

CHAPTER I

INTRODUCTION

A. Background of Study

Language is a very important element in the communication process. Humans, as social creatures, are very dependent on communication because it has become a basic need for them (Murtadho, 2017). Through language, both spoken and written, a person can interact socially with other people. The ability to use language well also allows a person to express feelings, thoughts and ideas. This skill is very important in conveying ideas in various types of writing, such as novels, short stories, poetry, newspapers, journals, articles, magazines, tabloids, and so on. Language has variations depending on context, norms, location and region. The same thing applies to social media, where each media has a unique style of presenting news or information.

This research examined types of Sara Mills' model critical discourse analysis to represent women on *@indonesiafeminis* Instagram account. This research was conducted by collecting data from Instagram, as the current phenomenon is a technological progress and the development of social media as a medium of communication and information. The Instagram account *@indonesiafeminis* was created to inform about feminism and useful in providing equal opportunities between men and women.

The researcher use Sara Mills model of critical discourse analysis because Sara Mills' model of critical discourse analysis focus on gender and feminist theory, offers unique insights into how discourses shape and are shaped by gender

relations. The contrasts with other critical discourse analysis models that may emphasizes gender as a central category of analysis, examines how discourses construct and maintain power relations specifically concerning gender, and often explores how women and other marginalized genders are represented in various texts and contexts. While, other models for example; Fairclough, van Dijk, Wodak models consider power relations, do not exclusively focus on gender. Van Dijk's socio-cognitive approach focuses on the role of social cognition in the reproduction of dominance and inequality, often considering ethnicity and racism.

Since long time ago, women have always experienced excessive social pressure and expectations such as the way women are dressed, how to speak, the age of marriage and so on. Women have a lot struggle to let themselves free from oppression. Society has control in any aspect of women's life, such as; force women for being a dutiful person, couldn't complain about their problem or difficulty in life, rule how women's wear, not let women has another life such as hang out with friends. Those things are the problems that the woman faced. As time goes by, the woman realized that they should stand for themselves. Finally, the woman breaks the rules made by society to show their existence. Women want to be the subject rather than object by standing up for what they want and decide.

Feminism is an ideology that demands an equal right of men and women in terms of politics, decision making, career, and having children and consists of a number of social, cultural and political movements that take attempts for equal rights of men and women (Asnani, 2020). Feminism explains and suggests directions for the change in social and environmental factors, tries to highlight the

propose interventions for women's intrapersonal and interpersonal concerns, and provides a perspective for evaluating social and environmental experiences of groups and individuals, regardless of sex or gender and has changed the lives of millions of women (Anderson, 2016).

Feminism is one way that can be done so that women have the same opportunities as men. Feminism has a very simple meaning, equality, which means people can be aware of the physical differences between women and men, but opportunity and justice in life must be the same without differences. Opportunities to access education, healthcare, justice, the job market, etc., for a more prosperous and fair life.

The development of technology and information has a big influence on the situation of everyday life today, one of which is social media. Now, social media has become a basic necessity for everyone. There are many types of social media networks used by the community, including Facebook, Twitter, Telegram, Instagram, and others. Social media has many benefits in everyday life such as entertainment media, information media, for social interaction. Social media is a medium on the internet that allows users to represent themselves and interact, cooperate, share, communicate with other users. The presence of social media has a significant impact on various sides of people's lives while increasing effectiveness in the field of communication. The advantage is that through social media, women have a place to discuss their experiences and struggles in society.

This degrading view of society often leads to acts of violence, sexual harassment, or even murder against women. Apart from that, some people still

underestimate higher education for women. They are discriminated against by assuming that higher education is not important because it is thought that women will only return to their traditional role as housewives who only take care of children and family (Setiyanto, 2016).

According to Sara Mills (Eriyanto, 2001:200), the position of the subject and object in the media narrative determines the structure of the text and the meaning given. Women who are considered objects tend to be defined by other people and become material for stories, without having the opportunity to tell the story themselves.

The development of women's needs for information and entertainment has opened up opportunities for social media aimed at women, including Instagram which targets female audiences. However, even though there are many Instagram's accounts that follow this trend, they have not succeeded in reducing the gender discrimination that often occurs in social media. The representation of women in the Instagram is still a major concern, especially because women are often only considered as objects rather than active subjects in Instagram.

Instagram is a social media platform that focuses on sharing photos and videos. Users can create personal or business accounts to share interesting visual content, such as everyday photos, important moments, artworks or product promotions. Features such as photo filters, stickers, and stories allow users to edit and share content with greater creativity. Instagram also has search and content discovery features based on user interests, as well as interaction features such as comments, likes, and direct messages (DM) to communicate with other users

directly. This platform has become one of the most popular social media platforms around the world, especially among the younger generation and businesses looking to expand their reach and online interaction. Instagram has function as a strong narrative representation in raising women's issues because this platform provides a space for women to express themselves and share their experiences visually and verbally. Through the photos, videos, captions and stories they share, women can fight for issues such as gender equality, violence against women, understanding of the body, reproductive rights and other social and political issues that impact women. By having a large following, women on Instagram can also expand the reach of their messages and build communities that support positive change in terms of women's empowerment.

The research aimed to analyze, understand about representations of women conveyed through content posted on the Instagram account @indonesiafeminis. This research aimed to explore how feminism was interpreted and articulated in the Indonesian cultural context through social media, especially Instagram. Through Sara Mills' models critical discourse analysis, this research seeks to reveal the power structure and social construction contained in the language, images and messages presented on the @indonesiafeminis Instagram account. Thus, this research aimed to provide a deeper understanding of the role of Instagram as a platform for fighting for feminism issues in the local Indonesian context.

According to Sara Mills' model of critical discourse analysis, it emphasizes the importance of paying attention to the positions of the actors displayed in the

text or discourse being analyzed. These positions refer to the role of who is the subject and who is the object in the text or discourse. For example, a subject is an entity that is active or has the power to act, while an object is an entity that is passive or under the influence of the subject. By paying attention to these positions, Sara Mills model critical discourse analysis can reveal power structures, hierarchies, and social constructions contained in the language and narratives used in the text or discourse. This helps in understanding how power and ideology are reflected in linguistic representations as well as how social constructions of gender, politics, or other issues are reproduced or challenged through language and discourse.

The Instagram account @indonesiafeminis has provided feminist content since it was first created by presenting various materials, thoughts and advocacy related to feminist issues in Indonesia. This account has been established since May 2016, where its content consistently raises various topics such as gender equality, sexual harassment, reproductive rights, socials and political issues that impact women. The content was presented in various formats, including images, quotes, writing and short stories that provide information, thoughts and opinions from a feminist perspective. Through this account, followers can engage in discussions, gain a deeper understanding of feminist issues, and support efforts to achieve gender equality and social justice for women in Indonesia.

Sara Mills' model can reveal how the account chooses words, images, and content formats to communicate feminist messages, how the roles of subjects and objects are represented, and how power, ideology, and gender norms are reflected

in language and narratives used. Sara mills model critical discourse analysis can highlight how this account responds to feminist issues that are developing in society, as well as how followers and readers of this account interact and understand the feminist content presented.

Previous research has examined of how girls using particular platforms for feminist activism. There were two findings in this research, first and perhaps most importantly, teenage girls are savvy social media users, demonstrating keen knowledge about the platforms they regularly use and how they work. They make conscious decisions about what to post and where, weighing issues like public visibility, peer support, anonymity, and social privacy before they upload content. In doing so, girls actively choose which platform will serve them best for their feminist politics. Girls are not naive about the workings of the social media they use; instead, they not only understand social media platform affordances but actively use this knowledge when doing feminism online. Second, these data highlight the different potentialities for feminist activism that emerge from the platform vernaculars of Twitter, Facebook, and Tumblr. For example, girls find Facebook to be a useful platform for engaging in peer education around feminist issues, such as the British girls' use of the platform to confront a sexist comment made by a schoolmate.



Figure 1. @indonesiafeminis' post

In this post, the woman (the victim) was positioned as a subject, where she has the opportunity to tell about the injustices she has experienced in her own family. It started when she was raped by her father and found out that her mother was a commercial sex worker. Because she couldn't stand it any longer, she ran away from home and worked in a café from the age of 13, and also became a commercial sex worker.



Figure 2 *@indonesiafeminis post comment*

From the comments on this post, the woman was positioned as objects, where they were positioned as parties who were the topic of discussion. They commented that the woman was wrong, and made unreasonable comments.

B. Problem of the Study

Based on the background of the study above, the problems are formulated as follows:

1. What types of critical discourse analysis model used on *@indonesiafeminis* instagram account?
2. How are the types of critical discourse analysis model realized linguistically on *@indonesiafeminis* instagram account?

C. The Objective of Study

In the line with the problems of the study, the objectives of study are:

1. To find out the types of Sara Mills critical discourse analysis model used on *@indonesiafeminis* instagram account
2. To describe the realization of types critical discourse analysis model Sara on *@indonesiafeminis* instagram account

D. The Scope of Study

The research focused on the selected contents of *@indonesiafeminis's* Instagram account from January to April 2024 toward Sara Mills' critical discourse analysis model.

E. The Significant of Study

1. Theoretically, this research were expected to help the readers to understand how language representation related to feminist issues is reflected in online content, especially on social media platforms such as Instagram, a valuable reference for students, lecturers, or other individuals interested in studying the topic.
2. Practically, this research contribute to the public understanding of the importance of Sara Mills' model of critical discourse analysis in analysing online content, particularly in addressing narratives that perpetuate gender stereotypes or discrimination.