DISCOURSE ANALYSIS OF MISS UNIVERSE 2018—2023's WINNING ANSWERS

Sotyarani Padmarintan[*1]**, Ni Gusti Ayu Roselani**[*2]
sotyaranipadmarintan@mail.ugm.ac.id[*1], roselani@mail.ugm.ac.id[*2]
Fakultas Ilmu Budaya[*1,2]
Universitas Gadjah Mada[*1,2]

ABSTRACT

This article aims to describe Miss Universe 2018—2023's winning answers textually and contextually with qualitative descriptive research to see the use of language functions in a Miss Universe Competition. The data for this research are words, phrases, clauses, and sentences from Miss Universe 2018—2023's winning answers that are collected using listening and note-taking techniques. This research step includes determining the type of discourse, the unit of analysis, and describing data units. This research found that there are 126 grammatical and lexical elements. In the grammatical aspect, there are 54 references, 2 substitutions, 14 ellipsis, and 33 conjunctions. In the lexical aspect, there are 3 synonyms, 2 antonyms, 2 hyponyms, 6 repetitions, 8 collocations, and 2 equivalences. In the contextual aspect, the discourse is discussed in social cognition and social analysis using Teun Van Dijk's theory. As a result, the discourse was influenced by negative events occurring in society, so the content of the discourse focused on Miss Universe 2018—2023's efforts to influence the target audience to be brave in facing that inequality. This discourse also emerged due to two social factors, the power factor with the prestigious status of Miss Universe and the broad international access factor.

INTRODUCTION

Language is used for many functions and purposes. The use of language functions also depends on the social context. Soeparno (2013: 15) stated that there is always a relationship between members of society in the form of communication. The way people use language is interesting to research, especially the language used in front of many people, particularly when aiming to win a contest. A contest that uses language as a dominant assessment is the Miss Universe Beauty Pageant Competition. Beauty contests, either on a national or international scale, present many assessment activities in the form of questions and answers. The process forces contestants to express their ideas, thoughts, and viewpoints in an oral discourse. Then, the viewpoint of the contest can be reflected in the quality of the discourse that spoken by the contestants, especially by the winner of the contest because the contestant who is chosen as the winner certainly has views and ideas that are in accordance with the direction of the related organization's movement.

This study aims to describe the oral discourse spoken by the winner of Miss Universe 2018—2023 at the Miss Universe Competition on an international scale, both textually and contextually. In those six year span, there were only five Miss Universe winners because Miss Universe 2021 was canceled due to the pandemic. The anticipated outcomes of this research aim to yield advantages both in theory and practice. The theoretical implications involve contributing to the field of language science, particularly in the analysis of oral discourse within textual and contextual frameworks. On a practical note, the research findings are expected to make a valuable contribution to shaping the public perception of beauty contests worldwide.

Previous research on textual and contextual discourse analysis has been conducted. The data of the studies showed textual and contextual analysis. There are lexical and grammatical aspects on textual analysis, which are referencing, restoring, omitting, stringing, repetition, synonymy, antonymy, collocation, hyponymy, and equivalence. On the other hand, there is also contextual analysis consisting of the personal interpretation principle, locational interpretation principle, temporal interpretation principle, and analogy principle (Oktavia & Zuliyandri, 2019; Polanda & Nurbaiti, 2020). In addition, Yusar et al. (2020) has undertaken research on a similar subject. The study identified two factors that impact social cognition in critical discourse, namely knowledge, opinions, and attitudes. The author's understanding is shaped by their exposure to culture and social life, particularly within a culture overly preoccupied with positive aspects. Additionally, the author's expressions of opinions and attitudes towards their social experiences play a significant role in shaping the discourse creation process. Another research that related to discourse coherence was also carried out by (Subiyatningsih, 2018) who examined the discourse of original souvenirs from Surabaya, Cakcuk. It was found that propositions utilize the use of causal relationships, amplificative relationships, paraphrastic relationships, identification, comparison, and background-conclusion relationships in the discourse used to create discourse coherence.

Of the many studies on textual and contextual discourse analysis, discourse analysis that discusses oral discourse in beauty contests has never been done. Based on the medium of delivery, discourse is indeed divided into two, written and spoken discourse. Basically, language is something that is born through the mouth or oral. Therefore, the main, primary, and actual discourse is oral discourse (Mulyana, 2005). One of the oral discourses that can be found is in beauty contests. A beauty contest is an event that allows women to show each other abilities in their fields. In beauty contests, aspects of intelligence, skills, attitudes, and behaviour become assessment points, but how they see the world that very diverse is also evaluated which can be seen from their opinions. Hence, there is always a lot of discourse in the form of interviews or Q&A during the competition (*Miss Universe*, n.d.).

LITERATURE REVIEW
Discourse Analysis

The existence of language stems from its essential role as the most efficient means of communication required by society. It is through communication activities that one can convey and receive information. Even when communication is carried out through other media, such as pictures, gestures, or certain movements,

language is still often involved to further strengthen the communicative effect. In general, communication activities can be carried out through verbal means, both orally and in writing, and nonverbal means other than language (Nurgiyantoro, 2017: 10-11). Discourse analysis involves scrutinizing language patterns within texts and exploring the correlation between language and its socio-cultural context. It also investigates the diverse ways language is employed, reflecting varying perspectives of the world and different interpretations. There are different views in efforts to analyze discourse, namely the study of language with textual and social approaches. But in this case, linguists do not compete with the two approaches because discourse studied under the auspices of the textual approach still requires interpretation of social situations (Paltridge, 2012).

Textual Elements

To achieve coherence in a discourse, it is necessary to have a structure comprising interconnected components within a framework of discourse organization. An intact discourse is a complete discourse, which contains integrated and unified aspects. The aspects in question are grouped into two elements, namely elements of cohesion and coherence. Cohesion elements include lexical, grammatical, and phonological aspects. Meanwhile, coherence elements include semantic aspects and topicalization aspects (Mulyana, 2005). Cohesion refers to the explicit connection between propositions, established through grammatical and semantic elements present in the sentences constituting the discourse. (M. Moeliono et al., 2017). Meanwhile, Nurgiyantoro (2017: 195-206) argues that cohesion can be interpreted as the relationship between elements contained in the discourse, either explicitly shown through certain words or implicitly through logical relationships. So, there is an attachment and harmony between the words that make up the sentence or sentences that make up the discourse. Thus, cohesion can be referred to as syntactic or discourse organization, which is something that causes the meaningfulness of a sentence or discourse.

Mulyana (2005, 25—26) argues that cohesion in discourse is defined as the cohesion of forms that structurally form a syntactical bond. Halliday and Hasan in Mulyana (2005, 26—27) convey that discourse cohesion elements can be categorized into two types, grammatical cohesion and lexical cohesion. Grammatical cohesion includes reference, substitution, ellipsis, and conjunction. On the other hand, lexical cohesion encompasses reiteration and collocation. Meanwhile, Nurgiyantoro (2017: 197—206) suggests something slightly different. According to him, cohesion can be formed through cross-references and/or connections. Aspects of cross-referencing include referencing, substitution, ellipsis, formal repetition, and elegant variation. Meanwhile, cohesion in the form of linkage is the cohesion that uses certain conjunctions to connect parts of sentences and inter-sentences in a discourse. These conjunctions can take the form and function as prepositions or conjunctions. Lexical cohesion or lexical fusion is a lexical relationship between parts of discourse to get a cohesive structure. In addition, lexical cohesion elements consist of synonyms, antonyms, hyponyms, repetition, collocation, and equivalence (Mulyana, 2005: 29). It can be concluded that grammatical cohesion consists of reference, substitution, ellipsis, and conjunction. Meanwhile, lexical cohesion consists of synonyms, antonyms, hyponyms, repetition, collocation, and equivalence.

The elements of cohesion are important contributors to the formation of coherent discourse. However, the use of cohesive tools in a discourse does not always guarantee the formation of a complete and coherent discourse. Ideally, a good and complete discourse should have the requirements of both cohesion and coherence. Coherence can occur implicitly (hidden) because it relates to the field of meaning that requires interpretation. In addition, an understanding of the coherence relationship can be reached by inferring the relationship between propositions in the body of the discourse Mulyana (2005: 31). Ramlan in Mulyana (2005: 32) details the the connection between components in a cohesive discourse through ten specific details: addition relationship, sequence relationship, opposition relationship, comparison relationship, cause-effect relationship, time relationship, condition relationship, manner relationship, utility relationship, and explanation relationship.

Contextual Elements

Norms and values within a text are frequently conveyed indirectly; put differently, they are implicitly expressed. Therefore, critical discourse analysis is necessary. A critical approach to discourse analysis aims to help reveal the values, positions, and perspectives implicit in the text. Critical discourse analysis explores how the use of language in a text is related to the social and political context, including issues such as gender, ethnicity, cultural differences, ideology, and identity that influenced the creation of the text. Critical analysis can involve a detailed analysis of the text (Paltridge, 2012: 186). Van Dijck, cited by Eriyanto (2011) argues that discourse research lacks adequate grounding in text analysis as the text merely represents the outcome of a production practice that necessitates thorough observation. Discourse analysis is also not limited only to the structure of the text because the discourse structure itself shows or signals several meanings, opinions, and ideologies implicitly. To uncover how the hidden meaning is, an analysis of cognition and social context is needed. Van Dijk characterizes discourse as consisting of three dimensions or structures: text, social cognition, and social context. The fundamental aspect of van Dijk's examination is the integration of these three dimensions into a unified analytical framework. In the text dimension, the focus is on investigating how text structure and discourse strategies are employed to highlight a specific theme. On the level of social cognition, the research delves into the individual cognitive processes involved in text production. Then, the social context studies the discourse building that develops in society on a problem. Social context in this case can also be called social analysis. In other words, social analysis sees how the text is further connected to the social structure and knowledge that develops in society over a discourse.

Context models regulate discourse by overseeing its potential variations. In other words, these models demonstrate how speakers articulate or presuppose specific or general beliefs across all discourse levels, based on subjective models of events, sociocultural knowledge, and group attitudes and ideologies. Traditionally, the study of communication in fields like sociolinguistics has focused on the variability of sounds, syntax, and lexical items. Nevertheless, while maintaining a constant underlying level, context models can also govern various other aspects of discourse. This includes visual structures in mass media, diverse local interpretations expressing a global topic, different narrative techniques, or

various speech acts embodying an illocutionary meaning, such as a directive (Dijk, 2008).

Discourse on Beauty Pageant

A beauty pageant is an old competition that has a remarkable history. It originated from Scotland in 1839. Then, the United States of America adopted it in 1880. Thousands of beauty contests are being franchised, so now we can see a lot of kinds of beauty pageant contests (Crawford via Shrestha, 2023). Even though beauty contests are a problem in various Islamic countries, positive aspects can be observed in events like those in Venezuela. In Venezuela, beauty pageants hold a significant place in their collective identity, persisting despite the challenging socio-economic conditions. As a result, Venezuelan beauty queens are considered integral to the nation's identity. (Windt, 2019).

Oral discourse can be found easily on beauty pageant contests because the competition always evaluates contestants with a lot of question and answer session or speech session (Widiyanto et al., 2022). Actually, Indigenous pageants provide a platform for women to advocate for social justice issues without the inherent sexual objectification associated with beauty pageants. Numerous instances exist where young individuals have enhanced the well-being of their communities through active participation in indigenous pageants. The woman that being a beauty pageant contest gain the opportunity to be voice for their community. Thus, they must quickly consolidate their knowledge and sharpen their communication skills (Williams, 2019). Oral discourse can be found easily on beauty pageant contests because the competition always evaluates contestants with a lot of question and answer sessions or speech sessions (Tomy, et al, 2022).

Beauty pageant contest is not a media to objectificate women. More than that, Miss Universe's speech on stage or in the media have some powers that can trigger society. For example, there is a particularly long tradition of argument about women's leadership and existence in society and Zozi, Miss Universe 2019, can trigger society with her speech. Thus, Zozi's speech impact in women's leadership and women's participation in the middle of "society has labelled women to be". Besides that, beauty pageant contests also being a media for women to speak about women's things, such as women's empowerment and women's stereotypes. Just like Lauren Howe, top 10 Miss Universe 2017 that speaking loudly about breaking women's stereotype (Akun, 2020; Hermawan, 2023; Malik et al., 2023)

RESEARCH METHOD

The method used in this research is the qualitative descriptive discourse analysis method. The object of this research is the winning answers of Miss Universe 2018—2023. The data source of this research is the words, phrases, and sentences of Miss Universe 2018—2023's answers obtained collectively from the Beautiful & Brainy YouTube account (Beautiful&Brainy, 2023). The data of this research are words, phrases, clauses, and sentences that construct the answers of the research subjects as a whole which are then analysed for the use of discourse in textual and contextual views. Data collection in this study was carried out using listening and recording techniques. Listening activities were carried out by listening to the video of the winning answers of the beauty contest winners. The listening activity was carried out in conjunction with the activity of recording the findings

that would become the study material as outlined in the data card as a research instrument. Descriptive analysis in this research is carried out by selecting and determining the type of discourse to be studied, determining the unit of analysis, and describing or analysing the data unit comprehensively (Mulyana 2005: 83—84).

FINDING AND DISCUSSION
Finding
There were 126 data of lingual units containing grammatical and lexical elements that form textual discourse in the answers to the winners of Miss Universe 2018—2023. The textual and contextual elements of the discourse of the winning answers of the Miss Universe winners can be seen in the following table and explanation.

Table 1.
Textual Analysis Results of Miss Universe 2018—2023 Winning Answers

Aspect	Element		Quantity
grammatical	reference	first-person singular pronoun	27
		first-person plural pronoun	14
		second-person pronoun	11
		third-person plural pronoun	2
	substitution		2
	ellipsis		14
	conjunction		33
lexical	synonym		3
	antonym		2
	hyponym		2
	repetition		6
	collocation		8
	equivalence		2

Discussion
1. Textual Analysis
a. Grammatical Aspects
(1) Reference
Deixis is classified into three types. (Purwo, 1984) argues that deixis is grouped into three types, which is persona deixis (person pronouns), space deixis (places), and time deixis (events occur). Alwi et al (2010: 256) explain that person deixis is a pronoun that used to refer to people. Person pronoun can refer to oneself (first-person pronoun), refer to the person being spoken to (second-person pronoun), and refer to the person being spoken about (third-person pronoun).

The persona references found in the Miss Universe winner's winning answers are first-person singular pronoun, first-person plural pronoun, second-person pronoun, and third-person plural pronoun. Here below are some examples. Reference of first-person singular pronoun.
(1) Where **I** could give something, where **I** could provide something as a spokesperson (Catriona Gray, Miss Universe 2018).

(2) And **I**'ve always taught **myself** to look for the beauty in it, to look in the beauty in the faces of the children and to be grateful (Catriona Gray, Miss Universe 2018).

Reference of first-person plural pronoun.

(3) ... and that **we** should be given every opportunity, and that is what **we** should be teaching these young girls, to take up space (Zozibini Tunzi, Miss Universe 2019).

(4) "Invest in **our** community ...." (R'Bonney Gabriel, Miss Universe 2023).

Reference of second-person pronoun.

(5) Come out, and speak for **yourself** because **you** are the leader of **your** life. **You** are the voice of **your** own (Harnaaz Shandu, Miss Universe 2022).

Reference of third-person plural pronoun.

(6) And children would have a smile on **their** face (Catriona Gray, Miss Universe 2018).

(7) ... because we lost so many lives and we cannot afford that we have to take care of our people that's why I would have taken care of **them** since the beginning (Andrea Meza, Miss Universe 2020).

Excerpt (1) is a reference to the first-person singular pronoun, *I*. Excerpt (2) is also a reference to the first-person singular, *myself*. Both forms of reference refer to Catriona Gray, Miss Universe 2018, as a speaker of the speech. The difference is that the reference in (1) is a free-form reference, while the reference in (2) is a possessive form. In the winning answers of the winner of Miss Universe 2018—2023, there are 27 first-person singular pronouns.

Excerpt (3) is a reference to the first-person plural pronoun, *we*. That pronoun refers to all of us, the whole world community. Excerpt (4) is also a reference to the first-person plural pronoun, *our*. It also refers to all of us, the whole world community. The difference is that the reference in the (3) is a free-form reference, while the reference in (4) is a possessive form. In the winning answers of the winner of Miss Universe 2018—2023, there are 14 first-person plural pronouns.

Excerpt (5) is a reference to the second-person pronoun: *yourself*, *you,* and *your*. In English, there is no singular and plural for the second-person pronoun, so these references cannot be classified in more detail. The persona pronoun in excerpt (5) refers to the audience or speech partner of Harnaaz Shandu, Miss Universe 2022, as a speaker. In the winning answers of the winner of Miss Universe 2018—2023, there are 11 second-person pronouns.

Excerpt (6) is a reference to the third-person plural pronoun, *their*. Excerpt (7) is also a reference to the third-person plural pronoun, *them.* The word *their* in (6) refers to the children, while the word *them* in (7) refers to the people of Mexico, from the country of Andrea Meza, Miss Universe 2020. The reference in (7) is an exophoric reference. Mulyana (2005: 27) explains that in the context of discourse, references are divided into exophoric (outside the text) and endophoric (inside the text) references. In the (7), which is the answer to a question, the word *them* refers to what is in the question asked before, "*If you were the leader of your country, how would you have handled the COVID-19 pandemic?*". Another fact outside the discourse is that Andrea Meza is a Miss Universe contestant from Mexico, so *they* refer to Mexicans. Previously, the difference is that the reference in (6) is a possessive form, while the reference in (7) is a free-form reference. In the winning

answers of the winner of Miss Universe 2018—2023, there are two references to third-person plural pronouns.

In addition to personal references, there are also references to space or place. In the winning answers of the winner of Miss Universe 2018—2023, there is one reference to place as follows.

(8) I work a lot in the slums of Tondo, Manila, and the life **there** is very, it's poor and it's very sad (Catriona Gray, Miss Universe 2018).

In (8) there is a static distal place reference, *there*. The word *there* refers to the Tondo slum in Manila.

In addition, the time reference is also found in the answer of Miss Universe's winner, as seen in (9) and (10) below.

(9) I believed in myself and that's why I'm standing here **today** (Harnaaz Shandu, Miss Universe 2022).

(10) It's something that has been lacking in young girls and women for **a very long time** (Zozibini Tunzi, Miss Universe 2019).

In (9), there is a reference to time which is reflected in the word *today*. The word *today* refers to the day when Harnaaz as the speaker stands as a Miss Universe finalist on the stage of the Miss Universe 2022 final night. Meanwhile, quote (10) also contains a time reference with the word *a very long time*. There are four time references in the winning answers of the winner of Miss Universe 2018—2023.

(2) Substitution

Substitution is the replacement of a structural or lexical form with another form that refers to the same referent in order to achieve a certain effect. There is a substitution in the winning answers of the Miss Universe winners, as in the following quote.

(11) ..., we transform them and we use that as a **vehicle** for change (R'Bonney Gabriel, Miss Universe 2023).

Excerpt (12) contains a substitution with the word *vehicle* which literally means a vehicle with a concrete referent. However, in the context of this sentence, the *vehicle* is interpreted as a means of carrying something more abstract. There are two substitutions in the winning answers of the winner of Miss Universe 2018—2023.

(3) Elipsis

Ellipsis cohesion is the use of cohesion to reduce or abbreviate certain structural units that have been mentioned before by only mentioning some words or other units as can be seen in the following quotations.

(12) I think the most important thing we should be teaching young girls today is leadership. **It's** something that has been lacking in young girls and women for a very long time not because we don't want to, but because of what society has labeled women **to be** (Zozibini Tunzi, Miss Universe 2019).

(13) And children Ø would have a smile on their face (Catriona Gray, Miss Universe 2018).

In excerpt (12), there is the word *it's* which misses the word *leadership* and copula *to be* miss the phrase *that women can't be a leader* or *women don't have leadership skills*. Meanwhile, in quote (3), ellipsis as a replacement for empty space is found. Mulyan (2005: 28) explains that ellipsis is also the replacement of empty space (zero), which is an element that is actually present, but deliberately omitted for practicality. There should be the phrase *in the slums of Tondo* after the word

children because *children* does not refer to general children around the world, but specifically to slum's children in Tondo as the discourse context. There are 14 ellipsis in the winning answers of the winner of Miss Universe 2018—2023.

(4) Conjunction

Conjunctions are forms or linguistic units that have function as a connectors, joiners, or links between linguistic units (Kridalaksana in Mulyana, 2005: 29). Conjunctions in the winning answers of Miss Universe 2018—2023 can be seen in the following quotation.

(14) ..**. not because** we don't want to, **but** because of what society has labeled women to be (Zozibini Tunzi, Miss Universe 2019).

(15) ... I'm cutting down on pollution through recycled materials **when** I make my clothing (R'Bonney Gabriel, Miss Universe 2023).

(16) ... **if** I could teach also people to be grateful, we could have an amazing world where negativity could not grow **and** foster (Catriona Gray, Miss Universe 2018).

(17) I teach sewing classes to women **that** have survived from human trafficking and domestic violence (R'Bonney Gabriel, Miss Universe 2023).

(18) And I would bring this aspect as a Miss Universe to see situations **with** a silver lining (Catriona Gray, Miss Universe 2018).

(19) To know **that** you are unique (Harnaaz Shandu, Miss Universe 2022).

Excerpt (14) contains a subordinating conjunction of cause (causality) with the word *because* and a coordinating conjunction of opposition with the word *but.* Excerpt (15) contains a subordinating conjunction of time (temporal) with the word *when*. Excerpt (16) contains a conditional subordinating conjunction with the word *if* and a coordinating conjunction of addition with the word *and.* Excerpt (17) contains an attributive subordinative conjunction with the word *that*. Excerpt (18) contains a subordinating conjunction of manner with the word *with.* Meanwhile, excerpt (19) contains a complementary subordinating conjunction with the word *that.* There are 33 conjunctions in the winning answers of the winner of Miss Universe 2018—2023. The 33 conjunctions include coordinative and subordinative conjunctions. The coordinative conjunctions listed are opposition and addition conjunctions. Meanwhile, the subordinative conjunctions are cause, time, condition, attributive, and complementary conjunctions.

b. Lexical Aspects

(1) Synonyms

According to KBBI, a synonym is a form of language that have a similar or the same meaning as another form of language. The synonyms in the winning answers of Miss Universe 2018—2023 can be seen in the following quote.

(20) Where I could **give** something, where I could **provide** something as a spokesperson (Catriona Gray, Miss Universe 2018).

In quote (20), there is a substitution in the words *give* and *provide*. In general, both of them means 'give', but *provide* and *give* in this sentence ahva a different deep meaning. The choice of diction *provide* after the use of the word *give* is *to* show a more intense and close impression of the sufferer. The word *give* just seems like handing something from the agent to the sufferer. Meanwhile, the word *provide* has a closer, intense, and intimate impression because it means that the agent prepares or preparing something for the sufferer. There are three synonyms in the winning answers of the winner of Miss Universe 2018—2023.

(2) Antonyms

In the KBBI, antonym means lexemes that are paired because of the existence of language forms that are opposite in meaning. Antonyms in the winning answers of Miss Universe 2018—2023 can be seen in quote (21).

(21) I work a lot. in the slums of Tondo, Manila, and the life there is very, it's **poor** and it's **very sad**. And I've always taught myself to look for the **beauty** in it, to look in the **beauty** in the faces of the children and to be grateful (Catriona Gray, Miss Universe 2018).

Excerpt (22) contains antonyms that contrast the words *poor* and *very sad* with *beauty*. In this discourse, Catriona as the speaker utilises irony with a positive tendency by using opposing meanings with adjectives in her sentence structure to create a more expressive, emotive, and touching impression so that the audience or speech partners can believe the utterances spoken better. At the beginning of the discourse, Catriona describes how the slum in Tondo, Manila, Philippines, is very poor and depressing. However, Catriona builds a positive discourse from the previous negative sentence, which is seeing beauty from the misfortune that has been described before. There are two antonyms in the winning answers of Miss Universe 2018—2023.

(3) Hyponyms

According to KBBI, a hyponym is a word that has a narrower meaning and is covered by the meaning of a more general word. The hyponym in the winning answers of Miss Universe 2018—2023 can be seen in the following quote.

(22) I think the most important thing we should be teaching **young girls** today is leadership. It's something that has been lacking in **young girls** and **women** for a very long time (Zozibini Tunzi, Miss Universe 2019).

Excerpt (22) contains hyponymy which is reflected in the word *young girls* which is a hyponym of *women*. The use of these two hyponymically related propositions is used to specialise and generalise a group at the same time. Zozi, as the speaker, wants to explain that leadership needs to be taught to young girls. The diction of *young girls* as a hyponym of women here is used to occupy the function of a sufferer because the sentence contains the predicate *teaching* which in fact the basic things to be taught are addressed to someone with a young nature. Then in the next sentence, Zozi tries to generalise women with the words *young girls and women* as the general entity being discussed in this discourse. There are two hyponyms in the winning answers of the winner of Miss Universe 2018—2023.

(4) Repetition

According to KBBI, repetition is a language style that uses keywords found at the beginning of an utterance to achieve a certain effect in conveying the meaning of repetition. Repetition in the winning answers of Miss Universe 2018—2023 can be seen in the following quote.

(23) Come out, speak for yourself because **you are** the leader of your life. **You are** the voice of your own (Harnaaz Shandu, Miss Universe 2022).

Excerpt (20) contains repetition marked in the clause *you are* followed by an adjective with a positive tendency—*the leader of your life* and *the voice of your own*. The repetition is used to emphasise a belief and motivation from the speaker

to the speech partner. There are six repetitions in the winning answers of the winner of Miss Universe 2018—2023.

(5) Collocation

Collocation is a fixed association between a word and another word in the same neighbourhood. Collocation is also used to refer to two words that are often located next to each other. Word combinations in collocations usually form commonly used phrases. Collocations in the winning answers of Miss Universe 2018—2023 can be seen in the following quotation.

(24) …, and that is what we should be teaching these young girls, to **take up** space. Nothing as important as **taking up** space in society and cementing yourself (Zozibini Tunzi, Miss Universe 2019).

Excerpt (24) contains an example of collocation in Miss Universe 2019's answer. There are phrases of lingual units *take up* and *taking up*. The units *take* and *taking* in the discourse collocate with *up to* form a complete lingual unit. There are eight collocations in the winning answers of the winner of Miss Universe 2018—2023.

(6) Equivalence

Equivalence is the equivalence relationship between certain lingual units and other lingual units in a paradigm. Equivalence in the winning answers of Miss Universe 2018—2023 can be seen in the following quote.

(25) …, because we lost so many lives and we cannot afford that. We have to **take care** of our people, that's why i would have **taken care** of them since the beginning (Andrea Meza, Miss Universe 2021).

Excerpt (25) contains equivalence with the lingual units *take care* and *taken care*. Both lingual units mean the same thing and come from the same root. The difference in lingual form occurs due to conjugation, which is a system of changing verb form due to time. *Take care* is a first-form verb, while *taken care* is a third-form verb. There are two equivalences in the winning answers of the winner of Miss Universe 2018—2023.

2. Contextual Analysis
a. Social Cognition

Eriyanto (2001: 260—263) argues that analysis with a cognitive approach is based on the assumption that the text does not have meaning, but the meaning is given by the language user or on the mental awareness process of the language user. To understand the cognition of language users in creating discourse, Van Dijk creates several schemes or models with elements of person schemes, self schemes, role schemes, and event schemes.

Firstly, the person schema. Person schema is a schema that describes how a person views other people. In the answer to Miss Universe 2018—2023's winners, the person schema that is built is that the winners of Miss Universe 2018—2023 view the majority of people, especially women, as people who are still shackled by difficulties, poverty, violence, crime, not getting human rights, not getting equal opportunities, and not having full power in society. These images are depicted in the following quotes.

(26) I think the most important thing we should be teaching young girls today is leadership. It's something that has been lacking in young girls and women for a very long time, not because we don't want to, but because of what society has labeled women to be (Zozibini Tunzi, Miss Universe 2019).

(27) Well, I think the biggest pressure the youth of today is facing is to believe in themselves (Harnaaz Shandu, Miss Universe 2022).

Excerpt (26) spoken by Zozi, Miss Universe 2019, contains a person scheme that explains that Zozi considers that women in the world still have weaknesses because they do not have good leadership skills. The inability of women to lead is because their rights as a society are not fulfilled due to unequal gender equality and stereotypes from society that women are not fit to lead. Leadership is a man's job. Similar to Zozi, Harnaaz Shandu, Miss Universe 2022 also views young people, both men and women, as having a crisis of confidence as seen in quote (27).

Second, is the self-schema. Self-schema is a scheme that relates to how oneself is viewed, understood, and described by a person. The self-schema built in the discourse is the speaker as a public figure who focuses on the field of beauty and women's empowerment. *Third*, the role scheme. Role schema is a schema that relates to how a person views and describes the roles and positions that a person occupies in society. The role scheme built in the answer to the Miss Universe 2018—2023 winners in general is that women should have equal opportunities, rights, trust, and position in society, as illustrated in the following quote.

(28) I think we are the most powerful beings on the world, and that we should be given every opportunity, and that is what we should be teaching these young girls, to take up space. Nothing as important as taking up space in society and cementing yourself (Zozibini Tunzi, Miss Universe 2019).

Excerpt (28) clearly explains that women are beings who actually also have power in society, so they should deserve the same opportunities as men

Fourth, the event scheme. Event schema is the influence of events seen and heard by speakers that influence discourse. The event scheme that influences the discourse of the answer to the Miss Universe 2018—2023 winners is the existence of poverty or social inequality, the spread of negativity between communities, pandemics, identity crises in society, domestic violence, human trafficking, and the desperation of victims of the previously mentioned events as can be seen in quotes (29) and (30).

(29) I teach sewing classes to women that have survived from human trafficking and domestic violence (R'Bonney Gabriel, Miss Universe 2023)

(30) I work a lot in the slums of Tondo, Manila, and the life there is very, it's poor and it's very sad (Catriona Gray, Miss Universe 2018).

The discourse in excerpt (29) is affected by the social phenomena of human trafficking and domestic violence, while excerpt (30) is affected by the poverty that exists in the slums of Tondo, Manila, Philippines.

b. Social Analysis

Van Dijk in Eriyanto (2001, 272—274) argues that there are two important points in analysing society. These are the practices of power and access that influence discourse. In the discourse of Miss Universe 2018—2023's winning answers, the aspect of power that emerges is the status of Miss Universe who has high prestige in society so that it indirectly controls the audience by influencing the audience's mental state. Then, the discourse of Miss Universe's answer aired on

large platforms on an international scale, such as Roku Channel which is a TV channel in America, Telemundo media, and pageant portals on Instagram that spread around the world allowing the discourses produced to reach more people and the opportunity to influence the audience on the issues conveyed is even greater.

CONCLUSION AND SUGGESTION

In the oral discourse of the Miss Universe 2018—2023 winning answers, there are 126 grammatical and lexical elements that form textual discourse. The abundant use of first-person singular pronoun shows that there is a tendency to show one's ability as a good role model for society, especially women, and a sign of conveying ideas from a personal point of view. The number of ellipsis used also shows that the discourse contains sentence effectiveness, considering that the answers spoken in the contest are also limited by time. Other linguistic features are used simultaneously to build the best self-image and prototype for the thoughts and ideas. Conjunctions are also widely used in the answers of the Miss Universe winners, but this element is deliberately ignored in concluding the calculation of language elements that are widely used because the use of complex sentences in answers certainly requires a lot of conjunctions. However, a small conclusion can also be drawn that with the conjunction, the sentences spoken seem formal and show the high level of education possessed by the winners. With the complete use of lexical aspects, the discourse of Miss Universe 2018—2023's winning answers contains strong coherence as well.

Contextually, the discourse of Miss Universe 2018—2023 winning answers was analysed by social cognition and social analysis. The results of the contextual analysis found that the discourse was heavily influenced by negative events that occurred in society and the discourse produced focused on each winner's efforts to motivate and influence the target audience, which focused on women, to take action for themselves in combating social inequalities that occur. The speakers' self-emphasis on what they have done in dealing with the events raised as cases in the speech is used as a model tool for the community to dare to make breakthroughs and changes for the better. The discourse also arises because it is influenced by two social aspects, the aspect of power in the form of status as Miss Universe who has high prestige in society and the aspect of access where the discourse of Miss Universe's answer is aired on a large platform on an international scale. Therefore, when seen from the answers of the Miss Universe winners, the main value of the organisation can be seen. The direction of movement and purpose of the Miss Universe beauty pageant actually leads to good tendencies because the ideas, ideas, and viewpoints of the winners' thoughts uphold efforts to empower women.

This study needs future studies to enrich the findings. They can conduct studies more focusing on social cognition and analysis or the pattern of the beauty pageant contestant's utterance that is closely related with the social analysis found before. They also can conduct studies on other beauty contests because every single beauty contest always has their own characteristic. It maybe influences the discourse produced by the contestants.

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