

Propaganda superioritas perempuan dalam novel seri Huan Zhu Gege

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Abstrak

This thesis analyzed a serial novel by Qiong Yao which is Huanzhu Gege (HZGG) through an approachment of literature sociology that is connected to the readers and the social effect to the people, and also using propaganda technique in a literature text that gives a description about women's superiority. This analysis is to reveal how women take part, that is described through characters named Xiao Yanzi and Xia Ziwei, in influencing the decision making of the Qian Long Emperor and also the other officer at Qing Dynasty. The result of this analysis shows the use of 8 propaganda techniques that describes the superiority of women compares to man in HZGG novel.