

## Konotasi dan ideologi perempuan dalam "opini" sejarah Indonesia: Analisis simbiosis = Connotation and ideology of women in?Opini? Serambi Indonesia: semiotic analysis

Ika Apriani Pata, author

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### Abstrak

Tesis ini merupakan kajian semiologi yang dikaitkan dengan perempuan. Penelitian kualitatif ini membahas teori konotasi dan ideologi Barthes untuk melihat makna perempuan. Korpus berasal dari rubrik "Opini" yang berjenis tulisan narasi dan argumentasi. Hasil penelitian ini menunjukkan bahwa penanda (signifier) konotasi perempuan menggunakan pendekatan petanda (signified) tematis, yaitu benda hidup, benda mati, sifat, dan aktivitas. Sementara itu, hasil temuan ideologi berdasarkan tematis tersebut menunjukkan perempuan dipandang secara positif dan negatif. Pandangan positif terdapat dalam tema konotasi sifat dan aktivitas, sedangkan pandangan negatif terdapat dalam tema benda hidup dan benda mati. Pandangan negatif lebih dominan dibandingkan pandangan positif perempuan.

.....This thesis is a semiological research associated with women. This qualitative study discusses Barthes' theory of connotation and ideology related to women. The corpus was taken from a column named "Opini" Serambi Indonesia. The corpus was a combination between narrative's and argumentative's writing type. The result showed up that signifier's connotation of women were discussed by the signifieds of four kinds. The four kinds were living thing, inanimate thing, adjective and activity. Meanwhile based on four kinds theme the result of ideology told that women were viewed in negative's and positive's perspective. The negative's perspective was on adjective and activity theme, and positive's ones was on living and inanimate thing. The negative's perspective of women were definitely dominant rather than positive's ones.