meidiana Hutomo as an artist, a marathon athlete and a biker. Meidiana is represented as a woman addicted sports. Sports for her is not only about lifestyle, but also a competition and shopping cultures all at once. It is called as competition because sports is real challenge for women. Becoming a marathon athlete represents her freedom and independent mind. According to Meidiana, persevering sports do not have any relations to the patriarchal culture. Sports reflects her freedom as a woman. In contrary, she pointed that sports is part of consumer culture in which she could spend much money to buy certain sports brands. '*Meidiana sangat total dalam memilih kostum olahraga karena itu juga dianggap sebagai sebuah nilai seni dalam berolahraga*'/ *Meidiana is totally selective when it comes to buy sports costumes because she believed that it is kind of the art of sports* (see Annisa, page 54). Her figure represents a freedom woman, but in other side her figures is pictured as the object of consumer culture.

Annisa covers the lifestyle of middle- upper class women. The sports topic is written under the aspect of women empowerment. In contrary, texts showed paradox facts of consumer cultures and constructed ideal body. Women is depicted as an attractive, independent, and ideal individu. Annisa does not refers to the whole health and sports concepts. It explores the body as the most selling matter in both culturally and commercially.

Not too far from how another media constructed the body, heterosexuality is always potrayed through the ideal figure. Narrativity of '*healthy body is important for women as wives, mothers, and her role in the neighborhood*' (see Annisa, page 47) attempts to assert the important discourse of heterosexuality. Women are reduced to the domestic range whose their purposes and duties in sports are only strenghten their roles as wives and mothers.

In this case, Annisa's memory storage about heterosexuality is repeated through these issues. Sports and exercise for women are considered as medium to beautified their self and drawn out their sexualities. The images also explain and repeat these discourses. Old format of heterosexuality is covered using new style of text in the magazine. Let see how Alya Rohali and Maharani Hatta is potrayed in the text: '*Sports makes my body really health. When I was pregnant I still have time for running in the treadmill. It keeps the fat burning.*' Said Alya Rohali; '*After offically become Mrs. Fiky Hatta, I left my profession as a*

*model. I want to keep my attention on caring my husband and children, Tristan.* The text overtly said ‘pregnant’ and ‘husband and children’ as the symbol of heterosexuality while made homosexuality and lesbianism absent.

According to Goldman (see Mary G. McDonald, 35: 2005) that each page of women magazines consists of post-feminism image commodification engaged in commercial messages. The discourse of ‘women are free to choose and decide’ hides the message of consumer cultures.

## CONCLUSION

This analysis attempts to explore various culture formats within Annisa Magazine. These cultures bound with discourse and practice intent to create repetition and emphasizing. These contradictions through images that be presented and narration texts wrote. The culture commodified through countering any thought from feminism movement and post-feminism. In other hand, Annisa also makes sure that dominant ideology and heterosexuality in a society still offered to the readers through healthy, beauty, and sports construction.

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