

ABSTRACT

Ekowati, Rita. The Construction Of Women In *Anda Dan Dia* Rubric Of *Men's Health Indonesia* Magazine. A thesis submitted as partial fulfillment of the requirements for the Sarjana Degree of English Department Faculty of Humanities Airlangga University Surabaya 2012.

This study focused on finding the construction of women in *Men's Health Indonesia* magazine. It aims to see whether there is certain gender bias performed in the article of *Anda dan Dia* rubric. The data in this study was analyzed by using Critical Discourse Analysis that was proposed by van Dijk that is called socio cognitive approach. There are three dimensions that are used to analyze the data which are text, socio cognition and social context analysis. The text analysis is divided into three levels such as macrostructure level, superstructure level and microstructure level. The data of this study was obtained from the rubric of *Anda dan Dia* in *Men's Health Indonesia* magazine in 2011-2012. The result of this study shows that there is gender bias in constructing women in this magazine through the language use. Women in this magazine are constructed as sensitive, emotional, married-oriented and dependent. The result of socio cognition and social context analysis leads to the idea of *New Man* or *Soft Masculinity* in which the men in this magazine are expected to be more considerate than dominant. It is concluded that the construction of women in *Men's Health Indonesia* magazine does not change. Yet, this magazine expects the men to change their attitude in treating the women.

Key words: critical discourse analysis, gender, media, *Men's Health*, women construction