

The Political Style of Indonesian Muslim Women's Leadership in Mass Media

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ABSTRACT

This study aims to explain the production of discourse style of Indonesian Muslim women's political leadership by using the theory of critical discourse analysis. This type of research is descriptive qualitative. The object of this research is the political news of Muslim women leaders in Indonesia in 2019. Indonesia has the two largest religious organizations, namely Muhammadiyah and Nahdlatul Ulama. Female leaders were drawn from both religious organizations by sampling. There are six female figures who represent both, namely Tri Rismaharini, Khofifah Indar Parawansa, and Alissa Wahid from Nahdlatul Ulama; Elyda Djazman, Siti Noordjannah Djohantini, and Airin from Muhammadiyah. The reporting of the six figures was taken in the news published in the national mass, such as *Kompas*, *Republika*, and *Jawa Pos*, from January to May 2019. The results shows that: (1) of the six female figures studied, five of them emerged as national figures, except Elyda Djazman. The five muslim female figures appeared in the news relating to their identities as successful female leaders, positive character, and having excellent programs in the fields of government as well as community and national development; (2) the five muslim female figures who appear on the national scene are reported in credible mass media and their objectivity is recognized. This is evident in the distribution of news that is shared or cited on the web or social media; (3) the reporting of Tri Rismaharini and Khofifah appeared in the news relating to their leadership in the field of government, while Alissa Wahid was related to her leadership in terms of caring for nationality. Siti Noordjannah Djohantini appeared more in her news as cChairperson of Ai'syiah, while Airin Rachmi Diyanti's coverage was biased because the news appeared in her capacity as leader and wife of a corruptor (Tubagus Chaeri Wardana); (4) Muslim women's leadership styles in Indonesia are generally transformational, situational, and serving. Only Alissa Wahid is reported to have a charismatic leadership style.

Kata Kunci: *political style, leadership, Indonesian muslim women, critical discourse analysis, mass media*