



Discourse Study of Zozibini Tunzi's Speech in Miss Universe 2019: A New Approach to Women Leadership

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Abstract

There is a particularly long tradition of argument about women's leadership and existence in society. This became triggered by Zozi Tunzi's speech for her coronation in the Miss Universe 2019, Atlanta Georgia, USA. As a women leader and educational advocate from South Africa, she shows the importance of "taking up space" for women. This research purpose is to analyse how Zozi's speech impact in women leadership and women participation in the middle of "society has labelled women to be". This article is using secondary data from Zozi's speech, Miss Universe official website and media platform by qualitative descriptive. The study will show the changes in pageant patterns as a tool for building the resilience of women's leadership.

Keywords: *Miss Universe; Public Diplomacy; Women Leadership*

Introduction

Women's participation in society can be said to be far below average. For example, it can be seen in the low participation of women in politics. Based on data published by UN Women per September 19 2022, only 28 countries have heads of state and/or governments led by women. At the ministerial level, only 14 countries have achieved 50% female participation in the cabinet (UN Women, 2022). In addition, globally, there are 24 countries where the number of women's participation is less than 10% of members of parliament. Thus, it can be said that the annual increase in women's participation in politics is only about 0.52 percentage points. Apart from the political aspect, women's participation in the business aspect is also still far from the word of equal. According to existing data, only 29% of senior leadership positions in the world are led by women. When in fact, women scored higher than men in 17 of the 19 categories that distinguish excellent leaders (Apollo Technical, 2022).

As an organization that focuses on women empowerment, Miss Universe has existed since 1953. In the beginning of the contest Miss Universe focused on bikini promotion. But time goes by, Miss Universe has become more developed since the 2000 era's and focused on women empowerment, gender equality and most importantly is women leadership. In the 2000 Miss Universe contest in Cyprus, there were protests being carried out in Cyprus, with protesters alleging Miss Universe was disrespectful towards women. Based on these protests, top three finalists, Lara Dutta from India, Helen Lindes from

Spain and Claudia Moreno from Venezuela were asked: “Right now there is a protest going on right outside here calling the Miss Universe Pageant disrespectful of women. Convince them they are wrong” during the final question session.

Winner of the Miss Universe at that time, Lara Dutta from India confidently answered: "I think pageants like the Miss Universe pageant give us young women a platform to foray in the fields that we want to forge ahead, be it entrepreneurship, be it the armed forces, be it politics. It gives us a platform to voice our choices and opinions and makes us the strong, independent we are today” (Hindustan Times, 2022).

Since Miss Universe focused on implementing women and empowerment values, the former winner and contestants are getting intense in promoting inclusivity for women. In the period of 2001 - 2018 Miss Universe transformed their value system to be more diverse in defining beauty in women. Including transformation that is implemented nowadays, and Zozi’s winning in Miss Universe 2019 as the prove that Miss Universe is really focus on building women character and empowering women to be the best version of themself.

Based on existing data, in the range of 2015 – 2020 the representation of women in senior management grew from 23% to 28% or of the 100 men who were promoted to become senior managers, 85 of them were filled by women (Apollo Technical, 2022). In addition, there has also been an increase in the participation of black women in the senior management sector. From a row of countries such as the European Union, Asia Pacific and North America, the continent of Africa contributed the highest percentage of senior management of women.

Region of the World	Senior Management % of Woman in Workforce
Asia Pacific	27%
North America	29%
European Union	30%
Latin America	33%
Eastern Europe	35%
Africa	38%

Figure.1 Number of Women Participations in Senior Management based on their region
Source: (Apollo Technical, 2022)

From the data, we can see that indirectly, Zozi has an influence on women's participation in society. Zozi’s speech turned out to have become a pillar for women around the world in realizing their dreams that have been buried so far. Especially for black women who were always underestimated by the wider community. In fact, black women can also occupy senior manager positions in a company. And not even just for black women, but also for all women who have the same dream. So, because of that, it is interesting for the authors to make this paper to find out more about women's participation in society after Zozibini Tunzi winning Miss Universe 2019.

This research used a qualitative research method. The qualitative method is a research procedure that utilises descriptive data in the form of written word or speech from individuals and actors that can be observed to describe problems and research focus. The authors read the articles related to the theme of “Discourse Study of Zozibini Tunzi’s speech in Miss Universe 2019: A New Approach to Women Leadership”. This research will specifically explain Zozi’s speech in promoting “The Women Leadership” and highlighted Zozi’s “Taking Up Space” for women in society. Other sources in the form of articles, news, book, magazine and electronic publications like websites and other electronic media were the supporting data to understand more about Zozi’s role in promoting women leadership. Data

processing used a critical reading approach. The data that will be used will help the researcher to collect relevant samples with the research.

There are several types of Diplomacy, one of which is Public Diplomacy. Public Diplomacy is the process of creating an image by the country on an international level to raise the country's capacity in order to reach diplomatic purpose / interest (Ashari, Public Diplomacy, 2020). Different from the general practice of diplomacy which is government to government, the target of public diplomacy is the society or the public abroad. Public diplomacy generally involves elements outside the government such as academics, public figures, and mass media (Ashari, Public Diplomacy, 2020).

The role of Public Figure in order to promote public values are the arguments and the purpose of this research. Miss Universe as an NGO is also a non-traditional actor in international relations. When Zozi won Miss Universe 2019, she became Public Figure, International highlighted women and actors in this kind of diplomacy. Therefore, Zozi will be an important actor in this article. The mechanism for public diplomacy is different from conventional diplomacy, in which public diplomacy emphasises the relationship between government to people or people to people. Public diplomacy can be done by any individual because it provides an opportunity for its actor to promote diplomacy. Implementation of Public diplomacy is by Zozi's influence as a public figure to promote the mission of its message. There are key aspects of the concept of public diplomacy that are now implemented differently from the concept of old public diplomacy (Cull & Sadlier, 2009). These aspects are: Increasing the role of non-traditional international actors, especially NGOs; Mechanisms used by actors to communicate with the world community moving more towards newer, real-time, and global technologies (especially internet usage); New technologies are increasingly blurring the rigid boundaries between spaces international and domestic news; Public diplomacy now uses concepts that specifically originate from marketing (especially place and nation branding) and concepts that develop from theory communication network; (Therefore, there is) a new terminology of public diplomacy as the language of prestige and image which paved the way for discussing 'soft power' and 'branding'; New public diplomacy departs from actor-to-people communication during the Cold War era to a new emphasis on people-to-people contact with international actors as facilitator; and In the new concept of public diplomacy, the main task is 'Build a relationship where the relationship does not have to be between the actor and foreign audience but it can also be between two audiences, which are foreign to each other, which the communication the actor wants to facilitate (Chintami, et al., 2021).

Beside key aspects in public diplomacy, Zozi's role as an actor of diplomacy can be easier to reach abroad in order to deliver its interest. In international relations, actors are able to practise their diplomacy by specific approach including in public diplomacy that has fives approach, there are:

1. Listening. The effort to collect the data from international audiences abroad in order to listen and understand what people care about, what people are using and what is the most relevant way to practise its diplomacy itself. Listening is linear with how decision makers to arrange its public policy to direct public opinion to their diplomacy way;
2. Advocacy. The effort to manage the international community by seeking or supporting the occurrence of international communication activities to promote the policies, ideas, or public interest actively to international society;
3. Cultural Diplomacy. The effort to manage the international society by creating cultural influence, promotion and seeking local culture to be known to international level;
4. Exchange Diplomacy. The effort to manage the international community by sending citizens abroad and also accepting citizens from abroad during a certain period of time for study and/or acculturation. This approach is carried out with the assumption that 'students from our country will go abroad and tell how good our country is; your students will come to our country and study how beautiful our country is'; and
5. News and International Broadcasting. The effort to manage the international community by using radio, television and internet to interact with people abroad. International broadcasting is a

diplomatic practice that often overlaps with other public diplomacy approaches. Reasons for viewing separation from the practice of public diplomacy is due to a special structure and the ethical foundation of its special component. In history, the most influential element all this time in international broadcasts is news, especially when the news is objective (Chintami, et al., 2021).

Zozi's speech in Miss Universe as the form of delivering message towards "Women Leadership". Therefore, the Miss Universe organization has also implemented the approach above, in order to maximize public potential and support Zozi's influence in women leadership to reach out to more public society across the universe. Zozi will work together with the Miss Universe organization in the implementation of a people-to-people system in public diplomacy.

Literature Review

Magda Hinojosa and Carlee J examine how the Miss World pageant may serve as a forum for women's leadership, develop brilliant women with access to political participation, and provide new categories for representation (Hinojosa & Carle, 2016). This article studies the pattern by doing comparative study towards 4 finalists of beauty pageant that are actively involved in political events post coronation moment.

"There she is, Miss Universe: Keriman Halis Goes to Egypt, 1993" became one of remarkable writings about the evolution of women leadership in eastern countries by Amit Bein (Bein, 2018). It shows the previous pattern of beauty pageant consistently favored western nations' viewpoints. In addition, the stigma of being in a beauty pageant has significantly embedded from eastern countries society's perspective. Therefore, by her achievement in Miss Universe, the feelings of being represented by eastern countries society clearly illustrated in the description of this article, in which the young girls began to find euphoria and motivation from Kernal Halis' voyage.

They Grow as Speakers, as Leaders "A Case Study of Experiential Leadership in the Miss World Eskimo-Indian Olympics Pageant" by Williams (Williams, 2019) concerned about the conditions of the adaptations of women's spaces into an arena for leadership. The leadership skill is gain through the experimental dan participation in the close circle of society. Therefore, women's participation in the old beauty pageant became the first way to gain society's attention to women's behavioural participation. From the discussion above it shows that the women participation in beauty pageant over the years gave a significant pattern for social changes. Along with that, by women's participation and speaking upon domestic issues it also gave broader insight about women. Thus, this article will elaborate more about women leadership growth through beauty pageants.

Discussions

The lack of participation women in society triggering Zozi to speak up more about women participation in society. Zozi or Zozibini Tunzi is the winner of Miss South Africa 2019 and continues the legacy of Tamaryn Green, Miss South Africa 2018 to represent South Africa in Miss Universe 2019. Zozi left for Atlanta on November 26th 2019 with an inspiring story from his grandmother. On the final night, Zozi became the first finalist from Africa and Asia-Pacific to be called into the top 20 round. During the competition, Zozi as the women and educational advocate raising the issue of the lack women participation in society. Miss Universe contestants in the same batch as Zozi has also supporting on what Zozi's carrying out to the stage. Miss Indonesia, Frederika Alexis Cull has a similar advocacy who advocate women and children in Indonesia who did not have birth certificate also build social program "Sekolah Bisa" for young girls who did not going to school because of financial problem (Chaerunnisa, 2019). Another worth highlighted women leader is Miss Puerto Rico, Madison Anderson who speak

about “Empower Women to the personal transformation” Madison dedicated her life as advocate for women domestic violation in Puerto Rico and she raised awareness for women “to be a leader and be a voice”.

In the top 20, Zozi gave a speech about an inspirational story she got from his grandmother. She said that she is a lucky black girl because she has a better education than the previous generation in her family. The message that Zozi conveyed in the speech session was:

“I got my first look ever from my grandmother who never got an opportunity to get an education. She gave me that book because she had hoped that I would have a future much better than hers. I come from a strong woman who are fought, who not only to be recognized as human but to be recognized as an intelligent and capable leader. Because of those women I am here today and it is now my responsibility to inspire others to be the best and to stay confident in everything that they do”

(Beauty and Beauties, 2020).

Miss Universe 2017 Demi-Leigh Nel-Peters answer during the top 5 Q&A. She asked this question “Women make up 49 percent of the global workforce, what do you believe is the most important issue facing women in the workplace today and why?” According to Demi, “In some cases women get paid 75 percent of what men earn, for doing the same job working the same hour and I do not believe that that is right. I think we should have equal pay and equal work for women all over the world” (Lopez, 2017). If we are talking about women in politics, Miss Universe has also concern in political potential. Patricia Yurena Rodriguez, Miss Universe Spain 2013 once said “I believe that in order to select a good woman, she must possess good qualities in order to perform a good job – discipline, knows how to adapt herself, how to respond so she can fulfil her job” (Umbao, 2013) for answering “What is the most significant thing we can do help elect more women to political offices around the world?” (Umbao, 2013).

Through Miss Universe, Zozi bravely speaks up about women leadership. In her final speech, she said that women must have a voice in society and to not be afraid of their power because women have a voice. Thus, Zozi made Miss Universe and her reign as a platform to increase women's power as a leader in various aspects. Besides Zozi, there is also Leila Lopez, Miss Universe 2011 who comes from Angola. Zozi and Leila share the same vision, to make women a leader and achieve their dreams. In fact, Zozi is the second black woman after Leila who won Miss Universe and they both raise the same issues regarding the role of women in society. The belief of Zozi turned out to have an effect on women's participation in society.

However, it is clear that Miss Universe has concerned for women's participation in society, not only in politics but in economic, social and other sectors. The low participation of women in society is in line with what Zozi said, the 2019 Miss Universe winner from South Africa. According to Zozi, who was conveyed via Reuters, the low numbers of women participation in society is due to a social construction which says that men lead and women follow so that this system became a belief by the wider community today. For this reason, during the winning moment of Zozibini Tunzi, Zozi through her speech raised issues regarding leadership and women's participation. Zozi's main reason for raising the issue of women's leadership is because Zozi believes that thousands of women's dreams have died and been buried because of social constructions which believe that women cannot become leaders. Indeed, women also have power that is as strong as men and even women may be able to solve various problems in the world. It is also in line with Jakelyne Oliveira, Miss Universe Brazil 2013 during the final question round “In my opinion, we as women achieved our independence through time. But unfortunately, nowadays we still have some problems with our independence as women. But we need to keep our open minds because nowadays we are homemakers, we are out there in the workforce, in my country we have a female president. We are capable of everything” (Umbao, 2013).

Zozi's final answer marked as the most memorable and iconic jargon in Miss Universe history. She just delivered "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. I think we are the most powerful beings in the world and we should be given every opportunity and that what we should be teaching this young girl to *take up space*, nothing is as important as taking up space in society and cementing yourself" (BBC News, 2019).

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