



Women and Media as a Tool to Attract Online News Readers in Indonesia

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<http://dx.doi.org/10.18415/ijmmu.v7i10.2083>

Abstract

The rapid development of technology effects changes in the delivery of news information from printed media to online media. This positive change was not followed by the changes in media perceptions towards gender. In online media such as indosport.com, there are still many women as news objects by presenting them in quite interesting photos and videos as well as making tantalizing titles. This research aims to find out how women's representations are shown on the news on Indosport.com. How is the reader's position on the news, and who become the subject and object of the news on indosport.com. The research data comes from news on the online news portal indosport.com for the period November 2019 to March 2020. The data analysis technique in this study uses critical discourse analysis from Sara Mills. The results shows that women are shown on the news in a bad position. They are often shown in interesting photos and videos in order to become a magnet for readers. News writers and netizens play a role as subjects in the news, while women become the objects in the news. The reader's position is directed according to the thoughts of the writer and netizens, namely men.

Keywords: *Critical Discourse Analysis; Sara Mills; Online Media; Indosport.Com*

Introduction

The ease of internet use has made a lot of changes in the information media world. The use of printed media has begun to shift to online media which can be accessed anywhere and anytime using various devices such as a computer, laptop or smartphone. The changes of pattern in society in seeking information are always followed by the media. Nowadays, there are a lot of online medias that show all the needs of society. However, the rapid development of online media is not always followed by positive changes, especially in relation to gender equality. The face and body of women have always been an attraction that is displayed in advertisements, tabloids and entertainment magazines (Sorbur, 2012). In online media, there are still a lot of medias which present women as mere objects. Women are often victims both in reporting and broadcasting which are not gender sensitive. Several assumptions believed to influence this issue is because the chain activities of the mass media tends to be controlled and dominated by parties who are not gender sensitive (Astuti, 2017). Currently, the depiction of women in online media is not only in the form of photos and images, but also in the form of videos which are more attractive for readers.

One of the online medias in Indonesia which often presents women as the main object in reporting is Indosport.com. The online media, which has been published since 2012, is basically a media that focuses on news about the world of sports. Besides sport news, Indosport.com also has a special news segment about women which is packaged in interesting form and themes. In the sportainment column, news is presented about sports celebrities that feature more beautiful and sexy women from artists, singers, models, celebrities, athletes and other professions both from within and outside the country.

News delivery on Indosport.com is also presented with sexy words that can create curiosity for readers, especially men. The news is also accompanied by images that tend to show an attractive part of women. In addition, the Instagram account of the woman featured on those attractive videos is also provided on that news. One of the characteristics of reporting on Indosport.com is that it often shows comments from netizens towards the photos and videos which become the theme of the news.

Based on the background mentioned above, the objectives of this study are: to find out how women's representations are shown in Indosport.com. What is the position of the reader on the news, as well as who become the subject and the object of the news on indosport.com.

There are several previous studies related to the theme of this article such as: Women's Representation through Sara Mills Perspective in Detik.Com and Kompas.Com Media, the work of Teti Sobari & Irma Silviani, 2019. Next, that is the article entitled: "The Marginalization of Women in the News about Sexual Harassment in Daily Newspaper, *Memorandum*, September 2013 and July 2015 Edition: Sara Mills's Critical Discourse Analysis", Prantya, 2017. Those two articles discuss the issue of women's representation shown in both printed and online medias with analysis techniques using critical discourse analysis methods from Sarah Mills in which the women become the victim of sexual harassment, but in the news, women become the object and men become the subject of news. Besides that the reader's position is also directed to the position of men.

There are several similarities between the two articles and the research conducted by the author, among others: the use of Sarah Mills' critical discourse analysis theory as a scalpel in the analysis. Furthermore, the discussion of women as news objects which readers consume, as well as how the readers position in the news. Whereas the difference is that the theme examined by the author is not on the object of women who are victims of sexual violence, but on the news about women's activities, which are public figures in sports activities, using clothes that are considered sexy or vulgar. the news is framed with a seductive text that makes the woman a mere object. Apart from displaying photos, the online media also often adds videos to the news so that it invites readers to always follow the news on indosport.com media.

The novelty in this research is that the objects in this study are women who undergo professions related to news objects such as: artists, singers, national athletes, celebgram etc. The news on Indosport.com, the sportainment segment, does not clearly report them as victims of sexual violence but discuss their daily activities. However, the news is carried out by objects wearing sexy clothes. The exploitation of the women's body does not directly harm the women, but in fact, they may even get benefits from it because their popularity will increase and it may also help them to increase the number of their followers on Instagram and YouTube, which is sure to bring benefits economically. On the other hand, women in general will get a very big negative effect as they will be considered as a satisfactory for men and get negative label because of other women's action.

In media report, women are often portrayed as the wrong party, more marginal than men, and tend to be the object of news. This injustice and poor portrayal become the main target of Sarah Mills, the discourseist who has written extensively on discourse theory. The main focus of Sarah Mills' theory is on the discourse of feminism: how women are presented in the text in the form of pictures, photos, novels or in news (Eriyanto, 2011). Sara Mills calls her analysis as *Feminist Stylistics*. Mills in Fauzan (2014) says

that Feminist Stylistics aims to make the assumptions that exist in conventional stylistics clearer, by not only adding gender topics to the list of the analyzed elements, but also using stylistics to become a new phase in discourse analysis. This is done to maximize the stylistics in language analysis, language no longer just exists, or it must exist and to raise.

One of Mills' main focuses in discourse analysis is how readers are presented in text. This strategy is related to the question how the readers identify and place themselves in the storytelling. That kind of position will place the readers in one of positions and influence how the text will be understood and how this social actor is positioned (Badara, 2013). Mills rejects the views from many experts who place and study the context from the author's side only, while the readers' side is ignored. In fact, Mills' model places text as a result of negotiations between the writer and the reader. The readers here participate in transactions as it will be seen in the text, not only as the recipient of the text. The use of pronouns, I, you, and we in the text of the news, for example, clearly places the readers as an integral part of the whole text (Eriyanto, 2011).

Sarah Mills places representation as the most important thing of her analysis. How a party, person, group, ideas and events presented in certain ways in news affect the interpretation when it is accepted by the public.

Mills emphasizes more on how the position of social actors, the position of ideas or events are placed in the text. Position here means who is the actor who will be used as the subject to define and narrate and who is shown as the object, the party whose existence is defined and described / told by other people (Eriyanto, 2011). Parties often positioned as objects are those who are weak, helpless, oppressed, or marginalized such as the poor, laborers, women, children, old people, people with disabilities and others. When a woman or child becomes a victim of sexual violence, they are often made as the object of news by the media. The media often makes a man as the subject of news who tells about the incident. As the result, with this position, the condition of women and children as victims will be more cornered since they cannot tell the real condition in the news, but only based on the information from the perpetrator who becomes the subject of the news.

According to Mills in Fauzan (2014), conducting discourse analysis can be done by dividing it into three levels of analysis, namely: 1) Analysis at the Word Level consists of Sexism in Language and Sexism of Meaning , 2) Analysis at the Phrase / Sentence Level consists of Naming, women abuse, stunting, taboo , 3) Analysis at the Discourse Level consists of Character / role, Fragmentation, Focalization, and Schemata.

Methodology

This type of research used in this study is a qualitative approach. The method used is the critical discourse analysis by Sarah Mills. The object of this research is the news script on the online media, Indosport.com. the primary data in this study is obtained from the online media site, the sportainment column in indosport.com, from November 2019 to March 2020. However, the secondary data is obtained from reading sources such as books, journals, and other sources.

The data was collected by selecting news on the online media site, indosport.com, which suit the research topic, then downloading it, and analyzing it using Critical Discourse Analysis by Sarah Mills.

Research Results and Discussion

News on the online media, the sportainment segment of indosport.com, always attracts the attention of readers through both tantalizing titles and artists, and other news objects which is appeared on the news. Next, we discuss the contents of the news, including:

First news

The next news article was from indosport.com on November 12, 2019 entitled "Jess Amalia Appearing Vulgarly on the Sofa, Netizens are Frantic". This article reports about the activities of Jess Amalia, a celebrity and fan of the Indonesian football club Persija. She is well-known as an "angel" for the Persija club fans. The analysis of the headline explains how the news writer puts Jess Amalia as an object who is quite bad with her vulgar appearance in order to make netizens panic when they saw her. Making titles which emphasize on "vulgar appearance" also provokes readers, especially men, to be more interested in entering and reading the news.

Next, the quote in the news content: "Uploading of the photo itself, in fact, is enough to make anyone stifled to see it. It can be like that because Jess looks sexy in her swimsuit of which the model is a bra and white underwear. Wearing an open clothes certainly makes most of Jess's beautiful body visible. If the upper part shows her sensitive part, the lower part is also beautiful since it shows smooth thighs of that pretty girl. The analysis that can be done about the content of this news is: it is stated clearly in this news how the news writer places Jess Amalia as an object that is quite attractive to enjoy, especially by men. The author still considers how a woman is really used as a display whose value lies on her beauty or body sexiness. The language used is also very vulgar by describing how beautiful Jess Amalia's body is from top to toe. Readers are clearly invited to enjoy the beauty of Jess's body as in the photos and portrayed by news writers. This media assumes that all readers are men who have the same thoughts as what the writer is thinking.

Quote of the next news content: Jess's appearance is even more seductive with a beach hat and sassy smile. It has no doubt that this open dressing style successfully makes people's eyes widely-opened because of it". The analysis that can be done on this news content is: In this news content the writer with his point of view tells or describes how the figure of Jess as a seductive woman both with the clothes worn or a charming sassy smile. The use of the word "coquettish" here is a word that can be interpreted as a flirtatious action. Jess's figure as a seductive woman is more highlighted in the next sentence because her appearance is quite successful to make anyone's eyes widely-opened. The word "wide-open" is a hyperbole that describes eyes which are widely- opened while seeing something interesting. With her open dressing style, Jess is considered as a very seductive object that can make all eyes open widely. The news writer with the phrase "whoever" also clearly describes how the position of the readers here who are mostly considered men and must be fascinated by Jess's appearance.

The content of the next news, "Seeing Jess's appearance wearing open clothes this time, the netizens became frantic because of it. Most of the netizens also commented on the uploaded photo of the Persija's Angel". "What's the meaning of skin color when we are talking about comfort," wrote uikhyaul. "Hmm, if it's smooth, it's okay," wrote iwan.pashaungu. "I feel envious with the seat," wrote becoco16. "Picking up fortune at the beginning of the year, right, that's why she has fair skin," wrote tendy. 12. "I think it's all good because the most important thing for me is you are always by my side," wrote Agstiadi. The analysis that can be done in this news content is: The news writer places Jess as a low-level woman. Jess is considered as a woman with a bad role because she is wearing open clothes that make netizens "frantic". "Frantic" is hyperbole which means that many netizens who see the upload react by giving various comments. Jess, in this news content, is only the object who is told by news writers, and commented by netizens who have position as subjects. A lot of comments from netizens also denigrate

Jess, among others, written by an account tendy.12 which states " Picking up fortune at the beginning of the year, right, that's why she has fair skin ", the meaning of the word picking up fortune was once popular when the case of artist, Vanessa Angel who was caught doing online prostitution. at a hotel in Surabaya. By using the word "picking up a fortune" the account seems to insinuate that Jess is also practicing the same profession as Vanessa Angel. The sexism comment from the becoco16 account was "I feel envious with the seat". The meaning of the comment is that the person imagines how nice it would be to be the chair, so that they want to be the chair used as a seat for Jess. Another sexism comment from the iwan.pashaungu account "Hmm, if it's smooth, it's okay". These comments indicate that women are more valued with attractive bodies, one of which is by having smooth thighs.

The second news

Another news article on indosport.com on February 8, 2020 entitled "Beautiful Presenter Kartika Berliana Doing Sports, Netizens Failed to Focus". The analysis of this headline illustrates how Kartika Berliana is considered as a woman who can make netizens fail to focus while exercising. This indirectly explains how Kartika is represented as an interesting object, especially for male netizens.

The next quote in the news content: "The appearance of this 26- year- old pretty girl is quite seductive. Besides wearing a black tank top, Kartika Berliana is also wearing a contrast orange sports bra. Moreover, with the long hair flowing backwards, Kartika Berliana's charm shines even more. The fair pretty face with evenly fair skin seems to be the main attraction for this beautiful presenter ". The analysis that can be done on this news content is that Kartika Berliana is depicted as a seductive woman with the style of her clothes, wearing a black tank top and an orange contrast sports bra. Here, the news writer tries to create subjectivity by making Kartika as an object that can make other people or men tempted by her clothes. Furthermore, the discussion about her long hair and fair skin explains how women are still seen based on the ideal body shape described by men, namely with fair skin, long hair, tall, bonny, and etc. This can also be described like in advertisements which make standart of women's ideal body. It proves how men (mostly in the advertisement production division) create women according to their fantasies about "sexy or beautiful women" (Astuti, 2016). The use of language in the news content indirectly invites readers to feel attraction due to Kartika's temptations, which is done through the clothes worn, the face and the attractive body shape. The addition of photos in the article also strengthens this invitation because the reader is also invited to enjoy how attractive Kartika is in accordance with what the news writer said by seeing the photo.

Other news content: "Kartika Berliana herself often shows her sports activities by uploading her personal Instagram photos. It has no doubt that she becomes center of attention while presenting an event, her appearance is also tempting. The photo in which she is training her hand muscles also get various reactions from netizens, especially in the caption. "5 months of pregnancy? *laugh*," wrote justdimss. "Future wife," wrote _hamtaro24. "Bitch," wrote novandito19. "Don't be in a relationship first, please," writes the word 9582. "Bonny," wrote ariefpratama350. From the analysis in this news, it can be seen how the news writer repeated the depiction of Kartika Berliana as a woman with a seductive appearance, especially for men. The comments from netizens shown in this news also show how all the male netizens think how attractive Kartika is. It is like what is written by hamtaro24 who considers Kartika as his future wife. This indicates that Kartika's figure is quite attractive visually so that she can be used as a wife in the future. Meanwhile, Novandito considers Kartika to be a seductive woman and label her as a Bitch. That term means that Kartika often provokes men with her beauty, body shape or the clothes she wears. Furthermore, ariefpratama350, in his comment, states "bonny" which describes that Kartika's figure is an attractive woman with a bonny or ideal body shape.

The Third News

The next news article on indosport.com on February 8, 2020, entitled: "Showing off a swimming moment, Andrea Dian's sexy body makes netizens lost focus". This news article shares moments of FTV artist and soap opera, Andrea Dian while exercising. The analysis of that headlines is included: How this media placed Andrea as the guilty party or behaved negatively because she showed off her sexy body so that it made netizens lost focus. The negative labeling toward women, in this case is Andrea, is more visible because she is considered as an object that causes mistakes or losses for others. Emphasizing on news headlines like that also invites readers to read the news because it takes advantage of Andrea Dian's body sexiness which is used as the news object by Indosport.com. From this, it can also be seen that news writers consider readers to be men who are definitely interested in news like this.

The contents of the news: "In the upload, Andrea Dian seems wearing a two-piece swimsuit. It has striking pattern which makes this 34 year-old woman's body also look seductive. She looks very proportional so that many people are amazed. With her body goals, she is also successful in making women jealous, and men fall in love with her". The analysis of this news content is how this media sees a woman, in this case the artist Andrea Dian, by highlighting her physical appearance. Women are still used as an interesting object for news by presenting their body parts in an open dressing style. In addition, women have more value if they have a proportional, slim and sexy body. Newswriters also act as subjects who tells about how Andrea Dian's beautiful body can make people who see her fall in love. The readers are in the position in which they are trying to be considered to have the same thoughts as news writers that is by stating "With the body goals, she is successful to make women jealous, and men fall in love with her.."

Quote of the next news content: "It is known that to get this attractive body, Andrea Dian often does various sports or workouts so that her body weight becomes ideal. Her uploads when she has finished swimming are flooded by netizens who are also her loyal followers. Some people are so amazed by Andrea Dian that they give a deviated comments about her. "Miss Andrea Dian, why you rarely appear on FTV lately ... I like watching you on TV," wrote Tiknokenzie. " Wow, you are so cool," wrote fafa_didin. "big and oval," wrote ridwanfariz. "Syaaa ,, Alloh," wrote chutelnada07. "My heart is broken ...," wrote Hendrikdwiwijaya. The analysis of the news content above is that the use of the phrase "an enchanting body" clearly illustrates how news writers still consider women as teasing objects who can lure others with their bodies. News writers and netizens here have role as subjects who tell how Andria Dian is. The news writer tells how Andrea Dian can have an attractive body by doing sports or working out, while netizens use their comments. Comments from netizens also show how women still become objects that can be easily teased or verbally abused. It's like the comments "Syaaa ,, Alloh," from the chutelnada07 account and "My heart is broken ...," from the Hendrikdwiwijaya account, that kind of comments are given because they see a photo of Andrea in the swimming pool. The placement of netizens' comments in this news illustrates how this media places the readers who are considered the same as the netizens shown in the news, where they have the same thoughts as news writers. News writers think that the readers are men who can be equalized to netizens who will be amazed when they see the photo of Andrea Dian.

The Fourth News

The next news article is from Indosport.com on February 25, 2020 entitled: "Get 50 Marriage Proposal Every Day, This is the Secret of Vera Dijkmans' Beautiful Body". The analysis from that title is how news writers make an association between Vera Dijkmans' beautiful body and the marriage proposals from men which reach 50 times per day. Here, the author also tries to attract readers by trying to make an interesting title which discusses the secrets of Vera Dijkmans' beautiful body. From this title, readers can imagine interesting news that focuses on discussing the beauty of Vera Dijkmans's body.

The contents of the next news: “Because of her beauty and sexiness, a lot of men fall in love with her. She even admits that she gets about 50 marriage proposals on her social media pages. There is even one of the men who has sent a ring to her which is sent by mail. Analysis that can be done from the contents from the news above is that the author states that a lot of men men fall in love with Vera because of her beauty and sexiness. A lot of men are crazy about her until there are as many as 50 marriage proposals on their social media every day. The content of the news above clearly describes how women are still used as objects that are only judged by their sexiness and beauty. This clearly explains that there are still stereotypes about women, the more beautiful and sexier a woman is, the higher the sale value will be, so that many people try to get her.

The contents of the other news: "However, do you know that behind Vera's success in modeling, it turns out, this woman, from the Netherlands, also likes to do sports. She does several sports to keep her body fit and beautiful. Eventhough, some of the sports she does are also inseparable from the need for photo shoots in the modeling.

Vera’s photo while playing tennis: caption “How beautiful Vera is while playing tennis”

Vera’s photo while playing basketball: caption “no pants while playing basketball, don’t you feel cold, Miss?”

Vera’s photo while playing Volleyball: caption “Being a volleyball athlete seems interesting.”

Vera’s video while swimming: caption “ How sexy Vera is while swimming at night, Freesh! ”

The analysis that can be done from the news content above is that the news writer presents photos and videos of Vera Dijkmans in sexy clothes. This illustrates how the indosport.com places women in its news. Women are still attractive objects to be used as magnets in attracting readers to read the news in the online media.

Besides interesting photos, there are also videos which make readers enjoy more the depiction of beautiful and sexy women as objects of news media. Moreover, the captions written by indosport.com in the article also contain sexism in their language and meaning. This can be seen in the photo caption of Vera Dijkmans while playing basketball, " no pants while playing basketball, don’t you feel cold, Miss?” In the caption, it clearly describes the use of language that tends to humiliate by stating not to wear pants. The meaning also means that someone who does not wear pants in public places or while exercising must be described as a woman who is shameless. The next caption on Vera's video while swimming, “ How sexy Vera is while swimming at night, Freesh!" The use of language by news writers clearly illustrates how a woman is always considered as an object that can please men who see her. With the sexiness of her body, the writer makes an analogy of how Vera can make a feeling of "fresh" for anyone who sees it. Here, the news writer also invites readers to enjoy the video using a very tempting caption.

The Fifth News

The next news article from indosport.com on March 1, 2020 is about Maria Vania who was on vacation in Australia which is posted through Instagram of that sport news presenter. Headline: "Maria Vania Causes Commotion by Appearing Openly, Netizens: there is something pointed (mancung) , but ...". The title is added with Vania’s who was on vacation wearing an open outfit. The analysis that can be described in the headline is how Maria Vania’s representation as the party that causes bad things by appearing openly and makes netizens or readers become pointing, pointing here can be interpreted negatively. It means inviting men’s negative thoughts. Furthermore, the photo displayed also illustrates how a woman is only used as an object. Here, news writers and netizens have roles as subjects who tell

about Vania who makes netizens tempted. News readers here are directed to the position as writers and netizens because the author considers that male readers will definitely feel what netizens experience when they see Vania's photo.

The next news content: "Like the caption, Maria Vania seems to hint so that netizens who are her Instagram followers focus on the beauty of her body. This can be seen when the girl poses seductively". The language used by the news writer clearly shows how this media places Vania as an object that must be enjoyed because of the beauty of her body. Writers and netizens are the subjects who tell the meaning of the captions on Vania's Instagram from their point of view, men's point of view. By looking at the photos and captions on the news, readers seem to be invited to follow the mindset of the writer and netizens to enjoy the beauty of Vania's body which becomes the news material.

The content of the next news: "there is no doubt that the appearance has become the consumption of netizens who feel pleased because Maria Vania has succeeded in arousing their wildest fantasies. One of the netizens even gives his unique comment, "there is something pointing, but it is not a nose" said netizens with the account @ ariefyahya19. From that news quote, the news writer clearly conveyed how Vania is considered as a bad party because she has succeeded in arousing netizens' wild fantasies. This media places Vania as a beautiful object, which can make netizens or readers fantasize. News writers and netizens have roles as subjects who can explain and tell how Vania's actions in these posts have become very enjoyable consumption for netizens. Readers are also directed to be able to feel the pleasure felt by netizens who comment on Vania's Instagram as shown in the news.

From those five news online media indosport.com, it can be seen how the media has its own style in presenting women in its news. The women shown consist of artists, presenters, celebrities, models, and other professions that are known by the public. Women are often shown in an open dressing style through both photos or videos while doing sports like swimming, gym, volleyball and other sports. In the news, women are always in a bad position because they are always labeled with the words sexy, seductive, charming, passionate, make someone lose focus and other words. The representation of women in the news clearly illustrates that indosport.com is a contra-gender media, this is in accordance with the discourse analysis of Sarah Mills which focuses on how representations are presented in the news.

The news writer with his writing style seems to think that women are the guilty party for making other people, in this case men, become tempted, lost focus and other negative consequences. The use of seductive words both in the title and content of the news, the showing of sexy photos and videos of women in the news object may have a specific purpose for this media such as to attract as many readers as possible. This can be proven from the number of readers who read the news. The readers are thousands, exceeding the number of readers in other news on indosport.com. The news entitled "Maria Vania Makes a Freak by Appearing Openly, Netizens: there is something pointing , but ...". ", have 70,000 readers. Even the news article entitled "Get 50 Marriage Proposals Every Day, This is the Secret to Vera Dijkmans' Beautiful Body" managed to get a readership of 153,600 people.

Conclusion

Based on the results of this study it can be concluded as follows: News writer is the subject of news in this media. The writer with his own point of view and thoughts presents the women who are the objects of his news. Besides news writers, netizens are also the subject of news in this media. Netizens with comments displayed in the news are also the subjects who judge or tell women who becomes the object of the news. Comments from netizens often smell like sexuality and tend to abuse women in the news.

The position of the readers in this news is directed to the thoughts of news writers and netizens who are mostly men. By displaying photos and videos of sexy women reinforces how the media perceives readers here as mostly men. Online media may try to get as many readers as possible for the survival of the media, but the use of women as objects by highlighting attractive body parts which should be avoided because this can have bad consequences in social life in Indonesia, both for women and men, especially the younger generation.

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