

## Penggambaran perempuan dalam ilustrasi online Jerman = The Portrayal of women in the Germany online illustration

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20481398&lokasi=lokal>

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Abstrak

**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui bagaimana penggambaran perempuan setelah ditetapkannya Hari Perempuan Internasional (Weltfrauentag) dalam dua ilustrasi online yang dimuat pada dua portal ilustrasi online di Jerman, yaitu toonpool.de dan ce-comico.de. Metode penelitian yang digunakan berupa metode deskriptif kualitatif dengan pendekatan studi pustaka. Analisis ini menggunakan teori analisis wacana kritis model Sara Mills dan teori semiotik milik Charles Sanders Peirce. Hasil penelitian ini menunjukkan bahwa penggambaran perempuan dalam media baru berupa ilustrasi online telah mengalami perubahan secara perlahan. Meskipun, penggambaran perempuan dalam dua ilustrasi online tersebut tidak dapat dengan mudah dipisahkan unsur domestik (sapu, pel dan ember pembersih).

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**ABSTRACT**

The purpose of this research was to find out how the portrayal of women after the establishment of international women s day (Weltfrauentag) in two online illustrations that loaded on two online illustration portal in Germany, i.e. toonpool.de and ce-comico.de. This research methodology is qualitative method that is written by descriptive analysis with the approach of the study of literature. This research used Sara Mills s critical discourse analysis and semiotic theory by Charles Sanders Peirce. The research found that the portrayal of women in the new media in the form of illustrated online has changed slowly. Although, the portrayal of women in two online illustration cannot be easily separated from the domestic items (brooms, mops and buckets of cleanser).