ABSTRACT

SEXISM DISCOURSE IN THE NEWS TITLED "RINADA KESAL PADA MANTAN SUAMINYA"

(Sara Millls's Critical Discourse Analysis News "Rinada Kesal pada Mantan Suaminya" Published by Galamedia January 29th 2015)

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This research aims to discover sexism discourse in the news titled "Rinada Kesal pada Mantan Suaminya". In order to answer the question above, the reseracher took two sub focuses: the position of subject-object and the postition of writer-reader.

This research used qualitve approaches with Sara Mill's critical discourse analysis as the design. The object is a news titled "Rinada Kesal pada Mantan Suaminya" which been published by Galamedia on January, 29th 2015. Researcher analyzed the sexism discourse in that text. Research data obtained through literature study, deep interview, and documentation. In order to test the validity of the datas, researcher used data tringulation and membercheck. As for the data analyzed technique, researcher used data collecting, data reducion, data presenting, and drawing conclusion.

The result shows that: the position of subject and object in this news involving the journalist, media, Rinada, Yurel, Sigit, and the readers. But, it's clearly that Rinada is put as the main actor. This position unfortunately made the readers focussed about Rinada's representation, not the case itself. The writer-reader position shows that at the end readers were not be placed to symphatize to the victim.

The conclusion of this research is that sexism discourse in this text is not about gender equality anymore. Sexism in this case happened because the media's economy interests were more dominant. Galamedia's economy interests were more dominant in this text compared by the intention to help the victim. This text then became gender bias and exploits woman. The researcher suggests that mass media should equip their journalist with knowledge about gender and discourse.

Keywords: Discourse, Sexism, News