



# Feminism analysis of Miss Universe Indonesia 2023 Women's movement against sexual harassment

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## ABSTRACT

### Keywords

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The Miss Universe Indonesia 2023 event is being torn apart. This started with the revelation of cases of alleged sexual harassment experienced by all the female finalists. Several victims began to speak out and took action to report to the police. Therefore, this research intends to analyze the women's feminist movement against sexual harassment at the Miss Universe Indonesia 2023 event to achieve gender justice.

This research is qualitative research with a case study approach and a critical paradigm. Using a case study approach, this research reveals the dismantling of the process of sexual harassment experienced by victims who have made it into the news. Meanwhile, the critical paradigm is used as a form of immersion in the women's feminist movement against sexual harassment in achieving gender justice.

Research shows that the power of women in the context of Miss Universe Indonesia 2023 is gender inequality. Then it emerged in the news for allegations of sexual harassment that did not reflect good ethics. News circulated that he played an active role and that cases of alleged sexual harassment accompanied by the women's resistance movement were still high. It is revealed that there is a flow of existentialist feminism, a movement towards individual freedom and fighting injustice against women. In this way, women prove that they have the power to uphold justice for gender equality.

## 1. Introduction

Miss Universe Indonesia is one of the major beauty events in Indonesia. Miss Universe Indonesia's tagline is 'Beautifully Confident'. Miss Universe Indonesia's vision is to encourage advocacy for Indonesian women. This is related to its mission, which is to provide a space to make Indonesian women who inspire and celebrate women. Miss Universe Indonesia is a forum for all Indonesian women regardless of ethnicity, culture, religion, ethnicity and background. The Miss Universe Indonesia event gives Indonesian women the opportunity to show themselves proudly in the international arena (Fabianti & Putra, 2021).

Currently, Miss Universe Indonesia 2023 is experiencing conflict. The famous beauty pageant has ended. However, on August 7, 2023, the finalists appeared in public and reported acts of sexual harassment that occurred during the quarantine period. Incidents of sexual harassment experienced between victims are different, but still, this is an unethical act. Moreover, it brought a big event in Indonesia. The movement of women victims critically breaks down women's liberation, equality, and reason.

The chronology of the alleged sexual abuse in the case unfolds below. It was revealed by the victim about the chronology and irregularities in the quarantine period of the Miss Universe Indonesia 2023 event. The alleged sexual assault took place on August 1, 2023. This shows that it is still within the scope of the quarantine period for the Miss Universe Indonesia 2023 event. All Miss Universe

Indonesia 2023 finalists are 30 finalists. All Miss Universe Indonesia 2023 finalists represent selected female faces from all corners of Indonesia. The stage of being a representative of every region in Indonesia is the highest appreciation for all finalists. Of course, to become a finalist for Miss Universe Indonesia 2023, many go through various tests to select screenings. This is a matter of pride for each finalist as a woman.

Continuing the chronology is described as follows. August 3, 2023, is the peak night of the celebration of the Miss Universe Indonesia 2023 Grand Final. However, on August 1, 2023, there have been allegations of sexual harassment experienced by all Miss Universe Indonesia 2023 finalists. Various confusions occur in this matter sticking out of the available evidence. According to the victim, as many as 30 finalists were sexually assaulted and 5 of them claimed to be photographed. Victims experience different acts of sexual harassment from each other. As already explained, sexual harassment is experienced differently, some are peeped, coercion, body shaming, intimidation, and even photographed (Kholili & Wijiharto Tungali, 2023).

The incident of alleged sexual harassment began at a certain time. It should be emphasized that in large and official events, every sequence of events has been officially arranged and arranged. This is more commonly known as rundown events. Back to the object, the rundown of the Miss Universe Indonesia 2023 event on August 1, 2023, is a special schedule for fitting. The purpose of fitting activities in Miss Universe Indonesia is to make clothes or in this event in the form of polite dresses. This is related to the peak celebration of the Miss Universe Indonesia 2023 Grand Final event will be shown on National Television. Therefore, all finalists who perform and perform must meet the standard requirements for a polite appearance to pass censorship. Appearances on National Television must pass censorship.

The rundown on August 1, 2023, shows fitting activities for all Miss Universe Indonesia 2023 finalists. However, it was revealed by the victim that there was a sudden change in activities. This is a body-checking activity that is not listed at all in the rundown of the Miss Universe Indonesia event on August 1, 2023. This sudden body-checking activity inevitably has to be carried out even though it is outside the rundown of the Miss Universe Indonesia 2023 event. Of course, it is related to activities that are in the quarantine period of Miss Universe Indonesia 2023.

As already explained, as many as 30 finalists of Miss Universe Indonesia experienced sexual harassment, and 5 of them were photographed. The occurrence of sexual harassment is when fitting activities are changed or added with body checking. Each Miss Universe Indonesia finalist is arranged to enter one by one into the ballroom room which is only given a banner partition and clothes hangers. All Miss Universe Indonesia 2023 finalists continue to follow the committee's direction. Even in conditions that are considered not by the event rundown procedure.

The chronology of the alleged sexual harassment is set out in the explanation here. The finalists of Miss Universe Indonesia 2023 fit into the designated room. However, what happened was a change in fitting to body checking all Miss Universe Indonesia 2023 finalists. Each finalist was asked to enter the room to do a fitting that turned into a body check. Each finalist after entering the room was asked to remove all clothes including the upper underwear which only left the lower underwear. This is if at that time it is reasonable to maximize body-checking activities. Instead of doing body checking, all Miss Universe Indonesia finalists experienced sexual harassment in it. The victim was asked and forced to obey the orders of the Miss Universe Indonesia committee. The committee in the body checking activity included the COO, Photographer, Make Up Artist, and various people concurrently as their assistants. Of course, with the difference in sex in the room, namely men and women.

All Miss Universe Indonesia 2023 finalists consider themselves victims. The finalists were intimidated by the statement that body checking was important to report to the center. It is automatically concluded that it affects the final assessment rather than the peak of the Miss Universe Indonesia 2023 Grand Final. Intimidation also occurs when victims dare to refuse orders but are yelled at and retaliated that if they are embarrassed to undress it means that the victim is considered not proud of the state of their own body.

Another Miss Universe Indonesia 2023 finalist victim found the incident being photographed. This was revealed when one of the victims spoke. When body checking is carried out the victim is photographed. Relating where the victim has a tattoo on the part of the hand. The victim was

photographed in the hand. However, the position of the hand covers the upper sensitive part so that it allows the breast to be photographed as well as the background. Victims also have stretch marks on certain parts for genetic reasons.

In fact, in the world of beauty pageants, body-checking activities are one of the natural things. Of course, with rules and procedures that are by international standards. In this case, body-checking activities should still be completed using underwear at the top and bottom. However, it becomes wrong because it violates rules and procedures and is not done officially. This is evidenced by the absence of body-checking activities in the rundown of the Miss Universe Indonesia 2023 event.

In terms of tattoos, stretch marks, and scars Miss Universe Indonesia and the world participants are allowed. The purpose of body checking is to find out the location of tattoos, stretch marks, and body scars. Furthermore, it can then be covered with makeup foundation to disguise it during the appearance of the finalists. However, this is also wrong because the body checking of Miss Universe Indonesia 2023 was photographed. In body checking, the location of tattoos, stretch marks, and scars can be depicted in the form of sketch images so that there is no need for photos. This of course also violates ethics.

Then the finalists of Miss Universe Indonesia 2023 also experienced body shaming. This was also revealed after the victim told about the body shaming incident she experienced. After the victim shows the condition of his body, the perpetrator easily does body shaming on the woman's body. The following body shamming quote, "Oh baby, the top you are clear, the bottom is graded, looks ugly". This is after the victim was known to have stretch marks due to his body genetics. As well as the phrase "Oh this nipple is symmetrical". Even the COO told the victim to turn around and peek at the sensitive part of the back. And the very wrong thing is to have the victim demonstrate straddling movements to check close to the sensitive part of the woman's bottom.

In body-checking activities, the Miss Universe Indonesia finalists are true victims. Each victim has a turn to do body checking and always different people in the room. It is intended that the victims are checked and shown in different numbers of people and there is always a mixture of men and women in them. However, the similarity of all the victims of the Miss Universe Indonesia 2023 finalists were harassed by the permanent perpetrator, the COO of Miss Universe Indonesia.

The finalists of Miss Universe Indonesia 2023 conducted body-checking activities during the day. And at that time some victims experienced the incident of being photographed. After the body-checking activity was over, all finalists gathered and exchanged stories. As a result, they are all uncomfortable and overshadowed by excessive anxiety and overthinking about the safety of these personal photos. Then the victims complained to the leader to ask for defense and protection. Four hours after the photo incident, the entire body-checking committee was collected. The atmosphere became tense and I decided to delete the photo. The deletion of the photo was finally carried out in front of all victims as evidence that it was clean.

However, considering the treatment of taking personal photos using iPhone mobile devices. As we know that in the iPhone there are certain features within the scope of the camera. In the iPhone, there is a 'permanent delete' feature and iCloud permanent storage. In this case, what looms over the victims is even if it has been deleted, whether there is a guarantee that it has been permanently deleted and not sent to permanent iCloud storage. Considering that the photos of the victims are only limited to being deleted before their eyes.

This incident made all Miss Universe Indonesia 2023 finalists as victims feel uncomfortable. Even revealed after the Miss Universe Indonesia 2023 Grand Final on August 3, 2023, the victim felt tremendous anxiety. Victims of sexual harassment feel that body checking is an object that is shown and free to be judged arbitrarily. As a result of sexual harassment incidents in this big event in Indonesia, victims feel uncomfortable, insomnia, and fearful. Dwelling on fear occurs because of the safety and fate of the photo described in the chronology of sexual harassment.

The finalists of Miss Universe Indonesia 2023 as victims moved against. On August 7, 2023, several victims went to Polda Metro Jaya to report the incident. The incident of sexual harassment that occurred in the Miss Universe Indonesia 2023 finalists received attention and support from the Ministry of Women's Empowerment and Child Protection (Kemen PPPA) and the Ministry of

Tourism and Creative Economy (Kemenparekraf). And so much public attention due to the encouragement of the media to publicize the events experienced by Miss Universe Indonesia 2023.

Miss Universe Indonesia with the pride of Women Empowerment and Leader has been torn down. The title of Miss Universe Indonesia with glamour, smart, and elegant has also been powerless. Miss Universe Indonesia can be considered interesting. This is because Indonesia with its eastern indigenous culture can be involved in Western cultural events. During the presence of Miss Universe in Indonesia, a very good branding has been formed. However, it can be considered to have been devastated by the harassment that occurred in it.

The Miss Universe Indonesia 2023 finalist women's movement is a fight against the injustices that occur. The case is one example of marginalization that still occurs in Indonesia. The victim is no longer a finalist because the event has finished and the book is closed. However, the incident that happened to the victim must be decided as fairly as possible. The current victim as a whistleblower stands up and fights back as a marginalized woman. Supporting victims, will not defame the Indonesian beauty pageant.

Cases of sexual harassment are still rife. Sexual harassment does not focus on a specific target category. The Miss Universe Indonesia 2023 event is experiencing a big problem of alleged sexual harassment cases. This was revealed after the appearance of the victim accompanied by a lawyer reporting a case of sexual harassment while undergoing quarantine for Miss Universe Indonesia 2023. The common thread of this case is that the victims were asked to do a sudden body check wrapped in a gown fitting schedule. The victim felt uncomfortable but could not refuse for fear of disqualification. Victims were subjected to verbal and non-verbal sexual abuse. Until now there has been no empathy from the alleged perpetrators, but the victims are biased against it. The movement of Miss Universe Indonesia 2023 finalist women to dare to report and disclose cases to the public has become a big spotlight and support in Indonesia.

Miss Universe Indonesia as one of the biggest beauty events has a big spotlight also in the eyes of the public. Of course, related to the role of women, showing their presence means that women have opportunities. All Miss Universe Indonesia 2023 finalists can be labeled as selected women. It is related to intellectual, behavioral, and self-confidence. But who would have thought, this prestigious event would collapse its quality.

The women's movement against sexual harassment is also examined in various studies. Khoirul Amin and Nazariana (2023), the results of the study examine research in the liberal feminism stream. The #MeToo movement became a movement of feminist voices on social media changing the law. Luo Xixi, a Chinese woman, used #MeToo gestures to expose the coercive sexual harassment of a Beihang University professor having sex on campus. China has strict social media controls so women have to homophone #MeToo to rice and rabbit emojis spelled 'mi tu'. The 'mi tu' movement can kick off women's courage to a good impact. This research explains the online movement or cyberfeminism that resulted in the reform of Chinese law (Amin & Nazariana, 2023).

Then, Asjin Julia Rosa, et al (2022), the results of the study examined research in the flow of socialist feminism with Marxist theory. The Mahardhika movement was born after the 1998 era in Indonesia as a forum for voicing gender equality. This movement succeeded in eradicating women from illiteracy. As a forum for gender equality, literacy, and political cultivation are focused on women from the scope of housewives to all circles. This subverts the political fooling of the wage scale (Rosa et al., 2022).

Finally, Dr. Arundhati (2023), the results of the study examine research in liberal feminism with standpoint theory. It is explained that the presence of laws in India regarding gender equality in the world of work has not been in favor of women. The facts explain that women are more silent about the gender injustices they face. This is related to the patriarchal system in the organization that is still inherent in the scope of work. Women fear the haunting repercussions of resistance. So the pattern of action chosen by women, is a benchmark for the failure of the law on the protection of women workers in India (Dr Arundhati, 2023).

This study aims to analyze the feminist movement of Miss Universe Indonesia 2023 finalists against sexual harassment. Researchers will use a blend of critical theory in dissecting research. The movement of women victims of sexual harassment is explored with the school of existentialist

feminism. The school of the existentialist feminist women's movement builds change and rejection of women from objects to subjects.

## 2. Method

This research is qualitative research using a critical paradigm case study approach. This research method is qualitative with the process of developing, and searching for data through literature review and related news, and devoted to critical analysis. Qualitative research focuses on investigating cases related to oppression and injustice (Creswell, 2016). The case study approach is used as a form of exportation of various factors that drive the movement in women victims of sexual harassment. Research also explains sequential decision-making from events to gaffes that end in sexual harassment (Balkis, 2020).

Research also uses a critical paradigm. This is because it relates to the women's movement against oppression. The critical paradigm is considered concerned with conflicts of interest between groups. The research tries to reveal how biased groups define freedom, equality, and reason. Based on Littlejohn quoting Robert Craig's opinion, there are seven communication perspectives, namely The Rhetorical Tradition, The Semiotic Tradition, The Phenomenological Tradition, The Cybernetic Tradition, The Sociopsychological Tradition, The Sociocultural, and The Critical Tradition (Hassrullah, 2017).

The movement of Miss Universe Indonesia 2023 finalist women against sexual harassment is included in the critical paradigm performance. This is included in one of the communication perspectives, namely The Critical Tradition. In this case, it includes that communication as an array plan breaks down oppression.

## 3. Result and Discussion

### 3.1. Presenting the Results

#### A. Gender injustice

Women are the main victims of patriarchal culture. This explains that women are a marginalized group due to gender injustice. In gender injustice, it is stated that the mindset of the division of labor is still very dependent on the sensitivity of gender roles. Women are considered to dwell on passive reproductive work patterns (Zuhri & Amalia, 2022).

When sexual harassment occurs, the position of the Miss Universe Indonesia 2023 finalists is a group. This is what the group means: the finalists during the quarantine period have the same status as participants and equal votes between the finalists. All finalists who are victims of sexual abuse are on an equal footing in situations of suffering. This proves them as a marginalized group due to gender injustice.

#### B. Uneven transformation of issues

An issue is a result of contradictory actions that produce many differences and can affect things. Many issues are good and bad as well. This relates to how the transformation of issues is carried out. Issues can be weapons that stab at the target with the right strategy (Handoko, 2009).

The issue of sexual harassment that occurred to the female finalists of Miss Universe Indonesia was transformed. The point is that the issue begins with the result of a small group of marginalized victims of sexual harassment. Until now it has developed into a big thing that affects society. Of course, this issue has the right target on the executive committee when sexual harassment occurs, instead of body-checking.

#### C. Women's position at the center of post-truth

Post-truth means that when in a state of objective facts are defeated by emotions believed by the wider community. This is related to cyberfeminism that occurs in women in the media realm. Women are in a taboo position played by society's views. Often found violence against women in building self-branding but broken with the view of women as objects by society (Jubba et al., 2021).

The emergence of sexual harassment cases at the Miss Universe Indonesia 2023 event shocked the media which influenced people's thinking. This case is the first time in the history of a major women's event in Indonesia. Finalist-minded people are those who are selected for beauty, intellect, and behavior. The position of women victims of sexual harassment here is changing the post-truth that it can happen anywhere, in any circle, and to anyone.

#### D. Sexual harassment

Sexual harassment is behavior that refers to discomfort with the process of approaching through sexual acts. Relating to unwanted or unwanted sexuality. Sexual harassment comes in both verbal and physical forms. Sexual harassment can happen to both men and women (Dewi, 2019).

Miss Universe Indonesia finalists were sexually harassed during quarantine. There were 30 victims of sexual harassment and 5 of them were photographed. Sexual harassment occurs during fitting which suddenly turns into body checking. All victims were forced to remove their clothes and leave only the lower underwear. Not only do they get intimidated but they also get sexually harassed verbally body shaming.

### 3.2. Create a Discussion

Khorul Amin and Nazariana's (2023) research entitled Analysis of the #MeToo Movement as a Fight Against Sexual Violence and Harassment for Women in China focuses on liberal feminism. Liberal feminism aims at social transformation through changes in laws and laws. This means that liberal feminism emphasizes gender equality and equal protection rights (Tasia Dena Pangestuti & Malau, 2021). Meanwhile, the current research results that the feminism movement of Miss Universe Indonesia 2023 sexual abuse victims based on existing laws on Women's Empowerment and Child Protection has gradually received the government's attention to date towards amending China's women's equality law (Amin & Nazariana, 2023).

Research by Astin Julia Rosa et al (2022) entitled The Role of the Mahardhika Women's Movement in Fighting Discrimination from Oppressive Culture and Poverty. The results of this study reveal how the Mahardhika movement can support and strengthen women in achieving gender equality. Eradicating illiteracy and instilling political knowledge among marginalized Indonesian women (Rosa et al., 2022). Research focuses on the school of socialist feminism. Socialist feminism has the same goal of fighting for the demand for rights from oppression. The Mahardhika movement provided political knowledge so that there would be no work without wage manipulation from landlords. The results of the current study are movements that occur due to the oppression of women due to sexual harassment. This new research talks about the victims being a group of superior women and being selected as representatives in Indonesia.

#### a. Gender injustice

Hanna Arendt's version of feminism reveals a pattern of emancipatory and democratic understanding of gender with caring ethics. Hannah Arendt expresses the need and concept of sound. The word need and concept sound imply that only in the sphere of survival (Bourgault, 2015). But this study talks about women's rights. The finalists of sexual harassment victims are on an equal footing as a marginalized group. This relates to how the series of incidents of abuse that occur, place, and time are very convincing to marginalize. The Miss Universe Indonesia 2023 women's movement breaks Hanna Arendt's feminism on the scope of democracy and the need not on women's rights.

#### b. Uneven transformation of issues

Muted Group Theory, became a ground theory in feminist analysis research of the Miss Universe Indonesia 2023 women's movement against sexual harassment. This theory explains the relationship between the dominant group and its subordinate groups. The dominant group makes a major contribution to norms and language. This explains how the dominant group of body-checking event committees has power over the entire performance of the event. As well as subordinate group members use the dominant language to express themselves. This is explained in the condition of victims of harassment who are forced to follow the flow of the committee as the dominant group. The dominant group has the power to ignore the voice of the subordinate group which causes silence (Kunandar, 2019).

c. Women's position at the center of post-truth

Feminist Communication Theories became the middle-range theory in this study. Feminist communication theories explain a rejection of assumptions and answers regarding the existence of women (Rakow & Wackwitz, 2004). However, this study reveals resistance movements where there has been repression for sexual harassment experienced. The chronology states that suppression occurs during the quarantine period and resistance is carried out after the quarantine period is over. This is for the sake of women's role and recognition.

d. Sexual harassment

Existentialist School, this school moves on the order of the importance of equality of parenting for equality. The understanding of existence is not an innate nature but is shaped by the social environment. According to Beauvoir, women are free in women's transcendence in gender equality. Women's transcendence is achieved by working, becoming intellectual women, and rejecting women's nature. Liberation for existentialism feminism is the desire to be a subject. A total of 30 finalists received sexual harassment treatment and 5 of them were photographed. Sexual harassment occurs while fitting but suddenly becomes body checking that is not attached to the rundown of the event. Body checking is the process of checking a person's physique. This process is naturally carried out in beauty pageant activities to know the existence of tattoos, scars, and stretch marks and cover using foundation (Roz Shafran, Michelle Lee, Elizabeth Payne, 2007).

Victims experienced discrimination, body shaming, and sexual harassment during quarantine. For reasons of value, the victims were in a situation of fear and could not resist body checking. This case is examined from the point of view of existentialist feminism with the women's movement against the domestic sphere (Prameswari et al., 2019). Existentialism feminism moves on the order of the importance of parenting equality for equality. The understanding of existence is not an innate nature but is shaped by the social environment. According to Beauvoir, women are free in women's transcendence in gender equality. Women's transcendence is achieved by working, becoming intellectual women, and rejecting women's nature. Liberation for existentialism feminists is the desire to be subject.

The researcher's reflection on the sexual harassment case that occurred at the Miss Universe Indonesia 2023 event produced a point of thought. Researchers consider that there is a suggestion of stupidity in victims of sexual harassment with the title of Miss Universe Indonesia finalist. It is explained that bullying occurs when sexual harassment occurs. The Miss Universe Indonesia 2023 finalist women's movement signals liberation and strength against oppression as the existentialist stream intended. Researchers also use the logic of critical thinking and explore the object of research with the theories and schools of feminism mentioned above.

#### 4. Conclusion

The conclusions of the study correlate with the objectives of the study. Given that the purpose of the study is to analyze the feminism of the Miss Universe Indonesia 2023 women's movement against sexual harassment. The object of the problem lies in the sexual harassment experienced by the finalists of Miss Universe Indonesia 2023. Muted Group Theory is a position on the condition of the implementation of body checking that is not official because it is not included in the rundown. Feminist Communication Theories position how the efforts that occur at the time of oppression are carried out. Feminism Hanna Arendt does not represent the incident of sexual harassment experienced by Miss Universe Indonesia finalists. This makes the victims a non-dominant group that is marginalized and in a situation of silence over the oppression experienced. With the flow of existentialist feminism, women strive to hone by themselves who are considered excluded from gender equality. The victims are finalists of Miss Universe Indonesia, automatically eligible to be declared selected and delegated from all over Indonesia. However, the fact is that in the conditions experienced, they lose as humans who are considered objects. In this study, the existentialist school of feminism was declared successful in freedom and women's power for equality.

It also well as the wave of feminism is also happening because there is an injustice in the message, so the territory of the personal area is used for public consumption. This gives us a high level of vigilance about women's rights. Gender in the millennium era like today is on the edge, the concept

of justice cannot be seen properly, gender should be a page of honesty to enter more into the area of principles, especially women. Post-truth as an era of globalization demands honesty thoroughness and perseverance to place women sharper in society. This era is feared to be a boom of time if individuals are too tired and lulled by useless messages. In feminism, this is gender injustice, social inequality, and power relations.

The feminist analysis research of the Miss Universe Indonesia 2023 women's movement is a knowledge update. This is corroborated by an object that has never been studied in previous research, namely Miss Universe Indonesia. Related to this is the first case that dragged the Miss Universe Indonesia event in history. Furthermore, this research is balanced with the use of a case study approach that contains interesting events. The suggestion for future experiments is that the object of research can be expanded again in addition to the point of view of feminism. This research is expected to be able to provide information, understanding, and knowledge related to renewable analysis. And can be a reference for other further research.

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