

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Gender stereotypes in politics are produced and generated through language used in media and well-organized and structured discourse can reduce bias in interpreting the idea of the speaker (Mills, 2004). In other words, a discourse that is produced by the media in presenting both male and female in the field of politics must be delivered in well-structured and organized manners to the listeners or readers. Moreover, Dalton (2015: 87) also mentioned that political change across the world demonstrates that women's participation in politics becomes a key source of competing discourses and struggles over power.

In a country such Indonesia, recently women are running for office as governors or regional heads and some of them are the leader of a party and in the past two decades, the problem of representation of women in politics in Indonesia has become an important discourse in the effort increasing women's political role. As it supported by Robinson (2015: 27), he stated that in this democracy era, women are willing to involve in public roles and challenges the norm that previously born under the New Order, certain figures have shown up as key icons in public discourse. One of the famous female figures in Indonesia who becomes a leader of party is Megawati Soekarnoputri (leader of PDIP).

Megawati's gender identity becomes a source of broader public debate on female leadership in the early years of reformation (in Indonesia) and her gender identity works as both an asset and liability for her leadership (Van Wichelen, 2006). Thus, the writer is interested in analyzing the image of woman in the field of politics, especially the image of Megawati Soekarnoputri described by media. The power of media in describing woman in a political world is interesting to be discussed since every media has its own way in expressing the discourse that is representing the female figure in politics. In accordance, journalist possibly manipulates the language in news online media to achieve certain purpose which is either to support certain people, groups or ideology (Evayani and Rido, 2019).

1.2 Research Question

To guide this research and understand how the image of woman politician is represented in online news media, the writer formulates the research question as how is the image of Megawati Soekarnoputri presented in the selected article of *The Jakarta Post* online newspaper?

1.3 Objective of the Study

Regarding to the research question, the objective of this research is to critically look and analyze the selected article of *The Jakarta Post* online newspapers in order to find out how the image of Megawati Soekarnoputri is presented.

1.4 Uses of the Study

This study is very important to get better understanding on how Indonesian online newspaper portrays Megawati Soekarno Putri in her role as woman politician, through a Critical Discourse Analysis of a number articles.

1.4.1 Theoretical Use

Theoretically, the writer hopes this research can be used as additional reference about Critical Discourse Analysis (CDA) study. Moreover, this research is expected to enrich knowledge related to how to apply CDA in the texts such in the online newspaper article as one of the media provided for society.

1.4.2 Practical Use

Practically, the writer hopes that the results of this study can give contribution for the readers and the other researchers. For the readers, they are able to understand the importance in learning Critical Discourse Analysis (CDA) study that is related to language, power and ideology of a discourse. The discourse in this context is related to selected article of online newspaper released by media in order to describe an image of woman in politics. Besides, the writer hopes that it can help to increase knowledge of how media has the power to connect with our political and social knowledge about people and the world from the dozens of news report that we are exposed to on daily basis. For the other researchers, they can use this thesis as a one of their guidance and references in analyzing similar topic.

1.5 Scope of the Study

In this research, the writer only chooses two selected articles from *The Jakarta Post* online newspaper that is related to how power and ideology of Megawati

Soekarnoputri is presented. Further, in order to do the analysis of CDA in the online newspaper articles, the writer applied Fairclough's theory.