

REPRESENTATION OF FEMINISM IN UNWOMAN INSTAGRAM'S CAPTIONS

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Abstract

Feminists have always used existing media methods to convey their own news, as defined by them. Feminist news is still available in print, documentary film, broadcasting, and cable these days, but feminists are increasingly turning to the Internet for news that challenges gender stereotypes, exposes oppression, promotes feminist causes and issues, and advocates for women's expanded political, social, and cultural roles. This present study tends to find out types of feminism found in the instagram captions of "unwoman" accounts and how women are depicted in instagram captions of "unwoman". The research uses qualitative descriptive methods to reveal the findings. The source of data is the Instagram captions taken from Instagram captions posted by UNwoman account. A content analysis technique is used to analyze the data. The procedure of data analysis is described as the following: 1) Reading the 15 selected captions, 2) Categorizing the caption based on the type of feminist types, 3) Interpreting the data based on the women's role, 4) Drawing conclusion. The results show that there are three types of feminism found in the UNwoman Instagram's Captions, namely: Liberal feminism, Radical feminism, and Marxist feminism.

Keywords: *Caption, Feminism, Instagram, Unwoman*

Abstrak

Para feminis selalu menggunakan media yang ada untuk menyampaikan berita tentang mereka sendiri, seperti yang didefinisikan oleh mereka. Berita feminis masih tersedia di media cetak, film dokumenter, penyiaran, dan telegram sampai akhir-akhir ini, tetapi feminis semakin beralih ke internet untuk berita yang menantang stereotip gender, mengekspos penindasan, mempromosikan penyebab dan masalah feminis, dan mengadvokasi perluasan politik, sosial perempuan, dan peran budaya. Penelitian ini cenderung untuk mengetahui jenis-jenis feminisme yang terdapat pada caption instagram akun "UNwoman" dan bagaimana wanita digambarkan dalam caption instagram "unwoman". Penelitian ini menggunakan metode deskriptif kualitatif untuk mengungkap temuan. Sumber data adalah caption Instagram yang diambil dari caption Instagram yang diposting oleh akun UNwoman. Teknik analisis isi digunakan untuk menganalisis data. Prosedur analisis data dijelaskan sebagai berikut: 1) Membaca 15 teks pilihan, 2) Mengkategorikan teks berdasarkan tipe feminis, 3) Menafsirkan data berdasarkan peran perempuan, 4) Menarik kesimpulan. Hasil penelitian menunjukkan bahwa terdapat tiga jenis feminisme yang terdapat dalam Caption Instagram UNwoman, yaitu: feminisme Liberal, feminisme Radikal, dan feminisme Marxsis.

Kata kunci: *Caption, Feminism, Instagram, Unwoman*

Introduction

Despite the fact that gender and communication studies have begun to reveal that feminism is becoming more widely expressed, feminists' goal of demanding independence or equal rights for women remains unchanged. Feminists were interested in descriptions, explanations, and transformations of social life, which made some work appear more suspect than that of researchers who did not make it clear what they wanted from the speech and lives they studied.

Despite the fact that gender and communication studies have begun to reveal that feminism is becoming more widely expressed, feminists' goal of demanding independence or equal rights for women remains unchanged. The issue of feminism and gender equality has been increasingly discussed. Communities are getting easier access to understanding about women, men, roles and social status, and about equality. Social media is considered very influential in empowering women, making people aware, helping to build greater participation, and leading to transformative actions.

Instagram is one of the social media that has a big influence in Indonesia. In Indonesia, Instagram is the third most used social media after WhatsApp and Facebook, with women as the majority of its users. On a global scale, Instagram ranks as the fourth most used social media platform. Many people want to convey their ideology or aspirations through Instagram, not just sharing photos or videos and establishing relationships with other people. Through a post on Instagram, there are values or implied messages to be conveyed, whether it be in the form of words or quotes, photos, or videos. According to (Effendy, 2006), the message is a component in the communication process in the form of a blend of one's thoughts and feelings by using symbols and language conveyed to others.

UN Women, as a UN entity that works to empower women and girls, uses various social media platforms to convey its messages. Researchers focused on examining what messages UN Woman wanted to convey in its posts and captions on Instagram. The results of this study reveal that the UN Women's Instagram account conveys messages of liberal feminism, radical feminism and marxist feminism, and also reveals messages about the role of women in society.

In line with the explanation above, the present study intends to answers the following questions: 1) What are types of feminism found in the instagram captions of "UNwoman " accounts?, and 2) How are the women depicted in instagram captions of "UNwoman"?

Literature Review

Feminism is a collection of movements and ideologies united by the goal of defining, establishing, and achieving equal political, economic, cultural, personal, and social rights for women. Feminism arose to defend the rights and roles of women in society, as the development of culture and social structure made it increasingly possible to distinguish between men and women. The disparity between men and women leads to discrimination, which then leads to harassment.

A variety of literary works written in the early twenty-first century inspired many writers to do social criticism of the phenomena that occur against women in society. various written literary works, one of which is the use of social media, such as @unwoman, which is the UN entity for gender equality and women's empowerment. You'll see regular statistical updates about the representation of women in various areas of activity in their feed. UN Women is the United Nations

organization in charge of implementing programs, policies, and standards that protect women's human rights and ensure that every woman and girl achieves their full potential.

The development of Indonesia's mass media has been rapid, particularly since the reform period. And the mass media is regarded as a factor that influences the formation of ideology, which is then accepted as normal by the community. Indeed, the media is not the only influencing factor, but because of the intensity with which people consume it, the media has become an increasingly important socialization agent (Mayne, 2000). The media's impact will be amplified further because the female figure it portrays serves to reinforce the community's stereotypes. As a result, the media does not cause gender inequality, but rather contributes to its perpetuation.

Instagram is the fastest growing social network, growing at a rate of nearly 5% per quarter. With 1 million active users as of June, it is the best platform for brand marketing to millennials and has the highest Engagement Rate (ER). The number of likes is commonly perceived as a social status, which can be useful in marketing. However, it can cause users to have a stressful experience. There have been studies on Instagram popularity, with some focusing on statistics and others on predictions. Metadata (number of followers, posts, etc.) was used as a feature in the majority of the studies. Additional features included image content/categorization, image quality, and text/sentiment analysis.

Feminism has developed from just a struggle to be recognized as a human being who has a ratio like men, feminism has developed into a movement that has multiple aspirations. But the essence of all these struggles is the equality of women to be active subjects in their lives. Each wave has a different emphasis in its periodic purpose. The goals of early feminism evolved from a struggle to be accepted as a rational being to a demand for more legal women's rights. The first wave of feminism started from the same demand for education aimed at fighting for the right of women to get formal education and evolved into a demand for the right to vote. Equality in all fields in the second wave of feminism then evolved into a demand for women's privileges because of their different physiology from men. Meanwhile, third wave feminism and/or postfeminism has had a very diverse agenda since its inception.

The changes in feminism over time and the plurality of feminism after the 1970s are not a weakness. Changes in the goals of feminism are evidence that feminism can adapt to the changing needs of women in accordance with the demands of the times that women face. Meanwhile, pluralism in post-second wave feminism is nothing new for feminism. According to Tong (Tong, 1998), feminism is a movement that has multiple roots. The various schools that have emerged in feminism, both in the second and third waves of feminism, are the development of the differences that feminism has had since its inception. They thrive when they get the right context in which women define the differences between them. These differences enrich feminism and encourage feminism to continue to thrive.

A Role for Women

Women should be more expected to use indirect forms of power. This is not to say that men do not or are not supposed to use it, only that there are constraints against women being direct. Women can be hypothesized to use indirect power because of its short-term effectiveness and its personal and status appropriateness. That is, women may not expect a direct approach by a woman to succeed, nor are they willing to take the consequences for its use if it is perceived as out-of-role by others. If a woman does use direct power, she may risk becoming known as pushy, overbearing, unfeminine, and/or castrating. An additional reason why women may use indirect

power is that they are explicitly trained to do so. For example, nurses are trained to present their diagnosis indirectly to doctors. The training, whether explicit or subtle, of low status persons such as women and other minorities to be indirect in their power use so as not to shake up the status quo may be quite a common phenomenon with far reaching implications.

Types of Feminism

In the heady days of the Women's Liberation Movement, it was possible to identify three main currents within feminist thought: Liberal; Radical; and Marxist Feminism.

Liberal feminism can classically be thought of as being "mainstream" feminism. The first liberal feminists were considered the suffragettes. The liberal feminist goal was to bring women into the mainstream, or public sphere, as discussed briefly before (Echols, 2019). Liberal feminism began to develop in the 18th century, based on the principles of liberalism, namely that all people (men and women) with the ability to reason were created with equal rights and that everyone should have the same opportunity to advance themselves. The birth of liberal feminism is about the conception of reason, namely the belief that reason distinguishes humans from other creatures but does not provide any information. Because even though women are both reasonable human beings, women do not have the awareness to be free from their adversity. Liberal feminists identify the primary cause of oppression and inequality of women as "denial of access and opportunities due to sex-role stereotyping, structural barriers or both".

This movement is called liberal feminism because it has a special concern about the importance of individual freedom regarding the rights obtained and the obligations carried out. That is, every individual woman or man has rights that must be protected from oppression, so the main concern of this school is about equal rights, especially women's rights. Liberal feminism implies that human beings, both men and women, are equal, balanced, and harmonious in public. Men have certain specialties, as well as women. However, it should not be used as an excuse for oppression. Women cannot be placed lower than men in every field, because men and women have the ability to do things in special and public spaces. Liberal feminism also sees the source of oppression for women because women's rights have not been fulfilled, such as discrimination on rights, opportunities, and freedoms just because they are female. However, this movement still rejects the overall equality between men and women. In some respects, this movement still views the need for a distinction between men and women, such as those relating to reproductive functions.

Hyde identifies the strategies liberal feminists used as integrating women with men, and using legal remedies to "secure and extend women's rights (for example, employment and education equity legislation)". This movement also believes that structural changes do not have to be comprehensive, but that it is sufficient to involve women in various roles, as previously mentioned.

Radical feminism developed in the 1960s. The key word of this school is radical, which is rooted in and requires an overhaul of a system. The source of the problem for radical feminism is patriarchal ideology, namely the form of household organization in which the father is the dominant figure in the household, controls the members, and controls household reproduction. Radical feminism has remained tied to issues of real concern to women, rather than being enticed by the seductions of theory for theory's sake (Stanley & Wise, 1983). For this sect, the oppression of women from the start was due to the dominating role of men over women. The power system in the family is a small part of oppression and causes the backwardness of women. This indicates that oppression of women occurs because of the sex or gender system. So, to qualify as a radical

feminist, a feminist must believe that the sex or gender system is the fundamental cause of women's oppression.

According to Alison Jaggar and Paula Rothenberg Klain, it can be interpreted that historically, women and groups have had the first oppression (oppression), that oppression of women is the most widespread and exists in every known society, that oppression of women is the most difficult to remove; and that the oppression of women provides a conceptual model for understanding other forms of oppression. Therefore, it must not only be overhauled, but must also be uprooted, as the key word for this sect is "radical." According to radical feminists, the father in the family is the maker of all important decisions. This ideology and system has not only preserved the priority of men over women, but has also created the privilege of men over the economy. The family system for liberal feminism is considered an extension of the patriarchal system. So this sect sued the system of the father as the head of the family, and even rejected the institution of the family. Radical feminism also believes in the importance of autonomy and the women's movement. Women can refuse marriage or choose not to use contraceptives.

Radical feminist social reconstruction is not only motivated by the attitude of leadership and power of men so far, but the manifestation of the will of women's authority to become "rulers" who are equal to men. This movement is marked by the independence movement by women's groups in all segments of life. Radical dismantling is also carried out on family norms between husband and wife. The husband does not have to be the head of the household in this view. Even the family does not have to be defined as an organization consisting of father, mother, and children, but can consist of mothers and children. Father's presence is not mandatory. In this position, abortion practices are justified, but consider that pregnancy and childbirth are a woman's prerogative and women have the right to determine their attitude to refuse. This movement also seeks to rationalize its movement by revealing the facts that men are a problem for women. Men always exploit women's reproductive functions with various pretexts. So this sect has the understanding to reject the dichotomy between the public and the domestic, as well as to reject the separation of body and mind. So it's bullshit that men rape women unconsciously, where women feel comfortable but their minds reject it. In this case, feminism tries to defend women who are considered to feel equally good when they are raped. For this sect, when a woman refuses and says "no" to having sex, but the man still insists on having sex, the act is considered an act of rape. According to this movement, women do not have to depend on men, not only in external matters but also in spiritual matters. Women can feel warmth, intimacy, and sexual satisfaction not only from women but also from fellow women. As long as women continue their relationship with men, it will be difficult if not impossible to fight against men. One of the leaders of radical feminism who adheres to this ideology is Elsa Gidlow, she theorizes that being a lesbi is to be free from male domination, both internally and externally. It is from this understanding that radical feminists get a big challenge from the world, even from other feminists.

The second wave of Marxist feminism emerged in the late 1960s and early 1970s, particularly in the United Kingdom. The identification of the structural elements that determine the quality and nature of our experience is defined by Marxist feminist analysis. "Changes in women's social situations with the overturn of industrial capitalism and shifting relations of the worker to the means of production, economic, social, and political framework associated with capitalism" (Pilcher & Whelehan, 2004, p. 50).

Instagram

Instagram is one of the most well-known and popular social media platforms in the world. It was purchased by Facebook in 2012 and ranks third in terms of active users after Facebook.com and Youtube.com. It began as a photo-sharing website and has evolved into a multi-faceted online social network. place, which, like most digital media spaces, is defined by the blurring of professional and personal lines. interpersonal and mass communication, and top-down/bottom-up communication (Shifman, 2013). The @unwomen account is an account created by the UN organization to upload various posts about feminism. The name United Nations Women, or simply UN Women, is an acronym for the organization that promotes human empowerment and gender equality.

UN Women assists UN Member States in developing global standards for gender equality, and collaborates with governments and civil society to develop the laws, policies, programs, and services required to ensure that the standards are effectively implemented and truly benefit women and girls worldwide. It works globally to make the Sustainable Development Goals vision a reality for women and girls, and it supports women's equal participation in all aspects of life through four strategic priorities: women lead, participate in, and benefit from governance systems on an equal footing.

Research Methodology

This research uses document analysis as a qualitative research technique. According to Creswell (Creswell, 2012), qualitative research is a way to investigate and comprehend the significance that certain people or groups assign to a social human situation. The research process entails developing study questions and methods, gathering data from participants in their environment, inductively analyzing the data, building from specifics to general themes, and interpreting the significance of the findings. According to (Corbin et al., 2014), Document analysis is a systematic procedure for reviewing or evaluating documents—both printed and electronic (computer-based and Internet-transmitted) material. Like other analytical methods in qualitative research, document analysis requires that data be examined and interpreted in order to elicit meaning, gain understanding, and develop empirical knowledge. In this study, the procedures used in the data collection are: 1) Collecting data that is in accordance with the research in the @unwomen Instagram account, 2) Looking for captions according to the research, 3) Choosing 15 sample captions, 4) Taking screenshots of pictures of @unwomen Instagram's caption, and 5) Coding the data. After employing the data collection, the next step is analyzing the data. The data analysis follows the procedure, namely: 1) Reading the 15 selected captions, 2) Categorizing the caption based on the type of feminist types, 3) Interpreting the data based on the women's role, 4) Drawing conclusion.

Results and Discussion

Liberal Feminism

The 15 quotes were taken from the Instagram caption post by @unwomen, which was the focus of the study. 8 of them, according to the researchers, adopt liberal feminism. Because of liberal feminism, we can insist only on formal equality. On treating women the same as men, whether they are or should be treated, or that liberal feminism is committed to atomistic individualism.

Caption L1

“As a result of the war in #Ukraine women and minorities face immense hardship when it comes to health, safety, and access to food. The health, rights and dignity of women and girls must be safeguarded. This includes the right to give birth safely and to live free from violence.”

Caption L2

“Whether you’re a feminist in the making or have been in the fight for a long time, we are all united in our purpose: An equal future.”

Caption L3

“Our Executive Director Sima Bahous addressed the United Nations Security Council today. She stressed that we need the international community, including all regional organizations, to fully honour the commitments we have made to and with women and girls in conflict situations.”

Caption L4

“Women in #Ukraine are increasingly becoming heads of households and leaders in their communities, yet they remain largely excluded from formal decision-making processes. Women should be included in humanitarian, peace-making and negotiating efforts.

Caption L5

“We’ve been BUSY fighting for the rights of women & girls all over the world for over 10 years! We will not stop until we reach a gender-equal world. Are you with us?”

Caption L6

“We are hungry for equality. □ Are you with us?”

Caption L7

“It’s Global #ParentsDay! Thank you to the #parents and parent-figures who raise their kids with love and acceptance, and give them equal opportunities regardless of their gender.”

Caption L8

“Maya Angelou taught to stand up for not only ourselves, but also for our sisters. Born #OnThisDay, Maya’s words continue to inspire us in our fight for equal rights!”

Departing from the basic principle of liberalism, that all people are created with equal rights and opportunities to develop and advance themselves (Rokhmansyah, 2016). We find texts that are more suggestive of it. In Caption L1 *“The health, rights and dignity of women and girls must be safeguarded. This includes the right to give birth safely and to live free from violence”* we find sentences that express concerns about threats to health, security, protection, dignity and minority rights, including women’s rights to give birth and be free from violence during conflicts between countries. From this text we see that women have always been victims of injustice in their rights.

It can be seen that indeed women and girls are considered as part of a society that accepts inequality, which they continue to strive for. It can be seen from our findings that at Caption L2

"...we are all united in our purpose: An equal future", Caption L5 "We will not stop until we reach a gender-equal world", Caption L7 "...give them equal opportunities regardless of their gender", Caption L8 "...inspire us in our fight for equal rights!", even at Caption L6 "We are hungry for equality □" equality is described as something that can satisfy them, with the use of the phrase "hungry for equality" and with the symbols for tableware (fork, plate and spoon).

Liberal feminists regarding equality at least have their own influence on the development of women to carry out political activities such as in a country (Tong, 1998). Liberal feminists regarding equality at least have their own influence on the development of women to carry out political activities such as in a country. We find this in Caption L3 *"Our Executive Director Sima Bahous addressed the United Nations Security Council today. She stressed that we need the international community, including all regional organizations..."* and Caption L4 *"Women in #Ukraine are increasingly becoming heads of households and leaders in their communities..."*. Sima Bahous is a woman who holds a high position in the United Nation, which means she has a great influence on women as well. Even so, on the other hand women are still sidelined in decision-making, involved in humanitarian and peace issues, which can be seen in Caption L4.

Radical Feminism

The 15 screenshots were taken from the Instagram caption post by @unwomen, which was the focus of the study. 5 of them, according to the researchers, adopt radical feminism. The body is the main object of male power. Therefore, radical feminism issues such as the body and reproductive rights, sexuality (including lesbianism), sexism, power relations between women and men, and the private-public dichotomy.

Caption R1

"In addition to experiencing displacement and lack of security, refugee women are often exposed to sexual violence and at a risk of being trafficked for sexual exploitation. Policies that ensure their safety and protection are vital to guarantee their rights. #WorldRefugeeDay #WithRefugees"

Caption R2

"On International Day for the Elimination of Sexual Violence in Conflict, we call for the full implementation of international human rights law that protects the rights of women and girls during and after conflicts. #EndRapeInWar #HumanRights"

Caption R3

"Today, World Elder Abuse Awareness Day, let's dedicate this day to raising awareness of violence against older women who live at risk of physical, sexual, psychological and economic violence throughout their lives. #WEAAD"

Caption R4

"June 1 marks the start of #Pride! At UN Women, we stand with LGBTQ+ people to promote your rights, and celebrate your diversity, courage and resilience. #PrideMonth"

Caption R5

"#Periods affect everyday life for girls and women all around the world. There are 1.25 billion women and girls without access to safe, private toilets, which significantly affects how they can manage their periods. In many parts of the world social norms and taboos make talking about periods difficult for many people! Menstruation. Monthlies. Aunt Flo. Whatever you call it, there's a whole lot to talk about! Lets normalize these conversations ahead of #MenstrualHygieneDay on 28 May."

Radical feminism assumes that the cause of women's oppression is patriarchal gender relations, they oppose traditional gender roles, oppose women's sexual objectivity, and want to raise public awareness about issues such as rape and violence against women (Willis, 2012). We found this in Caption R1 "...refugee women are often exposed to sexual violence and at a risk of being trafficked for sexual exploitation", Caption R2 "...protects the rights of women and girls during and after conflicts. #EndRapeInWar", Caption R3 "let's dedicate this day to raising awareness of violence against older women who live at risk of physical, sexual, psychological and economic violence throughout their lives", where in a state of conflict, sexual violence against women is increasingly common.

Radical feminism assumes that heterosexuality helps perpetuate a highly patriarchal system. They argue that heterosexuality perpetuates patriarchal power relations through personal domination and is therefore directly at odds with the values and goals of the women's liberation movement (Crow, 2000). Therefore they also support LGBTQ+ in fighting for their rights. We found this in Caption R4 "At UN Women, we stand with LGBTQ+ people to promote your rights, and celebrate your diversity, courage and resilience." where UN Women gave words and support to LGBTQ+ people.

They also challenge existing social norms and institutions, this they do to abolish patriarchy and liberate everyone from an unjust society. We found this in Caption R5 "In many parts of the world social norms and taboos make talking about periods difficult for many people", where in some social norms talking about menstrual periods was very difficult. So they know very little about the menstrual cycle. This issue was also discussed by UN Woman.

Marxist Feminism

The 15 samples were taken from the Instagram caption post by @unwomen, which was the focus of the study. 2 of them, according to the researchers, adopt marxist feminism. Marxist feminism emerged based on the issue of women workers in the domestic and public spheres in campaigning for remuneration for domestic work for women, socializing household work and child care.

Caption M1

"Fact: The estimated immediate economic loss of restricting women from working is 5% of #Afghanistan's GDP or US\$ 1 billion. (Source: UNDP, December 2021)"

Caption M2

“Women take on 3 times more unpaid care and domestic work than men. Start building an equal future with us by sharing the care at home! Are you with us?”

For Marxists, women are equated with workers, so they belong to the oppressed group. Women's naturally weaker physical conditions should not be used as an excuse to place women in a lower position. Women's work has always been associated with nurturing. Men are always associated with work (Ratna, 2009). We found this in Caption M1 *“The estimated immediate economic loss of restricting women from working is 5% of #Afghanistan's GDP or US\$ 1 billion.”* and Caption M2 *“Women take on 3 times more unpaid care and domestic work than men.”*. We found the fact that it turns out that work restrictions on women have a significant negative impact on the economy in one of the countries, this means that female workers have value for a company and they should have equal rights with male workers. Even in housework women do more work without getting paid.

Conclusion

The issue of feminism and gender equality has been increasingly discussed. Communities are getting easier access to understanding about women, men, roles and social status, and about equality. Social media is considered very influential in empowering women, making people aware, helping to build greater participation, and leading to transformative actions. In Indonesia, Instagram is one of the popular social media used to express ideas. Many accounts exist to support women equality in every aspect of life, and one of the famous accounts echoing feminisms is UNWomen. This account is created to empower women and girls, and uses various social media platforms to convey its messages. As it is stated about the objective of the present study is to reveal the types of feminism and how feminism expressed on the captions posted on UNWomen account.

After analyzing the data taken from the UNWomen account. It is found that there are three types of feminism described on the captions, namely: Liberal Feminism, Radical Feminism, and Marxist Feminism. In Liberal feminism women are described as marginalized and discriminated against in various fields, their individual rights are limited, therefore they fight for equal rights with men in various fields. In radical Feminism, women are victims of gender patriarchy and become mere sexual objects, therefore they oppose traditional gender roles which they perceive as the cause of gender patriarchy. While in Marxist Feminism, women are considered a group that has experienced oppression because they are considered less productive considering that physically or biologically they are considered weaker than men, therefore they want to show that women are equal to men in terms of productivity, even have a considerable influence in the economy of a country, therefore they fight for equal rights in terms of work.

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