

**REPRESENTASI PEREMPUAN DALAM MAJALAH FEMINIS
ONLINE MAGDALENE: ANALISIS WACANA
MULTIMODAL PADA INSTAGRAM @MAGDALENEID**

TESIS

**Tesis ini Disusun untuk Memenuhi Persyaratan Memperoleh
Gelara Magister Humaniora**



oleh:

Rima Kurniati

2220722009

Pembimbing I: Dr. Sawirman, M.Hum

Pembimbing II: Dr. Fajri Usman, M.Hum

**PROGRAM STUDI MAGISTER LINGUISTIK
PASCASARJANA FAKULTAS ILMU BUDAYA
UNIVERSITAS ANDALAS**

2025

**Representasi Perempuan dalam Majalah Feminis Online Magdalene.co:
Analisis Wacana Multimodal pada Postingan Instagram @Magdaleneid**

Rima Kurniati

Pembimbing I: Dr. Sawirman, M.Hum

Pembimbing II: Dr. Fajri Usman, M. Hum

Program Studi Magister Linguistik Pascasarjana Fakultas Ilmu Budaya
Universitas Andalas

ABSTRAK

Perempuan dalam wacana di media masih sering menjadi objek yang terpojokkan, dianggap selalu salah dan mendapatkan pelabelan yang negatif. Tujuan penelitian ini untuk mengetahui representasi perempuan pada teks verbal dan teks visual postingan instagram Majalah Feminis Online Magdalene. Penelitian kualitatif menggunakan pendekatan analisis wacana multimodal. Analisis teks verbal menggunakan teori Struktur Transitivity Sistemik Fungsional Linguistik (SFL) Halliday. Analisis teks visual menggunakan Sistem Representasi Naratif Kress & Leeuwen. Analisis Struktur Transitivity dan Sistem Representasi Naratif berfokus pada tiga komponen utama, proses, partisipan, dan sirkumstan. Data penelitian 42 ilustrasi yang memuat teks verbal dan teks visual di instagram @magdaleneid. Ilustrasi tersebut memenuhi kriteria yang ditentukan dan diunggah antara Januari sampai Oktober 2024. Hasil penelitian pada teks verbal, proses yang dominan proses material, partisipan yang dominan aktor dan gol. Sirkumstan yang dominan penyebab. Pada teks visual, proses yang terbanyak proses aksi, partisipan yang terbanyak aktor dan gol, sirkumstan yang terbanyak tempat. Representasi perempuan dalam postingan instagram Feminis Online Magdalene ditemukan sebagai subjek aktif, dinamis, dan memiliki peran penting dalam berbagai konteks. Terdapat enam representasi perempuan, yakni perempuan menampilkan jati diri, perempuan mendobrak stereotip gender yang negatif, perempuan menghargai keberagaman, perempuan berani mengkritisi kebijakan pemerintah, perempuan tidak salah, dan perempuan mendukung sesama perempuan.

Kata kunci: Analisis Wacana Multimodal, Representasi Perempuan, Sistem Representasi Naratif, Struktur Transitivity

*Representation of Women in Feminist Online Magazine Magdalene: A
Multimodal Discourse Analysis on Instagram @Magdaleneid*

Rima Kurniati

Supervisor I: Dr. Sawirman, M.Hum
Supervisor II: Dr. Fajri Usman, M. Hum

Linguistics Masters Study Program, Postgraduate Faculty of Cultural Sciences,
Andalas University

ABSTRACT

Women in media discourse are still often the object of scrutiny, considered always wrong and negatively labeled. The purpose of this study was to determine the representation of women in the verbal text and visual text of the Instagram posts of the Magdalene Online Feminist Magazine. Qualitative research uses a multimodal discourse analysis approach. Verbal text analysis uses Halliday's Systemic Functional Linguistic Transition Structure (SFL) theory. Visual text analysis uses Kress & Leeuwen's Narrative Representation System. Analysis of Transition Structure and Narrative Representation System focuses on three main components, process, participants, and circumstance. The research data is 42 illustrations containing verbal text and visual text on Instagram @magdaleneid. The illustrations meet the specified criteria and were uploaded between January and October 2024. The results of the study on verbal text, the dominant process is the material process, the dominant participant is the actor and goal. The dominant circumstance is the cause. In visual text, the most processes are action processes, the most participants are actors and goals, the most circumstantial places. The analysis of verbal text and analysis of visual text in each illustration in this study have a complementary relationship and strengthen each other's meaning related to the representation of women. The representation of women in the Instagram posts of Feminist Online Magdalene was found as active, dynamic subjects, and have important roles in various contexts. Based on the findings of the process, participants and circumstantial in verbal text and visual text, it is interpreted that there are six representations of women, namely women showing their identity, women breaking negative gender stereotypes, women respecting diversity, women daring to criticize government policies, women are not wrong, and women supporting other women.

Keywords: *Multimodal Discourse Analysis, Narrative Representation System, Representation of Women, Transitivity Structure.*