

ABSTRACT

Potrait of Woman on News Cases of Sexual Violence at Universities (Critical Discourse Analysis Sara Mills on Detik.com's News)

Annita Rahmawati Dewi¹⁾, Naurissa Biasini²⁾, Isti Purwi Tyas Utami²⁾

¹⁾ Student of Communication Science Department, Universitas Pembangunan Jaya

²⁾ Lecturer of Communication Science Department, Universitas Pembangunan Jaya

Until now, women are still a marginal group in news texts, including women who are victims of sexual violence. This study aims to see how Detik.com as a large online media takes pictures of women victims of sexual violence in universities which is the agenda setting of a number of media in 2021. This study uses a critical paradigm with qualitative research types and Sara Mills critical discourse analysis methods. The results show that in the position of subject and object, Detik.com still places women victims of sexual violence in universities as objects whose stories are told by other subjects as storytellers, including the campus, the police and even the journalists themselves. In the position of writers and news readers, Detik.com is predominantly aimed at male readers. Readers, both male and female, are placed in the position of men. This can be seen through the mediation of stories that describe events in detail as well as cultural codes in the form of diction that corners women. The representation of women victims of sexual violence in universities on Detik.com news cannot be separated from the strong influence of patriarchal ideology. Seems to want to reveal truth and justice, but instead corners women in their reporting. News coverage emphasizes the news value of sexuality, prominence, and timeliness because the issue of crime by educational institutions strengthens the selling value of news in a highly patriarchal and competitive media industry.

Keywords: *Discourse Analysis, Sara Mills, Representation of Woman, Sexual Violence in College*

Libraries : 50

Publication Years : 2012 – 2022