

A Discourse Analysis of TEDx Talks Video Entitled “Break The Ceiling Glass” By Prilly Latuconsina

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ABSTRACT

Women have always been associated with societal standards. The current societal standards are considered by society not to make quality women because they are only fixated on the assumption that women are creatures who always depend on other people. Like a new article entity that leads "Break the glass ceiling". In this case, a young girl is urged to follow society's assumption that women who are old enough get married immediately and don't need to continue their education and explore the outside world to add value to themselves. The article illustrates that today's adolescents are concerned about the statement of marrying young, then thinking that after marriage their life will be better without adequate knowledge for both material and emotional fulfillment. This research is qualitative research with a review of Foucault's critical discourse analysis method, from the perspective of discourse analysis critical from Alba-Juez (2009). The results of this media discourse want women not to follow the mindset of the ancient society which made women not independent emotionally and materially.

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1. INTRODUCTION

Discourse analysis as it can be understood is used to study a wide variety of topics, including discourse in political debates, advertising, television programs/media, interviews, and storytelling (Martínez Guerrero, 2020). We can understand the nuanced layers of meaning added by social or institutional aspects of the workplace, such as gender, power imbalances, conflicts, cultural backgrounds, and racism, by looking at the context of language use rather than just the words (Soeharto et al., 2019). Consequently, discourse analysis can be used to investigate social inequalities such as institutional racism, media bias, and sexism. It can also be used to investigate and interpret debates about a belief that develops in social's lives (Hamid et al., 2021). As is the case with the belief that women are “second-class citizens” whose existence is not taken into account. This is very potential to know the implications as well as efforts to liberate this belief.

This research focuses on the analysis of the video in the TEDx Talks delivered by Prilly Latuconsina entitled “Break the ceiling glass” which is an educational, entertainment, and design medium. Contains presentations or speeches about technology, global issues, design, art, and others. TEDx Talks care about things that can inspire the general public. Seen from the terms chosen, this indicates the quality of a media in presenting the information. Like the video entitled “Break the Ceiling Glass”. In this case, a woman has to stay at home, take care of her husband and children and clean the house. There is no freedom to choose, to choose to be a complete woman, to have dreams, and higher education (Gojali et al., 2020). Women seem to be complementary extras who cannot develop and advance like men. One discourse that appears in society is formed by the presence of the media that “women should not be busier than men, must stay at home, and take care of everything that can be done together” (Sari, 2019). Meanwhile, in this modern era, men and women should have similarities, for example, similarities in education and employment.

Currently, women in society are often seen as creatures who cannot be independent, emotionally and financially independent. Until now, studies on women and the media still rely on issues of injustice and sexism put forward by the representative journal entitled *Marxist Feminist Representations in the Film Suffragette* (Danadharta, 2019). The mindset that is widely spread in this society is that women are sufficient to a certain extent to make women not qualified because they only focus on things that make them not develop, such as going to college, marrying someone who is considered capable of supporting them, and implementing existing suitability. This phenomenon that occurs will be examined more deeply by using Michel Foucault's theory of discourse analysis. Critical discourse analysis was used by Foucault (1997) namely to criticize a phenomenon that will occur if modernist society eliminates social identity and cannot overcome the problems that have spread in various parts of the world. According to Foucault, power is a complex strategic situation in society. This power does not always refer to negative things but can be positive things. Because power always creates knowledge that will bring out the truth. Foucault discusses how people organize themselves and others through media production, and he sees knowledge of power by elevating people to subjects and knowledge (Wiradnyana, 2018).

In 2000, Indonesian President Abdurahman Wahid issued presidential instruction no. 9 of 2000 concerning gender mainstreaming in development (Juwana, 2021). It is hoped that national development will integrate a gender perspective from the process of planning, drafting, implementing, monitoring, to evaluating and utilizing the results. This instruction was issued because in society many things are highlighted about women, such as women not getting their rights and not having equal education (Nurhasanah & Sogiri, 2022). At that time campaigns and tips began to be implemented because otherwise it would have a bad effect on women and national development. Early marriage will continue to take place which will cause various problems. Because from a psychological point of view those who do early marriage because certain actors are more vulnerable (Max & Utomo, 2021). Or women who are not allowed to have higher education will add to the long list of ignorance and backwardness for future generations. Penelitian sebelumnya sudah banyak dilakukan oleh peneliti dengan isu serupa diantaranya (Sutisna, 2017), (Rifai, 2021), dan (Sulistyowati, 2021). They found that in their research they found that patriarchy was very influential which made women the marginalized people. Previous research used a lot of quantitative methods and the research object was in the form of discourse text. Whereas in research with different types and with Foucault's approach with perspectives of Alba Juez. This research is very interesting to study because the role of the media and the dissemination of mindsets around women must rise very significantly related to the standardization of women themselves. Based on the explanation above, the writer is interested in researching the contents of the news "Break the ceiling glass". This study uses a qualitative method with Foucault's critical discourse analysis approach.

Focusing on the content of the TEDx Talks video entitled "Break the ceiling glass" by Prilly Latuconsina, is to dig deeper into the standardization of women in today's society. The research question, namely: How is the discourse in the TEDx Talks video highlighting gender equality in terms of education and women's independence, reviewed by Foucault's critical discourse analysis from the perspective of Alba Juez? The purpose of this study is to find out how the discourse on educational equality and women's independence in the TEDx Talks video develops in Foucault's critical discourse analysis from the perspective of Alba-Juez. In previous research, it has shown what aspects should be examined using critical discourse analysis. But there are still shortcomings, namely the characteristics that have not been shown following Foucault's critical discourse analysis, using the Alba-Juez perspective. Lack of accuracy in the process of classifying, identifying, and critiquing. In this study, these deficiencies will be complemented.

2. METHOD

This study used qualitative research methods. Qualitative research according to Sugiyono (2019) qualitative research method is a research method based on the post-positivism philosophy, used to research natural object conditions, (as opposed to experiments) where the researcher is the key instrument, data collection techniques are carried out triangulation (combined), data analysis is inductive/qualitative, and the results of qualitative research emphasize the meaning of generalizations. Also, Rijal (2021) added that qualitative research has a descriptive nature and tends to use an inductive analysis approach so that processes and meanings based on the subject's perspective are highlighted in this qualitative research. So it can be concluded that qualitative research is research that focuses on natural objects that focus on their perspective (Andriani et al., 2019).

The use of this type of descriptive research is supported by Foucault's critical discourse analysis. The unit of analysis in this study is the analysis of the discourse on education equality and independence for women in the TEDx Talks video. The aim is to develop an understanding regarding the standardization of education equality and independence for women in society. The subject of analysis in this study is the news in the TEDx Talks Video entitled "Break the ceiling glass" by Prilly Latuconsina.

The object of this research is the TEDX Talks video highlighting educational equality and independence for women. To be analyzed using Michel Foucault's critical discourse analysis in terms of Alba-Juez's perspective. Data collection techniques are in the form of documentation techniques (document study), using observing and note-taking methods. The data analysis technique used by researchers is discourse analysis. This research was then analyzed from the perspective of AWK Foucault from the side of AlbaJuez (2009), including (1) Selection of topics, (2) Deepening of data, (3) Identification of themes, (4) Elements of hidden discourse, (5) Search for meaning relations between elements discourse, (6) Contextualization of discourse in knowledge power networks. The validity of the data in this study uses (a) Critical Discourse Analysis, (b) Triangulation, (c) Persistence of observation.

3. RESULT AND DISCUSSION

In a study entitled Discourse Analysis on Education Equality and Independence in the TEDx Talks video by Prilly Latuconsina entitled "Break the ceiling Glass". The title of the research is taken from a video on YouTube entitled "Break the ceiling glass" via the TEDx Talks YouTube channel, released in August 2022 on LSPR. This research will be supported by critical discourse analysis from the perspective of Alba-Juez. Genealogy of equality in education and independence for women: judging from its history, Indonesia was one of the colonized countries. Western culture has influenced the thinking of Indonesian people, including the concepts of education and independence.

Alba-Juez's Perspective: (1) Topic Selection, namely "Break the ceiling glass". Behind this topic, TEDx Talks help to identify and provide space for this issue to be voiced in the general public because this is a form of deception and causes concern and problems that follow (2009). Such as the fear that women will not be well received in society if they become women who prioritize education and independence because they will be seen as someone who rival men. This concern is very reasonable because the assessment of women who do not have much will now take precedence. (2) Deepening Data: the researcher intends to examine in depth the education and independence of women. (3) Identification of Themes: (a) mindset power in society influences women: Society often makes statements that women don't need to go to college and work hard to support themselves because that task is a man's job. This develops in society so that many women end up concentrating on other people.

It is this mindset power that gives rise to knowledge about how women should exist in society, namely getting married and being supported by other people and not needing to go to college, because at that age women are very ripe for marriage, even though they are not. (b) power over thoughts like that can be a bad pattern for the progress of a woman: stupidity will be a very terrible threat, deadly to the character, and does not realize social justice for all Indonesian people. Ironically, many women are willing to kill their dreams and marry at a young age, and many of them even make marriage a way out of every problem; but not. (c) the standard of thinking about education and independence makes a difference: Women who are financially independent and have a high level of education are considered to be difficult to marry later because a man is afraid of being rivaled. (4) The search for hidden elements of discourse: Behind the main news text. There is a sentence in minutes 5:31-5:37 namely "Ladies... keep learning, keep covering yourself things that spark joy in you and bring to you and surroundings". In the hidden discourse, it is not stated whether this life will be bright without studying and trying to make women independent in seeking their happiness: not depending on other people's happiness. However, the discourse refers to that learning new things is something that must be done and is good for women. (5) The search for meaning relations between elements of discourse: in this study, the practice of power is dominated by the standardization that women do not need to study or develop themselves according to their passion and hone their independence on issues that develop in society.

This happens because the presence of this group of people in Indonesia is seen as more favorable than a society that prioritizes education and independence for women, so there are not many people who think this kind of thing does not "sell" and marry at an age that is considered by Indonesians to be very mature and even past that period. Apathy to perpetuate any means is still accepted and open by society. This has resulted in women feeling ostracized and even intimidated. (6) Contextualization of discourse elements in networks of power or knowledge: relating to matters of power and knowledge regarding educational standards and independence will be contextualized as follows: (i) The role of smart women is weakened due to the growing mindset in society that women do not need to go to college and busy making a living for himself. (ii) There is a difference between those who emphasize education and self-reliance on women and vice versa. (iii) Women lose their right to freedom of expression and achieve their dreams and create gender equality. (iv) Every woman's standard of living is different, not only in terms of studying but also in studying knowledge to make her an intelligent human being so that she can become a complete human being. (v) Awareness of self-love and the need for education and independence for women need to be supported by a healthy environment.

Facts and social criticism about this media discourse want women to continue to walk on their own feet and not depend on other people's happiness (Widayanti, 2016). By always educating yourself, you create new opportunities to advance yourself so that you achieve your desire to become an educated and independent woman both financially and emotionally (Dedeas & Noviani, 2020). Which results in women solving their problems in excessive ways. Prilly Latuconsina's wish in TEDx Talks in reporting the context that women must be educated and independent is quite wise. However, there needs to be a disclaimer to emphasize that this standard must always be pursued either in other ways that make women educated and independent.

4. CONCLUSION

Based on the discussion and results of the analysis that has been proposed by the author using Michel Foucault's critical discourse analysis from the perspective of Alba-Juez, the following conclusions can be drawn:

1. "Break the ceiling glass" discourse on the TED Talks YouTube channel. This research tries to uncover and inform everyone that giving boundaries and labeling women are creatures who cannot be independent and have higher education is one wrong thing because it creates inequality of equal rights.
2. In this report, at the point of analysis of covert discourse, it can be emphasized that women should be independent and not depend on other people by going to school and trying to break down the walls that society has built up against women. So that women are also able to compete and become complete human beings who are free in determining their way of life and independence, both emotionally and materially by going to school and developing the values that exist within them.

The following are some suggestions that the researcher gives for the direction of further development:

1. This research can be used as information material. Foucault's critical discourse analysis from the perspective of Alba-Juez can be a reference for research to identify more deeply the facts contained in news texts. The choice of critical discourse analysis must first be based on the research objectives and the reality of the news text facts encountered. Of course, one should not be influenced and consumed by public opinion, about a discourse that does not necessarily match our identity. And do not easily swallow information about the limitations of women as social beings.
2. It is hoped that this research can develop studies related to the study of critical discourse analysis. To reduce students' academic anxiety in discussing the study of Foucault's Critical Discourse Analysis. And it is expected to provide more books related to Critical Discourse Analysis. So that students have no trouble finding books related to research.

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