

**WOMAN'S LEADER IMAGING IN LOCAL POLITIC
(CRITICAL DISCOURSE ANALYSIS IN 'KARTINI PEMIMPIN NEGERI'
SPECIAL EVENT PROGRAM ON METRO TV 30 APRIL 2016)**

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Abstract

Number of women's representation in politics continues to increase along with the policy implemented by the Act. However, the creation of gender-friendly political climate is still far short of expectations because women who become leaders in politics continues to get a variety of obstacles, including in the mass media. The television program titled "Kartini Pemimpin Negeri" trying to show many sides of women's leadership in politics. Through the program, women's imaging leader can be built, especially through television that became one of the most influential mass media.

This study was conducted to analyze and describe the depiction of regional heads of women who attended as a guest speaker in the program 'Kartini Pemimpin Negeri' associated with political imagery in the media and tried to explain about the discourse of regional head women's imaging.

The method used in this research is qualitative method. Data collection techniques derived from the study of the documentation that comes with text and visual program "Kartini Pemimpin Negeri" as well as an archive library like collecting various submissions related to regional head women present, or written about the politics of women. The paradigm used is the constructivist paradigm which considers that the use of language is a means of forming the desired construction of reality by the media. This research will be explored through critical discourse analysis model of van Dijk using one element, namely the analysis of the text consists of the macro structure, superstructure, and microstructure.

*Based on research results with text analysis found that imaging rolled out a positive image, but not impartial. This is because the discourse was delivered from the viewpoint of the majority of the men. In addition, it was found that imaging is a figure inspiring speaker but still collided with the barriers of public legitimacy. Researchers also concluded that the program 'Kartini Pemimpin Negeri' do commodification to implement the economic interests of the media. **Keywords: Critical Discourse Analysis, Political Leaders, Political Imagery, Women's Politics, Regional Head of Women, Metro TV***