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Universitas Brawijaya erst Fachrani, Joan Isma Ayu Astri. 2013. Female Stereotypes Presented in "Cantiq" las Brawijay Tabloid. Study Program of English, Department of Languages and Literature, Faculty of Cultural Studies, Universitas Brawijaya. Supervisor: Nurul Chojimah; Co-supervisor: Istiqomah Wulandari. Universitas Brawijaya Universitas Brawijaya Universitas Keywords: female stereotype, patriarchal society, Critical Discourse Analysis (CDA) Universities B Culturally, people in different parts of the world arrange themselves in a situas Brawijaya patriarchal society. Patriarchal culture is contributing greatly to marginalize women with gender roles which seem to be determined entirely and naturalized by patriarchal society, this phenomena is called as female stereotype. Language (discourse) also takes a part to create the constructions of gender, ideology and stereotype, eventually adapted by women tabloids as a mass media having power stars Brawllay to spread their "messages". Critical Discourse Analysis (CDA) sees discourse as a sit as Brawijaya "social practice" which can give social impact to the society. This study is conducted to figure out the meaning constructions conveyed in "Cantiq" tabloid headlines and to find out female stereotype presented by "Cantiq" tabloid. This study uses qualitative approach, and there are two types of the study study ers used; content or document analysis and case study. The writer uses criterion cases it as sampling to find out participants. The participants of this study are the readers of "Cantiq" tabloid consisting of 2 women from young adulthood and 2 women from middle adulthood. The data are taken from "Cantiq" tabloid headlines during University January 2013 to February 2013, and the interview results from the participants. Versitas Brawijaya This study finds that there are two meaning construction emerged from the sitas Brawijava headlines. Those are "women should not be fat" and "physical beauty is full of risk". This study also found that there are two female stereotype interpreted by the readers of "Cantiq" tabloid; "women should be slim and apply make up" and ersi "women should be attractive to men". Those utterances reflect patriarchal, since sites Brawijaya ers women are considered as a second sex and their bodies are treated as an object.sitas Brawijava The participants believe it can give social impacts to the society and determine what is the construction of female beauty. The readers and society will finally accept the idea saying that beauty is equal to having slim body figure, applying make up, and having cosmetics procedures to look attractive. Universitias B The writer suggests that the next writer will also cover up socioculturals it as Brawijaya Universi practice by using case study because it is important to use participants point of sites view as a part of the society since CDA is related with language as a form of social practice. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya

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Universitas Brawijaya Universitas INTRODUCTIONersitas Brawijava Universitas This chapter discusses the introduction to this study that consists of the sitas Brawijaya background of study, problems of the study, objectives of the study, and definition **Universitas Brawijaya** University of key terms. Universitas Brawllay
1.1 Background of the Study Universitas Basically, men and women are created to be different both physically and University socially. Physically, men have different characteristics with those of women, which is called 'sex' that concerns with the biological anatomy of human body. Universi Socially, men and women are different in terms of 'gender'. Lips (1988, p. 7-8)sitas Brawijaya define gender as "the ideological (or discursive) and material relations that exist Universit between groups of people called 'men' and people called 'women'". Based on Sitas Brawijaya Fakih (1997) gender is socio-cultural construction about the social definition of men and women. That is why the terms 'sex' and 'gender' are not synonymous. Universi Meanwhile, Lippa (2002) states that gender refers to all of the socially defined, sitas Brawijaya learned, or constructed accoutrements of sex. Furthermore, Apriani (2008) mentions that gender related to two concepts, Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Inversitas Brawijaya Universitas Universi those are 'masculine' and 'feminine' which do not refer to a natural given status it as Br Universitas Brawijaya University women 'should' behave. Those socio-cultural construction of men and women sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas could be related to Javanese culture. Darwin (1999) states that the definition of ideal man in Javanese culture is a man who is qualified to be lelananging jagad,

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya ersitowning some character of powerful, handsome and having many wives. The less than the latest and having many wives. The latest Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universi portrait of masculinity and ideal man in Javanese culture is Arjuna, one of the sites characters in *Pandawa* (the five brothers) in the saga of *Mahabrata* who always Universitiven in every battles and married every goddess from defeated territories. In short, sitas Br Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas B Universitas Brawijaya Universi University and bonggol (sexual manliness). Meanwhile, the position of woman is seen as a Universities Brawing Zuntriana (2006) mentions that in Javanese culture, woman is a sitas Universities Brawing Zuntriana (2006) mentions that in Javanese culture, woman is a sitas Universities Brawing Zuntriana (2006) mentions that in Javanese culture, woman is a sitas Universities Brawing Zuntriana (2006) mentions that in Javanese culture, woman is a sitas Universities Brawing Zuntriana (2006) mentions that in Javanese culture, woman is a sitas Universities Brawing Zuntriana (2006) mentions that in Javanese culture, woman is a sitas Universities Brawing Zuntriana (2006) mentions that in Javanese culture, woman is a sitas Universities Brawing Zuntriana (2006) mentions that in Javanese culture, woman is a sitas Universities Brawing Zuntriana (2006) mentions that in Javanese culture, woman is a sitas Universities Brawing Zuntriana (2006) mentions that in Javanese culture, woman is a sitas Universities Brawing Zuntriana (2006) mentions that in Javanese culture, woman is a sitas Universities Brawing Zuntriana (2006) mentions that in Javanese culture, woman is a sitas Universities Brawing Zuntriana (2006) mentions that in Javanese culture, woman is a sitas Universities Brawing Zuntriana (2006) mentions that in Zuntriana (2006) mentions (2006) mentions (2006) mentions (2006) mentions (2006) mentions (2006) mentions (property of a man, as well as bondo (wealth), griyo (palace), turonggo (vehicle), Universi kukilo (pet and instruments), and pusoko (weapon and power). Rule over women (wanito) is a symbol of a man's virility. In traditional Javanese terms, a wife Universi should be manak (gives birth of an offspring), macak (dress up), and masaksitas (cooks), as well as the terms of dapur (kitchen), pupur (make up), kasur (bed), and sumur (well). Submission and dependance of a woman over a man are the sitas Universi exemplary of a woman's generosity in Javanese culture (Zuntriana, 2006). Universitas Moreover, the paradigm of gender differences between men and women do Universit not only happen in Javanese culture, but also happen in the history of humansitas Bra civilization in any society in the world as an universal phenomenon. Traditionally, sitas people in different parts of the world organize or arrange themselves in a Universi patriarchal society (Zuntriana, 2006). The dominance of men in a patriarchal itas society makes women are treated as equivalent to property, vehicles, and pets. According to Zuntriana (2006) this patriarchal culture is contributing greatly to Universi marginalize women with gender roles which seem to have determined entirely Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universithe construction of a socio-cultural patriarchal or it can be called as "female sitas Brawijaya ersitas Brawijaya – Universitas Brawijaya – Universitas Brawijaya – Universitas Brawijaya Universi stereotype". Stereotype itself is usually defined as relatively fixed and itas ersitas Brawijava Universitas Brawijava Universitas Brawijava Universitas oversimplified generalizations about groups or classes of people (Oakes *et al.*, ersitas Brawijava Universitas Brawijava Universitas Brawijava Universitas Universi 1994). In this society, men are superior compared to women in various sectors of the BI Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bruniversitas Brawijaya Universitas Brawijaya Universi subordination constructed by patriarchal society (Zuntriana, 2006). Consequently, Universitive women are treated more as an object and have always been associated with the sites ideal type of feminity that leads to the women's body as an object. Universitias Female stereotype which is conceived by men creates a concept in which Universitas
University women must have perfect and ideal body. It is originally related to the terms it as macak and pupur which mean dresses up and makes up. Those terms also have Universi hidden meaning as women who are able to manage the perfection of her idealsitas body by dressing up and applying make up well. The stereotypes of the ideal Universit women's body in the society since Renaissance era until modern era are very las Brawijaya Universi different. In the Renaissance era, the image of the ideal woman is a woman with the body which tends to be fatter than men because it reflects fertility and Universit prosperity. While in the 1960's, the ideal woman is woman with a plump body and sitas Bra having large size of breasts. In the early 2000s till now, the definition of the ideal woman's body is slim and even tends to be thin (Holt, 2006). sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Unconsciously, the speginning wof social construction a formed by mensitas Brawijaya ultimately affected the gender stereotypes of feminity. In fact, the concept of ideal woman is naturally given by the society because they create the convention about University what men and women should behave, as well as they should become. Moreover, Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universithe conventions of gender, ideology, and stereotype have been shaped by Universitas Brawijaya Universitas Brawijaya Universi discourse practice, for example, in advertisements, women are considered as it as ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Univers domestic caregivers, with sole responsibility for the home, child rearing, and men ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universithat tend to be served (Courtney et al., 1967). Fairclough (1995) mentions that sit as Brawii Universitas Brawijaya Universi Wodak (cited in Dijk, 1997), discourse practice is form of social practice which Universitpresents an ideological impact. This phenomenon of discourse practice shapes it as ideology of gender eventually led to the stereotype of ideal woman and adapted University the media. Nowadays, media are developed rapidly by using technology. In line with this, everyone who wants to deliver their message and spread their ideology to Universit many people can use a mass media, it can be on electronic or printed media. Consequently, it has become a media for discourse practice and ideology, Universit especially for gender. Jeffries (2007) says that printed media which many girls Brawijaya Universi and women read at formative points in their lives may still influence the reader's perception of her body. From her statement, this potential influence would reflect University patriarchal. Patriarchal ideology exaggerates the biological differences between men and women. It ensure that men always become dominant and masculine, while women always become subordinate or feminine. rsitas Brawijava Universitas Brawijava Universitas Brawijava Universitas Thus, the writer would like to focus on Critical Discourse Analysis in gender, sitas especially in female stereotype on a woman tabloid, because one of the commonly used of printed mass media is tabloid, since it can deliver messages to many Universi people in different places. It is able to give many kinds of information that can be Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya University specified in many topics for different readers, such as sport tabloid, woman ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universi tabloid, kids tabloid, cooking tabloid, and etc. A woman tabloid is devoted to the sitas ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya middle class because the price is more affordable. It is expected to reach all levels ersitas Brawijaya Universitof society, yranging from students, office employees, and housewives sitas Braw Universitas Brawijaya University attractive title as the headline because it can be easily seen by many people and sitas Universitincrease sales numbers. It usually uses a statement that will persuade the readers sites In other words, the headline of a woman tabloid is an effective way to deliver Universitinformation of promotional material because it used persuasive language. Universit Since the utterances in the headline use persuasive language, it can carry ideology because language is material form of ideology (Fairclough, 1995). Universi People who have power can spread their ideology and their point of view to the sitas common people who do not have power since they have access to mass media. Universit Headline of a woman tabloid serves the representation of a certain ideology from Sitas Brawijaya Universita group of people which is influenced by patriarchal system, because they want to sell their product by persuading the readers with the common ideology of feminity Universitin society. The ideology of feminity also shapes people's understanding about the sitas Br world because certain people or group are able to relay messages with multiple Bitas Brawija. meanings. For example, Veet's advertisement has slogan Kulit cantik itu mulus, rsitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br Universi bebas bulu (beautiful skin is flawless, hairy free). It is to shape the consumer's sit as Bra ideology that to have beautiful skin; we have to shave our body hair to make it flawless by using *Veet*. The conclusion is that the *Veet* advertisement's slogan has Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** powerful ideology especially in shaping the ideology by persuading the Universitas Brawijaya Universitas Brawijaya Universit consumers. ava Universitas Brawijaya Universitas Brawijaya Another example of language (discourse) that has powerful ideology and give Universi impacts in society is a statement from Mr. Soeharto as the Former President of Stas Bl Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Republik of Indonesia in ORBA (*Orde Baru*). He has a very good strategies in sitas dominating Indonesians' speeches, for example, discourse which is very popular Universitat that time, Memasyarakatkan Olahraga dan Mengolahragakan Masyarakat and sitas the impacts of that discourse is very great. Indonesian athletes won almost all of the All Englands' champions, even Indonesian athletes won both of Thomas Cup Universi and Uber Cup in the same time. In the past, the dominant power for dominating the world are gun, arrow, or weapon. However, language is very powerful today Universi Those two examples of discourse in the slogan of Veet advertisement and the sitas discourse that spoken by Mr. Soeharto are the example of language as a social Universit practice. It also proves that language is very powerful as the media for dominant Sitas Br people to dominate other people who have less power by using language as an Universitas From the case above, to analyze the critical discourse analysis that happen in female stereotype, it is necessary to analyze the headline of a woman tabloid since it have their own way to relay messages and at the same time they also offer the Universi female stereotype. The writer chooses utterances in the headline of "Cantiq"sitas tabloid since it delivers informations especially for women beauty, such as, Langsing dan Sehat dengan Raw Food Diet (Slim and Healthy with Raw Food Universi Diet), Langsing dengan Diet Bekatul (Slim with Bekatul Diet) and Sehat dan Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawiiava** Universit Cantik dengan Diet Vegetarian (Slim and Beauty with Vegetarian Diet). These ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universi headlines also deliver messages of how to be beautiful on the outside and sites ideology of the "standardize" beauty of women as well as the construction of dersitas Brawijaya Universitas Br Universitfeminitywijaya Universitas Brawijaya Universitas Brawijaya Universitas Br Universitas Brawijaya Universitive woman tabloid that gives current information about beauty, health, and family, Universit which is publiced by PT. Dharma Nyata Press, Surabaya which is one of the sitas publicers under Jawa Pos Group (Irawan, 2013). According to Irawan (2013), Si "Cantiq" tabloid has become a trendsetter of woman tabloids today as it can give Universi the latest news or information to readers every week, also, it has high market share and high level of readership in Indonesia and abroad, such as, Singapore Universi Malaysia, Hongkong, and Brunei. The data is taken from "Cantiq" tabloids during January 2013 and February 2013, it was observed for only two months. Then, the data are taken and analyzed states for the observation of study. The writer chooses those months because the tabloids are publiced in the beginning of the year and the publicers will make attractive Universi headlines to increase sales numbers while compete with another woman tabloids and online media. As stated by Irawan (2013), PT. Dharma Nyata Press as the publicer of "Cantiq" tabloid will continue to make revolutions on its cover and Universit content to keep the market share. Brawijaya Universitas Brawijaya Therefore, the writer conducts a study entitled "Female Stereotypes Presented "Cantiq" Tabloid." The writer uses the approach of Critical Discourse Analysis Universi proposed by Norman Fairclough since it is able to represent the methods and Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** University theories which covers the field of communication, culture, and society. Moreover, Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universithis study uses the interviewers' results to know the social impact from "Cantiq" sitas Brawijaya rawijaya tas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya tabloid headlines. Thus, the writer believes that this study would enrich the tas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya rawijaya rawijaya Universi readers' knowledge about the meanings, female stereotype, and socio-culturals as Brawijay Universitas Brawijaya rawijaya Universithat this study will be useful for conducting another study about the Critical Brawijaya s Brawijaya Universi Discourse Analysis in another magazines and tabloids. BRAW, Universitas Brawijaya Universit 1.2 Problems of the Study Iniversitas Brawijaya Based on the background of the study explained before, the problems of the study explained before the study exp rawijaya study are: rawijaya 1. What are the meaning constructions conveyed in "Cantiq" tabloid headlines? rawijaya 2. How are the structure of utterances viewed from syntagmatic and sitas Brawijaya paradigmatic perspectives? 3. How are the female stereotypes in "Cantiq" tabloid headlines interpreted Brawijaya Universitas Brawijaya Universitas Braby readers? 1.3 Objectives of the Study **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Based on the problems of the study, the objectives of the study are: rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya 1. To figure out the meaning constructions conveyed in "Cantiq" tabloid rawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas headlines.a Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universit 2. To find out how the structure of the sentences utterances viewed from Universitas Syntagmatic and paradigmatic perspectives.niversitas Brawijava rawijaya Universitas Brawijaya
3. To find out how the female stereotypes in "Cantiq" tabloid headlines Universitas Brawijaya rawijaya rawijaya rawijaya Universitas linterpreted by readers itas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Practical rawijaya Universitas Brawijaya Universit 1.4 Definition of Key Terms **Universitas Brawijaya** Universitas In order to avoid any misinterpretation, it is important to define the key terms, sitas Brawijaya Universitas Brawi Universitas Brawi Universitas Brawi Iniversitas Brawijaya study of the relations between language and cultural developments in ersitas Brawijaya rawijaya different social domains (Jorgensen et al., 2002, p. 60). 2. Gender: Socio-cultural construction about the social definition of men ersitas Brawijaya rawijaya and women (Fakih, 1997, p. 7). rawijaya 3. Stereotyping: Relatively fixed and oversimplified generalizations about ersitas Brawijaya rawijaya groups or classes of people (Oakes et al., 1994). 4. **Ideology**: Construction of meaning that contribute to the production, Universitas Brareproduction and transformation of relation of domination (Jorgensen versitas Brawijaya Universitas Bratal., 2002, p. 75). Universitas Brawijaya Universitas Br information about beauty, health, fitness, and fashion (Irawan, 2013, p. rsitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya rawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya rawijaya

Universitas Brawijaya REVIEW OF RELATED LITERATURE rawijaya This chapter discusses a brief explanation and description of some theories it as Brawijay related to the study. The following explanations that the writer discusses are Universitheoretical framework that consists of theories which support this study and University previous studies which give guidelines and comparison to this recent study. Iniversities Theoretical frameworks includes the theories used in this study. They are Critical Discourse Analysis, the approach of Critical Discourse Analysis by Universi Norman Fairclough, female stereotype, "Cantiq" tabloid, adult, and previoussitas studies. 2.1.1 Critical Discourse Analysis Critical Discourse Analysis (labelled CDA from here on) is the analysis on Universi interprets a discourse (language) as social practice. The foundations of CDA have it as been laid by critical linguists and theorist since the 1980s. British sociolinguist University and also the founder of CDA, Norman Fairclough (1995, p. 132-133) defines BI UniversitCDA as follows: Unive By critical discourse analysis I mean discourse analysis which aims to systematically explore often opaque relationships of Universitas Bracausality and determination between (a) discursive practices, Universitas Universities Br events and texts, and (b) wider social and cultural structures, hiversities rawijaya relations and processes; to investigate how such practices, events and texts arise out of and are ideologically shaped by relations of power and struggles over power; and to explore how the opacity of these relationships between discourse and society is itself a factor inversitas B Universitas Brasecuring power and hegemony. ijaya Universitas Brawijaya

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rawijaya	Universitas In other words, Fairclough mentions that CDA is a theory of lan	guage insitas	Brawijay
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rawijaya	University relation to power and ideology. Jorgensen et al. (2002) mentions that CI	OA is the sitas	Brawijay
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rawijaya	Choyimah (2012), the definition of CDA is an interdisciplinary study countries of CDA is an interdisciplinary study countries.	Universitas ombining	Brawijay
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rawijaya	Universitas Brawijay Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
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rawijaya	University By domination are acted out in linguistic practice. More specifically, CDA is	s used to	Drawijay
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rawijaya	Universitrefer to "any theory concerned with critique of ideology and the e University	hivoreitae	Prawijay
rawijaya	Universi domination" (Fairclough, 1995, p. 20). Therefore, critical discourse analysis	ysist take	Rrawijay
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rawijaya	Universit language into account as social practice.	niversitas	
	Universita	niversitas	
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rawijaya	Universita 2.1.1.1 Three Key Terms in Critical Discourse Analysis Universita	Universitas	
rawijaya	Universitas The following are the three key terms which frequently occur in CD		
rawijaya	Universitas I	Universitas	Brawijay
rawijaya	Universities consist of discursive or discourse practice, constitutive and constitutive	uted, and Universitas	Brawijay
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rawijaya	Universitas According to Choyimah (2012) discursive or discourse practice refe		
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
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rawijaya	Fairclough (1995) mentions that discourse practice is related to	discourse	Brawijay
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rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Fairclough's idea implies that one of the activities in CDA is see	Universitas	Brawijay
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rawijaya	Universit discourse conventions or genre produced by the speakers or the writers.	s Brawijay
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rawijaya	Universit Moreover, discourse practice also covers audience investigations, in the sense that sita	s Brawijay
rawijaya rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Critical discourse analysts ideally carry out a researcher in order to find out how Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	s Brawijay s Brawijay
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rawijaya	Universitas Discourse is constitutive means that discourse is able to form or shape the sita	
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rawijaya	Universitas Braw Univer	s Brawijay
rawijaya	Universit discourse that we seen everyday. According to Eriyanto (2001) our mindset can site	s Brawijay
rawijaya	Universita	s Brawijay
rawijaya	Universi be shaped by discourse the word, for example kaum miskin is different with kaumsital	
rawijaya	Universi marjinal because miskin means that people got poor because of themselves and liversita	s Brawijay
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rawijaya	Universite the same access, or they are pressed by the dominant people. The example above	
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rawijaya	Universitas Fairclough's understanding of ideology is concerned with meaningsita	
rawijaya Irawijaya	Universitas Brawij Universitas B	s Brawijay s Brawijay
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rawijaya	University domestic caregivers in Javanese culture, and it is obligation to them to be able to Universities Brawn and the state of the	s Brawijay s Brawijay
rawijaya	Universi cook, sew, or clean the house. It has become the construction in everyday life, and sita	
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rawijaya	Universitas Brawijaya	s Brawijay
rawijaya	Universit house. Also, one of critical discourse analysts' beliefs is that "No discourse is sital	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita	s Brawijay
rawijaya	Universi neutral" (Choyimah, 2012). This statements also described that discourse will it	s Brawijay
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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitalways take sides to the dominant power, for example, how men as the dominant ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universi group are put in proper place, while women as the minority group are always it as Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas considered as domestic caregivers who stayed at home to take care of children, Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universitclean house and cook meals tas Brawijaya Universitas Brawijaya Universithe ideological discourse contributes to the effort to maintain and transform Brawijaya University relationship of power. Moreover, Jorgensen et al. (2002) mentions that ideology is sitas a construction of meaning that contribute to the production, reproduction, and Universition of relation of domination. According to Amin (2009) Ideologies sitas Brawijaya Universi are the basic frameworks for organizing the social cognitions shared by members sitas B of social groups, organizations or institutions. One can say that ideology is the Universitidea which is expressed through communication. This ideology controls thesitas Brawijaya circulation of messages in society. Universitas From all of that concepts, the conclusion is that language is an very effective sitas Brawijaya Universitinstrument to win our consent and to set up our ideas into others' through which a sit as new reality could be shaped (Choyimah, 2012). According to Barker (2006), Universitideology can be seen in the following ways: 1) World views of dominant groups which justify and maintain their power Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universities 2) World views of any social groups which justify their actions and which aresit as Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya 3) World views of dominant groups which justify and maintain their power Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi Universitas Br but which can not be counterpoised to truth; however, they can be subjects awijaya Universitas Brawijaya Universitas Brawijaya to redescription and thus do not have to accepted.
awijaya Universitas Brawijaya Universitas Brawijaya Universities 4) World views of any social groups which justify their actions but which can Universitas Brawijaya Universitas Brand thus do not have to be accepted. Universitas The example of how ideology by certain people can shaped the world can be seen in this phenomena on how people in Korean entertainment industry construct the meaning of beauty in a girlband, for these groups of people, a group of Universi girlband must have proportional height, slim body, skinny-long legs, wider eyes, bright skin, pointed nose and colored hair (blonde, mahogany, brunette, chopper, Universitetc). We can see this constructions of beauty on Korean pop girlband, such as Girls' Generations, KARA, and Nine Muses. 2.1.2 The Approach of Critical Discourse Analysis by Norman Fairclough This study applied CDA theory by Fairclough, the British sociolinguist, who Universitis one of the key figures in the realm of CDA. "In his vantage-point, CDA is a method for examining social and cultural modifications that could be employed in protesting against the power and control of an elite group on other people" Universitas Brawijaya Universitas Brawijaya Universi (Ahmadvand, 2009, p.3). Fairclough believes that our language, which shapes oursit as Bi ersitas Brawijaya Universitas Brawijaya Univ by them in turn. Blommaert (2005, p. 27) mentions that "CDA conceives Universitas Brawijaya Universitas Brawijaya Universi discourse as a social phenomenon and seeks, consequently, to improve the social-Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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rawijaya	University theoretical foundations for practicing discourse analysis as well as for		
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawi	
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rawijaya		Universitas Brawi	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya discourse and social practice as follows: Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas Brawi	
rawijaya	Universitas Brawij To see how the language user brings certain ideology, holist		
rawijaya	Universitas Branalysis is needed. Seeing language from this perspective bring		
rawijaya	enormous implications. First, discourse is the form of action, or	^{ne} Universitas Brawi	_
rawijaya	uses language as an action to the world and also as the	ne Liniversitas Brawi	
	representation in seeing the world of fearity. Second, mod	CI	
rawijaya rawijaya	Universitas Bramplicates the mutual relationship between discourse and soci Universitas Bramctice. Here, discourse is divided by social structure, social class		
	and other social relations which are related with specific relation	n Indiana waitaa Buassi	
rawijaya rawijaya	from certain institution such as in law or education, system, ar	Iniversitas Brawi	ıjay iiav
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rawijaya	Universita Therefore, through the model, Fairclough would like to foreground		
rawijaya	University Therefore, through the model, Tablebugh would like to foreground	niversitas Brawi	
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rawijaya			
rawijaya	Universities the society (Choyimah, 2012). Below is dimensions of CDA propulation of CDA	osed by Universitas Brawi	ijay iiav
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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijava Universitas Brawijava Universitas Brawijaya Universitas Fairclough (1989) identifies three dimensions for CDA (shown in figure 1.) to Sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universithe three aspects of discourse: s Brawijaya Universitas Brawijaya Prawijaya Universitas Brawijaya Universitas Brawijaya Universitas 1) **Description** is the stage which concerns with formal properties of the text. Universitas Br This stage is the same with text analysis which analyzed the internal Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya elements of the text. Universitas Brawijaya Universitas Brawijaya Universitas 2) Interpretation concerns with the relationship between text and interaction Sitas Brawijaya Universitas Braby seeing the text as the product of the process of production and as a sitas resource in the process of interpretation. This stage also equal with discourse practice 3) **Explanation** concerns with the relationship between interaction and social context, with the social determination of the process of production and interpretation, and their social effects. This stage is also called as socials tas Brawijaya practice. In all these stages CDA concern with analysis, but the nature of it is different Stages Brawijaya in each stage. According to Ahmadvand (2009) analysis in the first stage limits its boundaries to labeling the formal properties if the text and regards text as an Universitobject. In the second phase, CDA goes through the analysis of the cognitive sitas Brawijaya process of the participants and their interactions. Finally in the third stage, the aim is to explain the relationship between social events and social structures that affect ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br Universithese events and also are affected by them, a Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Fairclough, furthermore, explains discourse concept of communicative event (discursive event) by applying three different things. He attributes three Universi dimensions to every discursive event. According to Fairclough, as quoted by Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya University Titscher et al. (2000), there are three dimensions to conduct the analysis of a state Brawijaya Universit discursive event, they are text analysis, discursive practice or discourse practice, sitas Brawijaya tas Brawijaya Universitas Brawijaya Universitas Brawijaya and sociocultural practice. Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya 2.1.2.1 Text Analysis Universitas Brawijaya Universitas According to Choyimah (2012) text analysis refers to the analysis on the Stas Brawijaya Universi internal elements of the text. It encompasses the analysis on the vocabulary, sitas grammar, syntax, and sentence coherence by which the messages are linguistically realized. Ahmadvand (2009, p. 4), concludes Fairclough's notion of text as Brawijaya Universi follows: hiversitas Brawijaya For him (Fairclough) text is a product, not a process. Fairclough employs the term discourse to refer to the complete process of social interaction. Text is merely a sector of this process, because he considers three elements for discourse, namely text, interaction, and social context. In addition to text itself, the process of social interaction involves the process of text production and text interpretation. Hence, text analysis is a part of discourse analysis. In his first dimension, Fairclough concerned with linguistic features and Universit organisation of concrete instance of discourse (Blommaert, 2005). Choyimah University (2012) mentions that in Fairclough's approach of CDA, we can analyzed itsites through meaning, structure analysis and etc. The analysis on this study will cover Universithe analysis on meaning and structure analysis. This study will employ those two sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitaspects in carrying out the analysis on textual level. Meaning relies on semiotics theory. Chandler as cited in Choyimah (2012) Universitas Brawijava Universitas Brawijava University says that semiotics theory holds that human are basically homo significans or it as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br rawijaya meaning makers, and meaning emerges because of human's creation and Universitas Brawijaya Universitas Brawijaya rawijava

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rawijaya	Universitinterpretation of sign. Any sign, including linguistic is nothing, unless human sitas Br	
rawijaya	Universitas Brawijaya	
rawijaya	Universitinterprets it and invest/meaning in it. For example, the string of letters D-U-C-Ksitas Br	0 0
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rawijaya	Universities Brawijaya in versities Brawijaya Universities Brawijaya Universities Brawijaya in versities Brawijaya is meaningless until human interprets or means it as the two-legged animals of Universities Brawijaya in versities	awijay
rawijaya	University particular species. Furthermore, Chandler mentions that there are denotative sitas Brown	
rawijaya	Universitas Brawijava Universitas Brawijava Universitas Brawijava Universitas Br	
rawijaya	Universit meaning and connotative meaning operate at the level of signified (concept). Sites Brown	awijay
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rawijaya	Universi common-sense in meaning of a sign, while connotative meaning refers to the sitas Bra	awijay
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rawijaya	Universitas The structure analysis of the text could be analised from the structure of sitas Br	awijay
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rawijaya	Universi discourse, which is staging. Staging is concerned with the word and sentencesitas Bra	
rawijaya	University sequence (Chojimah, 2012). Staging consist of theme and rheme. According to hiversitas Branch (Chojimah, 2012).	awijay
rawijaya	Universit Sequence (Chojiman, 2012). Staging consist of theme and Theme. According to hiversitas Bro	awijay
rawijaya	Universit Downing et al. (2008), theme of a clause is what the speakers or the writers takes it as Browning et al.	awijay
rawijaya	Universit as their 'noint of departure' in that clause. It is realised in English by the first	awijay
rawijaya	Universities their 'point of departure' in that clause. It is realised in English by the first	awijay
rawijaya	Universit clause constituent, and the rest of the message constitutes the Rheme. It is Sitas Bridge	
rawijaya	Universities Universities Br	
rawijaya 	Universitimportant that theme and rheme are the elements which make up the functional sites Bridge	
rawijaya	Universities Configuration of the clause as message. In sum, theme is an element of the	awijay
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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Brawijaya Universitas In the example above, the first clause I can't stand the noise seems to involve Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universi no particular supposition about the situation on the part of the hearer, apart from sitas ersitas Brawijaya Universitas Brawijaya Univ University noise in general. Second, The noise I can't stand, seems to imply a contrast with State Bra Universitas Brawijaya Universities seems to presuppose a shared belief on the part of the speaker and hearer that the University speaker can't stand something, and identifies that entity; while the fourth What Island can't stand is the noise seems to restrict what the speaker can stand among other things imagined by the hearer. Fifth, The noise I can't sand it, might be said in Universi answer to the question Don't you mind the noise from the bar downstair? Here, sites the choices of theme is important because it represents the angle from which the Universit speaker and the writer projects his/her message, and partially conditions how the sitas messages develops. The initial element acts as a signal to the hearer and the Universities directing expectations regarding the structures that is likely to follow, or sitas about the mental representation of what message is likely to be. Based on semiotics, the structure analysis of the text could be analised from University syntagmatic or paradigmatic analyses. Syntagmatic analysis is the structural technique to find out the surface structure of a text and the relationship between its parts. It encompases the analysis on the combination of interacting signifiers sitas Brawijaya Universitas Brawijaya Universitas Brawijaya University which form a meaningful whole (Chandler, 2002). Syntagmatic analysis is the one sit as concerned with the combination of "this-and-this" (as in the sentence *the* weather is cold). Syntagmatically, the sentence consists of the combination Universi between the and weather and is and cold. Meanwhile, paradigmatic analysis is the Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit structural technique to identify the various paradigms which underlie the 'surface sitas Brawijaya rersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi structure of a text. It dealt with the selection of "this-or-this". The last sites Universities word of the weather is cold can be replaced by hot. Both combinations "this-and-universities by hot." Universithis" and "this-or-this", have its own implication in meaning. Brawijaya Universitas Brawijaya University discursive process is operated linguistically. For Fairclough, textual analysis is not sitas Brawijaya Universi enough to discourse analysis. As mentioned by Jorgensen et al. (2002), Fairclough proposes that to undertake CDA, it needs interdisciplinary perspective which is Universit combined textual analysis and social practice. He states that texts are seen as parts^{SI} Universi of social events. One way in which people can act and interact in the course of sitas B social events is to speak or to writers, but it is not the only way. There is Universit relationship between texts, social events, social practices and social structure and sites they are socially constrained. Universit 2.1.2.2 Discursive Practice or Discourse Practice According to Fairclough (1995) discursive practice is concerned with text University production and text interpretation. Text production refers to what discourses it as Brawijaya conventions are produced by speakers or writers. This is the step when the discourse conventions are uncovered. A critical discourse analyst investigates how ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universithe readers or the listeners interpret a given text. The level of the discursives as Brawijaya Universitas Brawijava Universitas Brawijava Universitas Brawijava Universitas practice is the link between text and social practice. Based on Titscher et al. ersi (2000), there is a connection between the socio-cognitive aspects of text as Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijava Universitas Brawijava Universitas Brawijaya University production and interpretation and on the one hand, this level is closely related to sitas Brawijaya ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universithe textual level. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas The analysis of discursive practice focuses on the production and Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universit consumption of a text. Text is produced through discursive practice. For instance, sitas Brawijaya Universitas Brawijaya University relationship between teacher and student, how the teacher delivers the materials, sitas Brawijaya Universithow the pattern of the relationship and the position of students in the classroomsitas activity and so forth. The same thing happens in the media. Text involves University complicated and complex discursive practice. This practice determines how the sitas Brawijaya Universi text is formed. For Fairclough as stated in Eriyanto (2001), there are two sides of sites B the discursive practice. They are the text production (the media) and the Universit consumption (the audience or reader). Text production closely related to the sitas pattern and the media routine of the news making in the newsroom. The Universition consumption firmly related to the interpretation of the reader or viewer toward asitas Brawijaya Universi certain text. Universit 2.1.2.3 Sociocultural Practice Fairclough (1989, p. 22) proposes the definition of critical discourse analysis "the study of a text which conseptualizes languages as a form of social practice," ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitand attempts to make human beings aware of the reciprocal influences of sitas Brawijaya language and social structure of which they are normally unaware". In here, Fairclough considers language as a form of social practice. This way of thinking Universitas Brawijaya Universitas Brawijaya Universitas implies some other notions. First, language is a part of the society and not Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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rawijaya	somehow external to it. Second, language is a social process. Third, lang	uage is a	Brawijay
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rawijaya	Universi socially conditioned process, conditioned that is by other (non-linguistic		
rawijaya rawijaya	society (Fairclough, 1989). The remarkable point in Fairclough's view in the second se	Universitas is that all Universitas	Brawijay Brawijay
rawijaya	Universi linguistic/phenomena are social, but it is not true the other way ro		
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya		
rawijaya	instance, when we are talking about the political words such as de	moorooti	Brawijay
rawijaya	University imperialism, or terrorism we use linguistic elements, but this is only pa		
rawijaya	Universitas Brawijaya	Universitas	
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rawijaya	Therefore, the relationship between language and society does not of	observe a	Brawijay
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rawijaya	Universi of it. The second implied notion – i.e. language is a social process – is mo		
rawijaya	University only when we take discourse as different from text, like Fairclough. Fair	niversitas rclough's	Brawijay
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rawijaya Irawijaya	Universities on how discourse practices operate at a number of level Universities	ls; Universitas	
rawijaya Brawijaya	Universitimmediate situation, in the wider situation or organization, and at a soci	etal level	Brawijay
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rawijaya	is discussed. However, the implication of discourse practices toward s Universities Bra	society is Universitas	Brawijay
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rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
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rawijaya	gender. Lips (2006, p. 7-8) define gender as "the ideological (or discurrence)	Universitas	Brawijay
rawijaya	Universitas Brawlaya Universitas Brawlaya Universitas Brawlaya	"Universitas	Brawijay
rawijaya	University material relations that exist between groups of people called 'men' and		
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya		
rawijaya	Universi called 'women'". As stated by Fakih (1997), gender is socio-cultural con		
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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** about the social definition of men and women. As mentioned on background of Universitas Brawijaya Universitas Brawijaya Universitas Universithe study, gender are related with two concepts, that are s'masculine' and sitas ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Grawijaya Universitas Grawijaya Universitas Brawijaya Univ University of how men and women 'should' behave. For example, we can relate it with social it as Brawii Universitas Brawijaya Universitivell known as the traditional and highly patriarchal culture. It evidence also sites Universitshows that many aspects of gender are simply not innate, as proved by children it as who raised in patriarchal society in Javanese community, in example, for a girl, it Universitis 'forbidden' to laugh until the other people could see all her teeth, let alone Universi yelling, because it is consider being Pamali! (forbidden to do). Instead, she has to sit still and follow what her mother and father says (Hermawati, 2007). In fact, her University relatives and neighbors also feel that it is obligation to participate in "educating" as it as According to Zuntriana (2006) this patriarchal culture greatly contributes to Universi marginalize women with gender roles which seem to have determined entirely by the construction of a socio-cultural patriarchal or it can be called as "female Universi stereotype". Women become the second sex in society (a concept of continuous itas Br subordination constructed by patriarchal society, since God himself never makes women as creatures who have to be in a second class and her presence was not ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universitmerely as appendages of men).s Brawijaya Universitas Brawijaya Universitas Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas The presence of women seem that they only as a complement of men, then there are some terms attached to them, such as, manak (gives birth of an Universi offspring), macak (dresses up), and masak (cooks), as well as the terms of dapur, Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya pupur (makes up), kasur (bed), and sumur (well). These terms are closely attached University women until now, due to the rule over women (wanito) is a symbol of a man's it virility (Zuntriana, 2006). Zuntriana (2006) said that women as dependent on and Universi in need of a man's protection and acceptance is an example of a woman's itas Bl generosity in Javanese culture. Arnez et al. (2010) argue that in traditional texts, Universithe readers often find narratives that take a male-centered view of women, for Universi example, traditional Javanese literature of Serat Candraning Wanita, which is an ancient Javanese literature as a guide for men on how to choose a good and suitable wife. This literature can only be found on Yogyakarta palace's collection, Sonobudoyo museum, Pura Pakualaman library, and Surakarta palace's collection (Bonita, 2012). The text explicitly describes which women are suitable Versi for marriage, judged from such characteristics as their physiognomy and their sexual behavior (responsiveness, obeying men's orders). Here is one example of Universities the ideal woman according to Serat Candraning Wanita cited by Bonita (2012): // Retna Kencana. Pasuryan jené, réma akas sarta panjang, suku alit, dedeg pideksa, bathuk cekapan, tutuk semu ciyut. Watekipun setya tuhu dhateng laki. Bathuking baga semu ciyut saha bolonganing baga ugi ciyut, sarira katingal garing, pinunjul Br*saresminipun //* Terjemahannya: Retna Kancana (wanita seperti emas permata) ciri-cirinya: muka berwarna kuning, rambutnya panjang dan kasar, kakinya kecil, tubuhnya proposional, dahinya pas, dan mulutnya agak kecil. 🎒 (Wanita) seperti ini berwatak sangat setia kepada suami. (Wanita) Brini memiliki (dahi) dan lubang vagina agak kecil, tubuhnya kurus niversitas namun unggul dalam bersenggama // Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Based on Serat Candraning Wanita, the author portrayed that socio-cultural iniversi constructions of gender differences regards women primarily as an object,

Universitas Brawijaya **Universitas Brawiiava** Universitas Brawijaya Universitas Brawijaya University specifically, as an sexual object. Today, female stereotype lead the phenomenon ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya University of women as an object to the whole new level. There are many cosmetical task ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universita companies, beauty products, advertisements, woman magazines, and woman ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitabloids create their own concept of ideal woman (Holt, 2006). We can sees that Brawijaya Universitas Brawijaya Universities seems to have their own ideology about the concept of ideal woman. For example, Sitas Universitive can see from the advertisements of Ponds 'White Beauty' and Olay 'Naturalsitas White' that to have a beautiful skin, woman must have white and flawless skin. Universit Another example came from advertisement of Sari Ayu 'Slimming Tea' product Universi and WRP 'Diet to Go' product that women will be more beautiful and more confident if they are slimmer. Throughout the development of human life, the gender differences of female stereotype are assumed unchangeable because it is concerns with the conventions University of society. Amin (2008) argues that these differences produce gender inequities sitas Brawijaya Universithat oppress the subdominant group. Therefore, this study is focuses on females it as stereotype presented in the headline of "Cantiq" tabloids; therefore, it will only Universitexplain the female stereotype itself as a form of socio-cultural construction of sitas Braw gender differences. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit2.1.4 "Cantiq" Tabloid rsitas Brawijaya Universitas Brawijaya information about beauty, health, fitness, and fashion. This tabloid is targeting Universi women career, housewives and women who care about beauty, health, and family.

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit "Cantiq" tabloid is publiced by PT. Dharma Nyata Press, Surabaya which is one Sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya University of the publicers under Jawa Pos Group that led by Dahlan Iskan as the President stras Director (Chief Executive Officer/CEO) and he also well known as the State Universi Minister for State Owned Enterprises of Republic of Indonesia (Menteri BUMN it as Brawijay) Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya _{Universi} *RI*) (Irawan, 2013). Jawa Pos Group or Jawa Pos National Network (JPNN) is a sitas Brawijaya Universit company that hosts over 151 local and national newspapers, most notably the sitas Brawijaya Universi Jawa Pos, and dozens of tabloids, magazines, and television area. Until now PTsitas Br Dharma Press or so-called Nyata Group has publiced three national tabloid "Nyata" tabloid, "Cantiq" tabloid, "Koki" tabloid) and three national magazines Brawijaya Universi ("Zigma" magazine, "Omega" magazine, "Selera" magazine). This tabloid is different with another woman tabloids because "Cantiq" Universitabloid delivers informations especially for women beauty with affordable pricesitas Brawij (around Rp. 5000 until Rp. 6000). This tabloid also has interesting headlines, such as, Langsing dan Sehat dengan Raw Food Diet (Slim and Healthy with Raw Food Sitas Brawijaya Diet), Langsing dengan Diet Bekatul (Slim with Bekatul Diet) and Sehat dans it as Br Cantik dengan Diet Vegetarian (Slim and Beauty with Vegetarian Diet). Universit According to Irawan (2013) "Cantiq" tabloid has become a trendsetter of asitas Brawijaya woman tabloid today as it can give a latest news or information to readers every week, also, it has high market share and high level of readership interests in Universi Indonesia and abroad, such as, Singapore, Malaysia, Hong Kong, and Brunei. Iversitas Brawijaya Universitas Brawijaya **Universitas Brawijava**

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rawijaya	Universitas The readership of "Cantiq" tabloid is an adult; therefore, the particip		
rawijaya	will be interviewed for the study will come from women. Adulthood is	Universitas E a period	Brawijay
rawijaya			
rawijaya	University where someone is more responsible, more orderly, and more dutiful than	•	
rawijaya rawijaya	Universitas Brawijaya	ne length	Brawijay Brawijay
rawijaya			
rawijaya	Universit of time that life starting from birth until now. Age determination is done Universitas Brawijaya	Universitas E	Brawijay Brawijay
rawijaya	Universitä few years (Chaniago, 2002). As stated by Hurlock (1980), the age		
rawijaya		Universitas E	
rawijaya	Universitas Braw' Universitas Braw' Universitas Braw' Va	Universitas E	
rawijaya	Universitas The more the age or the more mature person, the level of maturity	, lwijversitas F	Brawijay
rawijaya	Universita Universita	Universitas E	
rawijaya	Universi increased in the matters of thinking and working. In terms of public trust,		
rawijaya	Universi is more believable than those who have not adult. It can be seen from the	hiversitas F	Brawijay
rawijaya	University is more self-value than those who have not addit. It can be seen from the	hiversitas E	Brawijay
rawijaya	Universi maturity and capability for adult to think wisely. According to WHO		
rawijaya rawijaya	Universit Univer	niversitas E based on	arawijay Brawijay
rawijaya	Universit their level of maturity, which is between the ages of 15-49 years old,		
rawijaya	Universitas	Universitas E	Brawijay
rawijaya	University words, the difference between young adults with older adults are around 3		
rawijaya	Universitas Hurlock (1980) suggests the phases of maturity based on development	Universitas E opmental	Brawijay
rawijaya	Universitas Bra	Universitas E	Brawijay
rawijaya	Universitysychology, are:	Universitas E	
rawijaya rawijaya	Universitas Brawija Universitas a. Early adulthood, last between ages 18 - 40 years old. Awijaya	Universitas E Universitas E	
rawijaya		Universitas E	
rawijaya	b. Middle adulthood, last between ages 41 - 60 years old. Universitas Brawijaya	Universitas E	
rawijaya	Universities c. Elderly (Older adult), start from > 61 years old. it as Brawijava	Universitas E	
rawijaya			
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Since this tabloid concerns with women readership, the participal Universitas Brawijaya	ants that Universitas F	Brawijay
rawijaya	Universit would be interviewed are come from early adulthood (18 - 40 years		
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas E	
rawijaya	Universi middle adulthood (41 - 60 years old).vijaya Universitas Brawijaya	Universitas E	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas E	Brawijay
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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Dealing with this study, there are two previous studies that using Critical Persitas Brawijaya Universitas Brawijaya Universithe different object. First, there is a thesis by Ikmi Nur Oktavianti (2008) "Asitas Brawijaya Universitas Brawijaya Universit Silet Infotainment Program." Her study is intended to produce the elaboration of Universitsocial struggle of a text, or in other words, to find out the relationship of language, sitas power and ideology in shaping certain perspective of a text by using CDA approach of Norman Fairclough. The result of this study proved that there are Universi different "messages" in the gossip broadcast between Silet and Insert Investigasi infotainment programs. The relationship among language, power and ideology are Universi dependent and language embodies certain ideology, and by having power, the sites ideology can be delivered. Universital Another previous study is from Musthafa Amin (2009) entitled "A Critical Universi Discourse Analysis of Gender Stereotyping in It's Boy Girl Thing Movie." He conducted a study about gender stereotyping in It's Boy Girl Thing Movie that Universit proposes gender stereotyping of human role based on their sex. These stereotypes generate misperception on sex role where it discriminates women. He focused on investigating the discourse of gender stereotyping presented in dialogues of the Universi main character and analyzed data by three main approaches of Van Dijk'ssitas ersitas Brawijaya Universitas Brawijaya Univ stereotyping and nine of them present as an unequeal stereotyping on women. Universi Then, he analyzes its strategies to normalize and eliminate the common discourse Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** rawijaya University of gender role. He mentions that these processes are verified to analyze critically that Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitis negative effects to the women in social life. Universitas Brawijaya rawijaya Universitas Brawijaya rawijaya rawijaya rawijaya Universitabove. This study will enlarge the previous studies because it will coversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universit sociocultural practice from the three dimensions of CDA by Fairclough. In other rawijaya Universition words, it is use tabloids as the object to reveal the social impact of female Brawijaya rawijaya Universi stereotyping by interviewing the participants. **Universitas Brawijaya Universitas Brawijaya** rawijaya **Universitas Brawijaya** rawijaya Universit Iniversitas Brawijaya rawijaya rawijaya rawijaya niversitas Brawijaya rawijaya rawijaya rawijaya Universitas Brawijaya **Universitas Brawijaya** rawijaya **Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya rawijaya rawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Brawijaya

rawijaya Universitas Brawijaya RESEARCH METHODS Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universities This chapter discusses the method used to conduct this study that consists of research design, data sources, data collection, and data analysis. 3.1 Research Design Universitas Brawijaya
Universitas Brawijaya
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Universitas Brawijaya Universitexplained and described female stereotype presented in "Cantiq" tabloid bysitas Brawijaya employing the approach of CDA by Norman Fairclough. The result of analysis in Universithis study was not statistically analyzed and in the form of description. The Sitas Brawijaya Universitutterances in the headlines of "Cantiq" tabloid were intentionally to attract the prospective readers, to increase sales numbers, and have messages about the Brawijaya Universit concept of ideal woman, or the "standardize" beauty in society. There are two types of the study, that are content or document analysis since Universität uses text as the source of data and case study since it also uses interview results sitas Brawijaya to become the source of data to support the study. According to Ary et al. (2002), content or document analysis is a research method that is applied to written or University visual materials aiming to identify specified characteristics of the material. The sitas Brawijay Universitas Brawijaya rawijaya University television program, or any types of documents. Ary et al. (2010) describes that a sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit case study is a type of ethnographic research study that focuses on a single unit, sitas Brawijaya such as one individual, one group, one organization, or one program. The goal is Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawiiava** to arrive at a detailed description and understanding of the entity (the "case") or to Universi produce an in-depth description that is rich and holistic. Case studies use multiple methods, such as interviews, observation, and archives, to gather data. Universities Specifically, the writer used instrumental case study, because the writer Universitas Brawijaya University writer believed this particular case can help provided insights or help to Br Universitunderstand that issue (Ary et al., 2010). In order to choose the participants, the writer used criterion sampling technique, because the writer set the criterion and Universitincludes all cases that meet that criterion (Ary et al., 2010). The writer made Universi questionnaire and spreaded it to find the participants that must fulfill the criteria, such as, the participants must be women from early adulthood (18-40 years old)Universi and middle adulthood (41 - 60 years old), they must already read or subscribed "Cantiq" tabloids for at least a month. Universitas The writer used interviews to gather the data and interviewed the participants about their interpretations of the utterances in "Cantiq" tabloid headlines. The interview results were the answer to the social impacts of this tabloid's headlines. Universit Ary et al. (2010, p. 379) states, "interviews involve some form of direct contact between the people in the sample group and the interviewer (the researcher or someone trained by the researcher)". In this study, the writer used semi-structured sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi interview because the writer as the interviewer might modify the format or it as questions during the interview process (Ary *et al.*, 2010). The interview used open ended question (cannot be answered with a yes or no or simple response) and Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universit most importantly to reveal what is important to understand about the phenomenon Sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitunder studyava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br Universi headline of "Cantiq" tabloids during January 2013 until February 2013 and Sitas Brawijaya as Brawijaya Universitas Universitinterview results to answer the impact of discourse in society. The writer chose sites "Cantiq" tabloid because it has become a trendsetter of woman tabloids today as it can give the latest news or information to readers every week, also, it has high sitas Brawijaya Universi market share and high level of readership interests in Indonesia and abroad, such sitas B as, Singapore, Malaysia, Hong Kong, and Brunei (Irawan, 2013). The writer Universit chose those months because this tabloid was publiced in the beginning of the yearsitas and made an attractive cover to increase sales figures while compete with another University woman tabloids and online media (Irawan, 2013). Universitas In this study, the writer interviewed 4 potential participants (2 participants from early adulthood and 2 participants from middle adulthood). The participants Universit who were interviewed were consider to fulfill some criterias, as follows: 1. The participant must be a woman from early adulthood (18 - 40 years old) Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas 2. The participant like to read a woman tabloid, rsitas Brawijaya Universitas 4. The participant has subscribed "Cantiq" tabloid for at least > 3 weeks. Iversitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas In conducting this study, the writer took part as the human investigator tositas Brawijava rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya gather and analyze the data. Ary *et al.* (2010) mentions that the most widely used Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya rawijaya rawijaya Universit data-gathering tools in qualitative research are interviews, document analysis, and sit as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya observation. Therefore, the writer still needs additional instruments for collecting Universithe data, such as questionnaire and interview guidance. Before the writer analyzed Sitas Brawijaya Universit further, the data should be collected. The writer followed several steps, as follows: sitas Brawijaya Universitas Braw L. Listing Universitas Brawijaya The writer listed the data from the utterances in "Cantiq" tabloid headlines Brawijaya Universit niversitas Brawijaya during January 2013 until February 2013. rawijaya 2. Selecting rawijaya The writer selected the potential participants that fulfill the criterias bysitas Brawijaya using questionnaire. rawijaya 3. Interviewing Universitas The writer interviewed the participants about their interpretations of niversitas Brawijaya the utterances in "Cantiq" tabloid headlines and impacts of the utterances Universitas Brain society. **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas After the data were collected, the writer analyzed the data for the study.sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya According to Ary *et al.* (2010) data analysis is a process whereby researchers rawijaya rawijaya University systematically search and arrange their data in order to increase their sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitunderstanding of the data and to enable them to present what they learned to sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitothers. Thus, these processes were summarized into three steps bellow: Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brathis stage is the same with text analysis which analyzed the internal sitas Brawijaya Universitas Brawijaya Broperties of the utterances in "Cantiq" tabloid headlines. Hereby, the Brawijaya Universitias Brawriter analyzed the utterances through the several steps below: Analyzing the utterances in "Cantiq" tabloid headlines based on meaning. Analyzing the utterances in "Cantiq" tabloid headlines based on itas Brawijaya syntagmatic and paradigmatic perspective. Drawing conclusion concerned with the findings in internal elements it as Brawijaya of the utterances in "Cantiq" tabloid headlines. 2. Interpreting According to Fairclough (1989) this stage is equal to discourse practices it as Brawijaya which concerns with the relationship between text and interaction by Braseing the text as the product of the process of production and as a Brawijaya resource in the process of interpretation. Here, the writer analyzed female stereotypes in "Cantiq" tabloid headlines interpreted by the participants Universitas Brand presented the findings supported by data which lead to the connection Brawijaya Brabetween discourse practice and social practice sitas Brawijaya Universitas Brawijaya Brawijaya Universitas Br Fairclough (1989) states that this stage is concerns with the relationshipsitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya

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rawijaya	Universitas Brastep, the writer analyzed the social impact of female stereotype in	
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rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya tabloid headlines by using the interview results from the participa Universitas Brawijaya Universitas Brawijaya	nts. Universitas Brawijay
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rawijaya	Universities In text analysis, the writer analyzed all of the seven headlines from	
rawijaya	Universitabloid during January 2013 to February 2013. The writer found two	Universitas Brawijay
rawijaya	Universitas Brawijaya	Universitas Brawijay
rawijaya	Universit constructions from those seven headlines and presented finding supported	
rawijaya	Universitas Brawi	Universitas Brawijay
rawijaya	In this case, the data is taken from the example of headlines which conce	rned with Universitas Brawijay
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rawijaya	University University that strengthened finding in this study related to problems of the study.	hiversitas Brawijay
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Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijava Universitas Brawijava Universitas Brawijaya Unive FINDING AND DISCUSSION'S Brawijava Universitas Brathis chapter presents the finding and discussion of the study. This chapter sitas Brawijaya Universitas Brawijaya Universit female stereotype presented by "Cantiq" tabloid headlines. Those are textual sitas Brawijaya Universitanalysis, discourse practice or discursive practice and socio-cultural practice. iversitas Brawijaya This study analyzes the utterances' from "Cantiq" tabloid headlines that states Brawijaya Universi presented discourse of female stereotyping by using Critical Discourse Analysis it as Br (CDA) proposed by Fairclough. There are seven utterances in the headlines of Universit"Cantiq" tabloid from 281st until 287th editions during January 2013 untilsitas Brawijaya February 2013. This study analyzes those utterances based on the three Universit dimensions of CDA, those are; text analysis, discourse practice or discursive Sitas Brawijaya Universi practice, and socio-cultural practice. Text analysis is merely concerned with meaning and structure analysis. UniversitHere, this study finds that there are two meaning constructions which presentsitas Brawijaya female stereotype, those are; "women should not be fat" and "physical beauty is full of risk". Those meaning constructions also construct ideology of physical ersitas Brawijaya Universities uty standards by "Cantiq" tabloids, ijaya Universitas Brawijaya Universithe discourse practice of the text. Discourse practice or discursive practice Universi concerns with text production and text interpretation. Therefore, there is interview Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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rawijaya	results that can be seen from page 77 to 79 about the readers' interpretations that	s Brawijay
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Irawijaya Irawijaya	Universitas Braw' Universitas practice toward society. Here, the writer finds out that there are two stereotypes of Universitas are two stereotypes are two stereotypes of Universitas are two stereotypes of Universitas are two stereotypes are two stereotype	s Brawijaya s Brawijaya
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rawijaya	University articles to become an attractive person as they greate idealogy of famile beauty	s Brawijay
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rawijaya	Universi Below are meaning constructions presenting female stereotype explored from the	
rawijaya	Universitas Universitas Universitas Seven headlines of "Cantiq" tabloid during January 2013 and February 2013 niversita	s Brawijay
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rawijaya	Headlines in "Cantiq" tabloid constructs a meaning concerning women's Universitas Brawijaya Universitas Brawijaya	s Brawijay
rawijaya	University physical appearance. The first meaning or ideology construction is that women sita	
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rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Un	iversitas	Brawijay
rawijaya	Universito get something that will give a risk to their health. Moreover, the sign	ifier	Brawijay
rawijaya	Universit Lingkar Pinggang BESAR (LARGE Waistline) signifies overweight and o	besesitas	Brawijay
rawijaya	Universitas Brawijaya Un	iversitas	
rawijaya	University people always having larger waist than that of normal people. The usage of ca	pitalsitas	Brawijay
rawijaya	Universities Braw word in BESAR (LARGE) also emphasizes that having larger waist than the	iversitas	Brawijay
rawijaya			Brawijay
rawijaya	Universit normal people are full of risk. In other words, this headline constructs mea		Brawijay
rawijaya		iversitas	
rawijaya	Universi that women are forbidden to have large waists and prove to have a health		
rawijaya	Thus, they should not be fat, overweight or obese because it will cause a	large	Brawijay
rawijaya rawijaya	University and a first stand in this state of the stand in the stand of the stand o	iversitas	Drawijay
rawijaya	Universit amount of fat stored in their waists. Moving to syntagmatic analysis, below i	iversites	Drawijay
rawijaya rawijaya	structure analysis concerning with the combination of position in the headline:	iversites	Brawijay
rawijaya rawijaya		iversitas	
rawijaya Irawijaya		iversitas	
rawijaya		iversitas	
rawijaya		iversitas	
rawijaya	Universitas BraIn the analysis above, the word Bahaya is a theme of the sentence an	$d_i Di_{Sitas}$	Brawijay
rawijaya	University Balik Lingkar Pinggang Besar is a rheme. The word Bahaya is the point		
rawijaya	Balik Lingkar Pinggang Besar is a rheme. The word Bahaya is the point Universities Brawnia.	nt of iversitas	Brawijav
rawijaya	Universi departure of the clause as a message and it functions as the emphasized wo	idgrsitas	Brawijay
rawijaya	Universitas Brawijaya	iversitas	Brawijay
rawijaya	Universithe headline. It represents the angle from which the author wants to projec	typesitas	Brawijay
rawijaya	message that will be delivered. According to Kamus Besar Bahasa Indonesia	iversitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Un	iversitas	Brawijay
rawijaya	Universit word r Bahaya is Latinoun tword r which ymeans v something that a might be		
rawijaya	Universities Brawii available of misery". It implies that having larger waistline may converse the converse of	iversitas	Brawijay
rawijaya			
rawijaya	Universi disadvantage for body or health, for example, someone having larger waistli		
rawijaya		iversitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Un	iversitas	Brawijay

	THE PROPERTY OF THE PROPERTY O
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya	Universit considered to be unattractive or it can increase the risk of health problems, such
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya	Universitas, obese and diabetic. However, it will have different interpretation to the readers it as Brawija
rawijaya rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya if it is written in different combination, for example, <i>Lingkar Pinggang BESAR</i> Universitas Brawijaya Universitas Brawijaya
rawijaya	Universit Berbahaya that can give different interpretation that someone who has largesitas Brawija
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya	Universit waistline will give disadvantage to others. It will give a negative connotation gray Brawija
rawijaya	Universities and will directly judges someone who has large waistline, and will not sitas Brawija
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya	Universitemphasize to its risk.
rawijaya	Universitas Brawi
rawijaya	Universitas Br In paradigmatic analysis, this headline may have different impressions if Brawija
rawijaya	Universithe combination of words is changed, for example, the word Bahaya is replaced sitas Brawija
rawijaya	Universita Universitas Brawija
rawijaya	Universi with Resiko (The Risk), into Resiko di Balik Lingkar Pinggang BESAR. It willsitas Brawija
rawijaya	Universi give an effective warning to the readers because it impresses that some risks can liversitas Brawija
rawijaya	Universit S hiversitas Brawija
rawijaya	Universities happened in the future and the readers will get the information about the risk of Sitas Brawija
rawijaya	University
rawijaya	
rawijaya rawijaya	Universition to the readers instead of the word <i>Bahaya</i> , since the word <i>Bahaya</i> is Brawija Universitas Brawija
rawijaya	Universities likely to have negative connotation. However, this headline will have sitas Brawija
rawijaya	Universitas B
rawijaya	negative connotation to fat people if the words Lingkar Pinggang BESAR are Universities Brawija
rawijaya	Universi replaced with Pinggang GEMUK, into Bahaya di Balik Pinggang GEMUK. It issitas Brawija
rawijaya	Universitas Brawija Wijaya Universitas Brawija
rawijaya	Universit because those words will directly judge the appearances of fat people ya Universitas Brawija
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawija
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawija
rawijaya	Universitas Langsing dan Awet Muda dengan DIET PALEOLITIK s Brawijaya Universitas Brawija
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawija In the headline above, the word <i>Langsing</i> means slim body figure. Since this Universitas Brawija
rawijaya	
rawijaya	University word is the headline of a woman tabloid, it plays an important role as the author's sitas Brawija
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawija
rawijaya	University point of view of proportional body figures. Here, the signifier Langsing signifies it as Brawija
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawija
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

	STILL STOREGO DIGITALIGIA OF STILL STOREGO DIGITALIGIA OF STATES O		
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay
rawijaya	University slim body figures that the readers will achieve after following the diet pro-	Universitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya	Universi Diet Paleolitik (Paleolithic Diet). While, Diet Paleolitik is one of	theidietsitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya programs which is adopted from the dietary of people from paleolithic universitas Brawijaya	Universitas era, since	Brawijay
rawijaya rawijaya			
rawijaya	Universit"paleolithic" (paleolitik) comes from the word "paleolithicum" which Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya		
rawijaya	the culture and civilizations era in stone ages. This headline constructs	meaning	Brawijay
Irawijaya Irawijaya	Universit that women are not supposed to be fat, because Langsing or slim is consumiversitas Brawijaya	sidered as Universitas	
rawijaya Irawijaya	Universita proportional body size.	Universitas	
rawijaya Brawijaya			
rawijaya Irawijaya	Universitas Braw' Liava According to syntagmatic analysis, below is the structure analysis of	concerned	Brawijay
rawijaya	Hadronettee 1	Universitas	
rawijaya	University with the combination of position in the headline:	Universitas	
rawijaya	Universi Table 4.2 Analysis of Theme and Rheme on Headline 2	niversitas	
rawijaya	Universi Theme Rheme	niversitas	
rawijaya	Universi Langsing dan Awet Muda dengan DIET PALEOLITIK	hiversitas	
rawijaya		1.0	
rawijaya	Universit Universit The words Langsing dan Awet Muda belong to the theme as the	niversitas	Brawijay
rawijaya	Universit departure from this headline. Meanwhile, the words dengan DIET PAL		
rawijaya	Universitas	Universitas	Brawijay
rawijaya	Universitas are positioned as the rheme and it present new information about paleoliuniversitas	thic diet. Universitas	Brawijay
rawijaya	Universi Together, theme and rheme are the elements which make up the f		
rawijaya	Universitas BN a	Universitas	Brawijay
rawijaya	Universition of this headline as message. The use of capital words	of DIET sitas	Brawijay
rawijaya	Universit PALEOLITIK is clearly to emphasize message from this headline about	this kind	Brawijay
rawijaya	Universitas Brawija (wijaya	Universitas	Brawijay
rawijaya	Universitof diet methods. Also, sequencing the words in that way leads the		
rawijaya	Universities Brawijaya Universities Brawijaya interpret that being slim and ageless is the main goal of this diet progr	Universitas	Brawijay
rawijaya			
rawijaya	University headline will have different stressed if the position is changed in	nto DIET sitas	Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya		
rawijaya	Universi PALEOLITIK, Awet Muda dan Langsing. In other words, DIET PALEOL		
rawijaya	be the theme and the words Langsing dan Awet Muda will not be stress	sed in the	Brawijay
rawijaya			
rawijaya	Universi beginning of the clause. It is because the author's intention of putting t		
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya 	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijay

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Brawijaya Universitas Brawijaya Universit Langsing dan Awet Muda as the theme in this headline plays an important role to ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitattract the readers and it also has powerful messages as the standard of physicals has beauty that the readers will achieve from this diet program. Attributing the words Universi Langsing dan Awet Muda as the theme is "Cantiq" tabloid's attempts to deliversitas Bra Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br ersitas Brawijaya Universitas Universitas Brain paradigmatic analysis, this headline may have different impressions if sitas the combinations of the words are changed into other words. For example, if this headline is changed into Menurunkan Berat Badan dan Awet Muda dengan Diet Universi Paleolitik, it will not be effective because it is too long for the readers to read. Also, there is no standard of body figure that will attract women as the readers Universit since "Cantiq" tabloid is a woman tabloid that concerns with the appearances of sites women; in this case Langsing or slim is a standard of physical beauty for women. Universit In addition to the necessity to be slim in this headline 2, it also constructs meaning Universithat women should not be old. It can be seen from the signifier Awet Muda (Ageless) has a great implication because it is presented in a woman tabloid which Universitis concerned with the image of physical beauty. This word signifies that ageless is a symbol of female beauty besides of having slim body figure and the readers can get the result from this diet program. The use of capitals word in *DIET* Universi PALEOLITIK also encourages women, especially the readers who want to have it as ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas ageless skin by following this diet program. This headline constructs meaning that women are expected to look ageless and attractive even though they are not young Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya University anymore, because "ageless" is also a symbol of female beauty besides of having Universitas Brawijaya Universitas Brawijaya Universitslim body.java Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas In paradigmatic analysis, this headline may have different impressions to Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas rawijaya Universithe reader if the words Awet Muda are changed into Terlihat Muda and becomes it as Brawijaya tas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Langsing dan Terlihat Muda dengan DIET PALEOLITIK. It will impress that the University readers only look younger in a few days after follow this diet program, instead of sitas Brawijaya Universitlooking forever young or ageless. It is because the adjective word of Awetsitas (Lasting) implies that the readers will get long lasting result after follow this diet Universiting of the University of University of the University of University of University of University of University o 4.1.1.2 Physical Beauty is full of Risk Some headlines in "Cantiq" tabloid also construct a meaning concerningsitas Brawijaya University women's efforts to attain physical beauty. The second meaning or ideology Universition is that physical beauty is full of risk. This meaning can be seen from states Universi headline 3 and headline 4, each of which is explained in this subheading. Headline 3 Universitas Waspadai 'Racun' dalam Kosmetik! Universitas The signifier Waspadai (Be Aware) signifies that the readers must be aware about some dangerous ingredients that may be contained in their cosmetics or University beauty products. The author of that headline also put the word 'Racun' ('toxic') insit as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas quotation marks which indicates unsafe substances that may be contained in cosmetics. It is to avoid excessive meaning or different interpretation from the Brawijaya Universi readers that some unsafe substances are intentionally contained in their cosmetics. Sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijava

	Thirdicitae Brannjaya - enirelettae Brannjaya - enirelettae Brannjaya	011110101000	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijaya
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijaya
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijaya
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijaya
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijaya
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijaya
rawijaya	It has implication that the readers must be aware as selective buyers beca	Universitas	Brawijaya
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijaya
rawijaya	Universitare unsafe cosmetics that can be found in anywhere and cause damage	gelto the sitas	Brawijaya
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijaya
rawijaya	body. This headline constructs meaning that women's effort to get a	Universitas	Brawijaya
rawijaya	Universitlook by using cosmetics is also full of risk because dangerous substance	s may/besitas	Brawijaya
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya	Universitas	Brawijaya
rawijaya	Universitas Moving to syntagmatic analysis, here is the structure analysis of the	headlinesitas	Brawijaya
rawijaya	Universitas Brawijaya	Universitas	Brawijaya
rawijaya	Universit concerning with the combination of position:	Universitas	Brawijaya
rawijaya	Universitas Brawing of Thomas and Phomas on Headline 3	Universitas	Brawijaya
rawijaya	Universit Table 4.3 Analysis of Theme and Rheme on Headline 3 Theme Rheme	Universitas	
rawijaya	Universit Waspadai 'Racun' dalam Kosmetik!	Universitas	Brawijaya
rawijaya	Universitation	Universitas	Brawijaya
rawijaya	Universi In the analysis above, the word Waspadai (Be Aware) position	ns as the sitas	Brawijaya
rawijaya	Universit	niversitas	Brawijaya
rawijaya	Universi theme or as the author's 'point of the departure' in that headline. The	choice of sitas	Brawijaya
rawijaya	Universit this word as theme is important because it represents the angle from v	hiversitas which the	Brawijaya
rawijaya			
rawijaya	Universitauthor projects the message, and partially conditions how the messages		
rawijaya	Universitation In this case, the word <i>Waspadai</i> stresses the rheme in 'Racun' dalam Kuniversitation and the word waspadai stresses the rheme in 'Racun' dalam Kuniversitation and the word waspadai stresses the rheme in 'Racun' dalam Kuniversitation and the word waspadai stresses the rheme in 'Racun' dalam Kuniversitation and the word waspadai stresses the rheme in 'Racun' dalam Kuniversitation and the word waspadai stresses the rheme in 'Racun' dalam Kuniversitation and the word waspadai stresses the rheme in 'Racun' dalam Kuniversitation and the word waspadai stresses the rheme in 'Racun' dalam Kuniversitation and the word waspadai stresses the rheme in 'Racun' dalam Kuniversitation and the word waspadai stresses the rheme in 'Racun' dalam Kuniversitation and the word waspadai stresses the rheme in 'Racun' dalam Kuniversitation and the word waspadai stresses and waspadai st	Universitas Kosmetik!	Brawijaya
rawijaya			
rawijaya	Universit ('Toxic' in Cosmetics!) which prepares the readers for an exclamatory		
rawijaya	Universitas Bi	Universitas	Brawijaya
rawijaya 	Universities because this headline encourages the readers to do something which is en		
rawijaya	exclamation mark. Also, this theme gives warning to the readers to	be aware	Brawijaya
rawijaya	Universitas Brawija Wijaya	Universitas	
rawijaya	Universit about the risk in unsafe cosmetics and as the attention getter to the real		
rawijaya rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	at may be :===	Drawijay
Brawijaya Brawijaya			
rawijaya rawijaya	Universities Brawijaya University Brawijaya University Brawijaya University Brawijaya University Brawijaya Univers	different	Drawijay
rawijaya Irawijaya	Universiting brawning and in that way, for example, 'Racun' dalam I		
rawijaya Brawijaya			
rawijaya	Universities Brawija Universities Brawija Universities Brawija Waspadailah! The theme is 'Racun' dalam Kosmetik! and the reactions of the second seco	ders will	Brawijay
rawijaya Srawijaya			
rawijaya	Universitation interpret negatively that dangerous substance may be contained in mountained in mount	Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas	
		Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	universitas	Diawijay

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** cosmetic products that they used. It also gives negative connotation to the rersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit cosmetic companies that they are not responsible for substantiating the safety of sites rersitas Brawijaya Universitas Brawijaya Universitas Brawijaya ingredients in their cosmetic products.
rersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br In paradigmatic analysis, this headline will give different effect if the word Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Waspadai is changed into the word Ada. For example, Ada 'Racun' dalam Universit Kosmetik, this headline will not give an effective warning to the readers about the Universit dangerous substances in cosmetics products. However, if the word Racun is it as replaced with Zat Kimia Berbahaya and the utterance become Waspadai Zat Kimia Berbahaya dalam Kosmetik! It will boost positive connotation to this Universi headline. It is because the words Zat Kimia Berbahaya already explain that unsafe cosmetic products are contained with harmful chemical substances and do not Universi cause excessive meanings or interpretation to the readers. Moreover, the words Zat Kimia Berbahaya have positive connotation rather than the word 'Racun' University which tends to have negative connotation and excessive meaning to the readers. ersitas Headline 4 Universit - STertarik Liquid Facelift? Kenali Bahannya! The word Tertarik refers to the readers of "Cantiq" tabloid or women who are interested in having Liquid Facelift. Then, the signifier "Liquid Facelift" signifies Universione of the non-surgical cosmetic procedures that less expensive than cosmetic surgery. This signifier has a great implication, because it signifies non-surgical Universit cosmetic procedures that can help the readers to maintain some semblances of sites Brawll Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br their idealized physical selves. This non-surgical cosmetic procedure is for women who want to have flawless skin by only injecting special liquid to their Universitas Brawijaya Universitas Brawijaya

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rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	s Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	s Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	s Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	s Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	s Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	
rawijaya	Universitiace to reduce the wrinkles and the result may appear immediately after the	s Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	s Brawijay
rawijaya	Universitinjection. The word Kenali stands as the command word and almost has the same sites	s Brawijay
rawijaya 	Universities Brawijaya Universities Brawijaya Universities Brawijaya Universities implication with "be aware". It implies that the readers must be aware with its Universities Brawijaya Universities Brawijaya Universities Brawijaya	s Brawijay
rawijaya		
rawijaya	Universi composition, because unsafe compositions may potentially cause fatal risk to site	
rawijaya	Universitas Brawijaya	
rawijaya		s Brawijay
Irawijaya	University physical beauty even with non-surgical cosmetic procedures also have its own	
rawijaya	Universitas Brawijaya Universitas	
rawijaya	Universitrisk Brawijay Universitas	5 Brawijay
rawijaya Irawijaya	Universitas Brawi Universitas	s Brawijay s Brawijay
rawijaya		
rawijaya	concerning with the combination of position.	s Brawijay
rawijaya		s Brawijay
rawijaya		s Brawijay
rawijaya	Toutanil Liquid Equality Vanali Dahammal	s Brawijay
rawijaya		s Brawijay
rawijaya	Universit In analysis above, the interrogative sentence Tertarik Liquid Facelift?	
rawijaya	Universita stands as the theme, because it takes initial position in the headline and represent	
rawijaya	stands as the theme, because it takes initial position in the headline and represent Universitation	s Brawijay
rawijaya	Universitgiven or shared information. It also functions as the author's intention to get the sitas	s Brawijay
rawijaya	Universitas L. Universitas	s Brawijay
rawijaya	University attention from the readers and also make the readers become curious to find out	s Brawijay
rawijaya	University about further information of "Liquid Facelift" procedures. While, the exclamatory	s Brawijay
rawijaya	Universitas Braw Jijaya Universitas	s Brawijay
rawijaya	Universitientence of Kenali Bahannya! stands as the rheme and presents information about sites	
rawijaya	Universitas Brawijay Universitas the danger of compositions from this non-surgical cosmetic procedures	
rawijaya	the danger of compositions from this non-surgical cosmetic procedures. Universities Brawling Universities Un	
rawijaya	Universitas Br However, this headline will have different impressions if it is not arranged	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	s Brawijay
rawijaya	Universitin that way, for example, the theme is replaced into Kenali Bahan-bahan Liquid	Brawijay
rawijaya	Facelift. The theme will stressed in <i>Kenali</i> and it will boost positive connotation	Brawijay
rawijaya		
rawijaya rawijaya	Universities the readers to know the composition in Liquid Facelift. It is because the	
rawijaya	Universitas Brawijaya	s Drawijay s Prawijay
rawijaya rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	
rawijaya Srawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas	
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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universition in Liquid Facelift is safe or not. In order to avoid excessive meaning ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit and bias, it is better to use Kenali Bahan-bahan Liquid Facelift as the headline, ersitas In paradigmatic analysis, this headline will have different impressions if Universithe word *Tertarik* is changed into *Mau*, for example, *Mau* Liquid Facelift? *Kenali* sit as Braw Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas B Bahannya! The word Mau is consider as impolite and it will impress that most of the Brawijaya Brawijaya Universitas Br Universithe readers already want to have Liquid Facelift. However, the target of this Universi headline is giving the information of Liquid Facelift composition to readers of sites "Cantiq" tabloid and for those who are interested in Liquid Facelift. Universi 4.1.2 Female Stereotype in "Cantiq" Tabloid Headlines Interpreted by the Readers In order to uncover what discourse conventions produced by "Cantiq"s tabloid headlines, the writer investigates how the readers interpret a given text. In Universithis case, there are 4 readers of "Cantiq" tabloids who are qualified to be the Universi participants and willing to be interviewed to find out female stereotype presented by "Cantiq" tabloid headlines. Their interpretations concerning only on "Cantiq Universitabloid headlines during January 2013 to February 2013 that become the data sources. Here, the participants consist of 2 women from early adulthood (18 - 40)years old) and 2 women from middle adulthood (41-60 years old). It is because Universit "Cantiq" tabloids are targeting women from those ranges of age. The first and sit as second participants from early adulthood are Q and R, while the third and fourth participants from middle adulthood are C and N. They are faithful readers of "Cantiq" tabloids who interested in this tabloid because of the information that Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit concerned with women beauty. Although they come from different ages, social ersitas Brawijaya – Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi status and professions, they have almost the same interpretation of the concept of sitas Brawijava rersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas ideal woman presented on "Cantiq" tabloids. Below is the finding of female rersitas Brawijaya Universitas Brawijaya Universitas Brawijaya University stereotypes supported by the interview results from the participants. ava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya ersit 4.1.2.1 Women should be Slim and Apply Make Upsitas Brawijaya Universitas BraBased on the seven headlines of "Cantiq" tabloid during January 2013 tositas February 2013 interpreted by the participants, there are four headlines that present dominantly about women physical beauty; those are, Bahaya di Balik Pinggang Universi BESAR, Langsing dan Awet Muda dengan DIET PALEOLITIK, Teh Pelangsing, Benarkah Melangsingkan? and Diet Pisang, Benarkah Melangsingkan? Universit Moreover, there are three headlines concerning women's effort to achieve their sitas physical beauty by applying make up and having cosmetic procedurs are full of Universitrisk; those are, Waspadai 'Racun' dalam Kosmetik!, Efektifkah Krim Pembesar Sitas Brawijaya Universi Payudara? and Tertarik Liquid Facelift? Kenali Bahannya! Therefore, the four participants have the same interpretations that women should be slim and Universitattractive. Here, Q states that those headlines are quite interesting and givesitas Brawijaya information about diet methods for the readers in order to be beautiful and having slim body. Then, she interpreted from those headlines that women are considered sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br University be beauty if they are physically attractive, in this case, women having slims tas Brawijaya body and applying make up. Also, R are clearly stated that the concept of women beauty from "Cantiq" tabloid headlines is associated with women having slim ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit body and attractive by applying make up. va Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brathe participants from middle adulthood also have almost the same Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universi interpretations from the previous participants, C states that the concept of ideals it as sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas women from those headlines are women who have slim waist line and women sitas Brawijaya Universitas Brawijaya Universitas Universi should appear more attractive by having slim body although they are alreadysitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br headlines are quite interesting because it represents some information about diet Universitmethods and women beauty that needed by middle aged women. Here, N states it as that female stereotype presented from those headlines is women having slim body Universitiand everlasting beauty. Therefore, it can be concluded that the first female stereotype presented by "Cantiq" tabloid headlines during January 2013 to February 2013 is women Universit should have slim body, slim waist line and attractive look by apply make up. It is sit as because women beauty is always associated with the criteria that mentioned above. This interpretation comes from headlines that simultaneously concerned University with women physical beauty, such as, diet methods, warning about having unusual waist line that differs from normal or skinny people, and women beauty Universithat is equal by using cosmetic products. Those female stereotype produced bysitas Brawijaya "Cantiq" tabloid create conventions that women must qualify some criteria of having slim body and attractive look to be considered as beautiful. Thus, this University stereotype also emerges because "Cantiq" tabloid is a woman tabloid that sit as concerning about how to be beautiful and they also have their own ideology or Universitas Brawijaya Universitas Brawijaya standard about it. Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Brawijaya Universit 4.1.2.2 Women should be Attractive for Men niversitas Brawijaya ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas BraThe last female stereotype interpreted by the readers is women should be ersitas Brawijaya Universitas Brawijaya University adulthood women. The first opinion comes from C that is 41 years old and sitas Bra Universitas Brawijaya University February 2013, women should appear attractive to men by having certain physical Universitlook that is considered to be beautiful. Also, she argues that it is kind of obligation it as for women to appear more attractive to men or their husbands although they are already in their middle age. Then, she continues that women should have slim Universi body and attractive look like a model, in order to be attractive for men or their husbands. The second opinion comes from N that is 48 years old and married. N states that it is important for women to look attractive for their men or their Universithusband, because it is an obligation for married women as the housewives to sitas Universi maintain their marriage. It is because female stereotype from "Cantiq" tabloid headlines describes that women should have slim body and should not be old. Universi Since this tabloid concerns with women beauty, she believes that this femalesitas Bi stereotype is a standard that has been known by the society and becomes a cultural pattern. Therefore, if women do not appear like this concept, they will not be Universi considering as an ideal woman, beautiful or attractive to men. rawijaya Brawijaya Universitas married. However, this concept of ideal woman does not come from young Universi adulthood participants who do not married yet. It proves that the differences of

Universitas Brawijaya Universitage and social status among the participants also give influence on how the sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi participants interpret the female stereotype presented in "Cantiq" tabloids it as headlines. It also happens because there is a connection between social aspects of rawijaya rawijaya Universitext production and text interpretation. In other words, the participants who are insides Brawijay Universitas Brawijaya rawijaya Universitionly, in order to look attractive in front of their husbands. Brawijaya From the findings which employing Fairclough theory of CDA, this study Brawijaya Universi finds meaning constructions and discourse practice of female stereotypes on sitas "Cantiq" tabloid headlines. Here, the discussion presents the interpretation from Universithe findings of the study. Therefore, the problems of the study concerning with the sitas social impact of "Cantiq" tabloid headlines by analyzing the socio-cultural Universit practice can be revealed. 4.2.1 Social Impacts of "Cantiq" Tabloid Headlines Universitas BraThis study finds two meaning constructions presented female stereotype; sitas Brawijaya those are, "women should not be fat" and "physical beauty is full of risk." In fact, these meaning constructions are in some direct way connected with female body, versitas Brawijava University and all of them are concerning with some diet methods, women bodies, and sitas Brawijava Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya women who applying make up and having cosmetics procedures. Universitas Brathe a meaning v constructions from "Cantiq" tabloid headlines which sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi repeated simultaneously about female stereotype may influence the readers' sitas perceptions of their body. On the other hands, some people might think that the Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya University second meaning construction of "physical beauty is full of risk", somewhat ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universi educating readers that to achieve female stereotype is very risky and describe the sites danger behind it. However, it still reflects a meaning that the way to achieve the University perfection of an attractive look is not always guarantee that it is safe for women. It is as Br Universitas Brawijaya Universit primitive cultures and tribes are also struggle to achieve the standard of beauty in Universitheir culture. For example, women from Dayak tribe in Indonesia who must sit as tas Braw tattoed their faces and bodies in order to be consider as attractive for men. It means that modern people and people who still live in primitive culture also have Universit their own female stereotype that makes women struggle with pains and risks to achieve it. Furthermore, this study attempts to reveal the potential influence from the headlines reflecting ideology in society which creates constructions about what Universit women should be, not what women want to be. This ideology is uncovered from sitas Universi the last stage of CDA, which is socio-cultural practice. This stage is to figure out the relationship between interaction and social context with the implication of Universit discourse practice and the social impacts of "Cantiq" tabloid headlines. Universitas Universitas Brawija Universitas Bratty is important to reveal the social impacts of those headlines by interviewing the readers since they took a part as the society who read this tabloid ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitand it can shape their ideology, stereotypes and beliefs. Thus, female stereotypes it as presented by "Cantiq" tabloid headlines that interpreted by the readers also prove that discourse conventions from the headlines can shape a certain stereotype and University giving women a more patriarchal view of their bodies. This statement is also Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava Universitas Brawijava** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universi mainstream magazines are at least potentially vulnerable to influence from the sites ersitas Brawijaya Universitas Brawijaya Univ Universit messages that mass media disseminate may be read as the ideology of those who sit as Braw Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br Universitas Br From interview results, all of the participants agree that "Cantiq" tabloids Universit will influence the readers and society about female stereotype, since the headlines sites are only concerning on how the readers achieve their physical beauty. It shows Universitat women are always related to their physical appearance which is always Universi portrayed as an object. It is because society has criteria or women stereotype that reflected in patriarchal culture. Though, the participants almost have the same Universit statements that "Cantiq" tabloid headlines can give stereotype about women bodies, some of them agree and disagree about the stereotype that emerged from Universithose headlines. Here, there are two major opinions come from young adult stages and middle adult stages. The first opinion come from Q who states that physical Universit beauty are women things reflected from "Cantiq" tabloid headlines. Apparently, Qsitas Braw and R who are in young adult stages and do not married yet, have the same opinion about the social impact from those headlines. Q and R state that those sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi headlines will give impacts to the readers and society because it creates stereotype sit as that women beauty is identical with having slim body, applying make up and look ageless. In addition, R also states that female stereotype presented in "Cantiq" rsitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitabloid headlines can be a reference on how to be a beautiful woman for the Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** readers. However, Q and R do not agree with these stereotypes because they think ersitas Brawijaya – Universitas Brawijaya Universitas Brawijaya Universi Universi that there is no standard of women beauty. In fact, these opinions come out from ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Univer the participants in the same social stages are also portrayed on how discourse ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya University convention is produced and interpreted by people from these stages that ranging sitas Bra Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas B Universitas Brawijaya Universi Universit and time, they have the same opinions that probably will also state by other young Universitadulthood women as the readers of "Cantiq" tabloid. Universitas Bray, Other opinions about the social impact of "Cantiq" tabloids are stated by C Universitiand N who are in middle adult and married. C states that "Cantiq" tabloid Universi headlines will give impact to the society that becomes a cultural pattern if women should have slim body to be considered as beauty. N also states that those Universitheadlines will give a stereotype to the society about how women should be; in this sites case, women should be concerned with their physical body if they want to be attractive in front of their men or their husband. However, these two participants Bra have different opinions about female stereotype presented in "Cantiq" tabloid headlines. C does not agree with this female stereotype because it is too much Universit concerned with diet methods and make the readers will follow diet methods in order to have a slim figure like a model. Moreover, she states that inner beauty is sit as R more important than physical beauty. In other hands, N agrees with female University stereotype presented on those headlines because it is an obligation for women to sit as ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya maintain their body shape to attract their husbands. ersitas Brawijaya Universitas Brawijaya Universities Br From the readers' interpretations of female stereotype presented from "Cantiq" tabloid headlines and their opinions about social impacts above, it can be Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya concluded that their interpretations are concern with the reflections of socio-Universit cultural constructions and expectations of how women should become which sites ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas grow in patriarchal society. The patriarchal society and their culture also ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas University contributing to marginalize women since a long time ago, in result, women bodies sit as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya are treated as an object.

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Bramiline with this, Jeffries (2007) states that the cultural influence for sitas Brawijaya Universit women to look good remains strong, also readers of woman tabloids and womans it as magazines will therefore often be in a relatively weak position in relation to the producers of the various ideologically-laden messages about female body, since Universi they offer advice about the best way to improve looks and attractiveness. Here, sitas the author of "Cantiq" tabloid headlines can catch the opportunity as the producer Universit of ideologically-laden messages about women bodies to attract the readers/bysitas adopting the patriarchal constructions and presenting it in their own way. Universit Although there are three readers who resist about female stereotype presented by Sitas Brawijaya Universit "Cantiq" tabloid headlines and only one reader agree with this stereotype, it its should not be assumed that the readers are necessarily able to be consistently Universitiesistant. If female stereotype are presented repeatedly and simultaneously, or thesitas Braw social status of the readers are changed (in this case, the readers are married and living with their husband), the readers' capability of resisting female stereotype Universit will decrease and they slowly accept this stereotype that constructed in patriarchalsitas Bra Universitas Brawijaya Sitas Brahe phenomena of the readers accepting socio-cultural constructions of injury female stereotype can be seen from the participants who come from middle Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava Universitas Brawijava** Universitas Brawijaya Universitas Brawijaya university adulthood stage which ranging from 41 - 60 years old; they are C and N. C ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universit Universi believes that female stereotype presented by "Cantiq" tabloid headlines become a sitas ersitas Brawijaya Universitas Brawijaya Univ Universit do not have certain physical look constructed by society may not be consider assittas Braw Universitas Brawijaya Universitheir body shape to be attractive for their men or their husband. At this point, sitas Universitlanguage or discourse play an important role as a media that bring out powerfulsitas ideologies from the authors and give some impacts on the perceptions of the readers (women) about their body images. Their statements reflect that female Universi stereotype have become an ideology which being naturalized in society. This ideology seems to be perfectly natural in society. However, it is because they are Universi clearly handed down by a powerful discourse convention of socio-cultural construction which grows in patriarchal society. Since patriarchal society believes Universithat women are one step behind men, therefore, women must obey men's role as Sitas Brawijaya Universithe dominant sex and have power in society. This study is in line with the previous study that conducted by Amin Universi (2009). He found that gender roles in society reflected in Boy Girl Thing movie are mostly marginalized women as the second sex. He also found that there were nine discourses of gender stereotyping presented in dialogues of the main Universi character from that movie. One of them present that "Fashion Mode, Beauties and it as Feminity are the Girl Thing." which is almost the same with meaning construction that found from this study. Amin (2009) states that his study show how gender Universi stereotyping discourse is closely linked to common stereotypes. Hence, the social Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitimage construction of both sexes is portrayed as common thing or naturally sitas Brawijaya ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi constructed and reflected the domination of patriarchal ideology which becomes it as Brawijava Universitas Brawijaya Universitas Br In contrast with this study that concerns with female stereotype, the sitas Brawijaya Universitas Brawijaya Universit social struggle of a text. Her study is intended to find out the relationship between Sitas Brawijaya Universit power and ideology in shaping certain perspective of a text in the gossip broadcast sitas between Silet and Insert Investigasi. Meanwhile, there is still a connection between her study and this study; in this case, her study proves that the study Universi relationship among language, power and ideology are dependent and language embodies certain ideology. Therefore, she concluded that mass media have power Universities spread their ideology and can control the ideology among society. There are several distinctions between those previous studies and this University study. This study also covers socio-cultural practice as the last stage in CDA Brawijaya approach by Fairclough and also use the point of view from the readers of "Cantiq" tabloid as the participants to uncover discourse practice or discursive University ractice and socio-cultural practice, since CDA is the analysis on interprets asitas Braw discourse (language) as social practice and Fairclough considers language as a form of social practice (Fairclough, 1989). Moreover, the relationship between Universi language and society does not observe a one to one correspondence; rather, thesitas Brawijaya society is the whole and language is a part of it. Then it is necessary to use the participants as a part of society, since the implication of discourse practice toward Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya University also investigates in socio-cultural practice. Therefore, the study that only ersitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Universit focuses on the writer's subjective opinion can make the data bias and subjective. arsitas Brawijava as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya 4.2.2 Ideology and Mass Media Roles as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br From the findings of this study, there is a connection between patriarchal Universitas Brawijaya University stereotype, which originally take a male-centered view of women since a long sitas Braw Universitime ago. It can be seen from traditional Javanese terms of macak and pupur, sitas which means that it is a duty for women to maintain their physical appearance. Moreover, it can be seen from Serat Candraning Wanita that women must have University certain physical appearance, in order to be categorize as a good and suitable wives for men. Culturally, it seems that those Javanese terms and Serat Candraning Universit Wanita regards women particularly as an object, since women are marginalize as a sitas subordinate and second sex. Today, mass media also plays an important role to spreads the ideology of Universi female stereotype to the whole society. Here, mass media can bring powerful messages and ideology to the readers as a part of society. They can determine University which physical appearance that considers as an attractive and as an unattractive to other people. In this case, the writer analyze "Cantiq" tabloid as one of the mass medias that concerns with women beauty and health. This study proves that Universi "Cantiq" tabloid headlines can bring social impacts in society concerning women it as physical beauty and can create female stereotype to the readers. Although young adult participants can resist and have their own concepts of ideal women, they Universi mostly state that there is no doubt if "Cantiq" tabloid headlines can give social Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universities Brawto the society if it is appeared simultaneously. Being appeared appeared Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universi simultaneously, female stereotype presented in this tabloid will eventually getsitas Brawijaya rawijaya Universitas Brawijaya rawijaya rawijaya rawijaya Universitis equal to having slim body figure, applying make up, and having cosmetics it as Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universi procedures. Therefore, we have to reshape our own perception of how we view stas Brawijaya rawijaya Universitas Brawijaya **Universitas Brawijaya** rawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** rawijaya Universit Iniversitas Brawijaya rawijaya rawijaya rawijaya rawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** rawijaya

Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya CONCLUSION AND SUGGESTION rawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas This chapter presents the conclusion dealing with the analysis discussed in the state of the conclusion dealing with the analysis discussed in the state of the conclusion dealing with the analysis discussed in the conclusion dealing with th the previous chapter and provides some suggestions that can be used for the next Universit writer who wants to conduct the similar study. Universitas Brawijaya **Universitas Brawijaya** Universita This study attempts to figure out female stereotype presented in "Cantiq" sitas Brawijaya tabloid headlines by using CDA approach by Fairclough. Moreover, this study Universit also cover up analysis by using three dimensions of CDA, including text analysis, Sitas Brawijaya Universi discourse practice or discursive practice and socio-cultural practice. In text analysis, the writer analyze through the internal elements of the headlines. From Universithe result of findings in text analysis, it can be seen that there are two meaningsitas Brawijaya constructions concerning with women physical appearance from "Cantiq" tabloid Universitheadlines; those are, "women should not be fat" and "physical beauty is full of sitas Brawijaya risk". These two meaning constructions emerged from seven headlines of "Cantiq" tabloid headlines that simoultaneously presents about diet methods and the danger Universitof using unsafe cosmetics sitas Brawijaya Universitas Brawijaya Universithe writer investigates female stereotype in "Cantiq" tabloid headlines interpreted sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya University the readers, since discourse practice deals with the analysis of text as Brawijaya Universities Brawijaya Universities Brawijaya Universities Brawijaya Universities Consumption which firmly related to the interpretation of the readers toward a Universitas Brawijaya rawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Brawijaya certain text. Consequently, the writer chose 4 readers of "Cantiq" tabloid that are Universitas Brawijaya Universitas Brawijaya Universitas Universi qualified to be the participants, in order to reveal the discourse practice from this sita study. Here, the analysis found that there are two female stereotype interpreted by Universi the readers of "Cantiq" tabloid; "women should be slim and using make up" and sitas Bra Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Br Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya that almost 4 participants interpreted that the headlines of "Cantiq" tabloids table Universitpresent a discourse that women should be slim by following some diet methodssita mentioned in the tabloid's headlines. Also, the participants added that women should be attractive by using cosmetics, however, there are some unsafe ersi compositions that may contained in cosmetics and dangerous for women's health. Island From socio-cultural practice analysis presented in discussion on previous versi chapter, the writer investigates the social impacts of "Cantiq" tabloid headlinessitas through the readers opinion, in order to know the readers point of view about their ersitinterpretation and social effects of it. The 4 participants are stated that "Cantiq" sitas Universitabloid headlines can give social impacts about the female stereotype that women should be slim and pretty, thus, someone who is not qualify certain physical Universit appearance of slim and pretty can be considered as unattractive. Moreover, the participants from middle adulthood stated that it is an obligation for women to look attractive in front of men or their husband. This statement will reflect situation by the statement will reflect situation by the statement will reflect situation. Universi patriarchal, since the readers live among patriarchal society that marginalizes it as women as a second sex and treated women as an object. Therefore, female stereotype that emerged in this society is likely as male-centered view of women, University which can be seen from the Javanese term of macak and pupur, also from ancient Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Javanese literature of Serat Candraning Wanita which determine certain physical versitas Brawijaya Universitas Brawijaya Universitas Brawijaya University appearance of women that considered as the suitable wives. Brawijava Universitas Brawijaya Universithe ideology of female stereotype. The domination of patriarchal ideology and sitas Brawijaya Universitas Brawijaya University and constructed and become stronger in society. Here, "Cantiq" tabloid is a sitas Brawijaya University part of mass media that create ideology and have power to decide what are the sites Universitas Brawing of ideal women, hence, the meaning of beauty eventually get University naturalised and people is finally accept the idea that beauty is equal to slimness Universi and using make up or doing some cosmetic procedures to look attractive. Universits.2 Suggestion The writer hopes that this study which cover socio-cultural practice will Universitiencourage the next writer to do further analysis in socio-cultural practice sitas Brawijaya Universi dimension and using deep interview to the participants to enrich the analysis on the next study. Hereby, it is recommended for the next writer who will conduct a University by using CDA approach by Fairclough to deeply focuses on socio-culturalsitas Brawijaya practice dimensions which rarely touched up in the previous studies. It is highly recommended that the next writer can involve the participants Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitinterpretations ato Luncoverithe dimension of discourse practice or discursive sitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas practice that concerns with the analysis of the cognitive process of the participants and their interactions, also, to figure out the dimension of socio-cultural practice University using the interview results from the participants and the fact which happen in Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** rawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya University, since this dimension needs to explain the relationship between interaction Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitand social context, with the social determination of the process of production and sitas Brawijava rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya interpretation, and their social impacts in the society as a whole. Hopefully, this Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya rawijaya rawijaya University study can be use as a reference in conducting similar study concerning with CDAsitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya universi approach, especially, CDA approach proposed by Norman Fairclough. rawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya rawijaya **Universitas Brawijaya** rawijaya Universit Iniversitas Brawijaya rawijaya rawijaya rawijaya rawijaya rawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya Universitas Brawijaya** Universitas Brawijaya rawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** rawijaya Universitas Brawijaya rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya rawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** rawijaya **Universitas Brawijaya** Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijaya** rawijaya

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rawijaya	(what do you think about the headline of Cantig tabloid's cover?)		Brawijay
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rawijaya	J		
rawijaya	Universi membelinya untuk mengetahui info lebih lanjut di dalam tabloid tersebut d	<i>itau</i> sitas versitas	Brawijay
rawijaya	untuk tujuan lainnya? Tolong jelaskan.	vareitae	Rrawijay
rawijaya	(After reading the headline in the cover, do you feel interested to buy it, whether the cover is the cover of	her	Brawijay
rawijaya	Universito know about further informations or anything else? Please, tell me about it.)	versitas	Brawijay
rawijaya			Brawijay
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rawijaya	Universitas Brand and Taya Universitas Brand Andrea Brand A	versitas	Brawijay
rawijaya	Universitäi? Tolong jelaskan opini Anda. (Menyerahkan foto-foto cover depan tab		
rawijaya	Universit "Cantiq" edisi Januari - Februari kepada orang yang sedang diwawancarai).		
rawijaya	Universi (What do you think about the headline in the cover of "Cantiq" tabloids fi		
rawijaya	these editions? Please give your opinion. (Give the photos of "Cantiq" tablo	ids ids	Brawijay
rawijaya	covers edition of January until Hebruary to the interviewee))		Brawijay
rawijaya			Brawijay
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rawijaya	Universi Menurut pendapat Anda, bagaimanakah gambaran wanita dalam judul uta		
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rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya	Universitas E	Brawijay
rawijaya	Universit (In your opinion, what do you think about the image of woman that pres	Universitas I	Brawijay
rawijaya	Universitas Brawijaya, Universitas Brawijaya Universitas Brawijaya	Universitas E	
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rawijaya	Universi Menurut pendapat Anda, apakah judul utama "Cantiq" tabloid akan	memberisitas l	Brawijay
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rawijaya	Ulliversitas prawijava Ullive	Universitas	
rawijaya	Universit will give influence(s) to the readers about the definition of ideal woman?)	Universitas I	
rawijaya	Universitas Brawijaya	Universitas I	
rawijaya	University PERTANYAAN 18 (QUESTION 18):	Universitas I	
Irawijaya	Universitas Br Apakah menurut Anda bahwa judul utama yang terdapat pada halama Universitas	Universitas l un depan	
rawijaya rawijaya	Universitäs Universitäbloid "Cantiq" akan memberikan efek sosial kepada pembaca atau mas	Universitas l yarakat?	Drawijay Drawijay
Irawijaya Irawijaya	Universi Jika iya, tolong berikan pendapat Anda tentang efek-efek apa saja ya		Drawijay Prawijay
rawijaya Brawijaya			
rawijaya Brawijaya	Universi muncul dan berdampak kepada masyarakat. Bila tidak, tolong berikan	niversitas l	
rawijaya	University opini Anda.		
rawijaya	Universit (Do you think that the headline in "Cantiq" tabloids' covers will give	e social	Brawijay
rawijaya	University impact to the readers or to the society? If you think so, please give your	opinion	Brawijay
rawijaya	Universitabout what effects that will appear and give impact to the society. If yo		
rawijaya	Universithink so, please give your opinion too.)	Universitas I	
rawijaya	Universitas L	Universitas I	
rawijaya	University PERTANYAAN 19 (QUESTION 19):	Universitas E	
rawijaya		Universitas I	Brawijay
rawijaya	Univers Apakah Anda setuju tentang konsep wanita ideal yang terdapat pada juda	ul utama Iliversitas I	Brawijay
rawijaya	Universi di halaman depan tabloid "Cantiq"? Serta berikanlah opini tentang konse		
rawijaya		Universitas I	
rawijaya	(Do you agree about the concept of ideal woman presented in the hear	adline of	Brawijay
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rawijaya	'1 1		
rawijaya	Universitideal woman)a Universitas Brawijaya Universitas Brawijaya	Universitas I	
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rawijaya	Ulliversitas Diawijaya Uli	I V E		Brawijaya	Universitas	Brawijay
rawijaya		nghubungi Anda bila ad		ebih lanjut'!	Universitas	
rawijaya	Universi (May I contact you, it	f I have the other question	ons?)	rawijaya	Universitas	
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rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Braw	ijay
rawijaya	Universitas Headlines in "Cantiq" tabloid contain meaning construction concerning niversitas Braw	ijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Braw	ijay
rawijaya	women's physical appearances. Particularly, women should not be fat and must	ijay
rawijaya	University have slim body figures which consider as proportional body sizes for women. Sites Braw	ijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Braw	ijaya
rawijaya	Universi This meaning constructions can be seen from two headlines of "Cantiq" tabloids as Braw	ijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Braw	ijay
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rawijaya	Universita)s Braw Theme Rheme rawijaya Universitas Braw	ijay
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rawijaya	Universitäs Diet Pisang Benarkah Melangsingkan? Universitas Braw	
rawijaya	Universita Universitas Braw	
rawijaya	Universi There are two kinds of derivational word from the word Langsing (Slim)sitas Braw	
rawijaya	University used in the headlines above; those are, <i>Pelangsing</i> dan <i>Melangsingkan</i> .	ijay
rawijaya	Universitused in the headlines above; those are, <i>Pelangsing</i> dan <i>Melangsingkan</i> .	ijay
rawijaya	Universit Syntagmatically, the repetitions of the same combination of sentence and the Sitas Braw	ijay
rawijaya	Universita Iniversitas Braw	
rawijaya	Universit signifier word of Melangsingkan in two different headlines also signifies that sitas Braw	ijay
rawijaya	Universithere are some methods that could prevent women to become fat. The domination Braw	
rawijaya	Universitas Braw	
rawijaya	Universit of the word Langsing and it derivational words also emphasize that women aresitas Braw	
rawijaya	Universitas By Supposed to be slim because it is a standard of physical appearances for women	ijay
rawijaya	supposed to be slim because it is a standard of physical appearances for women Universitas Braw	
rawijaya	Universitisince "Cantiq" tabloid is a woman tabloid who concerns about women sitas Braw	
rawijaya	Universitas Brawija Wijaya Universitas Braw Universitas pearances. The question marks in those headlines are practically functioned assitas Braw	ijaya
rawijaya		
rawijaya rawijaya	Universities Brawing and the surface of the surface	ıjay
rawijaya rawijaya		
rawijaya rawijaya	Universities Pravileye	_
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rawijaya Irawijaya		
	raradigmatically, those two headines have same combination, but the theme	
rawijaya Irawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Braw Universitare respectively replaced from one method to another, such as, <i>Teh Pelangsing</i> Itas Braw	
rawijaya Brawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Braw	
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Braw	
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rawijaya	Universitinto Diet Pisang. It is because both of them are functionally contrast on purposes Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya	Universitand meanings based on the following articles. However, if the combination of sitas Brawijay
rawijaya	Words are changed into Apakah Teh Pelangsing Efektif? and Apakah Diet Pisang
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya	Universi Efektif? It will boost positive connotation to the readers because the headlines are sitas Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya	Universit not only concerning on how to achieve slim body figure and create female sitas Brawijay
rawijaya	University stereotype to readers, but are more likely to concentrate on the effectiveness of itas Brawijay
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijay
rawijaya	Universit Teh Pelangsing and Diet Pisang. rawijaya Universitas Brawijay
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rawijaya	Universitas Brawijay
rawijaya	University physical beauty is full of risk. It is projected from "Cantiq" tabloid headlines that Sitas Brawijay
rawijaya	Universitas Brawijay
rawijaya	Universi women are likely become cradle-to-grave consumers of beauty products, cosmeticsitas Brawijay
rawijaya	University procedures and diet methods because they want to achieve female stereotype. This liversitas Brawijay University
rawijaya	
rawijaya	Universit meaning constructions can be seen "Cantiq" tabloid headline above: hiversitas Brawijay
rawijaya	Universitation
rawijaya	Universita Theme Rheme Iniversitas Brawijay Efektifkah Krim Pembesar Payudara?
rawijaya	Universitas brawijay
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rawijaya 	Universitas According to the column of Dari Redaksi in this edition, the theme from the itas Brawijay
rawijaya	Universitas Brawijay title is the effectiveness of breast enlargement cream. Nowadays, women are
rawijaya	Universitas Brawijay
rawijaya	Universitinterested in breast enlargement cream since it is considered as inexpensive and itas Brawijay
rawijaya Irawijaya	Universitas Brawija Universitas Brawijay Universitas Brawijay Universitas Brawijay
rawijaya Brawijaya	
rawijaya Brawijaya	breasts. However, the word <i>Efektifkah</i> in this headline signifies the effectiveness of Universities Brawijaya
rawijaya Brawijaya	Universit breast enlargement cream which is still questioned and it will be explained clearly it as Brawijay
rawijaya	
rawijaya	Universities Brawijaya Universities Brawijaya Universities Brawijaya by the experts on the articles. In the analysis above, the word <i>Efektifkah</i> is a theme
rawijaya	University of the sentence and Krim Pembesar Payudara is a rheme. The word Efektifkah is
rawijaya	Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya
rawijaya	Universithe point of departure of the clause as a message and it represents the angle from itas Brawijay
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Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya **Universitas Brawijava** University which the author wants to project the message that will be delivered. Here, the ersitas Brawijaya – Universitas Brawijaya Universitas Brawijaya Universitas University author of this headline creates interrogative sentences in order to ask the readers to it as discover the effectiveness of breast enlargement cream in the following article. Universi Syntagmatically, if the combinations of word are changed into Krim Pembesar itas Bra Universitas Brawijaya the word *Efektifkah* will be the rheme. However, the meaning of this headline will Universit not drastically change. In fact, it still has the same meaning with the previous its combination which concerning about the effectiveness of breast enlargement Universiteream. Paradigmatically, if the word *Efektifkah* is changed into *Manjurkah*, it will impress connotation that breast enlargement cream are really effective or not. Universit Although, the word Efektifkah and Manjurkah almost have the same meaning, it have different impression to the readers, since the word Efektifkah is used to know University whether that cream is effective, less effective or not effective. The word Manjurkah has different connotation in Kamus Besar Bahasa Indonesia, because it is always related with the effectiveness of drugs or traditional drugs. Furthermore Universithe title of Efektifkah Krim Pembesar Payudara? is considered to have both denotative meaning and connotative meaning. Based on the denotative meaning, this title is an interrogative sentence that contains a question "whether the breast Universitenlargement cream is really effective or not?" However, based on connotative tas meaning, the question mark in that title is functioned as "attention getters", in order to get the readers' attention to read the article or to prove the truth of the breast Universitas Brawijaya Universitas Brawijaya Universitenlargement cream niversitas Brawijaya Universitas Brawijaya Universitas Brawijaya Universitas Brawijaya

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