

NORMALIZATION AND COMMODIFICATION OF THE BODY AND SEXUALITY IN KIM KARDASHIAN AND KYLIE JENNER'S INSTAGRAM POSTS

Eva Leiliyanti

Universitas Negeri Jakarta
Email: eleiliyanti@unj.ac.id

Sabilla Chaerunnisa

Universitas Negeri Jakarta
Email: sabillachaerunnisa@gmail.com

Diyantari

Universitas Negeri Jakarta
Email: dy_unj@yahoo.com

Abstract - As global influencers, Kim Kardashian and Kylie Jenner are not merely in a subject-object hegemonic discourse and in a discipline of their body and sexuality, but they also monetize from commodification of their body and sexuality through Instagram posts. Fuelled by the advanced internet celebrity phenomenon and capitalism, this study aims at dismantling and seeing the extent Kim and Kylie's photos and captions reveal the process of normalization of the body and sexuality based upon Kress and van Leeuwen's social semiotics and Halliday's transitivity system from the structuralist viewpoint. In dismantling the process of normalization, Foucauldian *panopticism* and Baudrillardian hyperreality were deployed in the study. The results revealed that during the process of normalization, Kim and Kylie were under constant surveillance and were monitored by a capitalist system, the viewers and themselves demanding their body and sexuality being exposed in a public sphere at all times—on Instagram—through applying revealing fashion style as well as other seductive attributes, poses, and gestures to the body. Each Instagram post emerged only as a simulation of a new set of unattainable standards appeared on digital media—on their Instagram posts, rather than the 'real' self-representation of Kim Kardashian and Kylie Jenner. Three out of four Instagram posts of Kim and Kylie showed no connection between the products being advertised on the caption and the focus elements on the image—their revealing body and sexuality. Kim and Kylie's inner lust and sexual appeal which were emanated from their body had been commodified.

Keywords: sexuality, commodification, internet celebrities, transitivity, social semiotics, postmodernism

I. INTRODUCTION

Kim Kardashian and Kylie Jenner, half-sisters from The Kardashians family, are named as the world's controversial individuals by Cosmopolitan Magazine (2018), yet they are also under the list of the most influential figures in millennial era. Driven by the depiction of Kim and Kylie's success, the viewers begin to enter the phase where they wish to become as success as the portrayal of the successful internet celebrities. Depicted as the role models, these celebrities will 'behaviourally dictate and domesticate' their viewers by bringing out the depiction of idealized appearances and body images (Juntiwasarakij, 2018, p.5). Kim and Kylie, as the celebrities who have more power to influence the viewers, will manage to normalize their identity, including the body and sexuality, as well as social practices shown off on the social media as being 'more accessible, common, and traditional', so the target viewers will come into a point where they have gained emotional attachment with these internet celebrities (Abidin, 2018, p.8; Milner, 2010, p.387).

The process of normalizing internet celebrities' identity into gaining emotional attachment from the viewers went through the concept of media equation by Reeves and Nass (1996, p.28), as they argued that social response automatically emerges when it is related to human characteristics, e.g. human appearance on the screen, and the viewers respond to the communication media as if it is real social actors. When emotional attachment has come with the trust from the viewers, they will later be struggling for being liked or shared in the connected society

through sharing their intimate personal information on social media (Juntiwarakij, 2018, p.1; Milner, 2010, p.383).

Normalization of the Body and Sexuality

In controlling the society through the medium of the body and sexuality, a process of normalization emerges since the body and sexuality have become the powerful platforms to experience the world and to express the existence of the self in society (Ryan, 2012, pp.16-19). According to Foucault, the process of normalizing the body and sexuality went through the process of disciplining the corporeal body or material body; the body is monitored through what Foucault called as disciplinary power (Foucault., 1977, p.8). The corporeal body will be under the rules of the society which seek to regularize (Foucault., 1977, p.8). These norms and rules urge the body to become docile (docile body), as if the body belongs to the system of prison or is called the concept of *panopticon* (Foucault., 1977, p.8). Panopticon concept plays its role as a constant observation and control to the body, so the body will always be under constant surveillance until the body becomes docile (docile body).

Furthermore, some women represent themselves on social media by showcasing more sexually appealing images because it is believed in giving a sense of empowerment for them through being appreciated and admired sexually (Liss et al., 2010, p.65). On the other hand, revealing the bodies or showing sexual attractiveness through images as a result of body surveillance can also be addressed as sexual exploitation in which women are used as sexual properties to become the viewers' consumption and to deliver sensual pleasure to the viewers (Sarkar, 2014, p.48; Rudman and Hagiwara, 1992, p.87). This process will lead to a concept named sexualization, and sexualization happens where women are only evaluated by the viewers limited to their sexual appeal (Brown & Tiggemann, 2016, p.6; Souza, 2016, p.9). Some of these women have believed that wearing revealing clothing will boost up their confidence as well as is considered successful in taking control of their body and sexuality (Baumgardner & Richards, 2004).

However, projecting women image and body could also dehumanize women if they are functioned only to be looked at and evaluated by the viewers since their representation on the images is becoming more important rather than their value as a person (Sarkar, 2014, p.55), and this also reconfirms the process to the concept of self-objectification (Fredrickson and Roberts, 1997, p.5). The viewers will see these women as sexual objects because of their sexual appeal; when it creates pleasure to the viewers and is rated as sexual object, they become objectified (Fredrickson and Roberts, 1997, pp.3-5). When the viewers only focus on exposing sexual appeal through the body and sexuality on images, it is where women's body parts and sexual functions are separated over its entire functionality and value as a person (Ward et al., 2017, p.3; Fredrickson & Roberts, 1997, p.3).

This study will discuss 2 Instagram posts of Kim Kardashian (from September 15th, 2018 and March 28th, 2019) and 2 Instagram posts of Kylie Jenner (from July 11th, 2018 and April 8th, 2019) through Kress & van Leeuwen social semiotics for visual texts (photos) and Halliday's transitivity system for written texts (captions) to uncover the structuralist meanings on every Instagram post. Moreover, Michel Foucault's panopticon concept in post-structuralism as well as Baudrillard's hyperreality were deployed to dismantle the process of normalization of the body and sexuality. These analyses of both visual and written texts will be integrated to see how the image and caption from every Instagram post contradict to each other caused by the process of normalization and commodification of the body and sexuality. Textual analysis and text-based qualitative research design were used to analyze both the visual and written texts.

How Kim Kardashian and Kylie Jenner's 4 Instagram posts (photos and captions) dismantle the process of normalizing the body and sexuality is the question in which the answer will be found throughout this research.

II. METHODOLOGY

This study used qualitative approach, specifically, the text-based qualitative research design and was conducted through textual analysis. This study deployed the stratified purposive sampling technique to analyze 2 Instagram posts of Kim Kardashian and 2 Instagram posts of Kylie Jenner. This sampling technique was used to choose the sample according to the needs of the study, specifically Instagram posts of Kim Kardashian and Kylie Jenner which were linked and related to the issue of normalization of the body and sexuality.

The data of the study are photos and captions from Kim Kardashian and Kylie Jenner's Instagram posts. The data source of this study came from Kim Kardashian (@kimkardashian) and Kylie Jenner (@kyliejenner) selected Instagram posts from 2018-2019. The data were collected by visiting Kim and Kylie's Instagram accounts, observing the pattern of these celebrities in exposing their body and sexuality, and determining photos and captions (from 2018-2019; two Instagram posts for each celebrity). The data were analyzed by classifying them into two big groups: visual text and written text analyses. In a structuralist approach, visual texts were analyzed

by deploying social semiotics theory by Kress and van Leeuwen, and written texts were analyzed by deploying Halliday's transitivity theory. These structural analyses, then, were again analysed by employing Foucauldian *panopticism* in post-structuralist approach and Baudrillardian hyperreality in postmodernism.

The procedure of analyzing the data was conducted through two layers. The first layer focuses on examining Kim Kardashian and Kylie Jenner's Instagram posts using Kress & van Leeuwen's social semiotics and Halliday's transitivity system to uncover the meanings in a structuralist level. The second layer focuses on examining Kim Kardashian and Kylie Jenner's Instagram posts using Foucauldian *panopticism* in post-structuralism theory and Baudrillardian hyperreality in postmodernism to dismantle the process of normalization of the body and sexuality.

III.FINDINGS AND DISCUSSION

From four Instagram posts of Kim Kardashian and Kylie Jenner, the study revealed that both Kim and Kylie have the similar way in representing themselves on their Instagram accounts. Almost on every Instagram post, Kim and Kylie were portrayed in a revealing manner, and it is not limited only to the daily contents, but also to promotional contents.

Three out of four Instagram posts of Kim and Kylie showed no connection between the products being advertised on the caption and the focus elements on the image—the revealing body and sexuality. Kim and Kylie commodified their inner lust and sexual appeal which were emanated from her body and sexuality for a purpose in selling their personal businesses' products. The commodification occurred through the process of Kim and Kylie normalizing their body and sexuality by being imprisoned under constant surveillance from a capitalist system, the viewers, and themselves. Applying the tight, revealing fashion style and other seductive attributes to the body, undertaking some workouts and cosmetic surgeries, having their photos edited before their Instagram posts were published were Kim and Kylie's choices in making their body imprisoned.

IV.GENERAL DISCUSSION

Visual and Written Texts



Fig. (1) Kim Kardashian's

In visual text, the focus of the image is taking place mostly on Kim's revealing body and her sexuality through sexually stimulating pose and gestures as well as displaying as if the image has its imaginary narration of Kim being ready for sexual activity on the bed; she is portrayed in an almost naked pose without any clothes being attached to her body. Kim is lying down atop the cherry blossoms and is bending her right leg on the image. Kim's arms are down and close to the body and her hands' position as well as its long shot from a high angle signify a submissive trait; it creates a sense of a man is having his authority over Kylie's body on the image (Stephenson, 2015, p.98). Moreover, bending the leg would make Kim's feet appear longer, and it automatically made Kim curved her back a little (Rowse, 2012). As a result of bending her leg and curving her back, it accentuates the shape of her breasts, waist, and hips; the viewers would clearly see Kim's overall hourglass figure. Moreover,

even though the pink blossoms would create the bright spot whenever the viewers see them on the image, the blossoms are still considered softer in colour rather than Kim's tanned skin colour; it makes Kim as a represented participant brings the most vital information and message of the image.

However, the caption has its central purpose in promoting Kim's upcoming products from KKW Beauty, Classic Blossom Collection. The caption carries both of a material process and relational process since Kim urges the viewers to do something—to buy the products from KKW Beauty's Classic Bottom Collection. In addition, KKW Beauty's Classic Bottom Collection as the *carrier* in the caption has its attribute that describes the products, Classic Bottom Collection, in which the information described on the caption is about the availability of the newest products at Kim's KKW Beauty website. Capital letters would also seem to guide the viewers to have their primary focus and attention to it. However, the use of triple exclamation marks function to deliver a feeling of Kim's excitement to the viewers regarding the release of KKW Beauty's Classic Bottom Collection products. On overall analysis of written text, besides promoting the new products from her personal business, Kim also instructs the viewers to purchase the products in her literal language through the use of the command '*SHOP NOW*'. The caption still has its central aim to advertise KKW Beauty's Classic Blossom Collection.

Integrating the visual text and written text, even though both analyses portray the elements of cherry blossoms, the visual and written text analyses lack of its connection in meaning. There is a contradiction between these two analyses since visual text has its central focus on showcasing Kim's revealing body and sexuality through some seductive pose and gestures. Meanwhile, the caption aims to only promote and to advertise the newest products from Kim's personal business brand, the Classic Blossom Collection. If Kim has her intention to exclusively promote the products, Kim must have given the focus and highlight on the image more on her face since the eyeshadow palette, lipsticks, liners, and blushes are only applicable to her face. Kim's make-up colour on her face does not get salience and blends with the overall colour of her skin.

In conclusion, Kim uses the strategy of gluing her inner lust and sexual appeal which are emanated through her body and sexuality to the products she is promoting on Instagram post. As a result, the seductive representation and persona from Kim would later guide the viewers' perceptions that these products from Classic Blossom Collection would help them, especially the targeted-female market, in getting similar seductive look like Kim Kardashian if they purchase the Classic Blossom Collection products (Black & Morton, 2015, p.4). Furthermore, Kim's seductive persona is also in its aim to deliver pleasure for male viewers.



Fig. (2) Kim Kardashian's

From the visual text, the central focus of Image 1 takes place on Kim's body and sexuality since the portrayal of her pose in a revealing manner highlights the narration of the image. On Image 2, a sleeveless bodysuit is being the biggest attribute attached on Kim's body. For practical and fashion reasons, a bodysuit has its central function to control and reshape the whole body since a bodysuit is a combination between brassiere, waist nipper and girdle (Na, 2017, p.67). A bodysuit, through its elasticity, will not make its material shifting, so a bodysuit would create the tight look around the breasts, waist, tummy, and thighs (Na, 2017, p.68). The preference on wearing a

sleeveless bodysuit with a scoop neckline in which the neckline is cut low enough also implies that Kim intends to display her curves as well as her cleavage.

Moreover, the seductive pose of placing her hands above her head creates the breasts to stick out and makes her armpits being easily spotted by the viewers; these are able to lure the viewers' eyes and attention (Borzillo, 2017). Biologically, human armpits are rich in pheromones, the chemical messengers which have its role in being the opposite-sex attractants or have its specific role in sexual arousal (Grammer et al., 2005, p.136). According to Kouwenhoven & Kippen, tilting the head and revealing the neck at the same time while positioning the hands above the head can also be read as a sign of women's submissiveness yet this pose is more alluring to men; it refers to how men are in their authority towards women (as cited in Hanna, 2008, p.210). Kim's flirting behaviour through pouting her lips also adds up her seductiveness as if she makes the first move (Givens, 1978, p.351).

However, the caption on Image 2 has its central purpose on promoting Kim's hairstylist and photographer, Chris and Greg, as well as promoting her upcoming business project KKW X MARIO. The caption of Image 1 is a pure promotional content or advertisement. Image 2's photo caption carries a mental process since Kim's intends to express her term of affection to Greg Swales for being photographed by him and to Chris Appleton for styling her hair.

Based on the image and caption analyses, the visual text and written text do not connect to each other. The contradiction between both the image and caption is found since the image has its central focus on Kim's sexual appeal as well as her seductive elements and gestures which are emanated through her body and sexuality, while the caption's primary focus lies on its promotional purpose to promote her business partners, Chris and Greg, as well as to promote her upcoming business collaboration, KKW X MARIO. From the overall interpretation, Kim would seem to use the strategy of gluing her seductive portrayal first to get the viewers' attention. She utilizes her inner lust and sexual appeal which emerge from her body to sell the services from Greg and Chris and to promote her make-up brand KKW X MARIO. If Kim intends to purely promote her business partners' services and her personal business brand, she could have used some salient elements attached on her lips and hair since they must be the central focus of what Kim is trying to sell to the public. Nevertheless, Kim chooses to focus more on her body and sexuality through seductive gestures on the image, perceiving her seductive portrayal is an effective strategy in attracting the viewers' attention. Targeting to the female viewers, Kim's portrayal would seem to urge the viewers to have similar seductive look like her, while her depiction helps to reinforce her sexual appeal to be looked at by the male viewers (Black & Morton, 2015, p.4).



Fig. (3) Kylie Jenner's

From the visual text, the highlights from Image 3 take place on Kylie's body and her sexually arousing gestures and attributes, including her pose of half-lying down to perfectly accentuate her buttocks and breasts as well as the attributes of bananas and purple one-piece swimsuit which resemble the phallic appearances. Bananas have been associated with a phallic appearance and materialize the penis (Pearce, 2008, p.28; Wolfe, 2018, p.5). Bananas are also included as a potassium-rich fruit in which it helps lower the blood pressure that could boost sexual performance for men (Khrisna et al., 2014, p.7). In addition, the pose of half-lying down in her purple one-piece swimsuit creates an imaginary narration of which her body resembles the shape and colour of an eggplant; an eggplant is often used to represent a penis due to its phallic shape (Thomson, 2018, p.3). From an overall interpretation of symbolic attributes appear on Image 3, the vivid representation of bananas as well as Kylie's pose of half-lying down which results her body shape looks like the shape of an eggplant shows that Kylie is in her attempt in exposing her sexual readiness to the viewers' eyes. The metaphor of phallus through the

representation of bananas and eggplant dominates the image; as a result, the viewers are led to only focus on her sexual-based traits on the image.

However, the photo caption contains behavioural process. Although the verb *'launches'* is on the borderline between material process and behavioural process, the caption delivers a slight of Kylie's emotions through the use of three love emojis, capital letters, and exclamation marks. These emojis, capital letters, and exclamation marks point out Kylie's feeling of excitement towards her newest products that will be launched soon. From written text analysis, the caption from Image 3 only has its purpose on introducing Kylie Cosmetics' newest Summer Collection and implicitly guiding the viewers to later purchase the products.

Based on the image and caption analyses, the image and the caption are lacking its connection. There is found a contradiction between the focus of the visual text and written text. Kylie narrates herself on the image seductively focusing more on her curves and sexuality which are emanated through the body, pose and attributes of bananas and purple one-piece swimsuit rather than focusing on her lips, whereas her lips could be the correct platform if the central purpose of Image 3 is to advertise the lipsticks. Meanwhile, the primary goal of the caption is to advertise the products on Kylie Cosmetics' Summer Collection that are focusing more on Kylie's lips. From the overall interpretation, it can be concluded that Kylie uses the strategy of focusing more on her inner lust and sexual appeal which arise from her body and sexuality to sell the products rather than focusing only to her lips. As a result, the viewers are going to believe that they would get the same seductive vibes as Kylie if they purchase Kylie Cosmetics' Summer Collection products. Kylie's portrayal on Image 3 would seem to intensify an urgency to female viewers if they want to look like Kylie Jenner and to aim in delivering pleasure for male viewers (Black & Morton, 2015, p.4).



Fig. (4) Kylie Jenner's

Based on visual text and written text, the image and the caption have their connection to each other. On the image, the use of her leopard print corset, her mini skirt, and some of her seductive gestures help Kylie's action in revealing her body and expressing her sexuality in public; she would seem to deliver her sexual appeal to the viewers' eyes through the depiction of her sexually stimulating body. Kylie's corset on the image has its symbolic function as a body shaper, and it allows Kylie as the wearer to cinch and to reduce her waist as well as to smooth her shape to look like an hourglass figure (Fury, 2016). However, on Image 4, Kylie prefers to loosen her shoulder straps, and she positions them on her arms; this adjustment causes her breasts popped up, and it is resulting the condition where every viewer could easily notice her breasts. Through such depiction of Kylie loosens her shoulder straps, Kylie would seem to intend showing the shape of her breasts and delivering her sexual appeal to the viewers.

In addition, a mini skirt has its vital function to cover up as well as to accentuate the hips and buttocks since it has a narrow cut to the body. Wearing a mini skirt makes women's legs appear longer, and both sexes of men and women found longer legs appeared to be more attractive (Pawlowski and Sorokowski, 2008, p.86). Longer legs also suggest that the woman has grown up in a healthy environment, and it produces a positive effect on women's

fertility (Pawlowski and Sorokowski, 2008, p.86). This scientific rationale supports the idea of Kylie on Image 4 is wearing a mini skirt because it accentuates the apparent leg length for her, and it incites both men and women's attention to look only at the revealing parts of what she has portrayed on Image 4.

However, connecting Kylie's seductiveness with the caption, the caption of Image 4 which consists of behavioural process would seem to support the main purpose and idea of the overall Image 4's Instagram post. On the caption, Kylie asserts the viewers to focus on the good things they had, so the outcome will later turn out better. Incorporating the term of *good things* with the image, Kylie is reflecting its term to the image as if one of the good things Kylie had is her body—her good, fine body; Kylie would seem to communicate with the viewers through narrating her seductive sexuality and her good-looking body on the image.

On an overall integration between visual text and written text analyses, Kylie refers *the good* in her caption to her body since the most salient, seductive elements occur through her body on Image 4; it gives an imaginary narration in which if she puts more focus on her body, the body will generate great result—the portrayal of the good-looking body.

Normalization of the Body and Sexuality

In Western culture, an exposed body has become a space of a liberating expression of a woman's sexuality and is considered as a part of a woman's self-identity (Pitts, 2003, pp.31-32; Amin, 2015, p.47). Kim Kardashian and Kylie Jenner, as global influencers who have their power over their corporeal body or material body, are often caught up in wearing tight, revealing clothes on her Instagram posts (Ryan, 2012, p.16). From an overall analysis of Image 1 to Image 4, the choices of wearing a sleeveless bodysuit, tight rubber one-piece swimsuit, leopard print corset, mini skirt, or no clothes at all eventually shaped Kim and Kylie's body to look like an hourglass, focusing on some of their special body parts which are able to deliver their sexual appeal through some seductive gestures and poses, including breasts, waist, hips, thighs, buttocks, and armpits. In addition, additional attributes like bananas on Image 3 which resemble a phallic appearance add up the level of seductiveness to the image. However, the urgency of exposing their body and sexuality in public through the choice of wearing revealing clothing and using some of sexually stimulating attributes on almost every Instagram post would make the viewers seeing Kim and Kylie's representation as a normal, typical portrayal of influencers (Glucksman, 2017, p.85).

Furthermore, facing the recent condition of which sex appeal advertisement is effective in generating consumers' attention, Kim and Kylie use this kind of strategy to reach out to millions of the viewers' eyes (Sameer, 2018, p.11). Kim and Kylie are presented as figures to emulate, suggesting their stereotyped curvaceous body and sexuality could perform as an effective marketing strategy in selling the products they are promoting through their seductive aura and persona of their lust, seductive manner, and sexual appeal (Poorani, 2012, p.10). When promotional activity has made Kim and Kylie's body and sexuality part of an ideal package, their representation is ready to be exchanged with some personal profits; in this case, they are worth a lot of money, and Kim and Kylie will be transformed into a commodity (Marx, 1978). As a result, even though it is nearly impossible to make all viewers, especially female-targeted market, to purchase the products or services Kim and Kylie are promoting, the most important matter is the viewers have unconsciously obtained and bought the idea of a new set of standards regarding beauty and body ideals from Kim and Kylie's portrayals on their Instagram posts; unconsciously, these female viewers would be in a process of internalizing their bodies through the exposure to their portrayals on the image (Poorani, 2012, p.10). While white women tend to idealize thin body type, Kim and Kylie rather choose to desire and to create a trend on a curvaceous body type; it determines their position in the society for being a trendsetter (Agocha et al., 2010, p.91). Up to this phase, Kim and Kylie have successfully normalized their sexually stimulating standardization of the body and sexuality to the viewers' eyes.

Within the process of normalization, Kim and Kylie, through exemplifying themselves in a revealing manner, are positioned as a subject since they are being the doer in their action of normalizing the body and sexuality. In normalizing the body, as a subject, Kim and Kylie discipline, rule, control, and monitor their body; the body gets disciplined and monitored through some manners, including through wearing revealing clothing. This is also considered as Kim and Kylie's exercise of their disciplinary power, and it transforms the body to become docile (Foucault, 1977, p.8). Kim and Kylie's docile body will always be under the rules in which these rules always continue to force and demand Kim and Kylie to showcase their body in public by wearing revealing, tight clothing in a seductive gestures and pose since revealing manner in Western culture is still considered as an effective strategy to gain the viewers' attention (Sameer, 2018, p.11). However, the fact that Kim and Kylie always sold their products of their business brands on the first day of its release date shows that the viewers' responses were enthusiastic, and these enthusiastic responses from the viewers indicate that the strategy of promotional content focusing on Kim and Kylie's persona of their inner lust and sexual appeal from their body and sexuality has been successfully executed (Robehmed, 2018, Zorthian, 2017). These positive, enthusiastic responses from the viewers

also add up more rationale of why Kim and Kylie need to always control and monitor her seductive persona; wearing an intentional, tight clothing as well as portraying seductive gestures and pose as the process of normalization will impose the body as if the body is inside a prison system or is called *panopticon* (Foucault, 1977, p.8; Foucault, 1995, p.200).

However, monitoring the body cannot be emanated only through the revealing style of fashion that Kim and Kylie wore on the image, but it can also be acquired through external activities. Kim and Kylie have declared herself that she has gone through several cosmetic surgeries, including surgeries on her breasts, buttocks, hips, and thighs, and it is proven by celebrity dermatologist and plastic surgeon; Kylie also keeps their body curvaceous by doing some HIIT workouts, including squats, push-ups, cardio, and running (Shiffer, 2019). In addition, Kim is also doing several external activities to maintain their curves, such as undertaking cosmetic surgeries, strict diet, and some exercises focusing on fitness, weight loss, and core strength (Carey, 2019; Waterhouse, 2018). These activities are other evidences that Kim and Kylie are proven in making their body being under the surveillance and constant observation as if they are putting in her body inside a prison system.

From an overall interpretation of Kim and Kylie being the subject of their process of normalization, they manage to utilize her inner lust and sexual appeal from the medium of their body and sexuality as a promotional content to advertise some services and products. Nevertheless, they do not truly sell their body and her sexuality to promote the products, rather it is Kim and Kylie's inner lust and sexual appeal from her body and sexuality which establish the viewers' responses; as a result, female viewers would activate their self-improvement goal towards Kim and Kylie's seductive portrayals, while male viewers tend to respond more favourably to sexual appeal appeared on the image (Black & Morton, 2015, p.4). In shorter words, Kim and Kylie would seem to make male viewers want her and to make female viewers want to have similar seductive, sexually appealing look like Kim Kardashian Kylie Jenner.

On the other hand, Kim and Kylie are also positioned as an object under a capitalist system in an economic and social use through visual and written languages on the image (Marx, 1978). In an economic use, Kim and Kylie are presented on the image as if they are accustomed to deliver unblemished persona to the viewers through their body and sexuality as a strategy to sell the products. Kim and Kylie's choices on wearing a tight, revealing clothes as well as expressing some seductive gestures and poses on Image 1 to Image 4 indicate that they intend to expose their perfect curves and body shape, so they could perfectly exhibit and deliver her inner lust and sexual appeal to the viewers. As a result, this action unfolds the opportunity for a capitalist system to commodify Kim and Kylie's sexual appeal of which it is emanated through their body and sexuality; Kim and Kylie's representation is exchanged with personal profits (Marx, 1978).

However, in a social use, Kim and Kylie become an object to the viewers' eyes since their representation on Instagram posts is later being evaluated by the viewers on Instagram (Ryan, 2012, p.17). Before Kim and Kylie become a sexual object in the viewers' eyes, they get sexualized by the viewers. Sexualization is considered as the viewers' response towards the representation of Kim and Kylie who are focusing only to deliver their sexual appeal to their Instagram posts; the viewers would view their representation limited only to their sexual attractiveness (Ward et al., 2017, p.3). As a result, the viewers will only look at Kim and Kylie based on her sexual appeal on the image. While sexualization appears, the viewers would evaluate Kim and Kylie's representation on the image as a sexual object; at this phase, Kim and Kylie becomes objectified (Fredrickson & Roberts, 1997, p.3).

From an overall process of Kim and Kylie normalizing her body and sexuality, the elements portrayed on Image 1 to Image 4 reveal that they are, in fact, hyperreal (Baudrillard, 1983, p.11). Kim and Kylie's portrayals on their Instagram posts are just a simulation of a new set of unattainable standards to aspire by the viewers which precede the real as if the representation of Kim and Kylie is a real social actor who is capable in affecting real people (Baudrillard, 1983, p.11). At the first stage of simulation, Kim and Kylie would seem to only portray the characteristic of Western culture in representing the self in a revealing manner. However, since Kim and Kylie's primary intention on Image 1, Image 2, and Image 3 is to make the viewers purchasing their products, Kim and Kylie exaggerate some elements that are being the focus of attention, including her body and sexuality, through the choices of wearing the tight, revealing clothing, some seductive attributes as well as sexually stimulating gestures and poses, undergoing some workouts and cosmetic surgeries, and having a retouch of Photoshop on the image before the images were published. At this stage, Kim and Kylie have blurred the viewers' perceptions of the 'real' because they have masked their 'reality' by normalizing the new constructed beauty and body ideals through accentuating their curves and seductive sexuality to the viewers (Baudrillard, 1983, p.11). As a result, the viewers can no longer distinguish between the 'real' representation of Kim Kardashian and Kylie Jenner and the simulacrum shown off on their Instagram posts (Baudrillard, 1983, p.11).

V. CONCLUSION

This study sought to dismantle the process of body and sexuality normalization in the lives of internet celebrities, Kim Kardashian and Kylie Jenner. Theoretical perspectives drawn from Kress and van Leeuwen's social semiotics, Halliday's transitivity system, Foucauldian *panopticism* and Baudrillardian hyperreality were used to reveal that Kim and Kylie's Instagram posts represent the discipline of body and sexuality when their portrayals began to be evaluated based on normative standard of society/selling value of capitalist system. Hence, Kim and Kylie had their body surveillance through wearing some tight, revealing clothing, undertaking some physical exercises and cosmetic surgeries, and attaching some sexually stimulating attributes and gestures to the body in order to always look ideal in the viewers' eyes. As a result, their body became imprisoned, and the viewers only viewed Kim and Kylie as a sexual object of which Kim and Kylie put on more focus limited only to showcase their sexual appeal on social media. Kim and Kylie's seductive lust and sexual appeal which were emanated from their body and sexuality then became exchanged with some personal profits through promotional Instagram posts, and it is when they became commodified. Moreover, their representation on Instagram posts serves only a simulation of what Kim and Kylie wished to portray; their representation on Instagram is no longer the 'real' representation of them, or it is just a hyperreal.

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