ABSTRACT

Career opportunities for Indonesian women are now widely open. It can be seen through the increasing number of Indonesian women who work today. The existence of working women simultaneously inspired others to do the same thing. This phenomenon can be found in an Indonesian female teen magazine namely Gogirl!. In March 2015, Gogirl! magazine added a new rubric called Career Coach. This rubric contains the portrayal of career men and career women alternately in every edition. Since the beginning of the rubric’s emergence in the magazine until today, the profiles of working women get displayed more frequently there. It indicates that working women in Indonesia show the spirit of feminism, which is liberating women to become what they want, one of them is being career women. This is become the reason why the writer is interested to examine and to reveal the concept of feminism in Indonesia which is depicted through eight career women in Career Coach rubric. The writer uses Sara Mills Discourse Analysis to scrutinize the rubric. The writer compiled Career Coach rubric from GoGirl! magazine editions since March 2015–2016. The writer found that although the eight career women are portrayed as capable workers, they are still implicitly being stereotyped. The stereotype can be found in their job placement and salary. These findings indicate that behind the success of the eight career women as portrayed in the rubric, they still have to deal with some stereotypes which limit their career path.

Keywords: Career Coach rubric, Concept, Discourse Analysis, Feminism, Portrayal.