

## Redefinisi semu terhadap identitas perempuan dalam sitcom tetangga masa gitu = pseudo redefinition of women s identity in tetangga masa gitu sitcom

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### Abstrak

[<b>ABSTRAK</b><br>

Komedi situasi (sitcom) merupakan salah satu bentuk tayangan di televisi yang berusaha menampilkan potret realita sosial. Meskipun berakar dari fakta dan kondisi masyarakat, komedi situasi juga merekonstruksi paradigma audiens dengan representasi yang disuguhkan dalam bentuk audio sekaligus visual.

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Tetangga Masa Gitu sebagai sebuah sitcom baru berusaha menampilkan sosok perempuan Indonesia yang baru dan berbeda dengan stereotipe konvensional. Tetapi di saat yang sama, terdapat bagian dari identitas lama yang masih dipertahankan. Hal ini menunjukkan adanya sebuah ideologi yang mendasari representasi tersebut dan berusaha dikukuhkan. Melalui tesis ini, penulis melihat sebuah redefinisi yang semu dari sosok perempuan yang digagas dalam episode-episode sitcom ini.

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Teori Representasi digunakan untuk meninjau dialog-dialog dan cuplikan adegan dalam tayangan Tetangga Masa Gitu dan menunjukkan proses redefinisi identitas perempuan. Tesis ini mencoba memberikan pemahaman akan representasi dalam televisi yang meskipun berubah, akan selalu terhubung dengan akar identitas sebuah masyarakat.

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Situation comedy (Sitcom) is one kind of television show presenting snapshots of a society. Eventhough it is based on fact and social conditions, a sitcom also reshapes its audiences' paradigm through audio & visual representations showed in it.

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As a new sitcom, Tetangga Masa Gitu is trying to present a new model of Indonesian women, which differs from the conventional stereotypes. However, there are parts of the old identity that emerge in the sitcom. It shows that there is this one form of ideology constructing the way this sitcom represents women. In this research, the aim is to see the false redefinition on women narrated in episodes of this sitcom.

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