

Abstract

Sari, Yoshinta R. *The Representation of an Ideal Man and an Ideal Woman in the Books “Memikat Pria Idaman” and “Memikat Wanita Idaman”.*

In this study, the writer wants to know the representation of ideal men and women in the self-help books *Memikat Pria Idaman* and *Memikat Wanita Idaman* based on corpus linguistics point of view. The writer believes that there are differences in the representation of men and women through the typical vocabulary used in the books. The representation of men and women is analyzed by using concordance lines and collocation. The writer uses the qualitative method design to interpret the representation in the text. The result shows that ideal women are represented as assertive, extra polite, and attentive. However, there are also some evidence illustrating that ideal women can show weakness and unassertiveness, doubt and fear, as well as intimate relationship. In addition, ideal women are also related to physical appearance and household roles. On the other hand, ideal men are represented as assertive, attentive, and protective. They may also have doubt and fear. In addition, sense of freedom and physical appearance. Based on this result we can find that to be an ideal woman and man have similarities in their representation such as assertive, attentive, doubt and fear, and concern about physical appearance. While, the differences of their representation is an ideal woman shows commonly associated with politeness, have role as a household, and intimate relationship. While, an ideal man shows as the one who has sense of freedom and protection.

Keywords: *Language ideology, Collocation, Gender, Content words.*

CHAPTER 1

INTRODUCTION