

ABSTRACT

Naqiyyah Nasution, Registration Number: 2203220018, Unveiling Domestic Violence against Women Representation on Instagram: Feminist Critical Discourse Analysis, Thesis, English and Literature Department, Faculty of Language and Arts, Universitas Negeri Medan, 2024.

Domestic violence against women is a critical social issue in Indonesia, often perpetuated by patriarchal norms and societal silence. Social media platforms like Instagram play a vital role in raising awareness and fostering discussions about this issue. The purpose of this study is to identify and categorize the types of domestic violence while examining how these issues are represented through language and discourse on Instagram. The analysis focuses on 20 posts—15 from *@Indonesiafeminis* and 5 from *@Konde.co*—published between January 2023 to January 2024. The writer applied a qualitative textual analysis research method, employing Feminist Critical Discourse Analysis (FCDA) by Lazar (2007) to examine how domestic violence is represented in language and discourse, and Bollen et al.'s (1999) framework to categorize the types of violence—physical, psychological/emotional, sexual, and economic/financial—through textual analysis of utterances in posts. The findings reveal that physical violence was the most common type, appearing in 12 of the 20 posts (60%). Psychological/emotional violence appeared in 11 posts (55%), making it the second most prevalent type. Sexual violence was present in 7 posts (35%), while economic violence was the least represented, found in only 4 posts (20%). The analysis demonstrates how feminist discourse challenges patriarchal structures by addressing gender as an ideological construct, deconstructing power relations, and fostering critical reflection. This study highlights Instagram role in amplifying feminist activism, advocating for victims, and reshaping societal perceptions of domestic violence.

Keywords: Domestic Violence, Feminist Critical Discourse Analysis, Instagram, Representation.