

ABSTRAK

Zahrotus Syamsiyah: Representasi Perempuan dalam Berita Kriminal di Media Online (Analisis Wacana Kritis Sara Mills Mengenai Kasus Pembunuhan Gadis Penjual Gorengan di Padang pada Media *tvOnenews.com* Edisi September 2024)

Berita kriminal sering menjadi sorotan utama media *online*, terutama jika memuat unsur tragis dan emosional. Salah satunya adalah kasus pembunuhan gadis penjual gorengan di Padang yang diliput oleh *tvOnenews.com* pada 2024. Kasus ini penting dikaji karena melibatkan perempuan dari kalangan bawah yang kerap direpresentasikan secara tidak setara. Sebagai media yang dikenal intens memberitakan kriminalitas, menarik untuk mengkaji bagaimana *tvOnenews.com* membingkai sosok perempuan dalam laporan tersebut.

Penelitian ini bertujuan untuk menganalisis representasi perempuan dalam pemberitaan kriminal, khususnya pada kasus pembunuhan tersebut. Fokus utamanya adalah bagaimana media mengonstruksi posisi perempuan melalui pemberitaan *tvOnenews.com* edisi September 2024 dengan menggunakan pendekatan analisis wacana kritis model Sara Mills.

Analisis menggunakan model Sara Mills memungkinkan pengamatan terhadap representasi, posisi subjek-objek, dan narasi media yang tersembunyi. Penelitian ini berpijak pada paradigma kritis yang berupaya membongkar bias gender dan pola pemberitaan yang meminggirkan perempuan. Tujuannya adalah untuk menunjukkan bagaimana media turut mereproduksi ideologi patriarki dalam berita kriminal.

Hasil penelitian menunjukkan bahwa *tvOnenews.com* merepresentasikan korban perempuan secara pasif, emosional, dan tidak berdaya. Sosok korban digambarkan hanya sebagai simbol duka tanpa suara atau agensi. Narasi yang dibangun cenderung memperkuat stereotip tradisional, di mana perempuan hanya dianggap penting jika sesuai dengan norma patriarkal. Media juga mengabaikan konteks struktural ketimpangan gender, dan menyajikan kasus ini sekadar sebagai kriminalitas umum, bukan sebagai bagian dari persoalan sosial yang lebih luas.

Temuan ini menegaskan pentingnya analisis kritis dalam studi representasi media. Pendekatan Sara Mills membuka ruang untuk melihat bagaimana media membentuk persepsi publik tentang perempuan, terutama dalam konteks kekerasan dan kriminalitas.

Kata Kunci: Representasi Perempuan, Berita Kriminal, Analisis Wacana Kritis, Sara Mills, Media *Online*.

ABSTRACT

***Zahrotus Syamsiyah: Representation of Women in Crime News on Online Media
(A Critical Discourse Analysis by Sara Mills on the Murder Case of a Fried Snack
Seller Girl in Padang Reported by tvOnenews.com, September 2024 Edition)***

Crime news often becomes a major focus in online media, especially when it involves tragic and emotional elements. One such case is the 2024 murder of a young female fried snack seller in Padang, widely reported by tvOnenews.com. This case is significant to examine as it involves a lower-class female victim who is often unequally represented in media. As a platform known for its focus on crime reporting, tvOnenews.com offers a compelling site to analyze how women are framed in its coverage.

This research aims to analyze how women are represented in crime news, particularly in the aforementioned murder case. The focus is on how media constructs the position of women in the news using Sara Mills' model of Critical Discourse Analysis. This approach is chosen because it allows for an in-depth examination of how language in media reflects and reinforces certain ideologies, especially those related to gender.

Sara Mills' framework facilitates the analysis of representation, subject-object positioning, and hidden narratives within the media. The study is grounded in a critical paradigm, aiming to expose gender bias and unequal representations that marginalize women in news discourse. The objective is to show how media reproduces patriarchal ideologies through crime reporting.

The findings reveal that tvOnenews.com tends to portray female victims as passive, emotional, and powerless. The victim, Nia Kurnia Sari, is depicted merely as a symbol of sorrow without a voice or agency. The narrative constructed by the media reinforces traditional gender stereotypes, where women are only seen as worthy of sympathy when they conform to patriarchal norms. Furthermore, structural issues such as gender inequality in violence are often ignored, and such cases are framed merely as isolated crimes rather than deeper social problems.

These findings underscore the importance of critical media analysis. The Sara Mills approach enables a closer look at how media shapes public perceptions of women, particularly in contexts of violence and criminality. This study highlights the need to incorporate gender justice perspectives into news construction to prevent the media from continuously reproducing inequality.

Keywords: Women's Representation, Crime News, Critical Discourse Analysis, Sara Mills, Online Media.