

CHAPTER I

INTRODUCTION

A. Background

Philippines or Republic of the Philippines is one of archipelago countries located in Southeast Asia. This country consists of 7,641 islands and has three big islands which are Luzon, Visayas, and Mindanao as reported by Philippine Islands Measurements Project. Surrounded by the South China Sea and Vietnam on the west, Taiwan on the north, Palau on the east, and Indonesia also Malaysia on the south (Rhodes, 2009). Philippines is also located on the Pacific Ring of Fire which makes it very prone to earthquakes and typhoons, yet also blessed with abundant of natural resources which makes the Philippines among the world's richest biodiversity. By January 2018, Philippines is the 8th most populated country in Asia and the 12th most populated country in the world with the total population of 106.512.074 million people in 2018 (World Population Review, 2019).

The Philippines has a representative democracy modeled similar to the U.S. system, where the government has a bicameral legislature and an independent judiciary (Porter, 1943). As well as other countries in Southeast Asia, Philippines also has quite big population which in 2018 the population reached 106,651,922 people (countryeconomy.com, 2019). Philippines also had to experience the colonial era. The history of the Philippines is very unique and diverse, since this country used to be colonized by four other countries. The colonial rule started in 1565 when Miguel López de Legazpi a Spanish explorer arrived in the Philippines and founded Hispanic

settlements in Cebu. Under Spanish colonial rule they turned Manila into the capital of Spanish East Indies (Shaw & Mola, 2014). The period of Spanish colonial rule ended in 1898 with the outbreak of Philippine Revolution and marked the beginning of American colonial rule.

Before the American colonial era began, British also had the opportunity to invade and take over the Spanish colonial rule for few years. Nevertheless, British colonial era did not last very long, it started in 1762 when Catholic Archbishop Rojo officially surrendered to British through a written letter. Not too long after that, Spanish colonial rule was restored in 1764 following the 1763 Treaty of Paris (Watkins, 2019).

The colonial era of American in the Philippines began with Spanish-American War in 1898. Through the signing of Treaty of Paris on December 10th, 1898 Spain officially gave up the Philippines to the United States (Lillian Goldman Law Library, 2008). The end of American colonial rule happened when the United States formally recognised the independence of the Republic of the Philippines on July 4th, 1946. Japanese invasion and colonial era in the Philippines happened during the World War II 1942-1945. After Japan launched attack to Pearl Harbour on December 8th, 1941 those American soldiers and Filipinos who left in Bataan finally surrendered on April 9th, 1942 (Editors, 2019).

The Philippines' huge contribution in international beauty pageants is a form of cultural heritage left by the countries that used to colonize them, in this case Spanish and American cultures have influenced the most and left obvious marks on the Philippines' social and culture. The first beauty

pageant in the Philippines began in 1908 with Manila Carnival and in 1898 when America started to rule over the Philippines, the carnival was held as the celebration for America-Philippine relations. As told by the University of the Philippines-Diliman Arts and Letters Professor Jose Wendell Capili, the love of Filipinos toward pageants began in the era of pre-World War II where they had many of carnival queens to assist promoting the goods from the Philippines all over the regions, contrariwise, the people paid more attention on the carnival queens rather than the event itself (Merez, 2017).

There are four big international beauty pageant in the world, the first and the oldest is Miss World, the second is Miss Universe, the third is Miss International, and the fourth is Miss Earth. Historically, the first beauty pageant began in 1951 when Eric Morley from the United Kingdom created a beauty contest named “Miss World” as an international platform for women from all around the world to compete. In 1970, Eric Morley’s wife Julia Morley began to engage in organising the contest itself, she mostly took part in keeping the contestants’ morals and humility protected and started to use the slogan “Beauty With A Purpose” in 1980s. Philippines once won the title of Miss World from their brilliant representative Megan Young in 2013 (BBC, 2013).

In 1952 another beauty pageant named “Miss Universe” was held in America by Pacific Knitting Mills which is a clothing company and manufacturer of Catalina Swimwear, as one of the marketing strategies done by the company. Miss Universe is also still being held annually until today with slogan “Confidently Beautiful” focusing on making positive changes towards women and their surroundings. The Philippines itself has won the title of Miss Universe

for four times. First in 1969 by Gloria Diaz, the second one in 1973 by Margarita Moran, third in 2015 by Pia Wurtzbach, the fourth one happened in 2018 when Catriona Gray succeeded to beat other 93 contestants from other countries in the world and won the title of Miss Universe which was being held in Thailand (Prideaux, 2018).

Miss International is the third biggest and oldest international beauty pageant after Miss World and Miss Universe, organized by The International Culture Association. The contest was first being held in Long Beach, California, USA in 1960. After seven years being held in California, the contest was finally moved to Japan and being held annually until today. Philippines' first victory in Miss International beauty pageant happened in 1964 by Gemma Cruz, the second winning happened 1970 by Aurora Pijuan, the third one came from Melanie Marquez in 1979, the fourth victory happened through Lara Quigaman in 2005, the fifth glory came from Bea Santiago in 2013, and the sixth huge achievement was presented by Kylie Verzosa from the Philippines in 2016 when she also won the title of Miss International (ABS-CBN Corporation, 2016).

Miss Earth is the fourth biggest international beauty pageant which was founded in 2001 by Carousel Productions (Miss Earth, 2019). Miss Earth pageant is the only international beauty pageant that is fully supported and accredited by United Nations Environment Programme, Greenpeace, and World Wildlife Foundation (WWF). This pageant is very special in the hearts of Filipinos, since this pageant was founded and headquartered in the Philippines. The Philippines so far has won the Miss Earth title for four times, first in 2008 through its brilliant representative Karla Henry, second in 2014 through

Jamie Herrell, third in 2015 through Angelia Ong, and fourth in 2017 by the lovely Karen Ibasco.

Because of the massive achievements of the Philippines in international beauty pageant, the country has been acknowledged as the rising powerhouse in international pageantry. The Philippines has many great beauty boot camps which has turned the Philippines into a beauty pageant powerhouse, some of those camps do not even ask for money, they purely do it out of their passion for beauty pageant and for the country's win (Agence France-Presse, 2019). The Philippines is a country which dominates international beauty pageant has produced a variety of contestants who won different titles in all big four international beauty pageants, Miss Universe for four times, Miss World once, Miss International for six times, and Miss Earth for four times (Salac, 2019). The Philippines always making it to the top 10 at the very least in international beauty pageant, in Miss Universe pageant for example the Philippines has always placed without fail since 2010 until 2018 (Escalona, 2018).

As bright as Philippines' achievement in international beauty pageants may seem, Philippines still faces several issues in social and economic life. Philippines has significant number of people who are unemployed, the percentage of unemployment in the Philippines has been rising from 5% to 5.1% in 2018 which is equal to 2.2 million Filipinos as reported by Philippine Statistics Authority's Labor Force Surveys (Rivas, 2018). Although many other countries also suffer from unemployment but it can be the root which may lead to a more serious problem. Poverty is one of major issues which happens in developing and under-developed countries, as one of developing countries in Southeast Asia, Philippines also has to deal with

poverty. In fact poverty is not something easy to deal with, it takes a long time and persistence in overcoming the poverty itself, especially for a populated country which consists of diverse society. In 2015, 21.6% people in the Philippines live below the national poverty line and for every 1,000 babies die before their fifth birthday (guido, 2018).

In 2015 it was estimated that around 22 million Filipinos still lived below the national poverty line, lack pro-poor pattern of growth, large gap of income inequality also in opportunities, and the detrimental impacts of natural disasters are reported as some of the obstacles that hinder the poverty reduction in the Philippines (The World Bank Group, 2018). Most poor Filipinos do not get the access to proper education and live in large households along with individuals who are self-employed or mostly work in agriculture as laborers.

Another issue which needs to be concerned about is the lack of education or unaffordable education, in 2016 the data from Annual Poverty Indicators Survey (APIS) showed that approximately 3.8 million children and youth in the Philippines are out of school or in other words 10% of 39 million Filipinos with age range from 6 to 24 years old are not able to go to school. The reasons behind the huge number of out of school children and youth are quite various, in accordance to the data provided by APIS marriage or family matters 42.3% is the biggest factor that keeps children and youth from attending the school, high cost of education 20.2%, and personally uninterested 19.7% (SunStar Publishing Inc, 2017).

All of those factors above such as poverty, lack of human resources, insufficient natural resources

have initiated Philippines to find another way in shaping their positive image in the international world. It is impossible for the Philippines to solely depend on their natural resources since it is very limited, unemployment and poor education also some other factors which make it impossible for the Philippines to rely on their human resources. However as the result of a long colonialization by Spain, America, and Japan (especially Spain and America) the Philippines until today still has unique and rich culture. Beauty pageant is one of the examples of the Philippines' culture that can be used as their country's branding in international world.

B. Research Question

Based on the background of the research, the thesis is going to focus on addressing research question as follows:

How did beauty pageant affect to the Philippines' image in the world?

C. Theoretical Framework

In regards to the thesis, the researcher has selected a concept to help to address the research question proposed:

1. Soft Power

Diplomacy is a state's strategy in order to achieve their national interests through a political process and maintain their foreign policy in order to influence another state's policy. However, diplomacy today is often conducted using soft power diplomacy as means to achieve national interests of a state.

It is important to first understand the meaning of soft power itself. Soft power is the ability to affect others to obtain the outcomes one wants through attraction rather than coercion or payment (Nye, 2008). Cultures, values, and policies can be the sources of a state's soft power. Through this ability, a state can definitely influence other states to obtain the wishes that they want by using their culture or ideology. Joseph S. Nye also argues that one can affect others' behavior in three main ways: threats of coercion ("sticks"), inducements and payments ("carrots"), and attraction that makes others want what you want.

The goal of using soft power is indeed to promote an impressive image and acquire positive public opinion. A state's capability to shape preferences of others plays crucial role in the success of soft power diplomacy that a state is doing. Soft power is indeed way more effective and efficient to positively attract others compared to hard power. That is why soft power is seen as the main tool in conducting diplomacy today since state is not only being the main actor, but also it involves non-government actors such as organizations, a group in a society, as well as individuals in a country.

Soft power is not all about influencing others, but most of all it is about the ability to entice and attract because soft power is an attractive power. Military, politics, and economy are not the main tools used in soft power, rather than using them, soft power is focusing on using cultural elements in conducting diplomacy. Philippines is one of the countries that is often using soft diplomacy to achieve their interests through cultural sector such as beauty pageant.

Soft power has become a new instrument for the Philippines to play more significant role and attract attention from other countries by utilizing their unique culture, in this case they are using their strength in international beauty pageant contests. It has given positive feedback to the Philippines' fame in international world and also make it easier for the Philippines to further conduct cultural diplomacy. Philippines as a developing country in Southeast Asia realizes their weaknesses in human and natural resources, therefore in order to build a positive image in international world they keep making great achievements in international beauty pageant contests as branding to elevate their country's fame.

2. Cultural Diplomacy

Culture and diplomacy are indeed two different words with different meaning, therefore before going further to the explanation of cultural diplomacy it's important to understand 'culture' and 'diplomacy' first.

Diplomacy is often concerned with the management of relations between states and other actors, from a state perspective diplomacy is concerned with advising, shaping, and implementing foreign policy (Barston, 2012). Meanwhile according to Hans J. Morgenthau, diplomacy is promoting national interests of a state through peaceful ways (Pham, 2015). The term diplomacy itself came from Greek word "diploma" which means "folded in two" and diplomacy later became identified with conducting of international relations (Freeman & Marks, 2019). Diplomacy is also a set of practices, institutions, and discourses which is crucial for the basic understanding of the historical evolution of the international system and its evolving functional and

normative needs in order to promote peaceful relations among nations (Tsygankov, 2018).

The word “culture” derived from a French word which in turn derived from the Latin “colere” which means to tend to the earth and grow, or cultivation and nurture (Zimmermann, 2013). Meanwhile according to Tyler a British anthropologist, culture is complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society (Spencer-Oatey, 2012). Understanding culture, therefore is about setting out an interpretative framework for meaning that focuses directly on attempts to define the real meaning of things within a given culture (Dadze-Arthur, 2017). Culture plays important role in our lives since it will also influence the social order, relations among the people in a society, and above all it will also affect our perspectives in seeing the world.

Cultural diplomacy according to Milton Cummings is the exchange of ideas, information, art, and other aspects of culture among nations and their peoples in order to foster mutual understanding, however it can also be more of a one-way street than a two-way exchange, as when one nation concentrates its efforts on promoting the national language, explaining its policies and point of view, or “telling its story” to the rest of the world. Cultural diplomacy believes that culture has a vital role to play in international relations which connects human values more than ever before (Estraiikh & Estraiikh, 2018). Therefore in real, the practice of cultural diplomacy can actually be done by the civil society. Culture indeed can be example of a state’s soft power in order to achieve their national interests through a peaceful way. Soft power itself is the ability to affect others to obtain the outcomes one wants through attraction

rather than coercion or payment which rests on its resources of culture, values, and policies.

Culture as a concept has taken hold where the value must be measured in the real world (Lee, 2007). The cultural diplomacy of the Philippines is aimed to promote Philippines' wonderful tourism, strong and talented human resources, and build mutual understanding among nations. One of the most interesting and modern alternatives used by the Philippines to show their capability in international level is through beauty pageant. The people of the Philippines are very proud of their country and their culture which have shaped them until today. Philippines' massive achievements in international beauty pageants is the means of the Philippines to change the world's stereotype towards the Philippines in order to be respected and most importantly to develop their national image and reputation.

There are two important things in cultural diplomacy, micro and macro diplomacy. Micro diplomacy is related to the culture exploitation in order to support the implementation of foreign policy, meanwhile macro diplomacy is related to the involvement of power and political prestige economy and military that are adopted by developed countries that create unbalance condition between states so that cultural diplomacy can be implemented in (Warsito & Kartikasari, 2007). In this case, the use of beauty pageant as Philippines' form of cultural diplomacy can be classified in micro diplomacy explained by Warsito and Kartikasari in their book.

There is the need for a country to be able to see how other countries in the world perceive them as a nation. In a world that has been widely globalized, the image of a country and its promotion assume even

greater importance economically, politically, socially and culturally (Dinnie, 2009). Culture and identity are two things that cannot be separated since culture is the major determinant to shape one's identity or even a nation's identity (Leff, 2010). Hence the Philippines as a developing country in Southeast Asia realises their cultural wealth and diversity can be utilized as their soft power to promote their country globally.

Along with the globalization the process of interaction and integration among the people, companies, and governments of different nations which supported by the development of technology and mass communication, cultural diplomacy gives greater access to people to understand other cultures better which resulted in acceptance as well as mutual understanding ("What is globalization?," 2018). Consequently cultural diplomacy when learned and applied at all levels, possesses the unique ability to influence the "Global Public Opinion" and ideology of individuals, communities, cultures or nations, which can accelerate the realization of the 5 principles: Respect & recognition of Cultural Diversity & Heritage, Global Intercultural Dialogue, Justice, Equality & Interdependence, The Protection of International Human Rights, Global Peace & Stability (Institute for Cultural Diplomacy, 2019).

D. Research Argument

By using cultural diplomacy theory and soft power concept, this research will denote that the use of beauty pageant as Philippines' form of cultural diplomacy will elevate Philippines' fame in international world. Active participation and massive achievements of Philippines in international beauty pageants have resulted to:

- 1) The world sees the Philippines as a rising powerhouse in international beauty pageants, which has positively affected their reputation and fame in international world as Philippines' branding to further conduct their cultural diplomacy with other countries.
- 2) Philippines hosted several international beauty pageants as means to promote their tourism have increased the interest of foreigners to visit the Philippines.

E. Research Methodology

This research on the use of beauty pageant as Philippines' form of cultural diplomacy was done using qualitative research method by collecting information from credible sources such as books, journals, articles which have been analyzed using the theoretical framework as mentioned previously. This research is also using secondary data which collected from observation and research from books, journals, articles, and other reliable information regarding to the topic which will be transformed into descriptive text in order to enhance better understanding.

F. Structure

This undergraduate thesis is divided into four chapters where each chapter explains more details, as follows:

Chapter I, this chapter describes introduction on the background of research on why it is important to discuss about the topic. This chapter also consists of research question, theoretical framework, research argument, method, and the structure of the writing.

Chapter II, this chapter will discuss about the background and development of beauty pageant in the Philippines along with the Philippines' cultural diplomacy.

Chapter III, this chapter will discuss about the result from the beauty pageant to the Philippines in raising the country's reputation and image in international world through active participation, massive achievements, as well as explaining how beauty pageant can help boosting the Philippines' tourism.

Chapter IV, this chapter will consist of conclusion based on the result of the research that has been analyzed. The conclusion in this chapter is the final results of a series of author research processes.