

ABSTRACT

This study explores how Indonesian women use the term “mpreg” (a fanfiction trope imagining male pregnancy) on social media platform X in August 2024 as a satirical way to critique unequal gender roles in reproduction and domestic labour. Originating in fanfiction communities, the term has evolved into a humorous yet incisive expression of women's discontent with patriarchal dominance and inequities in reproductive and household roles. Implementing critical discourse analysis, a methodological approach to unpacking language, power, and ideology, the research explains how “mpreg” functions as a discursive tool for challenging misogyny, understood here as entrenched hostility and unfair treatment toward women in everyday gender norm, and articulating lived experiences of gender inequity. Findings reveal that, beneath its ostensibly absurd humour, “mpreg” discourse illuminates profound societal tensions, including the disproportionate burdens on women and idealized yet unfulfilled expectations of male participation in caregiving. In this study, “mpreg” functions as the central keyword around which discourse is traced and analysed, rather than a literal proposal for male pregnancy.

Key words: Mpreg, Critical Discourse Analysis, Gender Norms, Indonesian Women, Social Media X.