

Reimagining Feminism in *Beauty and the Beast*: A Critical Analysis of Gender Roles and Power Dynamics

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“As water reflects the face, so one’s life reflects the heart.”

— Proverbs 27:19 (NIV)

ABSTRACT

This research examines Vera Southgate *Beauty and The Beast* through the lenses of *Feminist literary criticism*. Focusing on how the story addresses traditional gender roles and transformation. Using Simone de Beauvoir to explore the role of women in society. As a result: **1)** The narrative suppresses conventional evaluations by shifting focus from physical appearance to inner virtue and emotional transformation. Beast’s appearance does not fit societal expectations. It makes society, Beauty, does not accept the Beast by his physical appearance. **2)** Traditional gender roles are actively imposed, marginalizing female agency and reinforcing patriarchal norms. The traditional gender roles between women and men in society are shown in this literature, where men are more dominant and providers while women are caretakers and submissive. **3)** The interrelationship of power between characters illustrates a dialectical relationship in which dependence and autonomy are continuously renegotiated. True love is not based on physical appearance, but it is from the kindness from the heart. It can make a big transformation when someone finds their true love. This analysis is significant for its contribution to feminist literary criticism, as it illustrates the dual capacity of literature to both reinforce and challenge societal structures. It is expected that these insights will stimulate further research into the transformative potential of narrative in reshaping gender identities and power relations.

Keyword: *Gender roles, appearance, transformation, societal expectation, power relation*

INTRODUCTION

Gender roles and power dynamics exist in human’s life. Appearances are useful in showing identity to the world. People are always assessed by the way they dress up. Society often judges someone’s appearance, not looking through their personality. This is a normal act of humans that will always happen anytime and anywhere. Physical appearance is more shown than inner beauty, and creates a beauty standard. Children’s literature plays an important role in shaping the children’s character. *“Children’s literature provides models of behavior, helps to shape character, and gives children a*

framework for understanding moral and ethical questions" (Huck et al., 1987, p. 26). Children are always served with stories, which create a thought that beauty has a standard. "Some 31 percent of the fairy tales associate beauty with goodness, while 17 percent associate evil with ugliness." (Julia Métraux, 2022). In the story of Beauty and the Beast, it represents how physical appearance is more dominant than inner beauty. Beauty and the Beast, a book authored by Vera Southgate, serves an act of a girl that was locked up in a palace by the Beast. The girl was scared and judged Beast from his appearance. Through the lens of feminist theory, the story offers material for critical analysis, highlighting the gender roles in the world of patriarchy.

An illustration book titled "*Beauty and The Beast*" is one of the most popular fairy tales in the world. This book was authored by Vera Southgate and illustrated by Stephen Player, was published by *Ladybird Books* in 2006. With 47 pages and many illustrations on each page, this book serves a story of a girl that fell in love with a beast. This story centers on Beauty, where her father trespasses a palace of the Beast, which leads Beauty forced to live in the palace with the Beast. This narrative draws the action of Beauty that always obeys the man, which serves in the patriarchal era. The illustration by Stephen Player captures the expression of beauty that is worried about facing the consequences. The storyline highlights Beauty that has to stay in the palace with the Beast, someone stranger and also scary. She is locked up in the palace and she does not have any chance to oppose. This shows how men have more power than women. This book is aimed for 5-8 years old, encouraging the children to know about the beauty standard and power in the world.

Written from a girl's perspective, 'Beauty and the Beast' served the story of a young girl named Beauty. She was forced to grant the Beast's wish so her father would not be killed, after taking a white roses from the Beast's garden. Facing many challenges to live with a scary creature and being away from family makes Beauty not feel comfortable and also feels miserable in her life. Social expectations dislike the Beast appearance, same as Beauty. Meanwhile, Beast accepted Beauty to live and use all his things in the palace from her beautiful face. But after a while Beauty had learned how to accept her destiny and started to love Beast for whoever he is. The story narrates the social expectations and gender roles that are crucial in this world.

In a recent study titled '*Monique Banks' analysis of Jeanne-Marie Leprince de Beaumont's 18th-century version of Beauty and the Beast*' uses the feminist theory by Simone de Beauvoir's. This study by Bank is talking about gender roles and the balance of power in relationships. The feminist is based on Southgate's interpretation. Monique Banks focuses on how Beauty was a powerful character that plays an important role in her relationship with Beast, especially in Beast's transformation. Her study highlights on gendered expectations in 18th-century France and critiques themed of both male and female gender roles. Furthermore, this analysis shows that even if every Beauty and the Beast' story adapts in a

specific cultural context, patriarchal themes and expectations persist inside. They have explored international renditions of Beauty and the Beast from Russia, China, Portugal, analyzing the tales' cultural reflections on gender dynamics and societal expectations. They define Beauty as a submissive figure from traditional culture of gender roles. However, these versions sometimes also offer subtle challenges to these expectations, providing insights into alternative, empowering portrayals of female characters.

In this research, using Feminist Literary Criticism in *'The Second Sex (Le Deuxième Sexe)'* (1949) by Simone de Beauvoir to explore women's role in the patriarchal world. The *Feminist Literary Criticism* highlights the works of female authors that are often overlooked in male-dominated literary canons. It helps to examine how literature portray gender roles, power dynamics, and societal expectations of men and women. Simone argued that *"Man represents both the positive and the neutral, woman represents only the negative, defined by limiting criteria, without reciprocity. She is the Other."* (*The Second Sex*, 1949, p. xvi). Beauty's act on deciding to stay with the Beast shows how women are less dominant than men. There is always stereotyping where men should be masculine and women are feminine. Men are overly dominant in the world that will limit the women's public spaces and opportunity to grow. Women are supposed to be passive, submissive, and do duties at home.

By looking at the *Beauty and the Beast* story through the lens of *Feminist Literary Criticism* by Simone de Beauvoir, this research will express how the story not only emphasizes the social expectation and true love but also how literature perpetuates traditional gender roles and reinforces the subordination of women. By analyzing Beauty's journey, her acceptance of the Beast and her transformation into a good woman, the narrative highlights the cultural construction of femininity as a tool to fulfill the societal expectation and maintaining patriarchal norms. This research proposes to see the broader aspect of gender roles and society expectations served in the children's literature and happened in this world.

Binary Opposition

Inner Beauty	Physical Appearance
<p>Beauty falls in love with the Beast from his kindness, not from his ugly and scary face. This act represents true love. <i>"Beauty's feelings grow out of her appreciation for the Beast's kindness and gentle nature, showing that "true love is based on virtue, not on outward appearance"</i> (De Beaumont, 1756, p. 45).</p>	<p>The society, also Beauty, judges Beast's appearance based on his monorous, symbolizing superficial judgment. <i>"In our culture, appearance becomes a marker of inner worth, as though the body's surface were a reflection of the self"</i> (Bordo, 1993, p. 16).</p>

METHOD

This research used the qualitative method to analyze the children's literature *Beauty and The Beast* by Vera Southgate, guided with Simone de Beauvoir's *Feminist Literary Criticism* (1949). Literature operates as a dynamic space where dominant gender ideologies are both constructed and contested, providing a critical framework to expose and challenge the social structures that marginalize women (de Beauvoir, 1949). "*Feminist theory challenges traditional narratives, seeking to uncover the ways in which literature reinforces or resists societal structures of power and gender norms*" (Tong, R., 2009). The theory by Simone de Beauvoir would find out the power and gender norms that happened in the literature. The data was served in a shape of narrative, therefore it suits the method to describe, explain, and argue about the story that was often related to the social phenomena. This research helped to examine the role of women that is represented and challenges traditional gender norms.

Data collecting involves a close examination of the story book, focusing on key themes of *gender roles* and *society expectation*, both frameworks emphasize the different gender roles that happened in the society. By analyzing the illustration, it helped to find more issues that also relate in life. Illustrators often put a hidden message and a purpose on the illustration that was not in the story. Each sentence and quote from the book has also been analyzed to know more issues that are happening in the story. The study's scope is limited to traditional gender roles of women and the society expectation using the binary opposition of *Inner Beauty* vs. *Physical Appearance* as a reflection of gender and beauty.

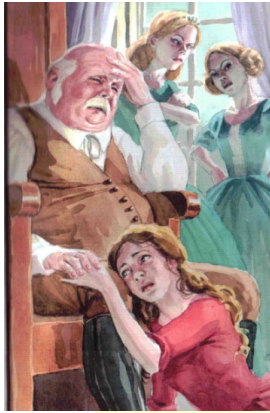
This study aims to raise awareness of the gender issues in children's literature. By reimagining children's stories through the *feminist literary criticism*, one could be able to uncover the implicit messages of a literature. *Beauty and the Beast* narrative reflected societal norms and expectations about gender roles, beauty standards, as well as power dynamics. Through this analysis, hope for parents and creators will consider the literature in a critical perspective, questioning how the narrative might shape perceptions of the readers in identity and relationships. Moreover, this study emphasizes the importance of discussion around the topic of gender issue in academic and social contexts. Ultimately, this analysis is not focusing only on critique, but to inspire a shift in how children's literature is created and consumed.

DISCUSSION

1. Societal Expectations of Physical Beauty and Identity

The story starts with an old merchant who had 3 daughters. His youngest daughter, Beauty, is the main character that is always highlighted in the story. She was the prettiest of the three, also good, kind, and lovely. Everyone loves her and praises her beauty, except her sisters. Her both sisters were very pretty, but not good nor kind, they were proud and selfish. Unfortunately their father lost all of his

fortunes and has gone poor. This illustration represents Beauty's family that consists of 4 people, where it more captures the relationship between Beauty and her father. Stephen Player illustrated the position of



the two elder sisters at the upper part of the illustration, then the merchant and Beauty at the lower part. The elder sisters showed their faces of contempt and scorn, they made a sharp contrast with Beauty that they only value their father's money and possession. It also shows that Beauty's sisters were more dominant in the family and that they were selfish and proud, where they are illustrated standing up behind them and the positioning is higher than Beauty and the merchant. Beauty was illustrated at the lower part that symbolizes her humility and integrity. It also symbolizes that Beauty always obeys her father, and women are normally always supposed to obey the men. The two sisters were wearing dresses in cyan and Beauty was wearing a red dress. It created a sharp contrast

from the cool and warm color that showed further more of their characteristic in which the two sisters were sternly cool and unmoved, while Beauty's heart was filled with love and compassion. It created an effect to make Beauty be the center of the picture. Their father feels really stressed, but Beauty shows sympathy to his father, with a sad expression on her face. The picture also shows that Beauty is his favorite daughter, and can be seen from their physical contact that their father holds back her hand. *"Historically, women's submission to men has been idealized as a cornerstone of social stability, with obedience seen as a virtue in women and a source of attraction for men."* (The Second Sex, Beauvoir, 1949, p. 732). Women's submission has been idealized. Men are more likely to prefer women that are more submissive, it makes men feel like they are the leader. Beauty is more submissive than the elder sisters, which makes their father favorite Beauty more among his daughters.

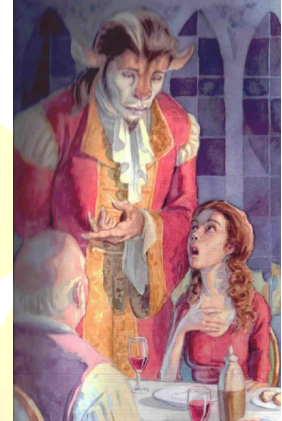
"One day, the father gathered his three daughters together and told them that he had to go to a distant town, on business. He might not return until the next day" (Southgate, 2006, p. 10). But her father ended up in an empty palace. He saw some white roses in the garden, reminded him of Beauty because she wanted some white roses. Beast showed up and was furious at the merchant, and told him to bring someone he met first when return home. In this illustration, the painting was illustrated by the color of gray, purple, red, and green, which made a sharp contrast and created a fierce and tense atmosphere.



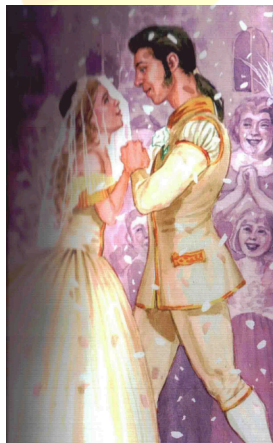
The Beast's appearance of glaring eyes, sharp teeth, and long paws make people frightened and judge his appearance. Beast was depicted with a furious face, showing how scary his face and how powerful he is. He wears a red yellowish cloth to highlight the Beast rather than the merchant. The Beast is drawn in an upper position, representing how the Beast is more dominant and he

has the power to make everyone obey him. It attracts the reader's eyes to see Beast's appearance in full proportion. The father was scared, he does not expect for someone to look as scary as the Beast. Society often expects someone will have a good and beautiful appearance. The merchant follows and grants the Beast's wish, as it is shown in the illustration that the Beast is more powerful than anyone else.

Beauty was brought to the palace, to fulfill the Beast's wish. Beauty's face was surprised when she saw Beast. She expected to meet a handsome prince in the palace, but it turns out that was a big hairy creature with a loud noise. This part has shown Beast's desire for affection and attention from people. Beauty had no choice but to live in the beast castle. When Beauty stays at the beast's castle, she only reads, paints, plays outside and other things. Beauty was terrified of the appearance of the Beast. *"She need not be sorry," said the Beast, "for everything in the palace is for her use. Her room is ready now. Goodnight."* (Southgate, 2006, p. 24). Beast was mad at first, but Beauty's appearance made him melt his heart and he immediately became kind to Beauty. It is shown that society often accepts and acts good to people that have good physical appearance. What they do not know is people's inner beauty, their attitude and behavior.



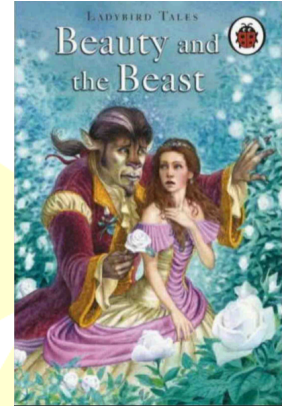
Societal expectations often make someone change their own appearance. *"Society imposes ideals on individuals, pressuring them to conform to specific standards of beauty and success, often at the expense of authenticity."* (Wolf, 1991, p. 97). This quote argued that when focusing on the social



expectation, it would change our true self. This story serves a big transformation of the Beast. When someone feels really burdened with people's expectations, they will do anything to follow people's expectations. In this narrative, the Beast turns into a handsome prince. Beauty, as the society, accepts the physical appearance of the Beast when he is handsome. *"Then the prince kissed Beauty and led her towards the palace"* (Southgate, 2006, p. 44). In this illustration when Beast and Beauty got married, Beast was holding Beauty's hands and he was looking at Beauty affectionately. There are people in the background smiling watching this happy couple. The warm colors made up a sweet, peaceful sensation. Compared to the beginning of the story, Beauty and Beast are awkward, especially Beauty does not like Beast's appearance. Beast was arrogant and arbitrary, he could do everything he wanted so he requested the merchant to offer his daughter to her. Beauty lost his freedom and was forced to stay in the Beast's palace. It turns now to the end, Beast and Beauty knew each other's inner qualities, they experienced many things with each other, so they transformed and became equal.

2. Traditional Gender Roles

The story book cover displays Beast's worried face with his arms around Beauty to protect her while holding a white rose that Beauty wanted in the story from her father. Beast holding the white rose resembles Beast's desire to be loved by someone, especially Beauty. He wanted Beauty to love him, Beast would give everything that she wants. The white rose in his hand shows that the Beast would give whatever Beauty wanted. Beast was doubting himself so that's why he looked scared. Beauty's face looks surprised to see Beast protecting her. Beauty's facial expression shows how surprised to see that a Beast loved her. Nobody would expect something like this happening to them, many people would be able to relate to this feeling just like Beauty. Beauty is illustrated as an independent woman that knows what she wants. However, she had such a soft and kindheart. She loves her family and people, and loves her simple life as long as she is with the people she loves.



The merchant returned home and saw his daughter, Beauty, welcoming him back. The merchant showed his sadness that he did not know how to fulfill his promise to the Beast. Beauty's reaction showed her integrity and righteousness. *"Beauty, however, insisted that once a promise was made, it should be kept."* (Southgate, 2006, p. 22). Beauty made a decision which was crucial to her destiny. In Beauty's



heart there was full of anxiety and hesitation about the future. Beauty made this decision without knowing what would happen next, she even had not seen the Beast before, yet Beauty had chosen to do it, she did it willingly. Beauty's insistence demonstrates her autonomy and challenges traditional submissive female roles. Beauty's action posted that women could also make decisions, they also have the chance to speak out. Not like traditional gender roles which make men the dominant side in deciding. Beauty's insistence demonstrates her autonomy and challenges traditional submissive female roles. *"Woman is not merely the object of man's desire but the subject of her own."* (Beauvoir, The Second Sex, p. 709). This quote argues that women could be according to their own instead of listening to men's wills all the time. Like Beauty's situation, women despite their bad fortune or destiny, persevere and show strong-mindedness.

However, she is not really into the decision that she made. Her face is really worried about the consequences that she will face. Even though she agreed to accomplish her father's promise to the Beast, she did it just for her father. Beauty willing to sacrifice herself for her father. It shows that women are

most likely to obey men. In the illustration, the drawing is composed of deep and dark colors like black, brown, grey, and so on. We can see the sad facial expression on this father and daughter. Stephen Player created a moody, horror, and unexpected atmosphere. There are some withered trees in the background symbolized without hope. Also from the gloomy facial expression It demonstrated how heavy hearted Beauty and his father were because of the uncleared future.

The next morning, Beauty wished to the magical mirror that she wanted to know the condition of her father. Then, Beauty was surprised that she saw her father lying ill in bed without anyone taking care of him. From the illustration of this plot, Stephen Player was trying to use the colors of dark green, dark blue to create a tense atmosphere. Also from the facial expression on Beauty that frightened, worried, and almost cried out, and Beast almost got out of breath could make the reader feel the sense of worry. By Beast's hand, there is a branch of white rose which Beauty liked. This detail shows the dependence of Beast on Beauty and leads the readers to imagine how Beast goes through the tough days without Beauty with him. *"The masculine and feminine roles are not binary; both are transformative in their union."* – Simone de Beauvoir (The Second Sex, p. 692). The resolution reflects the equality achieved through mutual transformation.



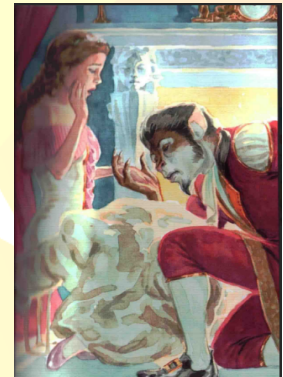
Beauty felt heartbroken, she was so worried about her father that she begged Beast to allow her to go home to see his father. Although at first Beast was not willing to let Beauty go, he allowed Beauty to go back home for a week. Beast asked Beauty to take a ring that when Beauty wanted to go home she could put on the table so that he would be sure that she can come back. *"The Beast looked very doubtful, for he was afraid he was going to lose Beauty forever."* Here it shows that Beast was trying to control Beauty. He lacks love, so he desires that feeling of being loved and he finds and feels that way when he's around Beauty. It shows that men are more dominant than women. Even if he was a beast physically, he is still human inside. The next morning, Beauty woke at her father's house and her father was so glad and getting better. After a week Beauty took care of her father, Beauty still wanted to stay longer because she felt worried about her father's condition. But when Beauty had a dream two days later that she saw Beast lying on the ground calling her name, Beauty felt worried about the Beast so Beauty immediately took out the ring. It means that Beauty cares for the Beast. Here shows Beauty's consciousness and sympathy. The second day Beauty woke at Beast's palace waiting for the Beast to see her but the Beast did not appear until night. Beauty was anxious about the Beast and she began to wonder if her dream true that Beast is lying feebly by the white rose bush. Beast opened his faint eyes after Beauty touched him. Beast said to Beauty: *"I cannot live without you, Beauty,"; "so I am starving myself to death. Now that I have seen your face again, I shall die content."* It means Beast was dependent on Beauty, and it shows Beast' loneliness

and yearn of being loved. Then Beauty begged Beast not to die and she was willing to marry him. She was very sad, that she wept bitterly bowing her head down. *"It was not the Beast's appearance that changed; it was Beauty's perception of him that transformed."* (Ladybird, 2006, p. 22).

When Beauty went back to Beast's castle, she was worried about Beast. Beauty waited for Beast for a whole day until supper time came and Beast had not returned. Then she found him laying on the garden. It described Beauty's hurried movement and caring that she showed her deep concerns to Beast. She is the one going to free Beast. *"Freedom involves stepping beyond traditional boundaries to reclaim agency"* (Beauvoir, *The Second Sex*, p. 719). Here Beauty showed her compassion and kindness to Beast. She found Beast laying pale in the garden by the white rose bush, and Beast saw Beauty back, he told Beauty that he was satisfied seeing her back and willing to die. Beauty could not bear Beast dying; she was self-accusation and she pleaded Beast: *"Please live, and I will marry you. I love you, I really do"*. In the traditional gender roles, male was always the one showing active in a relationship that they marriage proposal to girls of their favorite. This act of Beauty showed her Kindness and compassion that she did not want Beast to die. Beauty showed her sacrifice on her feelings and opinions to marry the Beast. Beauty's declaration signifies her active choice in redefining her relationship with the Beast as from the quote of experts *"Transformation requires a surrender to new roles while retaining one's agency."* Sigmund Freud (*Civilization and Its Discontents*, p. 44)

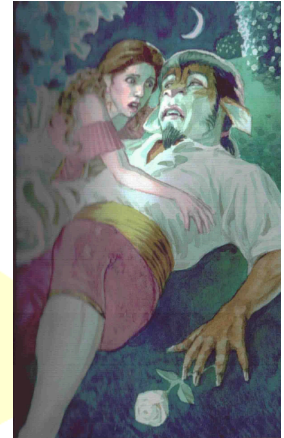
3. True Love and Internal Transformation

One day, Beast went to the Beauty's room to ask questions. Beast asked Beauty, *"Am I very ugly Beauty?"* Beauty answered yes. *"To lose confidence in one's body is to lose confidence in oneself."* Simone de Beauvoir (*The Second Sex*, p. 59). Beast was not confident because of his ugly appearance and hearing Beauty's answer made Beast unhappy, but it didn't hurt as much because Beast loved her. BBeast asked her again. *"And very stupid?"* Beauty answered him, *"No, not stupid Beast."* *"Could you love me, Beauty?"* Beauty answered *"Yes, I do love you, Beast, for you are so kind."* Beast asked the last question *"Then will you marry me, Beauty?"* Beauty immediately said no to the beast. It shows that even if the Beast has a kind heart, it won't change Beauty's mind to marry him. It means that Beauty judged his appearance.



In the end of the story Beauty saw Beast outside of the castle laying down near the white roses. Beauty panicked when she saw him, Beast was going to die so he said *"I cannot live without you, Beauty"*. This statement has something to do with this expert quote saying that *"The transformation of instincts is a characteristic of civilized behavior."* (Freud, *Civilization and Its Discontents*, p. 44). Because

Beast words highlight that love could change our primal instincts to being emotional. At the beginning of the story, the beast was portrayed as a creature who was tough, scary and had anger issues as an instinct for a creature. Having a relationship with the Beauty who is very beautiful and kind, the Beast experienced a transformation that humanizes him. According to Freud's idea, human instincts are a part of human's nature. with higher values such as empathy, compassion, and love. As the story shows that the Beast wasn't guided by his raw instincts as a creature, but instead he became emotionally vulnerable, and expressed a need for connection and care for Beauty. The Beast valued Beauty as the person who brings meaning into his life. This shows that love is not just about to fulfill personal desires but also about connection and growth. This part of the story shows the transformative power of love. It shows how the Beast turned from a scary monster into someone who expresses his emotions and ways like humans.



"Now that I have seen your face again, I shall die content." Said the Beast to Beauty. At that time Beast was actually indirectly expressing his feelings to Beauty. The expert quote that can support this is



"Death and love are twin forces driving human transformation." Sigmund Freud (Beyond the Pleasure Principle, p. 75). The Beast's transformation can be seen from his deep love to Beauty by willing to let go of his life after he saw Beauty. This story tells us the Beast's deep feeling of love towards Beauty, and how the Beast changed because of his love for Beauty. In this moment of the narrative, it shows that the Beast is no longer afraid of dying because being with Beauty means everything to him. This moment shows that the Beast highlights the deep connection and transformation he experienced through the relationship he had with Beauty. As Freud has said *"Death and love are twin forces driving human transformation."* explains that love and feelings have the power to change people as in to be able to face their fears and weaknesses.

According to the Beast, having Beauty by his side helped him to no longer be selfish and fear of being alone.

When Beauty stayed with Beast at that time she felt worried and wanted Beast to live. *"Please live, and I will marry you. I love you, I really do. You have such a kind heart."* Her words show that love could change us, the expert quote that can support this *"Love is not about possession but about understanding and transformation."* Sigmund Freud (The Interpretation of Dreams, p. 321). This quote shows the transformation of Beauty's love. It tells us that love is able to grow and change, just like what Beauty experienced. At first he has no interest in marrying Beast, but however Beauty's acceptance

changes her feelings. After her acceptance, marrying Beast wasn't something so bad after all, she wanted to marry him now. It also shows that Beauty love is not like she wants to own Beasts for himself. She loves him with an understanding of his inner goodness. She saw his inner goodness, for his kind heart.

When Beauty spoke those words suddenly the Beast was gone and a handsome prince stood by her side. The Beast thanked Beauty for freeing him because it turns out he was a handsome prince but he was cursed and turned into an ugly Beast. These actions pointed out this expert quote "*The resolution of internal conflict leads to an idealized transformation.*" Sigmund Freud (The Interpretation of Dreams, p. 92). Freud's idea helps explain that when we work through our problems and accept ourselves we can become our best version. When Beast was still in the ugly Beast body. He feels unworthy of love and hides behind his appearance. But when Beauty came to his life everything changed. Her kindness and acceptance help him face his fears and realize that he is more than his ugly appearance. His transformation represents how he's grown as a person, he's no longer ruled by shame or fear. It shows us that the Beast can finally resolve his inner struggles and those things lead to big changes in our lives.

Beast said to Beauty "*You are the beautiful lady, Beauty.*". The words of the Beast marks a point to the expert's quotes of "*True love involves seeing the other as they are, beyond appearances.*" (Beauvoir, The Second Sex, p. 745). This statement reveals how the Beast is able to see Beauty for who she truly is. In another word, Beast does not only recognize Beauty through her physical appearance, but he seeks through her inner qualities such as her kindness, compassion, and strength. According to Simone de Beauvoir, true love consists of recognizing and valuing another person based on who they truly are, and not through their superficial attributes. In the beginning of the story, the Beast's perception was based on societal and personal biases. However, having a relationship with Beauty helped the Beast to grow and learn to appreciate Beauty's characters.

After saying those words, Beauty hid her head down broken hearted. She regretted leaving for such a long time. While Beauty was laying her head down and could not control herself, Beauty's words broke Beast's spell. Beast transformed into a handsome prince and he made Beauty surprised and confused. Beast explains to Beauty: "A wicked fairy enchanted me and said I must be a Beast and seem stupid and ugly." Beauty was beautiful, and she was supposed to be the one like Angle to liberate Beast. The words from Beast showed the way traditional gender roles critique women that they were supposed to act perfectly, they were beautiful, kind and compassionate, or else they would not be accepted by the society. The words of the Beast mark a point to the expert's quotes of "*Patriarchal myths often impose constraints on women but require them to break those constraints through action.*" – Simone de Beauvoir (The Second Sex, p. 736). The enchantment reflects societal impositions, with Beauty acting as the liberating force.

CONCLUSION

As a conclusion, the research shows the narrative of Beauty and The Beast represents traditional gender roles and addresses the issue of societal expectation through the lens of *feminist literary criticism* by *Simone de Beauvoir*. The story highlights how women do not have a dominant role in society and always obey the men, as seen on Beauty's journey in her life with the Beast. Society expectations made people change their appearances. Because society is always going to expect people to be like the beauty standards. Not only can we transform our physical appearance, but we can change our inner self transformation. The Beast's inner transformation changes by the coming of Beauty. Beast has feelings for Beauty so his inner feelings are changed by the feelings of love that he has for her. Love can change our personality. *Feminism* helps us understand Beauty roles as a woman in her society. When women have to listen to what the man told us to do. Beauty has to face challenges like doing what his father's decisions. Beauty represents the womens out there who can't reject or must do what they told us to do. Women have less dominance than men, men are more dominant than women.

Overall, Beauty and The Beast serves a story of how the role of women in the world, with the men as the provider. Societal expectation will make someone do a big transformation and anything to get the love that they want. But true love is not always from the physical appearance, but it is from their kindness.

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