

Western Superiority and Celebrification on Muslim Woman Activist in Western Media: A Case Study of Malala Yousafzai in the Period from 2013 to 2020 = Superioritas Barat dan Selebrifikasi pada Aktivis Wanita Muslim di Media Barat: Studi Kasus Malala Yousafzai pada Tahun 2013 hingga 2020

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Abstrak

Gambaran negatif muslim di negara Barat terjadi karena serangan yang dibawa oleh kelompok teroris. Media barat yang tidak netral, memiliki kontribusi yang besar dalam pembentukan kebencian terhadap Islam melalui berita negatif. Bagaimanapun, keberadaan Malala Yousafzai yang merupakan seorang aktivis wanita Muslim mendapatkan banyak berita positif di media barat dan digambarkan sebagai seorang pahlawan wanita karna dia telah melawan grup radikal di negaranya. Penelitian ini berfokus pada representasi Malala Yousafzai di media Britania Raya dan Amerika Serikat yang datanya diambil dari [Huffpost.com](https://www.huffpost.com), [theguardian.com](https://www.theguardian.com), [Vulture.com](https://www.vulture.com), [Seventeen.com](https://www.seventeen.com), [Indystar.com](https://www.indystar.com) dan [Teenvogue.com](https://www.teenvogue.com) dalam kurun waktu 2013 hingga 2020. Penelitian ini menggunakan metode analisis konten dari Krippendorff, dan konsep Barat-Islam dualisme dari Edward Said dan selebrifikasi dari Graeme Turner. Peneliti menemukan bahwa Malala digunakan sebagai alat untuk memberikan ideologi yang mengatakan bahwa `Barat` lebih hebat dari pada islam, dan dia digambarkan sebagai selebriti karena banyak media membandingkan dirinya dengan selebriti lain, dan menjadikannya sebagai seorang model pakaian.

The negative portrayal of Muslims in Western countries is existed because of several attacks that are carried out by group of terrorists. The Western media, which are generally not neutral, have a large contribution in the formation of hatred towards Islam through negative reports. However, the existence of Malala Yousafzai, who is a Muslim activist of women`s rights, has received positive coverages in the Western media and has been depicted as a heroine because she has fought against radical groups in her country. The research focuses on the representation of Malala Yousafzai in the United Kingdom and the United States media gathering the data from [Huffpost.com](https://www.huffpost.com), [theguardian.com](https://www.theguardian.com), [Vulture.com](https://www.vulture.com), [Seventeen.com](https://www.seventeen.com), [Indystar.com](https://www.indystar.com), and [Teenvogue.com](https://www.teenvogue.com) in the period from 2013 to 2020. This research uses a method of content analysis by Krippendorff, and concepts of West-Islam dualism by Edward Said and celebrification by Graeme Turner. The researcher finds that Malala is used as a proxy to provide the ideology that the `West` is greater than Islam, and she is portrayed as a celebrity because many media compared her with other celebrities and used her as a fashion model.