

Representasi Atlet Perempuan dalam Media di Indonesia: Studi Kasus pada Pemberitaan SEA Games 2017 oleh Surat Kabar Nasional = The Representation of Female Athletes in Indonesia Media: A Case Study on the Coverage of the 2017 SEA Games by National Newspaper

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Abstrak

Penelitian ini membahas bagaimana surat kabar nasional memberitakan para atlet perempuan pemeroleh medali emas SEA Games 2017. Pembahasan dari beberapa artikel yang dipilih melingkupi bagaimana media membangun karakteristik heroik bagi para atlet, sekaligus juga bagaimana citra feminin tidak bisa dilepaskan dari mereka. Dengan menggunakan metode tekstual yang membedah satu per satu teks berita berdasarkan tipologi pemberitaan, dapat ditemukan bahwa terjadi irisan antara karakteristik heroik para atlet dengan narasi yang juga memberi muatan feminin. Ditemukan penamaan-penamaan khusus yang diberikan sebagai simbol bagi para atlet, disertai dengan dramatisasi pencapaian, juga kontestasi antara atlet junior dengan senior, hingga deskripsi-deskripsi yang mengarah kepada femininitas para atlet dan terpresentasikan dalam sosok tiga atlet wushu putri Indonesia. Temuan ini menunjukkan bahwa nilai-nilai heroisme para atlet perempuan di dalam media masih dibangun lewat karakteristik gender tertentu.

.....This research discusses how national newspapers covered female athletes who won gold medals at the 2017 SEA Games. The discussion, based on several selected articles, encompasses how the media constructs heroic characteristics for these athletes while also associating them with feminine images. By using a textual analysis method that deconstructs each news article based on the typology of reporting, it can be observed that there is an intersection between the heroic characteristics of the athletes and the narratives that also imbue them with femininity. Specific names and titles are found that are given as symbols for the athletes, accompanied by dramatizations of their achievements, as well as competitions between junior and senior athletes. Additionally, there are descriptions that lead to the femininity of the athletes, which is prominently presented in the figure of three Indonesian female wushu athletes. These findings indicate that the heroism values of female athletes in the media are still constructed through specific gender characteristics.