

Abstrak

Isu terkait stereotip gender menjadi salah satu topik yang menarik untuk diperbincangkan. Dalam masyarakat patriarki, stereotip gender merupakan salah satu contoh ketidakadilan yang muncul akibat adanya dominasi laki-laki terhadap perempuan. Pada bulan Februari 2023 lalu, Megawati Soekarnoputri seakan memberikan stereotip terhadap perempuan bahwa ketika ibu-ibu sering menghadiri pengajian, maka mereka akan menelantarkan anak-anak mereka. Stereotip tersebut menunjukkan bahwa urusan anak seakan hanya selalu menjadi tanggung jawab ibu sebagai seorang perempuan. Pernyataan kontroversial itu pun ramai diperbincangkan publik dan media. Berdasarkan latar belakang tersebut, penelitian ini bertujuan untuk melihat dan menjelaskan bagaimana portal berita media online di Indonesia merepresentasikan stereotip 'ibu-ibu pengajian'. Penelitian ini menggunakan metode analisis isi kualitatif dengan pisau analisis Teori Representasi milik Sara Mills (posisi subjek-objek). Dengan menggunakan metode tersebut, peneliti menemukan bahwa seluruh portal berita media online merepresentasikan 'ibu-ibu pengajian' sebagai objek penceritaan. Hanya ada dua portal berita, yakni Republika.id dan Grid.id yang memberikan kesempatan 'ibu-ibu pengajian' sebagai subjek penceritaan. Kemudian dari tujuh kategori stereotip perempuan dalam media massa, peneliti menemukan bahwa perempuan sering distereotipkan berdasarkan pekerjaan, kegiatan, sifat-sifat, cara berpikir, hubungannya dengan laki-laki, dan juga penampilannya. Di sisi lain, ditemukan pula beberapa kalimat dalam portal berita media online yang seakan mendobrak stereotip perempuan yang langgeng di tengah masyarakat.

Kata kunci: representasi, stereotip, media *online*, ibu-ibu pengajian, analisis isi kualitatif

Abstract

Issues about gender stereotypes are an interesting topic to discuss. In a patriarchal society, gender stereotypes are an example of injustice that arises as a result of men's domination of women. In February 2023, Megawati Soekarnoputri gave a stereotype to women that if mothers often attend recitations, they will neglect their children. This stereotype shows that children's affairs always seem to be the mother's responsibility as a woman. This controversial statement went viral and was discussed by the public and also media. Based on this background, this research aims to see and explain how news online media in Indonesia represent the stereotype of 'recitation mothers'. This research uses a qualitative content analysis method using the analysis of Representation Theory (subject - object position) by Sara Mills. By using this method, researcher found that all news online media represented 'recitation mothers' as the object of storytelling. There are only two news portals, namely Republika.id and Grid.id, which also provide opportunities for 'recitation mothers' as a subject of storytelling. And then, from the seven categories of female stereotypes in mass media, researcher found that women are often stereotyped based on their work, activities, characteristics, way of thinking, relationships with men, and also their appearance. On the other hand, several sentences were also found in news media online that seemed to break the stereotypes of women that persist in society.

Keywords: representation, stereotype, online media, mothers of recitation, qualitative content analysis