



Subject-Object Positions in Women's Reporting: A Study of Gender Bias in iNews.com Online Media

Rahmadina Riftia Novianti^{1*}, Fafi Inayatillah²

¹²Prodi Pendidikan Bahasa dan Sastra Indonesia, Universitas Negeri Surabaya, Jawa Timur, Indonesia

*E-mail: rahmadina.22137@mhs.unesa.ac.id

ABSTRACT

This study aims to describe the position of subject-object participants in women's news coverage on iNews.com using Sara Mills' Critical Discourse Analysis feminist stylistic model. This study uses a qualitative approach with a descriptive research type. The data sources are five iNews.com news texts published in the period June–October 2025. The research data are in the form of words, phrases/sentences, and paragraphs containing gender bias. The data collection technique is carried out through reading and note-taking techniques. At this stage, it is done by carefully reading the news from the iNews.com portal for the period June–October 2025 that presents women as the main subject or object and contains issues of gender and gender-based violence. After reading, the process of recording the data obtained is required. Data analysis is carried out through the stages of data reduction, coding, analysis, presentation, and drawing conclusions based on Sara Mills' analysis categories, namely the position of subject-object participants. The data validity technique uses a credibility test through extended observation, increased persistence, and discussions with linguistic researchers. The research results show that reporting about women on iNews.com contains gender bias, characterized by the dominance of women as passive and stereotypical news objects, the use of subordinating diction, and power relations that marginalize women. This indicates that reporting practices on iNews.com are not fully gender-sensitive and continue to reproduce gender inequality in media discourse.

Keywords: subject–object, women's reporting, gender bias, online media

Posisi Subjek–Objek dalam Pemberitaan Perempuan: Kajian Bias Gender di Media Online iNews.com

ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan posisi partisipan subjek–objek dalam pemberitaan perempuan di media *online* iNews.com dengan menggunakan Analisis Wacana Kritis Sara Mills model *feminist stylistic*. Penelitian ini menggunakan pendekatan kualitatif dengan jenis penelitian deskriptif. Sumber data berupa lima teks berita iNews.com yang terbit pada periode Juni–Oktober 2025. Data penelitian berupa kata, frasa/kalimat, dan paragraf yang mengandung bias gender. Teknik pengumpulan data dilakukan melalui teknik baca dan catat. Pada tahap ini dilakukan dengan membaca secara cermat pemberitaan dari portal iNews.com periode Juni–Oktober 2025 yang menampilkan perempuan sebagai subjek atau objek utama serta memuat isu gender dan kekerasan berbasis gender. Setelah membaca diperlukan proses mencatat data yang diperoleh. Analisis data dilakukan melalui tahapan reduksi data, pengodean, analisis, penyajian, dan penarikan simpulan berdasarkan kategori analisis Sara Mills, yaitu posisi partisipan subjek–objek. Teknik keabsahan data menggunakan uji kredibilitas melalui perpanjangan pengamatan, peningkatan ketekunan, dan diskusi dengan peneliti linguistik. Hasil penelitian menunjukkan bahwa pemberitaan tentang perempuan di iNews.com mengandung bias gender, yang ditandai dengan dominasi perempuan sebagai objek pemberitaan yang pasif dan stereotip, penggunaan diksi yang cenderung subordinasi, serta relasi kuasa yang memarginalkan perempuan. Hal ini menunjukkan bahwa praktik pemberitaan di iNews.com belum sepenuhnya sensitif gender dan masih mereproduksi ketimpangan gender dalam wacana media.

Kata kunci: subjek–objek, pemberitaan perempuan, bias gender, media online

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INTRODUCTION

Online media plays a strategic role in shaping social reality through news coverage consumed by the wider public. One issue that frequently arises in reporting practices is the representation of women, which still exhibits gender bias. Women are often represented unequally through the choice of diction, sentence structure, and perspective, placing them in a subordinate position.

Gender bias in the media not only impacts the formation of public opinion but also contributes to the perpetuation of patriarchal ideology. Language, as the primary medium in news texts, functions not only to convey information but also to construct specific meanings and power relations. In reporting on women, such as cases of sexual violence, the media tends to create gender stereotypes, such as women being passive victims, excessive depictions of domestic roles, and minimal coverage of women as active subjects.

According to Khairunnisa et al. (2024), the emphasis on objective journalism models is a reason why media reporting on women's issues is not optimal. This use of objectivity is often misinterpreted as a form of neutrality, which actually ignores gender equality. The impact of this practice is the reinforcement of existing social inequalities and the failure to meet the principles of gender justice. This gives rise to sensational news headlines and normalizes sexual violence through poor choice of words.

The framing or construction constructed by the media undoubtedly significantly influences public perception. Framing patterns used in reporting on sexual violence generally involve victim blaming and the objectification of women through the use of physical attributes such as "sexy" or "beautiful" in irrelevant contexts. This practice not only marginalizes victims but also reinforces negative stereotypes about women by positioning them as objects judged by their physical appearance, rather than as victims who fully experience the event.

In Critical Discourse Analysis (CDA), a text is not merely a text, but also an understanding of

meaning that demonstrates power relations. One CDA model, from Sara Mills' perspective, focuses on feminism and gender, analyzing texts featuring women, whether in novels, images, or news (Sobari & Silviani, 2022). Discourse is a series of interrelated sentences that connect one proposition to another, creating a coherent meaning between the sentences (Mills, 2001). According to Sara Mills, discourse analysis encompasses the study of the construction of actors' positions within a text as subjects or objects, as well as the reader's position, which influences how the text is interpreted. In the context of iNews.com news reporting, Sara Mills' model analysis will reveal patterns formed through media framing strategies, with readers being subconsciously forced to accept certain points of view.

Mills's (1995) feminist stylistic model focuses on several concepts, one of which is the subject-object participant position. In this concept, individuals or groups can be positioned in a text as active subjects (having agency) or as passive objects (lacking agency) (Mills 1995). In media reporting, subject-object positions are used to identify the main actors (subjects) and objects in a narrative. Mills emphasizes the positioning of social actors, ideas, and events within a text. This positioning plays a role in shaping the construction of the text presented to the public. When a figure or character is given a dominant position in a text, it will influence their representation and how others are represented in the discourse. For example, in reporting about women, the media often positions women as the objects being told about, while men become the subjects who control the narrative. This is also evident in the analysis of sexual harassment coverage in online media outlets like Tribunnews and Detik.com, where female victims are often not the primary subjects of the narrative, but rather represented by other parties, such as lawyers or the media outlets themselves (Rahmawati et al., 2024).

The positions of subject and object in a text not only shape the narrative structure but also determine the participants' positions within the dis-



course, namely as agents or victims. When someone is positioned as a subject, they are associated with action and control over the events that occur, thus being viewed as an agent. Conversely, being positioned as an object tends to diminish the agency of the individual or group, rendering them as the victims (Oktapiyani & Hamdani, 2025). In the context of reporting cases of violence against women, for example, women who are positioned as objects not only lose their voice in the narrative but are also positioned passively, as if they have no control or active role in the events they experience.

According to Mills (1995), the emphasis on women's images in the media often indicates a limitation or elimination of agency. In media practice, giving women a direct voice and narrative control remains a crucial issue in efforts to achieve fair and equal representation. For example, in Indonesian online media coverage of women's politics, despite the presence of women's representation, their voices are often unheard. This is typically due to the dominance and bias of male perspectives or media institutions (Rosya et al., 2023). Therefore, this position suggests that the narratives used by the media can diminish women's power in shaping discourse about themselves.

Based on previous research conducted by Sobari & Silviani (2022), entitled "Representation of Women Through Sara Mills' Perspective in Detik.com and Kompas.com," the study analyzed the patterns of women's representation in news stories across both media outlets. The analysis revealed differences in how women are represented between Detik.com and Kompas.com, and how these representations shape public perceptions of women, which are then presented in narratives. The research findings revealed that the media portray women as vulnerable and marginalized, while men are consistently portrayed as active figures. The use of narratives also tends to shape readers' perspectives, leading them to identify with the male perspective.

Second, research conducted by Kania & Hamdani (2023) entitled "Representation of

Women Behind News Vocabulary (A Critical Discourse Analysis of Sara Mills on Sexual Violence in Indonesian Media)" which aims to reveal the representation of women in the reporting of sexual violence in Indonesian online media (Detik.com and Tribun.com) through an analysis of Sara Mills' vocabulary and framework. The findings show that although female victims are positioned as narrative subjects, their representation remains marginal and passive, presented as "weak", "helpless", and "resistanceless" figures, while the vocabulary used reinforces the image of powerlessness. Male perpetrators are reduced to objects without room for defense, and readers are constructed to adopt gender stereotypes through biased diction (Kania and Hamdani, 2023).

Third, research conducted by Laeli (2024) entitled "Objectification of Women in Online News" uses Sara Mills' Critical Discourse Analysis (CDA) approach to examine reporting on gender violence in cyber media, particularly on iNews.com and Okezone.com. This research aims to uncover how the use of language and narrative in news reports can reproduce gender inequality through the objectification of women, particularly in the context of sexual violence and reporting on public figures. The results show that news reports tend to position women as sexual objects and normalize gender stereotypes, as evident in the choice of diction in the news. Sara Mills' theory examines the position of subjects and objects in discourse and views the reader's position as part of the production of meaning, demonstrating the power relations manipulated by the media for the benefit of news traffic (Laeli, 2024).

Based on this background, the research problem is formulated as to how gender bias is represented in news coverage of women on the online media iNews.com, based on Sara Mills' Critical Discourse Analysis. This study aims to describe the positions of subjects and objects in news texts about women. Theoretically, this research is expected to enrich the study of feminist critical discourse analysis, while practically, it can serve as a

reflection for media practitioners to be more sensitive to gender issues.

METHOD

This study uses a qualitative approach with a descriptive approach. A qualitative approach was chosen because the focus of the research is verbal text; without involving visual elements or reader comments (Sugiyono, 2008; Razak, 2017). This approach is appropriate because the primary data are news articles, which require interpretive analysis of language choice, framing, and subject-object positions within the discourse. The data sources are five iNews.com news texts published between June and October 2025. These news articles were obtained through selection using the keywords "women," "gender," and "sexual violence."

The research data consist of words, phrases/sentences, and paragraphs containing gender bias. The data collection technique was carried out through reading and note-taking techniques, while the instrument in this study was the researcher himself or human instrument, which was then supported by auxiliary instruments in the form of tables.

Data analysis was carried out through the stages of data reduction, coding, analysis, presentation, and drawing conclusions based on Sara Mills' analytical framework, namely the subject-object participant position. The data validity technique in this study The article was obtained through selection with the keywords 'women', 'gender', and 'sexual violence'. using credibility tests through extended observations, increased persistence, and discussions with linguistic researchers

RESULT

1. Participant's Position

Data 1

News Title: Reasons Dahlia Poland Filed for Divorce from Fandy Christian Revealed, Wants to Be an Independent Woman!

News Date: August 12, 2025

"Reasons Dahlia Poland Filed for Divorce from Fandy Christian Revealed, Wants to Be an Independent Woman!" (B2/PP-S-A)

The news article "Reasons Dahlia Poland Filed for Divorce from Fandy Christian Revealed, Wants to Be an Independent Woman!" published on iNews.com regarding the divorce filed by artist Dahlia Poland against her husband, Fandy Christian, focuses primarily on the reasons for the divorce, stated by Dahlia herself through her attorney. The article states that the divorce was not caused by a third party or infidelity, but rather due to a long-standing incompatibility of life principles. This demonstrates that the news narrative centers the woman's voice as the one who decides to leave a relationship that no longer aligns with her desires, while maintaining a positive image of that decision.

In this excerpt, the participants position Dahlia as both subject and agent (PP-S-A) because she is depicted as the one actively making the decision to file for divorce. However, this discourse construction still contains gender bias in terms of stereotypes and the subordination of women, as the desire to "be independent as a woman" is presented as a deviation from a woman's ideal role in the household. Furthermore, the use of exclamation points in the phrase "independent woman!" constructs women as questionable and deviant from household norms, thus reinforcing gender bias that views women's independence as problematic, rather than as a form of freedom equal to that of men. This phrase can construct in readers that women who desire independence are unnatural, problematic, or a cause of marital discord. Thus, although women are positioned as agents, this agency is negatively framed by the media and reinforces patriarchal norms that relegate women to domestic roles and dependency, while women's independence is perceived as a threat to family stability.



Data 2

News Title: Motive for Dina Oktaviani's Murder: A Love Story That Ended in Death and the Boss's Desperation for Economic Need

News Date: October 9, 2025

"...the perpetrator, Heryanto, took advantage of his close relationship with the victim and strangled and smothered her to death." (B3/PP-S-A)

In this excerpt, the participant's position indicates that the perpetrator is positioned as the subject and agent (PP-S-A), as he is portrayed as having full control over the series of events. Gender bias in this excerpt is evident in the aspects of power relations and gender subordination. Men are positioned as possessing physical, psychological, and structural dominance (superior-subordinate), while women are reduced to objects of violence. This depiction reinforces the stereotype of women as weak and vulnerable and normalizes the power imbalance between men and women in the context of work and personal relationships.

2. Position of the Participant/Object

Data 1

News Title: Viral Video of a Beautiful Woman Covered in Blood While Clubbing at a Jambi Nightclub, Allegedly Hit by a Gun

News Date: June 12, 2025

"A beautiful woman suddenly went viral on social media after a bloody incident at a nightclub..." (B1/PP-O-K)

In this excerpt, the participant's position depicts women as both objects and victims (PP-O-K), with a gender-biased emphasis. The use of the phrase "beautiful woman" places the victim's identity primarily on her physical appearance and visual appeal, rather than on the violence she experienced. The gender bias in this excerpt arises from objectification and stereotyping, as newsworthiness is constructed from women's beauty and the context of "dancing" in nightclubs, which can im-

PLICITLY lead to moral judgments against victims. As a result, women are represented as passive figures "being a public spectacle," while the causes of the incident and the perpetrators of the violence are not clearly presented. This pattern reinforces the media's tendency to highlight women's bodies and images, rather than positioning violence as the problem and the perpetrators as the primary actors.

Data 2

"...in the circulating video, the woman who was clubbing appeared hysterical, holding her bloodied head." (B1/PP-O-K)

In this excerpt, the participant's position depicts women as both objects and victims (PP-O-K). Women are denied voice or agency, but are depicted solely through the visual observation of others. The narrative focuses on the emotional state of the phrase "looked hysterical" and the activity "was clubbing," rather than on the violent incident itself or the perpetrator responsible. Gender bias is evident in the media's tendency to emphasize stereotypes of women as emotional and irrational, while simultaneously framing victims by linking them to the context of nightlife. This implicitly shifts attention from the violence experienced to the victim's behavior and expression, thus portraying women as passive observers, rather than subjects experiencing serious violations of their bodies and safety.

Data 3

News Title: Motive for Dina Oktaviani's Murder: A Love Story That Ended in Death and the Boss's Economic Needs

News Date: October 9, 2025

"...Dina Oktaviani, a minimarket employee...was murdered by her own boss, Heryanto (27)." (B3/PP-O-K)

In this quote, the participant positions Dina Oktaviani as the victim object (PP-O-K), the re-

recipient of the action during the incident. The victim's identity is emphasized through the job title "a minimarket employee," while the perpetrator is introduced through the structural relationship of "his own superior." This construction demonstrates gender bias in terms of power relations and women's subordination, as women are represented as vulnerable workers or subordinates in a hierarchical work structure, while men are positioned as those in authority. The emphasis on the victim's status as an employee reinforces the image of women as weak and easily exploited, while the perpetrator's violence is understood within the framework of an unequal work relationship.

Data 4

News Title: Tragic! Little Girl in Serang, Banten Becomes Victim of Sexual Violence by Relative
News Date: September 28, 2025

"...A 10-year-old girl suffered a heartbreaking fate...She became a victim of sexual violence..." (B4/PP-O-K)

The news excerpt reflects gender bias in the form of stereotypes and marginalization of victims. This is evidenced by the use of the phrase "heartbreaking fate," which tends to frame women solely as weak, passive, and helpless. The emphasis on the victim's emotional suffering often shifts public focus from the root of the problem—the unequal power relations and the perpetrator's criminal actions—to a narrative of pity. Furthermore, the dramatic labeling of "victim" without a balanced emphasis on law enforcement or the protection of children's rights risks perpetuating the stigma that the identity of women who experience sexual violence is forever tied to their fate, ultimately limiting their agency in society.

Data 5

News Title: Heartbreaking! Woman in East Jakarta Has Been a Victim of Sexual Abuse by Her Stepfather Since Elementary School
News Date: September 30, 2025

"A woman from East Jakarta with the initials SR (21) has been a victim of sexual abuse since elementary school. The perpetrator was her own stepfather, EDS (37)." (B5/PP-O-K)

In this excerpt, the participants' positions demonstrate gender bias in terms of victim representation. Women are positioned as both objects and victims (PP-O-K). Furthermore, the victim's identity and experience are central to the narrative, while the perpetrator's role is presented only informatively, without emphasizing their actions and responsibilities. The focus on the female victim's status, coupled with explanations of her age and family relationships, reinforces the construction of women as vulnerable and passive parties in sexual violence. Gender bias arises because the discourse emphasizes the suffering of female victims rather than presenting the narrative of men as agents of violence. Thus, the imbalance in gender relations and power tends to be naturalized in the reporting. This construction reflects gender bias because women are again represented as the ones who must explain their traumatic experiences. This emerges in the form of weakening the perpetrator's responsibility and shifting the focus of discourse to the victim's experience, which implicitly positions women as...

DISCUSSION

Unequal Position of Participants in the Reporting of Women

The position of women in iNews.com's reporting in 2025 shows a pattern of representation that aligns with the findings of Baidilah & Hamdani (2023), who stated that the media often constructs images of women through narrative and visual strategies that emphasize emotions, bodies, and suffering. In iNews.com news, women are constructed through emotional narratives characterized by emotional phrases such as "confessions of love that ended in death." This framing shifts attention from structural violence to the personal drama of the victims, leaving women as emotional and vulnerable figures. This pattern aligns with



Novianti's (2022) concept of monstrous femininity, where women's bodies and emotions are often the center of media sensationalism, while the power relations underlying the violence are marginalized.

From a media framing perspective, news reports not only convey facts but also construct social reality through the choice of perspective, diction, and narrative structure. Sara Mills has emphasized that gender bias in reporting arises when there is an imbalance or bias in the representation of reality that tends to reinforce traditional gender norms, such as men being portrayed as rational and dominant, while women are positioned as emotional, weak, and dependent.

The representation of victims in iNews.com news is always positioned as the object of the news. The narrative about victims is conveyed through the perspectives of the media and law enforcement officials. In contrast, male perpetrators are represented through explanations of their motives and socio-economic circumstances, such as the narrative of "being pressed by economic necessity." In Sara Mills' framework, the perpetrator gains a subject position because his actions are explained, understood, and rationalized. This pattern aligns with traditional gender norms that position men as rational actors, while women are reduced to passive and victimized positions.

A similar construction is also evident in the iNews.com news story, which positions women as visual objects through phrases like "beautiful woman bleeding" and an emphasis on "viral" status. This emphasis demonstrates the media's tendency to capture readers' attention by prioritizing sensational aspects over the structural context of the event. This choice of phrase can be seen as a rhetorical strategy to strengthen the sensational appeal of the news, but from a discourse analysis perspective, it can reinforce certain gender stereotypes, positioning women as objects that attract public attention primarily based on their appearance.

The emphasis on the body, wounds, and the location of the "nightclub" demonstrates framing

practices that align with Noviyanti's (2025) argument that the media often positions female victims of sexual violence as objects to be viewed and judged, rather than as subjects with voices. From Sara Mills' critical discourse analysis perspective, women appear as the parties discussed by the media, while the subjective voice of the victim is omitted, so that the power relations in the text become unequal and centered on the media as the dominant speaker. This aligns with Sara Mills' theoretical framework, namely that the position of participants can show that women are positioned as objects of discourse being discussed, not as subjects who have control over their own narratives.

In news contexts that present women as subjects, women's positions appear to be given space as decision-makers, but the framing used remains problematic. Phrases such as "want to be an independent woman" are constructed as a cause of domestic conflict, rather than as a rational choice or individual right. This pattern aligns with the findings of Agphyra & Hamdani (2025), who showed that the media often represents women with limited agency, meaning that women's actions are still interpreted through the perspective of traditional gender norms. Thus, even though women appear active, the meaning of their activity remains controlled by the media.

In terms of subject-object positions, according to Sara Mills, women often appear primarily as subjects rationalized by the media through quotes from third parties, such as attorneys, rather than as narrative subjects speaking directly from their experiences. Meanwhile, subjective narratives sometimes appear indirectly through the attorney's testimony, rather than as the direct voice of the victim. This pattern positions women as objects of discourse controlled by dominant narrators, namely the media or third parties, which can diminish women's narrative agency in the news.

Mills emphasizes the importance of analyzing subject-object positions in texts, namely who is speaking, who is being talked about, and how the power relations between the writer, text, and reader are formed. In cases of sexual violence, the media

often positions the perpetrator as an active subject in control of the narrative, while the female victim is positioned as an object whose experience has happened to her, rather than as a narrative agent voicing her own experiences. Previous research by Ibrari (2024) showed that the media tends to position female victims as passive objects in reporting sexual violence cases, while male perpetrators are more dominant as subjects of the narrative.

This pattern is also found in iNews.com news, which focuses on the facts of the sexual violence incident and the chronology of the reporting and arrest of the perpetrator. While the victim's voice never appears directly in the form of quotes, statements, or subjective experiences. Thus, the female victim is only presented through the perspective of others (volunteers, police officers, family), not as the subject of the text speaking for herself. Furthermore, news reports use phrases like "sad" in their headlines to capture the reader's emotional attention, which is a form of framing. This framing can reinforce traditional gender stereotypes that position women (especially girls) as vulnerable, weak, and in need of protection.

Overall, iNews.com's reporting in 2025 shows a tendency to depict women as emotional, visual, or subject objects, framed in problematic ways. This contrasts with the characteristics of gender-based media, as outlined by Sarjoko & Nuriah (2021), Afridah (2014), Guamarawati (2009), which emphasizes victim-centeredness by providing space for subjective voices and exposing the power relations underlying violence. In iNews.com's reporting, gender bias does not emerge explicitly through derogatory language, but rather implicitly through framing, choice of diction, and the imbalance between subject and object positions in the text. These findings confirm that representations of women in online media still tend to reproduce traditional gender norms.

The findings of this study indicate that the research objective of identifying the subject-object participant positions in women's news on

iNews.com in 2025 has generally been achieved. Through an analysis of participant positions based on Sara Mills' perspective, it is clear that women in news coverage tend to be positioned as objects of discourse, either through emphasizing emotional and visual aspects, or through framing that positions women as experiencers of events, rather than as subjects directly articulating their experiences. These results indicate that media narrative structures still place women's voices in limited scope within news texts. Furthermore, this study's strength lies in the analytical rigor of Sara Mills' feminist stylistics perspective, which focuses more on language. However, limitations of this study lie in the limited sample size and the focus solely on verbal aspects without encompassing visual elements or reader responses. Therefore, further research is recommended to expand the data and employ a more comprehensive approach.

CONCLUSION

Based on the research and discussion conducted on the reporting of women in the online media iNews.com using Sara Mills' Critical Discourse Analysis model, it can be concluded that the reporting still exhibits gender bias in the construction of news discourse. This bias is evident through the placement of subjects and objects, the choice of vocabulary, and narrative patterns that tend to reproduce unequal power relations between men and women in news texts.

The analysis shows that women in iNews.com news are more often positioned as objects of news reporting rather than as subjects with voice and agency. Women are portrayed as experiencing events, while the main narrative is dominated by the perspectives of institutions, officials, or other parties with discursive authority. In this context, women's experiences and perspectives are not given adequate space to be fully presented, thus reinforcing their passive position in news texts.

Thus, this research confirms that the language and discourse structure in news texts are not always neutral, but rather are laden with values and



play an active role in reproducing gender ideology and inequality through specific linguistic strategies and discourse structures that can influence how women are represented in the media.

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