

# THE PORTRAYAL OF INDONESIAN WOMEN IN MEME BROADCASTON SOCIAL MEDIA (A CRITICAL DISCOURSE ANALYSIS)

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## ABSTRACT

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The aim of this research is to describe the linguistic, discorsal and sociocultural aspects in the memes about women on social media.

The method used was descriptivequalitative one. The subjects were all language events found in the memes. The data were collected through reading and note taking. The data validation and reliability were obtained through intra and inter raters.

The results show that the linguistic aspects employed in the memes are in three forms: *experiential* by using ideological and metaphorical lexicons or institutional-related words, *relational* through informal language form, and *expressive* through positive or negative expressions about women. The discorsal dimension of the meme includes the fact that the meme were created by men, the meme were broadcast through WhatsApp, and the recipients of the meme broadcast were both male and female. Situationally, the sociocultural practice in the meme about women has to do with their sexual activitiy, status, profession and daily life. Institutionally, women are portrayed as sexual server, seducer, polygamy-friendly, domestically responsible, object of making fun, materialist, man's victim, and motivator and reminder for men. Socially, the memes also portray patriarchal culture, polygamy and gender equality.

Kata Kunci: *meme, Indonesian women, social media.*