

CHAPTER I

INTRODUCTION

1.1 Background

Beauty pageant is a reality show of selection parade for young adults typically aged 18 to 24. The concept of beauty in pageants originates from a history where winners were selected by judges primarily based on their physical appearance. However through development, the assessment shift into the core of beauty and masculine (Srivastava 2020, p. 3). Each of it has three aspects including brain, beauty, and behaviour, as well as manner, mindful, and masculine. This show become a way to empower men or women, boost self-confidence, and often serve as launching pads for careers in various fields. It also promote positive values such as intelligence, talent, and philanthropy (Imarshan, 2021, p. 181). In Indonesia, these contests are extremely popular, especially with many winners advancing to international competitions. For instance, Harashta Haifa Zahra as Putri Indonesia 2024 took the Miss Supranational title, Nadia Tjoa as top 5 Miss Grand Indonesia 2020 earned the title of Miss Face of Humanity 2022, Vic Fadlin as Mister Grand Tourism Indonesia 2024 won a second runner up of Mister Universe 2024, and Matthew Gilbert Wibowo as 1st runner up of Mister Supranational 2022. These achievements have positively increased Indonesia's recognition on the global stage.

The increasing popularity of beauty pageant made more young people interested to follow the competition. Some shares their experience through social media including ways to join and win this pageant. Evianne Ford, finalist of Miss Supranational Malaysia, share some tips of beauty pageant information on social media platform called Lemon8 (2023). It is mentioned that research in a platform that the potential candidate interested in is important. Julia McVaugh adds that joining the competition with minimal research will waste time, money and energy. However using observation, there has been an exclusivity of information about this contest. This creates a burden for young Indonesians to find a pageant that

suits them. The spread of many prestigious events are very minimal, such as Putra Putri Tenun Songket, which promotes cultural craftsmanship, Duta Museum, which focuses on national history, Abang Nene Jakarta, which promotes cultural sustainability, and campus pageants like Mr. & Ms. UMN, which celebrate exemplary students. The inconvenience disrupts newcomers from wanting to join the competition, either as candidates or supporters.

Currently, with incomplete communication, the public needs to be informed about the knowledge that helps to turn the benefits of beauty pageants into reality. The benefits of beauty pageants includes in many fields such as business, economy, as well as exchange of culture and tradition (Sari, et al., 2021, p. 102). If the available information continues to be limited, Indonesian young adults are not willing to experience the benefit of beauty pageants and the contest will face further decline. In informing the public, design plays a crucial role. As Yosef Yulius, Bobby Halim, and Imelda Saluza (2023, p. 198) state, the success of communication relies on visual factors in design, which can shape the information conveyed about beauty pageants.

Based on the statements above, the author has designed an informational platform about beauty pageants. Addressing the identified problem, the platform will include content such as definitions, tips, facts, types of pageants, and community insights. Website is chosen as the medium for its ability to present concise, objective, and easily updatable information. Additionally, websites are easily accessible and familiar to young adults, offering interactive features that encourage engagement. By incorporating user insights, the website can effectively deliver targeted, compact information with ease of access for the audience (Ramadhani, et al., 2023w, p. 2964). Thus, the writer design a website about the essence of beauty pageant.

1.2 Problem Statement

The previous explanation discuss all of the points of background situation, problem, urgency, and solution. Creating a problem statement helps in determining a focused solution. Thus, the author creates these following statements as focal points of some issues that were found:

1. Exclusivity of information in the Indonesian beauty pageant creates a burden for young Indonesians to find a pageant that suits them.
2. If the available information remains limited, young adults in Indonesia may feel discouraged and choose not to participate in beauty pageants. This could hinder the sustainability of these events.

After founding the issues, the author formulates the problem statement that is how to design a website about the essence of beauty pageants for young adults 18-24 year old in Indonesia?

1.3 Scope of Problem

In this research, the statements bellow are some estimated scope of problem that helps narrow down overall discussion:

1. The object used in this topic is a website as the main medium, which will cover the description, function, classification, and situation of beauty pageants with the help of visuals. The second medium will be social media to provide brief and convinient opening information which will be Instagram. The publications of this medias only remains as prototypes.
2. The target audience for this design includes all genders, adults aged 18–24 years, with at least a junior high school education, belonging to SES B, and residing in Indonesia. The age range is selected based on the eligibility criteria for potential beauty pageant contestants. The socioeconomic status (SES) is determined according to data from the Central Bureau of Statistics (2024), which indicates that individuals within this age group and interest earning up to three million rupiah per month typically fall into SES B.

3. The topic will be within the essence of beauty pageants in order to broaden public knowledge about the definition, benefit, type, vision, mission, functions, options, and explanations of titles in beauty pageants.

1.4 Research Goal

From the background and problem statement written, the purpose of this final project is design a website about the essence of beauty pageants for young adults 18-24 year old in Indonesia.

1.5 Research Benefits

The explanations presented in this report offer valuable benefits to various parties. It is expected to provide support and guidance to individuals and organizations, enabling them to make informed decisions and take meaningful actions based on the findings outlined in the report. Here are the benefits for theoretical and practical perspective.

1. Theoretical benefit

This research will contribute to the body of knowledge in visual communication design, particularly in discussing website design with a focus on the essence of beauty pageants. It is hoped that the information created in this design will help explain the process, method, ways and simplification that helps future designer.

2. Practical Benefit

This research can serve as a valuable resource for stakeholders involved in beauty pageants, including organizers, committees, and supporters, by providing a platform for effectively disseminating information. The aim is to help the public gain greater confidence of knowledge as well as encouraging personal growth and development platforms in relation to their social environment. Furthermore, this design seeks to highlight and realize the broader benefits of beauty pageants in promoting business opportunities, driving economic growth, and fostering cultural exchange.