ABSTRACT

Sipayung, Apriani Eka Asalia, 2173520007, Sara Mills Critical Discourse Analysis Model on @*Indonesiafeminis* Instagram Account, A Thesis, English Literature Program, Faculty of Languages and Art, Universitas Negeri Medan, 2024.

The objective of this study was 1) to find out the types of Sara Mills critical discourse analysis model used on @*indonesiafeminis* Instagram account and 2) to describe the realization of types of critical discourse analysis model on @*indonesiafeminis* instagram account. The method used qualitative methods, which refer to the collection and analysis of non-numerical data such as text, images or videos, with the aim of understanding phenomena from an in-depth and contextual point of view. The result of this study showed that 1) there were 12 (44.4%) that included into subject position, 7 (26%) included into object position and 8 (29.6%) included into reader position. The highest percentage of subject position (44.4%) compared to object position (26%) showed that women were positioned more as subjects than objects in this Instagram account. 2) The realization of each type in the account shows how women placed as subject position that has a power and opportunity to deliver their opinion or voice, object position when women placed as the victim, weakness, and deserved all the bad thing, and reader position, when the reader or the audience placed as group or person to give their response, knowledge or opinion related to the posts made by the Instagram account.

Keywords: Critical Discourse Analysis, Sara Mills, social media,
@indonesiafeminis Instagram account