



Beauty and Violence in *Beauty* by Tony Hoagland

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Article Info

Abstract

In "Beauty" by American poet Tony Hoagland, the concept of beauty symbolizes women's beauty, which capitalists and the media construct to gain and make a profit. Using the Beauty Myth theory by Naomi Wolf as a guide, this study analyses the beauty standard portrayed in the poem. According to Wolf (1990), beauty is a myth that the media and the beauty industry have created to keep women in a state of constant self-doubt and insecurity. The result is that women are not aware of the many negative influences that they have on women, such as health, deception, excessive fantasy, and, most importantly, the exploitation of women as a result of these many factors. As a result of this negative influence, various criticisms are triggered. The purpose of this article is to examine the social forces that lie behind the existence of this poem from the perspective of a feminist.

Keywords: Beauty myth, women, social, beauty, Tony Hoagland.

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INTRODUCTION

Talking about beauty is not only about the predicate of women but also about the standardization of being worthy in front of people. The standardization of being beautiful is having a tall body, white skin, a proportional body, etc. On the other hand, women need more effort to make that standardization come true. Therefore, when women succeed, they must be accepted by their environment, which makes them push themselves to become that standardization of beauty. One important aspect of beauty myths is their negative impact on the mental health and well-being of individuals. Constant exposure to an idealized image of beauty can result in body dissatisfaction, low self-esteem, and binge eating behaviors, which contribute to various psychological problems. In addition, the myth reinforces harmful stereotypes, marginalizing individuals who do not conform to narrow standards of beauty, leading to exclusion, discrimination, and a sense of inadequacy. The media, advertising, and the fashion industry are essential in shaping beauty standards and influencing public perception and consumer behavior.

The standard of beauty in recent years refers to the Western mecca. But lately, beauty standards have also developed, oriented towards the West and beauty standards born in East Asia, especially Korea. Further, beauty standards differ from one culture to another and can affect other social identities such as race, class, and gender. Beauty standards differ not only from one culture to another but can also impact each other. (Kolbe, L. 2018). Ironically, even though beauty standards emerged from Western and Eastern meccas, beauty standards only focused on the body. So women are stuck on their appearance alone, regardless of other aspects that can be developed. Even though in the current era, beauty standards come from East Asia. However, this is contrary to beauty in reality because only some have the same skin color and needs as beauty standards in East Asia. Because of this, beauty standards are things that only make it difficult for women because, with a reality that is different from the existing beauty standards, women are required to meet standards that are entirely inappropriate and lead to self-harm. One example: plastic surgery is now increasingly popular.

The beauty myth refers to society's standards of beauty that are imposed on women and how these standards are used to control and limit their power and agency. In the context of beauty myths, culture plays an important role. Wolf argues that culture perpetuates and reinforces these ideals of beauty through various means such as media, advertising and popular culture. She argues that these cultural influences create unrealistic and unattainable standards of beauty that women are expected to live up to, leading to feelings of inadequacy, inferiority, and self-objectification.

Definitions and perceptions of beauty in society are shaped by cultural norms and values. Different cultures have different ideas about what is beautiful, which is influenced by things like history, location,

ethnicity, and socioeconomic status. Wolf argues that despite some notions of beauty, women continue to be targets of intense scrutiny and pressure to live up to these expectations, often at the expense of their own well-being and uniqueness. In conclusion, Naomi Wolf's definition of culture in the context of the beauty myth emphasizes how social conventions, media, and popular culture shape and reinforce false ideals of beauty. Wolf seeks to raise awareness of how beauty myths limit women's autonomy, reinforce gender inequality, and distract attention from more important pursuits by understanding and challenging these cultural effects.

The poem entitled *Beauty* was written by Tony Hoagland in 1998. It consists of 12 stanzas. American poet Tony Hoagland was born on November 19, 1953, in Fort Bragg, North California. This poem entitled *Beauty* uses personification. Poetry written by Tony Hoagland contains beauty that requires women to experience suffering. In this poem, women are shown with many obligations to look still beautiful. This poem uses an all-knowing second-person view because this poem shows that this point of view is obtained from a brother who sees his sister who is facing difficulties in looking still beautiful. It can also be seen in this poem that women take too much care about their appearance.

The method of collecting data is by reading poetry, highlighting the concept of beauty myth. According to Naomi Wolf, the beauty myth itself consists of 6 concepts: Work, Culture, Religion, Sex, Hunger, and Violence. Women become acts of crime and violence through various means, including the concept mentioned by Naomi Wolf. In the concept of work, women look like a million dollars, this means that in the world of work, women are considered as a way to suppress work discrimination against women, this means that in work women are of very high value and jobs that previously could not be occupied by women can now be achieved. Then the concept culture of women is the ideal of beauty, in the eyes of men, women are glorified because of their beauty, and this makes women think that beauty is a must. In religion, belief in religion is replaced with beauty, the caste system in it is seen from the "beauty" Some people believe that the beauty possessed by women is eternal. The concept of sex, women being an object, women having a vagina that makes it attractive, a vagina that provides a way for sex has an extraordinary level of sexuality, because of this women become a means of satisfaction in the field of sex. In hunger, women starve themselves, because women are taught to value themselves higher, so hunger is seen as an achievement for women in the essence of beauty. The concept of violence and beauty is something that hurts, in the field of work women are made into sex slaves. In this case, women can experience violence as a result of masochism, also hunger is part of violence because women torture their bodies. Naomi Wolf's book, "*The Beauty Myth*," does not extensively address the topic of violence, but it does

address the relationship between beauty myths and violence against women in certain contexts. In "The Beauty Myth," Wolf argues that the idealization and objectification of the female body can lead to the devaluation and strengthening of the power imbalance between the genders. Wolf argues that the beauty myth's emphasis on physical appearance places women's bodies undeservedly, thus distracting from their intelligence, skills, and abilities. This objectification can contribute to a culture that views women as objects to be controlled, dominated, or abused. "Myths of Beauty," primarily focuses on the pressures and expectations society places on women regarding beauty standards and the impact they have on women's lives. While this book touches on topics related to sexuality, it does not delve extensively into the specific subject of "sex beauty myths". In "Myths of Beauty," Wolf explores how cultural ideals of beauty shape women's perceptions of their bodies and their sexuality. She discusses how societal standards of beauty can create unrealistic expectations and lead to feelings of inadequacy and insecurity in intimate relationships. "The Beauty Myth" mainly deals with the broader issues surrounding beauty, media, advertising, and their impact on women's self-esteem, rather than specifically focusing on the topic of sex or sexual experiences influenced by beauty myths.

Naomi Wolf is a prominent feminist writer and cultural critic known for her book "The Myth of Beauty: How Images of Beauty Are Used Against Women." However, none of Naomi Wolf's books are specifically titled "Religions of the Beauty Myth." Wolf researches various industries, such as fashion, cosmetics, and advertising, and their role in perpetuating unrealistic standards of beauty. While Wolf primarily focuses on the cultural aspect of beauty, he also touches on some religious influences and how they intersect with beauty myths. She argued that certain religious and moral precepts contributed to the oppression of women by promoting idealized feminine beauty as a virtue. The notion of the beauty myth is explored in "The Beauty Myth: How the Image of Beauty Is Used Over Women" by Naomi Wolf. This book examines how these beliefs affect women in various areas of their lives, including the workplace. According to Wolf, social beauty standards are techniques used to limit and control the power and possibilities of women in the workplace. The acclaimed book "The Beauty Myth: How Images of Beauty Are Used Against Women" by Naomi Wolf examines the idea of beauty myths and how they permeate women's lives. Although society's ideals of beauty are the main subject of this book, Wolf also sees a connection between these beliefs and violence against women. Wolf argues that the constant pursuit of idealized and unattainable standards of beauty can help foster a culture of violence against women in the context of the "beauty myth". She argues that the media and the beauty business support limited and inaccessible standards of beauty that objectify and demean women, which then feeds cycles

of violence.

The relationship between beauty standards and marital violence is one of the topics Wolf discusses. According to her, the pressure to uphold these standards places women in a precarious situation where they face the risk of harassment or violence from partners who want to control how they act and look. Thus, beauty myths can have an impact on women's physical and emotional health, in addition to their psychological well-being. Wolf also sees how sexual violence and the belief in beauty are interrelated. He argues that a society where sexual violence is accepted and normalized can result from the objectification of women's bodies promoted by the media and popular culture. Boundaries can be violated and permissions can be ignored in an atmosphere where women are seen more as objects of desire than as fully human beings.

According to the beauty myth, the workplace is seen as a battleground where women's success and development depend heavily on outward appearance and adherence to beauty standards. Wolf notes that women are often judged on their attractiveness as well as their abilities, credentials and skills. Pressure to meet limited standards of attractiveness can result in a number of challenges and inequalities in the workplace. Wolf argues that the concept of beauty forms a dual relationship among women. They are expected to spend a great deal of time, money, and effort on their appearance to conform to cultural expectations of beauty. However, they receive criticism and reprimands for being too preoccupied with their appearance, which can be misinterpreted as a lack of seriousness or ability. Because of this contradiction, women may face a harsh work environment where their appearance is analyzed and used as a barometer of their worth and talents. Wolf also argues that beauty clichés can damage women's self-esteem and self-confidence, making it more difficult for them to stand up for themselves and pursue job opportunities. Women can absorb the idea that their worth is determined in large part by how attractive they are, not by their abilities and accomplishments. Self-doubt, impostor syndrome, and reluctance to assume leadership positions or voice their thoughts in a professional context can result from this. Naomi Wolf's book entitled "Beauty Myths: How the Image of Beauty is Used Against Women" indeed discusses the intersection between beauty and cultural ideals. In the book, Wolf examines how beauty standards are constructed and perpetuated through cultural practices and norms. "The Beauty Myth" argues that the beauty industry and the media play an important role in shaping society's beauty standards, creating the myth that women must conform to a narrow definition of beauty to be valued and succeed. In a cultural context, Wolf investigates aspects such as fashion, advertising, pornography, and cosmetic surgery to illustrate how these industries benefit from perpetuating unrealistic ideals of beauty.

As a whole, "Myths of Beauty" by Naomi Wolf explores the influence of culture on the construction and perpetuation of standards of beauty, explaining its harmful consequences for women and society as a whole. Naomi Wolf's book "Beauty Myths: How Beauty Images Are Used Against Women" does not specifically address the topic of dieting. "Myths of Beauty" primarily explores the pressures and expectations placed on women by society regarding beauty and physical appearance, examining various industries and their role in perpetuating unrealistic standards of beauty.

Although Wolf discusses cultural influences on beauty ideals and the harmful effects these standards have on women, the specific relationship between diet and beauty myths is not discussed extensively in his book. The field of social science research has experienced a considerable increase in the popularity and recognition of qualitative research techniques. In this journal article, the qualitative approach is briefly reviewed, emphasizing its relevance and significance in generating deep insights and understanding of complex phenomena. This article seeks to provide researchers with a fundamental understanding of qualitative methodology and its use in diverse research contexts by examining the distinctive features and advantages of qualitative research. Qualitative" refers to the type of data or research that deals with non-numeric information, attributes, qualities, or characteristics. This research focuses on understanding and describing the meanings, patterns, and insights that underlie the data. Qualitative data can be rich and descriptive, giving the researcher a comprehensive view of a particular phenomenon. It allows the researcher to explore complexity, uncover nuance, and capture a diversity of perspectives within a given context. Overall, the meaning of qualitative lies in exploring and understanding the subjective aspects of human experience and behavior, emphasizing depth and richness of data rather than statistical generalizations.

RESULT AND DISCUSSION

Then one day her time of prettiness
was over, done, finito,
and all those other beautiful women

The insecurity of women becomes a target of marketing, because they can sell a beauty product. Beauty products are constructed by women's insecurity, for example, if women has an insecurity of their face because of acne, the marketing of beauty product try to sell acne products. Because of this women with their insecurity of acne, would like to buy this product to get rid of their insecurity. Also if the beautiful

women or models have unrealistic beauty standards, for example, they have a small face. The target of marketing would think to have the same features in their face, so they can look like others. Again and again, women become a target of marketing to manipulate the picture, so it makes women more insecure because they think they are ugly. Mentally women are made to suffer because they have to see other women look beautiful all the time. lines 32–34 of stanza 8 of this poem. The concept of the beauty myth and videlicet culture is demonstrated by Tony Hoagland. Here, women are being marketed as objects of attractive women, which is obviously done to instill insecurity in them so that they will become the target market for cosmetics. Women are more likely than men to associate their self-worth with their body image, and men's body image, which is more in line with fitness or physical effectiveness as a means of determining self-worth, is more heavily influenced by their perception of attractiveness (Fallon's, 2014: 81). Women's insecurities are used as a marketing tool in order to promote beauty products. Women's insecurities are used to create beauty products; for instance, if a woman feels insecure about her face due to acne, the marketing of beauty products will attempt to sell acne-related products. As a result, women with acne insecurity would like to purchase this remedy to eliminate their insecurity. Additionally, if the stunning ladies or models are held to unattainable beauty standards, like having a small face. The marketing target would assume that others would appear like them if they shared the same facial traits. Women are repeatedly used by marketing to modify the image, which makes them feel more insecure because they believe they are ugly. Women are forced to constantly watch other women who are physically and mentally suffering because of it.

in the magazines and on the streets
 just kept on being beautiful
 everywhere you looked,

In stanza 8, lines 35-37. The beautiful women in magazines become the ideal of beauty in beauty myth, many people think and make nk who the beautiful women are and they collect them to become a model. It has been shown that people often portrthemselatsaat ss the peak of their attractiveness when they take selfies. Because selfies can be taken under the control of their photographers, consumers can convey their attractiveness in a manner that suits their preferences (Iqani and Schroeder, 2016: 410). This is a construction of beauty among the people, it makes the beauty standard more strict because we have the reference from many models in the world. So women are required to fulfill the ideal of beauty, which

exists in the community. This tortures women because women will do various ways to get what they want and make their wishes come true. In another sense, fellow women work hard to compete every day, because beautiful women are always displayed in every magazine. Some things might happen because of this competition, namely women are tormented and even insecure about their appearance. Doing so will cause various problems. It could be that these problems make women extremely torture themselves. From this, most of the models that appear in magazines are small, so this can make other women justify any means. One of them is the concept of hunger, where a woman will starve herself to gain the weight she considers ideal, like the model in the magazine.

something she had carried a long way,
but had no use for anymore,
now that it had no use for her.
That, too, was beautiful.

Culture plays an important role in beauty myths. The women of the world should always be beautiful, no matter what time of the year it is. This last line, "That, too, was beautiful", shows that women's beauty fades with time. As a result of the words that are used in the poem, it is a way to explain that the beauty that women enjoyed in the past still exists today. As a cultural concept, this is a beauty myth that relates to beauty. Every day, women have to deal with this demand as a part of their lives. There is a common misconception that women are objects that should always look beautiful at all times. Beauty myths also portray women as objects that must satisfy the requirements of their identities to be regarded as beautiful. Myths about beauty are heavily influenced by culture. It shouldn't matter what time of year it is; ladies everywhere should always look stunning. That, too, was stunning in the final line, which illustrates how women's beauty ages. The poem serves as a means of illustrating that the beauty that ladies once cherished still remains now through the words utilized within it. This is a beauty myth that has to do with attractiveness from a cultural perspective. This need is something that women must deal with on a daily basis. There is a widespread misunderstanding that women are objects that must always appear lovely. Women are portrayed in beauty myths as objects who must fulfill the demands of their identities in order to be deemed attractive.

When the medication she was taking
caused tiny vessels in her face to break,
leaving faint but permanent blue stitches in her cheeks,
my sister said she knew she would
never be beautiful again.

There is a beauty myth that is discussed in this first stanza, especially in relation to violence. It shows that in this poem there is a character named "she" who takes a medication in order to become a pretty woman. Her insecurity was caused by the fact that her face has tiny vessels which she knew she had to cure and get rid of in order to get rid of. Following the medication she had been taking for a while, she realized that it had become a poison that she should avoid taking after taking it for so long. After taking that medication her cheeks become blue stitches permanently. So the impact from she taking her medication, it become a violence. Violence means that what she consume it becomes toxic, because the reason she taking the medication to become pretty again. But turns out the medication she take, makes her beauty pale and gone. And it makes her appearance or her face become a permanent mark that he could neither avoid nor heal. Making her insecurities grow unconsciously. Then it caused him to commit acts of violence by taking medicine, which was originally to heal. In fact, it ended up tormenting her because she had to take longer and more drugs. Including violence because drugs are taken continuously and often, make other diseases appear and hurt yourself. The blue stitches on her cheeks became permanent after she took that medication. She took her medication, so as soon as she took it, the impact became a violent one. As a result of violence, what she consumes becomes toxic, because the main reason why she is taking the medication is to become pretty again, so it becomes toxic to her body. Nevertheless, her beauty has faded due to the medication she takes. As a result, her appearance or the shape of her face has become a permanent mark that he cannot evade or remove from her. Unconscious insecurities are making their way into her life, causing her to grow insecure. Then she became violent because she was taking medicine that was originally meant to heal her. As a result, he committed acts of violence. In fact, it actually turned out to be a torment for her, since she had to take more drugs and take them for a longer period of time. Violence is a major factor due to the fact that drugs are taken continuously and frequently, causing other diseases to appear and making her sick.

but I could see her pause inside that moment
as the knowledge spread across her face

with a fine distress, sucking
the peach out of her lips,
making her cute nose seem, for the first time,
a little knobby.

In this stanza, it shows an important feature of the beauty industry that has been researched by many academics and feminists is the notion that women are objectified as consumers of beauty goods. Although Naomi Wolf's book "The Beauty Myth: How Images of Beauty Are Used Against Women" examines how the beauty industry upholds certain aesthetic standards, it focuses mostly on the wider societal ramifications and how this affects women's self-esteem and well-being. The practice of marketing products exclusively to women has a long history in the beauty business. Advertisements often exploit idealized and unrealistic standards of beauty to market their products or depict women as objects of desire. This can lead to a narrative that encourages women to always try to achieve the ideal beauty and spend money on cosmetics to achieve it. Critics argue that this objectification may contribute to a culture in which women are valued solely for their outward appearance, perpetuate negative stereotypes, and put pressure on people to conform to traditional standards of beauty. As women are often the main demographic targeted by this marketing method, it can also maintain a power imbalance between the sexes. It is important to note that, despite the fact that some women may choose to use beauty products as a form of self-expression or self-grooming, criticism has centered on the possible social pressure and objectification created by the marketing strategies used by the beauty industry. There are various viewpoints regarding the implications of the complex and nuanced topic of women as objects in the context of beauty products.

CONCLUSION

The poem by Tony Hoagland challenges the concept of the beauty myth by exposing its unrealistic standards, emphasizing the individuality of beauty, and questioning the connection to being happy. This poem also educates readers to reject the standardization and the qualities of beauty by embracing their unique qualities as the natural essence of beauty. The verse shows how the character tries to be beautiful with what she already has, and that's what they should offer. In conclusion, beauty always has a relationship with violence. Without beauty and the beauty standard, no violence must be experienced and suffered by women. The poem, Beauty by Tony Hoagland represents beauty and violence. From that,

the article uses Naomi Wolf's beauty myth. Many things are related to the state of beauty and violence faced by women. This article shares knowledge about the meaning, correlation, explanation, and experience of women of beauty and brutality. Beauty itself portrays how women love or like to change themselves to become another woman, so they try to choose violence to cure insecurity or make themselves better because they follow existing criteria and beauty standards. The result of this article is to encourage readers to be aware that beauty makes women choose violence to become the perfect that suits beauty standards. Besides that, other things cause women to be really into beauty; apart from beauty standards, there are also influences from magazines that feature gorgeous models, which creates insecurity. So women are willing to hurt themselves to look as beautiful as what they see all women have their beauty.

By highlighting the distinctiveness of beauty, revealing its unattainable standards, and challenging the link between happiness and beauty, Tony Hoagland's poem questions the notion of the beauty myth. This poem also encourages readers to embrace their individuality as the true essence of beauty, rejecting uniformity and the criteria of beauty. The poem illustrates the protagonist's attempts to look attractive while working with what she already has, and that is what they should display. In conclusion, violence and beauty are inextricably linked. No violence must be experienced by, or endured by, women in their lack of beauty and the beauty standard. Tony Hoagland's poem *Beauty* depicts both beauty and violence. Many factors relating to the status of beauty and the violence experienced by women are discussed in the essay, which draws on Naomi Wolf's book *The Beauty Myth*. This essay aims to disseminate information regarding the significance, correlation, justification, and experience of women of beauty and violence. To cure their insecurities or improve themselves, women tried to use violence because beauty standards and current criteria dictated that they loved or liked to transform themselves into another kind of woman. The purpose of this article is to raise reader awareness of the fact that women choose violence to achieve the perfection required to meet beauty standards. In addition, other factors drive women's obsession with beauty. These factors include magazines' portrayals of beautiful models, which breed insecurity. Women are so eager to cause themselves harm to appear as lovely as the women they see.

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