

ABSTRAK

Nilai yang terkandung dalam kebertubuhan perempuan seringkali diperdebatkan oleh sejumlah pihak, seperti yang dilakukan oleh AILA Indonesia melalui sejumlah aksi dalam bentuk konten media di akun Instagram mereka. Melalui teori kekuasaan Michel Foucault yang berujung kepada disiplin tubuh, penelitian ini melihat wacana pendisiplinan kebertubuhan perempuan yang dilakukan oleh AILA Indonesia sebagai aksi protes terhadap RUU P-KS yang terwujud dalam 9 unggahan akun Instagramnya. Analisis yang digunakan adalah Analisis Wacana Kritis Sara Mills dengan melibatkan kepada tiga level analisis yakni kata, kalimat, dan wacana. Hasil penelitian menunjukkan bahwa wacana pendisiplinan kebertubuhan perempuan yang dilakukan oleh AILA Indonesia terwujud kepada 4 isu utama yakni penghubungan kebertubuhan perempuan dan moral, pemosisian perempuan sebagai objek yang dinilai dan dikontrol, kedaulatan tubuh, dan reviktimisasi. Selain itu, dalam penelitian turut ditemukan penggambaran karakter dan peran yang tidak berimbang serta penggunaan kata dan kalimat persuasif yang mampu untuk membuat pembaca memihak pada posisi tertentu.

Kata Kunci: Perempuan, Instagram, Disiplin Tubuh, Analisis Wacana Kritis

ABSTRACT

The value contained in women's embodiment is often debated by some, as is done by AILA Indonesia through a number of actions in the form of media content on their Instagram accounts. Through Michel Foucault's theory of power that led to body discipline, this study looked at the discourse of women's body discipline conducted by AILA Indonesia as a protest against the RUU P-KS that manifested in 9 uploads of its Instagram account. The analysis used is Sara Mills Critical Discourse Analysis which including three levels of analysis namely; analysis of words, analysis of sentences, and analysis of discourse. The results showed that the discourse of discipline of women's embodiment conducted by AILA Indonesia manifested into 4 main issues namely the correlation of women's embodiment and morality, the positioning of women as objects to be assessed and controlled, the sovereignty of the body, and the revictimization. In addition, the study also found imbalanced depictions of characters and roles as well as the use of persuasive words and sentences that were able to make the reader side with a particular position.

Keywords: Women, Instagram, Body Discipline, Critical Discourse Analysis