

ABSTRAK

Penelitian ini berawal dari pertanyaan tentang produksi subjek dan posisi subjek perempuan bertato di dalam wacana tato pada media massa daring Kompas.com, Liputan6.com dan Detik.com. Penelitian ini menggunakan konsep representasi dengan pendekatan diskursif Michel Foucault melalui Stuart Hall untuk mengkaji bagaimana hubungan wacana, pengetahuan yang selalu dikaitkan dengan kekuasaan dan pertanyaan tentang subjek. Hasil dari penelitian menunjukkan wacana memproduksi subjek “penjahat” dan “orang baik” disamping itu pula wacana tato membangun posisi subjek perempuan bertato sebagai subjek pengenalan, religius, serta sebagai subjek penampil.

Keyword: Representasi, Wacana, Pengetahuan/Kekuasaan, Produksi & Posisi Subjek, Praktik Diskursif

ABSTRACT

This research is began with questions about the production of subject and the position of tattooed women as subject in tattoo discourse as occur in the online mass media such as Kompas.com, Liputan6.com, and Detik.com. This research uses Michel Foucault's discursive approach through Stuart Hall's concept of representation to examine how the relations of discourse and knowledge are always associated with power and questions about subject. The results of the research show that discourse produces the subject "bad guys" and "good people". Besides tattoos discourse builds the position of tattooed female subjects as subject identifier, religious subjects, and as subject performers.

Keyword: Representation, Discourse, Knowledge/Power, Production & Subject Position, Discursive Practices.