

ABSTRACT

There are some rules, including Islamic rules which organize the affairs of women, Muslim, and work. This study aims to reveal how *Noor* magazine as a printed mass media in Indonesia evokes the representation of Indonesian Muslim working women through the *Muslimah Leader* rubric in the editions of 2015. The writer examined three Muslim women figure in three articles of *Muslimah Leader* rubric from three editions of NooR magazines in 2015 which show Muslim working women in education area, environment area, and human rights area to see the representation of Muslim working women. Qualitative approach is used as the method of this study. In the analysis of the study, Sara Mills's Discourse Analysis theory is used by focusing on both subject-object position and reader position. This study reveals that Indonesian Muslim working women who are featured the *Muslimah Leader* rubric in NooR magazine 2015 are the women who still get the opportunity to continue their career outside their house and stand as leaders in their work place although they are married and have children. As a form of negotiation with Islamic values and Indonesia culture, they still prioritize family and domestic obligation as the primary responsibility above their status as working women. Furthermore, the position between Muslim women and men is equal in terms of a change about opportunity to work and to be a leader.

Keywords: *Gender Role, Islamic Feminism, Muslimah Leader, Representation, Sara Mills's Discourse Analysis.*