

ABSTRAK

Penelitian ini mengkaji bagaimana representasi profesionalisme Polisi Wanita (Polwan) dibentuk melalui akun Instagram resmi @polwan_official sebagai medium visual kelembagaan. Melalui pendekatan analisis wacana multimodal (Kress & van Leeuwen, 2006), studi ini membedah sepuluh unggahan representatif untuk memahami bagaimana visualisasi tubuh dan kerja Polwan dikonstruksi. Teori representasi Stuart Hall (1997), performativitas gender Elisabeth Kelan (2009), serta objektifikasi (Nussbaum, Langton) dan hiperfeminisasi (Gill) digunakan sebagai kerangka analisis. Hasil penelitian menunjukkan bahwa tubuh Polwan direpresentasikan bukan sebagai simbol otoritas, melainkan sebagai medium visual yang ramah, feminin, dan layak konsumsi publik. Representasi profesionalisme justru dikonstruksi melalui estetika tubuh yang dapat dikendalikan dan dinilai, bukan lewat kapabilitas kerja. Dalam narasi kelembagaan yang tampak memberdayakan, tersembunyi kontrol simbolik yang memperhalus objektifikasi dan mengaburkan agensi Polwan. Representasi ini memperkuat ketegangan antara performa profesional dan tuntutan visual gendered dalam ruang digital institusional.

Kata Kunci: Polwan, Profesionalisme, Instagram, Objektifikasi, Hiperfeminisasi, Analisis Multimodal

ABSTRACT

This study examines how the professionalism of Indonesian female police officers (Polwan) is represented through the official Instagram account @polwan_official as a medium of institutional visual discourse. Employing a multimodal discourse analysis approach (Kress & van Leeuwen, 2006), the research analyses ten selected posts to explore how the visual and narrative construction of Polwan reflects broader gendered dynamics. The study draws on Stuart Hall's theory of representation, Elisabeth Kelan's concept of gender performativity, and feminist critiques of objectification (Nussbaum, Langton) and hyperfeminization (Gill). The findings reveal that Polwan's bodies are not depicted as symbols of legal authority, but rather as visual mediums that emphasize femininity, emotional appeal, and public likeability. Professionalism is visually framed through controlled aesthetics, reducing institutional roles to consumable images. While the representations appear empowering, they subtly reproduce symbolic control, blur agency, and reinforce gendered expectations under the guise of institutional branding. This research highlights the tensions between professional identity and visual gender politics in the digital public sphere.

Keywords: Polwan (Female Police Officers), Professionalism, Instagram, Objectification, Hyperfeminization, Multimodal Analysis