

ABSTRACT

Aini, Nur. The Gender Performativity of Woman Presenter in “*My Trip My Adventure*” Reality Show Program. Undergraduate Thesis, Faculty of Humanities, Universitas Airlangga Surabaya.

Many people, especially in Indonesia still think that gender is determined by sex. Most of them have difficulties in separating social construction from gender performativity. Gender performativity is how gender can act flexibly depending on the situation, place, and time. A person does not know that the performance of gender does not determine if she is a woman. By society, she must appear as feminine, and man must look masculine. Gender performance can construct a person's gender and television is a media that spreading it. *My Trip My Adventure* becomes a popular adventure program in Indonesia; it becomes a trending topic number one on twitter when aired, and it uses female as a presenter. The female presenter named Nadine Chandrawinata, she was an ex-Putri Indonesia 2009. This research aims to explain how gender performativity of woman presenter is constructed in the “*My Trip My Adventure*” reality show program. The method used in this study is qualitative method and also used semiotic reading television by John Fiske. In the method, John Fiske categorizes it into three social codes namely reality, representation, and ideology. This study uses the theory of gender performativity by Judith Butler. The theory explains about how gender can act flexibly depending on a situation, place, and time. As the result, “*My Trip My Adventure*” reality show program constructed woman as strong and brave adventurer with the negotiation of her performance. The form of negotiation is when she mixing her performance as masculine and feminine. When a woman enters to the adventure world, she must make a negotiation with her performance, so she must resemble man without losing her feminine side. In the other hand, the performance of woman cannot be separated from man's superiority. Woman are still depicted as the second actor and seen as a visual pleasure.

Keyword: Gender Performativity, Adventure, Semiotic reading television, Reality show.