



Seksualitas Perempuan Dalam Majalah Pria (Analisis Wacana Pada Majalah FHM Edisi 50 dan 51)

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Abstract

Reasoning of this research is appearance phenomenon returns sexual medias freely after mass media gets diffuseness from government. For Him Magazine (FHM) be one of mass media (magazine) special of man who is lifting sexuality woman to become main agenda. So this interesting phenomenon of researcher to know how woman sexuality in man magazine. Researcher applies magazine FHM edition 50 and 51 because magazine was magazine from outside and always circulated since the year 1985 and sold legally. FHM always presents section woman's, famous and beautiful in every its(the rubric.

To answer question how woman sexuality in man magazine, researcher applies the theory Teun van Dijk unloading meaning or intention consisting in at text rubrics FHM. With qualitative research method with discourse analysis Teun van Dijk. Data collecting technique by the way of documentation of rubrics that is accurate, that is Incoming, Student of The Month, Sex Confidential and Cover Story. Data analysis applied is in the form of observation, decomposition of discourse structure and element of its(the former systematically, namely starts from its(the textual to know like is woman sexuality appearance in magazine FHM, cognition analysis of social that researcher knows how the woman sexuality made and meant by media and last is social analysis that researcher knows how the woman sexuality produced by public with the discourse and then is done interpreter by researcher

Based on result which has been analyzed it is concluded that FHM seen from its(the textual is media porno because lifting problems of woman sexuality openly to the public either from thematic, schematic, semantics, stylistic, and rectories. Seen from cognition of its social, FHM forms woman in space patriarchy where woman is made by object satisfied man sex. While at the social context, woman sexuality peeped out by mass media into east public having value and religion norm causing changes opinion? sight and public culture about sex meaning that is actually according to religion, becomes thing searched and commodity.

Keyword : Seksualitas Perempuan dan Majalah Pria

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