

CHAPTER IV

CONCLUSION AND SUGGESTION

4.1 Conclusion

After analyzing the data, this study showed that the TikTok content analyzed did not convey the creator's personal opinions, but rather a systematically repeated pattern of representation of women. Women are consistently positioned as the ones who should be monitored, evaluated, and controlled, whether in social or romantic contexts. This pattern demonstrates that language plays a key role in constructing gender imbalance through discourse in everyday life (Fairclough, 2010; Santoniccolo et al., 2023).

The use of certain words, phrases, and markers in quotes demonstrates that women are reduced to a narrow moral category. Women are judged by their behavior, appearance, and adherence to the regulations of their relationships, which are determined by men. This process reinforces media representation, which not only neutrally depicts reality but also enables viewers to understand and recognize the position of women, thereby softening their identities and removing them from the complexity of their experiences (Hall, 1997; Yin, 2024).

Regarding the context of content production and consumption, TikTok functions as a platform that reinforces dominant masculinity through narratives of relationships that appear normal and logical. This content encourages audiences to accept suspicion, control, and restrictions toward women as normal and natural. This practice demonstrates how dominant masculinity adapts to digital culture without losing its primary power (Connell & Messerschmidt, 2025; Tanner & Gillardin, 2025).

In terms of social elements, representation impacts relationships, making them understandable and experienced. Restrictions on women's movement, social interactions, and expression are framed as concerns, but in reality reinforce power imbalances. Control over

women is still legitimized through language that appears relational and protective, thus perpetuating gender inequality without awareness (Duffy & Hund, 2022; Scott, 2025).

This research also confirms that loyalty and commitment are presented as a greater burden for women than for men. Women are required to continually prove their loyalty, while suspicion of them is deemed illogical or unreasonable. This discourse creates unequal relationships based on surveillance, not trust (Lott et al., 2025; Pilyarchuk, 2024).

Overall, this study makes a theoretical and empirical contribution to the study of language, gender, and digital media. Theoretically, this study expands on the application of CDA by Norman Fairclough by demonstrating that short texts—namely, quotes—possess discursive power that significantly shapes social meaning; thus, this analysis emphasizes that such representations cannot be neutral and are the result of linguistic constructions that appear simple but are ideologically charged. Empirically, this study reveals that patterns of women's representation in TikTok content tend to position women as objects subject to moral control, loyalty, and social evaluation by men. The language used appears simple and functions as a tool to maintain unequal power relations (Fairclough, 2010; Ging, 2022). Therefore, women need to develop critical awareness to think before acting and ask questions afterward in order to avoid the creation of discourses that continue to normalize negative social tendencies.

4.2 Suggestion

For further research, it is recommended to add captions, comments, or a combination of these, so that a more detailed and valid picture and perspective regarding the representation of women can be found. The intended function of the caption is to find out how the content creator or @itsjaygomez perceives it, or comments that are responses from the audience, both from those related (women) whether they feel the same way from the quote made, or also the disclosure of truth or validity from men who have previously felt the same way. Further research

can also reveal a comparison of representations generated by men and women in order to obtain a balanced picture of each gender.

