

**ANALYSIS OF MICHEL FOUCAULT MODEL POSTFEMINISM IN  
NAJWA EYE HOLIDAYS WITH THE THEME "WOMEN'S POLITICS  
(WHO IS CAPRES CARING FOR WOMEN)"**

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***Abstract***

Television is a reliable container or strategy for social and political groups so that it appears based on the discourse process. One of the programs shown is the Mata Najwa talk show with women's political themes and coming from speakers who are struggling in politics. This event various kinds of discourse formation practices can emerge. A good discourse should give a clear and intact shadow to the opponent so that it does not cause many perceptions. Not only good and clear, but the intended discourse or question can trigger the speaker to actually speak so that the truth can be known. In this analysis, Michel Foucault's post-feminism discourse analysis uses language as the article freedom of feminist discourse in the Mata Najwa program. The article analyzes women's discourse relating to the freedom of women as seen from a variety of oppressions within feminists. This study uses a qualitative descriptive design, with an observation method as a method of data collection. The results of this study are seven discourses related to post-feminism and the power offered by the presidential candidate to feminists.

**Keywords:** Postfeminism Analysis, Mata Najwa

**INTRODUCTION**

Technology is already known and developed very quickly, with technology work becoming easier. The smallest to the biggest work already feels easy to solve, especially in communication, especially in delivering messages. With the existence of technology, especially mass media can be targeted in revealing everything, both domestically and abroad.

Mass media is a tool for delivering messages both social, economic and cultural. Media newspapers and television are often found and almost every community has them. However, the newspaper has very little interest in television that is in great demand by every human being. Because television is a media that emits sound and images, even television presents a more interesting program and can choose as you wish.

In Indonesia this time has a program that is quite interesting and popular to watch. A program that presents politics as a discussion, a program that often brings key figures in the State of Indonesia. The theme presented as interesting and creative is even more innovative. The event was packaged in a 60-minute interview discussion that was aired daily on the Trans7 television

station. This program was delivered by a senior journalist "Najwa Shihab". This event was used as a communication tool in the form of interviews and discussions.

This Najwa eye program includes television programs that are quite interesting in revealing the latest and most recent events in that era. The Najwa eye program may be interesting with the arrival of speakers concerned with problems that are being discussed. Moreover, the host Najwa Shihab was smart in diverting questions so that the facts in the matter or the ins and outs of the problem could be known. Then this program can affect the country, especially in terms of the country's political problems which can be explored as deep and sharply as possible, so that they know the root of the problem. Thus the speakers who have been present can evaluate themselves to be even better.

This time Najwa's eyes signed a women's politics that would be distributed in politics. The theme presented by the Najwa eye talk show brought women six women's politics which is certainly sustainable with the theme "women's politics" with the title "who is the presidential candidate who cares about women". first politics 1) Edriana (spokesperson for the national winner Prabowo-Sandi), 2) Netty Prasetiyani (Director of People's Empowerment for Economic Empowerment, BPN Prabowo-Sandi), 3) Firliana Purwanti (secretary of DPP Democrat party), 4) Dwi Ria Latifa (deputy chairman PDI DPP government department struggles), 5) Tina Talisa (deputy director of the women's voter recruitment of TKN Jokowi-Ma'ruf), 6) Ida Fauziah (Director of Jokowi-Ma'ruf TKN women's voter mobilization).

Times have changed the globalization of information and sensitization to society. Not only that, the development also affects emancipation and feminism, influential attitudes and positions in their fields. Initially women could only become housewives, but now women have dared to get out of everything, women who have careers and freedom for themselves. But women's freedom has not yet fully taken place, due to the great ideology of patriarchy that is still deeply rooted.

Ideology is a central thing in analyzing discourse because discourse is a reflection of ideology as a representation that appears in certain societies. Ideology is not just concepts and ideas but extends to symbols, such as myths, lifestyles, tastes, fashions, mass media, and overall ways of life in society (Silaswati, 2016 : 144).

Feminism is one of the ideologies that developed in the present, this ideology is one of the movements to hold feminists under the rule, which is based on the rejection of everything that

is marginalized, subordinated, and controlled by dominant cultures in various sectors of life. So from that ideology in studying or analyzing the contents of the discourse of the Najwa eye program is the liberation ideology or known as postfeminism. Because in the discussion entitled "women's politics discusses women by women politicians who struggle in politics.

At present, women have filled many positions in public spaces. However, that does not mean that women have gained equality. We can see the news that lately has been talked about like the news about Fathanah in the alleged corruption of PKS, the print media is more reporting about the women invited to play in the corruption money cycle.

### **Theoretical Study**

When looking at boundaries or understanding discourse will be better from various sources, in order to get a clearer picture. In English discourse is a discourse. The discourse comes from the Latin discourse, which means running away from the drip which is derived from the dis from different inside and running current (Sobur, 2018). Then Sobur said that back in the theoretical conceptual level of the discourse it is the general domain of all statements, namely all speeches or texts that have meaning and have effects in the real world. So it can be concluded that discourse is a short, long thought, idea, idea, conversation that has meaning and has an impact in the world.

According to Fairclough and Wodak, critical discourse analysis looks at the discourse of the use of language in speech and writing as a physical form of social. Describing discourse as a social practice causes a dialectical relationship between certain discursive events with the situation, institutions, and social structures that shape them.

Fairclough concept that divides discourse analysis into three dimensions, namely text, discourse practice, and social practice. Here the text relates to linguistics, for example by looking at vocabulary, semantics, sentence order, as well as coherence and cohesiveness, and how between entities form an understanding. Discourse practice is a dimension related to the process of producing and consuming text (Eriyanto, 2006).

### **METHOD**

This study uses a descriptive method, this method is describing or describing as clearly as possible both individually, the state of language, storyline and certain things. Moleong

(2010:11) states that the data collected in the descriptive method is paid for by words, images, and not numbers. Therefore the application of qualitative methods will be applied. This study will describe the analysis of feminism in the Najwa eye program with the theme "who is the presidential candidate who cares about women's issues".

This research is qualitative research. Qualitative research is a study that describes writing, both from the author and the conversation in the data. Bogdan and Taylor (Moleong, 2014:4) Qualitative research is research that produces descriptions in the form of written or oral words from people and observed behaviors.

In data collection has several stages. Stage 1) watching a television program on the Najwa eye program, 2) collecting data that can be analyzed in the Najwa eye program video, 3) recording conversations that have been discussed or that have been disclosed in the Najwa eye program, then starting to analyze women's politics based on feminism analysis in the title "Whose presidential candidate cares about women's issues".

After getting the data the meal will be described based on what is found, namely through three stages. The first stage of data inventory, the second stage of data classification, the three stages of data analysis by analyzing the signs contained in the program. In this process, it will use an analysis of feminism based on concrete cultural reality and reality, as well as the level of awareness, perception, and action of the feminist itself.

## **RESULT AND DISCUSSION**

Feminism is an ideology and literature that reveals the reality of life, even though only the story is not really real or does not really happen. feminism, like other isms, does not take its conceptual and theoretical basis from a single theory. Therefore there is no abstract definition specifically for feminism, which can be applied to all feminists at all times or in all places. Thus the definition will always change according to the existing culture and reality, as well as different levels of awareness, views, actions, and education.

Humm revealed that feminism is an ideology of liberation of women who believe that women always experience oppression, injustice, hegemony, and discrimination by patriarchs so that feminists sue to reconstruct structural patriarchy (Darma, 2013). Basically, feminism in the broad sense is an awareness of oppression and extortion of women in the community,

workplace, and in the household need to be developed by both women and men, which aims to change the situation.

Postfeminism is a liberation movement for women. Postfeminism is the third wave of feminist movements that emerged in the 1980s. At that time the ideology and discourse were finding its shape. The emergence of post-feminism is due to the saturation of young women towards the existing feminist movement and has not yet received perfect results or it can be said to be the answer to the failure of the feminist movement.

Postfeminism has three waves, the first and second waves discuss the same equality and the same rights as men or in terms of equality. The post-feminism ideology is to free women from the confines of a hierarchical social structure related to the relationship between men and women. Post-feminists consider that women can be meaningful because of themselves, not because other people (men) interpret them.

This study will analyze the model of post-feminism ideology as developed in Indonesia. This ideology will be analyzed in the Najwa eye program with the theme "women's politics"

## **CONCLUSION**

Based on the above, it analyzes the model of post-feminism ideology as it is developing in Indonesia. This ideology which will be analyzed in the eye of Najwa program with the theme "women's politics" can be concluded in this analysis, there are sentence sentences which are stated to refer to the concern for feminism, seen from the death rate based on the expressions of the Jokowi-Ma'uf. Then on the basis of the parties from Prabowo-Sandi who offer populist economy and prices try to free feminists who become the backbone of the family to be more independent and have their own jobs. So that the poverty rate will continue to decrease and decrease.

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