



## INTISARI

Perempuan berstatus jomblo rentan mendapatkan stereotip negatif, seperti perawan tua, galak, tidak atraktif, hingga lesbian. Pelabelan ini tak hanya muncul di dunia nyata, melainkan juga terjadi di media, termasuk film-film Indonesia. *Kapan Kawin?* dan *30 Hari Mencari Cinta* adalah dua film Indonesia yang mengangkat tema kejombloan perempuan. Penelitian ini menggunakan metode penelitian Analisis Wacana Kritis Siegfried Jäger.

Dari hasil penelitian terhadap kedua film tersebut, ditemukan beberapa stigma negatif terhadap perempuan jomblo. Stigma negatif tersebut antara lain bahwa perempuan jomblo adalah perempuan tidak bahagia, tidak normal, berada dalam status bahaya, tidak atraktif, lesbian, bukan perempuan Jawa ideal, dan bukan muslimah sempurna. Pelabelan ini tak lepas dari berbagai wacana dominan tentang kejombloan di Indonesia, misalnya anggapan bahwa berpasangan dan menikah berbanding lurus dengan kebahagiaan. Selain itu, ketidaknormalan perempuan jomblo di film Indonesia juga terjadi saat disandingkan dengan wacana-wacana dominan lain seperti wacana heteroseksual, wacana *dadi wong wadon* yang merupakan nilai hidup orang Jawa, wacana kecantikan di negara bekas jajahan, dan wacana Islam memandang kejombloan.

Kata Kunci: jomblo, lajang, peliyanan, wacana, film



## ***ABSTRACT***

Women with the *jomblo* or “single” status are susceptible in getting a negative stereotype, such as “old maiden”, “grumpy”, “unattractive woman”, and even “lesbian”. This labeling not only occurs in real life, but also in the media, including the Indonesian cinemas. *Kapan Kawin?* and *30 Hari Mencari Cinta* are two Indonesian movies that brought the theme of women’s singleness. This research is conducted with Siegfried Jäger’s Critical Discourse Analysis research method.

Based on the result of the research upon those two movies, some negative stigmas towards single women in Indonesia were founded. Some of the stigmas found are that single women are unhappy women, abnormal, in a dangerous state, unattractive, lesbian, not the ideal Javanese women, and not the perfect Moslem women. This labeling cannot be separated from some dominant discourses about singleness in Indonesia, for example the assumption that having a partner and getting married are directly proportional with happiness. Besides, the abnormality of single women in Indonesian movies is also happening when paired with another dominant discourses such as the heterosexuality, the discourse of *dadi wong wadon* (being a woman) which is the Javanese people’s value of life, the discourse of beauty in the former colonized country, and the discourse of how Islam views the singleness.

Keywords: *jomblo*, single, othering, discourse, film