

Representasi lesbianisme dalam majalah rookie: tekstual analisis pada majalah remaja = A textual analysis on teen magazine: representation of lesbianism in rookie magazine / Anisa Sulistyorini Pratiwi

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Abstrak

ABSTRAK

The main focus of this research is on the representation of lesbianism in Rookie magazine, while most previous studies only focus on heterosexual relationship represented in teen magazines. The method used in this research is textual analysis by utilizing the representation concept from Stuart Hall. Research findings show that Rookie portrays lesbianism in a romantic way; however, the romantic portrayal of lesbianism is merely used as a branding image. As a result, we can say that Rookie gives a different perspective about lesbianism to the American teenage girls.