

**The Use of Indirect Sexism to Show Men’s Ambivalent Opinion about  
Women in *Esquire Indonesia’s Women We Love: Critical Discourse Analysis***

**by Sara Mills**

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**Abstract**

*This thesis aims to reveal how men see women in these modern days, whether or not it is the same as the practice in the past where men always saw women as weak character, men’s object, and as individuals who do not have any authority toward everything, or the opposite, or perhaps men could see women in both ways. The writer chooses Esquire Magazine Indonesia column entitled “Women We Love” from three editions (August and December 2015, and February 2016) as the object, since this column could determine how modern men see women nowadays especially in Indonesia. By using Critical Discourse Analysis as the method of the study, and Sara Mills’s theory of sexism as its theories. The method and the theory used reveal that Esquire Magazine has ambivalent opinion toward women. The magazine seems to agree that women could be superior more than man and they keep praising on how successful the women that they discussed about are, however behind those praises, this magazine still sees women as men’s object and in stereotypical way. In other words, they still cannot surrender to the notion that women could be superior more than men.*

*Keywords: ambivalent, Critical Discourse Analysis, indirect sexism, sexism*