

GENDER EQUALITY DISCOURSE IN ONLINE MEDIA: SOCIAL AND HISTORICAL STUDIES

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ABSTRAK

The article will examine gender discourse channelled through *Suara Aisyiyah* magazine, part of woman organizations, with a gender perspective discoursed through online media and print media. However, representations of gender discourse vary in different spaces and times, as well as different agents and contexts. Likewise with ways to channel ideas about gender that are part of the organization's vision. To capture the transformation of gender discourse with online media, this study uses a historical approach with discourse analysis. The strategy is textual and nontextual discourse analysis. Discourse analysis method to describe text and context will be used in data analysis. In essence, discourse is the delivery process by the communicator to the communicant. The periodization which is the starting point of this research is 2000-2021. The digital platform is used to more broadly discuss the progressive Islamic identity that is carried by *Suara 'Aisyiyah*. As we understand, online media has carried many identities, thus allowing "crossing" and "collision". The various discourses raised by the *Suara 'Aisyiyah* print newspaper clearly show the vision of the 'Aisyiyah and Muhammadiyah organizations, such as the position of women in politics and women's access to health and nutrition. Through preaching on social media, the spirit of equality was built by 'Aisyiyah in all walks of life, such as by promoting the Elimination of Domestic Violence

Kata Kunci: *Aisyiyah, newspaper, online media, gender discourse*