

Putra, Bayu Prawita. 2012. Gender Role Construction in Mother's Column and Father's Column in Official Website of *Mother and Baby* magazine.

ABSTRACT

This thesis aims to uncover gender role construction in mother's column and father's column in official website of *Mother and Baby* magazine. The objective of this study is to explain that text producers on both columns have constructed parents' role based on their own interest. The theory used in this research is Critical Discourse Analysis proposed by Van Dijk. This theory focuses on textual analysis, social cognition, and societal analysis. The data of this study are two articles entitled "*Mencoba Sepatu Baru*" from mother's column and "*Terbanglah Layang-Layangku!*" from father's column. Textual analysis showed that mothers are associated with calmness and patience. They have the responsibility to handle children with care and protection. Meanwhile, fathers are associated with creativity. They teach children to make their own toys by using their creativity. Then social cognition and societal analysis pointed out that mothers have bigger responsibility to raise the children because they have to handle the children with more care and more protection while father has lesser responsibility. Finally, gender role for a father is instrumental role because the article stated that a father only has qualified time on holiday. On the other hand, gender role for a mother is expressive role because the article stated that a mother has to care and keep distance with the child and family close.

Keywords: Critical Discourse Analysis; Gender Role; Van Dijk

CHAPTER I

INTRODUCTION