

Perempuan Indonesia dalam bingkai media massa

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Abstrak

One of the roles of the mass media is to inform. It means that its mainfunction is to retell many events or histories to its audience. In retelling these events mass media constructs many realities to become a meaningful story. Therefore, all mass media contens are constructed realities. The most interesting topic, especially for womens media, such as womens magazine, is career women. This paper tried to examine how career women or successful women are presented in woman transnational magazine in Indonesia. The writer used constructivist paradigm to understand how successful women are described on Profile Section in transnational womens magazine Her World Indonesia. Since Her World is categorized as a modern magazine, the writer assumed that it brought modern values. By using the Halliday and Hassan model of analysis or social semiotic analysis, the findings showed that Her Worlds criteria of prominent woman is a woman who works outside, has a bright career, and well-paid. But she is still concerned with her family and she is always referring her achievement to the support of her husband or her father.