

Perempuan dalam politik Amerika: Representasi Hillary Rodham Clinton dalam living history, a woman in charge, dan her way = Women in American politics: Representations of Hillary Rodham Clinton in living history, a woman in charge, and her way / Dhita Hapsarani

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Abstrak

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Ketika Hillary Rodham Clinton memutuskan untuk menjadi presiden, salah satu tantangan terbesarnya adalah mengatasi representasi-representasi negatif tentang dirinya yang beredar di berbagai media di Amerika. Salah satu cara yang ditempuhnya adalah dengan membangun representasi yang baru sebagai seorang tokoh politik perempuan yang berpotensi menjadi pemimpin politik melalui penulisan autobiografinya, Living History (2003). Namun setahun menjelang pemilu 2008, dua biografi tentang Hillary diterbitkan, A Woman in Charge dan Her Way. Kedua teks ini banyak mengacu dan melakukan reinterpretasi terhadap Living History. Dengan memakai analisis framing berperspektif retorika, penelitian ini membandingkan bagaimana Hillary merepresentasikan dirinya dan bagaimana ia direpresentasikan untuk menyingkapkan bagaimana posisi kandidat presiden perempuan dalam tatanan politik Amerika yang bias gender. Analisis framing dilakukan dengan menganalisis diksi, mitos, stereotip gender dan ikatan ganda yang dipergunakan dalam teks. Dari pembingkai-pembingkai yang terkumpul ditentukan pola pembingkai. Hasil penelitian menunjukkan bahwa ketika membangun representasi dirinya dalam autobiografi, kandidat presiden perempuan harus memperhitungkan dan bernegosiasi dengan beberapa aspek, yaitu konvensi penulisan autobiografi yang bergender karena pola-pola representasi dalam autobiografi bersifat maskulin dan jebakan-jebakan ikatan ganda (double binds). Penelitian terhadap representasi Hillary dalam kedua biografi memperlihatkan bahwa bingkai stereotip gender, bingkai standar ganda, bingkai pencitraan dan bingkai karakter negatif dipakai dalam mengisahkan kehidupan Hillary. Dengan pembingkai ini keduanya membangun representasi yang negatif tentang subyek dan menyimpulkannya belum layak dipilih sebagai presiden karena memiliki karakter dan kepribadian negatif. Terlepas dari persoalan-persoalan yang memberatkan Hillary (seperti keinginannya untuk menjadi First Lady non-konvensional, kecurigaan dan ketertutupannya pada media, dan skandal-skandal seks suaminya, serta keputusannya mendukung resolusi Irak Bush dan kejenuhan publik akan pemerintahan suaminya yang penuh intrik), penggunaan stereotip gender, standar ganda, ikatan ganda dalam strategi resistensi terhadap pencalonannya sebagai presiden memperlihatkan bahwa ketidaksetaraan gender masih kuat beroperasi dan masih harus disiasati oleh kandidat presiden perempuan. ;

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When Hillary Rodham Clinton decided to enter the presidential election in 2008, the biggest challenge she had to face was the negative representations circulating in the media. Writing a campaign autobiography, Living History (2003) was one of the ways she chose to portray herself as a potential presidential candidate. A year prior to the election, two biographies on Hillary was published, A Woman in Charge and Her Way. The two texts reread and reinterpreted Living History. By using framing analysis method with rhetorical

perspective, the research compares how Hillary represents herself and how she is represented in order to reveal the position of female presidential candidate within American political order. Framing analysis is conducted by analyzing the diction, myths, gender stereotypes, and double binds to identify the patterns of framing used in the texts. The result of the research indicates that female presidential candidates should consider and negotiate the gendered conventions of autobiographical narratives as well the double binds in gender inequality. The representation of Hillary Clinton in the two biographies indicates the use of particular framings perpetuating gender stereotypes, sexual double standard and double binds. With these framings, the two texts construct negative representations of the subject that lead to a conclusion that the subject has not met the criteria to hold the position as president due to her lack of integrity and capabilities. Despite the fact that Hillary has her own baggage (from her insistence of performing a non-conventional role as first lady, the Whitewater and Travel Office cases, her husband's sex scandals up to her decision to support Iraq Resolution that lead to Iraq war and Clinton fatigue syndrome), the use of gender stereotypes, sexual double standards and double binds in resisting Hillary's candidacy as president in 2008 shows that female presidential candidate still have to face gender inequality and discrimination which are entrenched in American politics.

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