library.uns.ac.id

digilib.uns.ac.id

WOMEN REPRESENTATION IN THE NEWS OF UBER'S CEO CANDIDATES

(A Critical Discourse Analysis Approach)

THESIS

Submitted as a Partial Fulfilment of Requirements

for The Sarjana Sastra Degree in English Department

Faculty of Cultural Sciences

Sebelas Maret University

By:

MELSIANA SHERA RITA RAMADONA

C0314025

ENGLISH DEPARTMENT

FACULTY OF CULTURAL SCIENCES

SEBELAS MARET UNIVERSITY

SURAKARTA

2019

commit to user

THESIS APPROVAL

WOMEN REPRESENTATION IN THE NEWS OF UBER'S CEO CANDIDATES

(A Critical Discourse Analysis Approach)

By:

Melsiana Shera Rita Ramadona

C0314025

Thesis Consultant

Diah Kristina, M.A., Ph.D.

NIP. 195905051986012001

Head of English Department

Faculty of Cultural Sciences Sebelas Maret University

Dr. Fitria Akhmerti Primasita, S.S., M.A.

NIP. 196912161998022001

WOMEN REPRESENTATION IN THE NEWS OF UBER'S CEO CANDIDATES

(A Critical Discourse Analysis Approach)

By:

Melsiana Shera Rita Ramadona

C0314025

Accepted and Approved by The Board of Examiners

Faculty of Cultural Sciences

Sebelas Maret University

on May 29th, 2019

Positions	Name	Signature
Chairman	Dr. Tri Wiratno, M.A.	
	NIP. 196109141987031001	(.....)
Secretary	Drs. Agus Hari Wibowo, M.A., Ph.D.	
	NIP. 196708301993021001	(.....)
First Examiner	Diah Kristina, M.A., Ph.D.	
	NIP. 195905051986012001	(.....)
Second Examiner	Prof. Dr. Djatmika, M.A.	
	NIP. 196707261993021001	(.....)

Dean of Faculty of Cultural Sciences

Prof. Dr. Warto, M.Hum.

NIP. 196109251986031001

library.uns.ac.id

digilib.uns.ac.id

PRONOUNCEMENT

Name : Melsiana Shera Rita Ramadona

Student Number : C0314025

I state this pronouncement truthfully that this thesis entitled *"Women Representation in the News of Uber's CEO Candidates (A Critical Discourse Analysis Approach)"* is originally written by myself, as the researcher. The previous works which are related to this thesis are all written in the form of quotations and included in the bibliography. If later, this pronouncement is proved incorrect, I as the researcher am ready to take responsibility, including the withdrawal of my degree.

Surakarta, May 29th 2019

Melsiana Shera Rita Ramadona

commit to user

library.uns.ac.id
digilib.uns.ac.id

MOTTO

"Be someone who is like a pine tree that is loved every moment of four seasons."

- 채형원

"포기하지마 세상은 아직 살만하다"

- 유기현

commit to user

library.uns.ac.id

digilib.uns.ac.id

DEDICATION

I sincerely dedicate this thesis to…

My mother and my brother

My Thesis Consultant

Those people who have big interest in linguistics

commit to user

library.uns.ac.id

digilib.uns.ac.id

ACKNOWLEDGMENT

Alhamdulillah, all praises and gratitude are for the Almighty, Allah, for blessing me in accomplishing this thesis entitled "Women Representation in the News of Uber's CEO Candidates (A Critical Discourse Analysis Approach)". This thesis will never be finished without His mercy.

This part is especially dedicated to these inspiring people of my life who always encourage me in finishing this thesis. Here, I would like to express my gratitude and appreciation to all of their contribution for this masterpiece:

1. Prof. Dr. Warto, M.Hum. as the Dean of Faculty of Cultural Sciences for giving the approval for this thesis.
2. Drs. Agus Hari Wibowo, M.A., Ph.D. as the Head of English Department and my academic supervisor. Thank you for the assistance and guidance during my study.
3. Dra. Diah Kristina, M.A., Ph.D., my thesis consultant. Thank you for the guidance and suggestions along the process of writing this thesis.
4. The board of examiners: Dr. Tri Wiratno, M.A., Drs. Agus Hari Wibowo, M.A., Ph.D., Diah Kristina, M.A., Ph.D., and Prof. Dr. Djatmika, M.A. Thank you for giving time and contribution to my thesis.
5. All of the lecturers of English Department, for the valuable knowledge, the wonderful and massive experiences that they have shared to me.

commit to user

library.uns.ac.id

digilib.uns.ac.id

6. My mom and my older brother, thank you so much for the endless love, support, faith and prayers.
7. My grandmother and late grandfather, thank you for being so caring and supportive toward my education.
8. My dearest friends, Nata, Ifa, Tini, and Ridha. Thank you for the friendship we have shared, the support, the happiness, and everything.
9. Those people who cannot be mentioned one by one but have a big contribution to my thesis and other process of my life, thank you so much.
10. The last but not least, for 채형원, thank you for being a source of my happiness.

Finally, even though this thesis is far from perfection, I hope this thesis can give benefits for people who are interested in this study, which has correlation with Critical Discourse Analysis, especially about feminist stylistics approach by Sara Mills.

Surakarta, May 29th 2019

Melsiana Shera Rita Ramadona

commit to user

library.uns.ac.id

digilib.uns.ac.id

TABLE OF CONTENTS

TITLE i

APPROVAL OF THESIS CONSULTANT ii

APPROVAL OF THE BOARD OF EXAMINERS iii

PRONOUNCEMENT iv

MOTTO v

DEDICATION vi

ACKNOWLEDGEMENT vii

TABLE OF CONTENTS ix

LIST OF TABLES xiv

LIST OF FIGURES xv

LIST OF ABBREVIATIONS xvi

ABSTRACT xvii

CHAPTER I INTRODUCTION

A.Research Background 1

B. Research Questions 5

commit to user

library.uns.ac.id
digilib.uns.ac.id

C. Research Objectives 5

D. Research Significance 5

E. Research Limitation 6

CHAPTER II LITERATURE REVIEW

A. Women Representation 7

B. News 8

C. Washington Post 9

D. Daily Mail 10

E. Inverse 11

F. Gizmodo 12

G. Fortune 12

H. Uber 13

I. Critical Discourse Analysis (CDA) 14

J. Feminist Stylistics Analysis by Sara Mills 15

1. Analysis at the Level of Words 15

a. Linguistic Determinism 15

b. Generic Pronouns 16

commit to user

library.uns.ac.id

digilib.uns.ac.id

c. Generic Nouns 16

d. Women as the Marked Form 17

e. Effects of Sexist Language-Use 17

f. Gender-Free Language 18

g. Naming and Androcentrism 18

h. The Semantic Derogation of Women 19

i. Endearments and Diminutives 20

j. Female Experience: Euphemism and Taboo 20

k. Lexical Gaps: Male Point of View 21

l. Dictionary and Gatekeepers 21

2. Analysis at the Level of Phrase/Sentence 22

a. Ready-Made Phrases 22

b. Presupposition and Inference 22

c. Metaphor 23

d. Jokes and Humor 23

e. Transitivity Choices 23

f. Feminism and Ideology 26

commit to user

library.uns.ac.id

digilib.uns.ac.id

3. Analysis at the Level of Discourse 26

a. Character/Roles 26

b. Fragmentation 26

c. Focalization 27

d. Schemata 27

CHAPTER III RESEARCH METHODOLOGY A. Research Design 29

B. Research Location 30

C. Data and Source of Data 31

D. Sampling 31

E. Data Validity 32

F. Technique of Collecting Data 32

G. Technique of Analyzing Data 33

H. Drawing the Conclusion 36

commit to user

library.uns.ac.id

digilib.uns.ac.id

CHAPTER IV FINDINGS AND DISCUSSION

A. Introduction 40

B. Findings 41

C. Discussion 55

CHAPTER V CONCLUSION AND RECOMMENDATION

A. Conclusion 62

B. Recommendation 66

BIBLIOGRAPHY 67

APPENDIX

commit to user

library.uns.ac.id

digilib.uns.ac.id

LIST OF TABLES

Table 3.1 Domain Analysis 36

Table 3.2 Taxonomic Analysis 37

Table 3.3 Componential Analysis 38

Table 4.1 The analysis results at the level of words 42

Table 4.2 The analysis results on linguistic determinism 44

Table 4.3 The analysis results on presupposition and inference 45

Table 4.4 The analysis result on metaphor 50

Table 4.5 The analysis results on transitivity analysis 52

Table 4.6 The representation of women in Uber's CEO candidate news 55

commit to user

library.uns.ac.id

digilib.uns.ac.id

LIST OF FIGURES

Figure 2.1 The Appearance of Washington Post website. 10

Figure 2.2 The Appearance of Daily Mail website 11

Figure 2.3 The Appearance of Inverse website 11

Figure 2.4 The Appearance of Gizmodo website 12

Figure 2.5 The Appearance of Fortune website 13

Figure 2.6 Transitivity Processes 25

commit to user

library.uns.ac.id

digilib.uns.ac.id

LIST OF ABBREVIATIONS

1. Ch : Character/Roles
2. DM : Daily Mail
3. Fo : Fortune
4. GFL : Gender Free Language
5. Gi : Gizmodo
6. IN : Inverse
7. LD : Linguistic Determinism
8. LoD : Level of Discourse
9. LoP : Level of Phrase/ Sentence
10. LoW : Level of Word
11. M : Men
12. M : Metaphor
13. O : Object
14. P&I : Pressuposition and Inference
15. S : Subject
16. TC : Transitivity Choices
17. W : Women
18. WaO : Women as Object
19. WaS : Women as Subject
20. WP : Washington Post

commit to user

library.uns.ac.id

digilib.uns.ac.id

ABSTRACT

Melsiana Shera Rita Ramadona, 2019. *Women Representation in the News of Uber's CEO Candidates (A Critical Discourse Analysis Approach)*. Thesis: English Department of Faculty of Cultural Sciences. Sebelas Maret University.

This research focuses on the representation of women in the news about the absence of women in Uber's CEO Candidates from the perspective of feminist stylistics by Sara Mills (1998). Five news texts from five different websites, published during August 2017 were analyzed, they are Washington Post, Daily Mail, Inverse, Gizmodo, and Fortune. The method used in this research is qualitative research method with the approach of critical discourse analysis of Sara Mills. By applying three levels of analysis which is analysis at the level of word, phrase/sentence, and discourse, this research aims to analyze how women are represented in the online news of Uber's CEO candidates and to discover the reason why women are represented the way they are. The findings revealed that women remain underrepresented in news media. It is proved by the dominance of women as object in the stories. Moreover, women are represented as "glass cliff position", minority and a way to recreate good image in the company. The gender stereotypes, the background story of Uber, the male-dominated industries, and the prevalent condition became the reasons why women represented that way.

Keywords: critical discourse analysis, news, representation, women

commit to user