

ABSTRACT

Gender Representation in Golkar Political Advertisement Version “Kesaktian Angka 5, Golkar Pilihannya” : Sara Mills’ Discourse Analysis. *A thesis submitted as partial fulfillment of the requirements for the Sarjana Degree of the English Department, Faculty of Humanities, Universitas Airlangga, Surabaya, 2015.*

Women cannot reach 30% of place in Parliament in the Three Last General Elections. This evidence can be connected with the media as the agent on the portraying gender’s relation. The connection between political advertisement’s narratives with the society’s condition signifies how actually gender division is implemented. This study wants to examine the construction of sexual division in labour through Sara Mills’ Discourse Analysis in Golkar political advertisement. Besides, the writer wants to analyze the cultural codes embodied in the advertisement. Using Sara Mills’ Discourse Analysis, the writer wants to focus on the subject – object position and the reader’s position on Golkar Political Advertisement “Kesaktian Angka 5, Golkar Pilihannya” by relating the gender relation and connecting the cultural codes depicted in the advertisement. This advertisement is taken because it is viewed by 26.000 viewers in Youtube channel. Besides, it clearly defines gender relation. The writer argues that advertisement’s portrayal cast man as the subject and marginalized women. Besides, the cultural codes imply that Golkar’s advertisement pushes us to agree to the notion of gender relation in which disadvantages women. In conclusion, this advertisement strengthens the traditional gender role in which makes women cannot join political world. Furthermore, Indonesia needs better understanding on women’s right.

Keywords: Femininity, Masculinity, Sara Mills’ Discourse Analysis, Traditional Gender Role.