

## **ABSTRACT**

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### **REPRESENTATION OF ANDROGYNY OF THE FEMALE POLITICIAN: THE CASE OF SUSI PUDJIASTUTI INSTAGRAM**

(xviii+104: 17 Figures; 21 Tables, 3 Attachments)

Keywords: Representation, Androgyny, Female Politician, Instagram, Semiotic

In the face of patriarchal culture, women do not have equal opportunity to acquire high leadership position in the career. This obstacle mostly comes from the social constructed gender hierarchy, which stems the idea that unlike men, women are incapable of being a leader. However, it is also found that prominent female politicians in the Western countries has been using one common strategy in order to handle this issue. This strategy consists of adoption of masculinity into their self-presentation and has been proven to be effective to help women reach upper rank in an organization, company, and government. Furthermore, this strategy makes this female politician becomes an androgyny. This research would like to analyze the same case and its application in Eastern countries such as Indonesia.

This research analyzes Susi Pudjiastuti official Instagram account, through the semiotic analysis by Charles Sanders Peirce while taking reference from Goffman's "Gender Display" and Lurie's "Clothes and Gender." From the result finding of this research, it is found that Susi Pudjiastuti as a female politician represent androgyny in two modes, the "strong" politician, and the "weak" politician. Moreover, it is also indicated she tends to act in a masculine way, while dress herself in a feminine fashion.

Reference : 69 (1949-2019)

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Keywords: Representasi, Androgini, Politisi Perempuan, Instagram, Semiotika

Dalam budaya patriarki, perempuan karir sering dihadapkan dengan hambatan yang mencegah mereka untuk mencapai kedudukan yang tinggi. Menurut ahli akar dari permasalahan ini adalah pemahaman akan ketidakmampuan seorang perempuan untuk menjadi pemimpin. Akan tetapi, peneliti telah mengindikasikan strategi umum digunakan oleh politisi perempuan di negara Barat dalam menangani permasalahan ini. Strategi ini mengikuti pengadopsian penampilan diri yang maskulin, dan telah terbukti sebagai solusi yang efektif. Strategi ini sendiri, membuat para politisi tersebut menjadi sosok androgini. Projek tesis ini, hendak meneliti apakah situasi yang serupa juga ada di Indonesia, dan politisi yang dipilih untuk diteliti adalah Susi Pudjiastuti sebagai mantan Menteri Kelautan Indonesia.

Penganalisaan data di dalam projek tesis ini akan dilaksanakan ke Instagram resmi Susi Pudjiastuti, menggunakan analisa semiotika oleh Charles Sanders Peirce dan mengambil referensi dari konsep “*Gender Display*” Goffman serta “*Clothes and Gender*” oleh Lurie. Hasil dari penelitian ini menunjukkan bahwa Susi Pudjiastuti merepresentasikan androgini dalam dua model, yaitu *the “strong” politician* dan *the “weak” politician*. Selain itu, juga ditemukan bahwa meskipun Susi Pudjiastuti cenderung berperilaku secara maskulin, gaya berpakaiannya cenderung feminim.

Referensi: 69 (1949-2019)