

The Portrayal of Femininity in Career Women's Article on *Nurani* Tabloid**Rosyda Nadia****Abstract**

Muslim women's obligation in domestic affairs is not considered as something new. Therefore, it is interesting to discuss Muslim woman who can play roles both as housewife and career woman. In this study, the writer aims to examine the portrayals of femininity of housewife and career women in printed media, specifically *Nurani* tabloid as one of the biggest Islamic tabloid in Indonesia. Some articles in the tabloid are analyzed using Sara Mills' theory of Discourse Analysis. Subject-object position and the reader position become the writer's focus in doing the analysis. Total population in career women's article is five articles, and the writer use only three articles (September 2nd week 2015, September 3rd week 2015, and March 2nd week 2016) because only these three articles concern on career women and their family and they representing each generation. In result, the methods and theories that writer use find out that *Nurani* tabloid implicitly portray the glorification of femininity. Femininity that is believed by these three artists is simply seeking the reward and noble words as *Muslimah* who wears hijab. It also describes the tabloid career women as subjects that are controlled and have a pseudo freedom. To sum up, career women are described as having position below the male and cannot be free to determine their own decisions, though not solely be the object.

Keywords: Career women, Islamic, Discourse Analysis, Tabloid, Femininity