

Sara Mills Critical Discourse Analysis of Gender Stereotypes in Webtoon “I Wanna Be U”

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ABSTRACT

Keywords

Gender Stereotypes
Patriarchal
Sara Mills
Webtoon

Webtoon “I Wanna Be U” is a royal digital comic that will be released in 2020. In this webtoon found a gender stereotype that refers to a patriarchal culture, which is then becoming a research urgency. The aim of this research is to find out how Sara Mills' Critical Discourse Analysis of Gender Stereotypes in the Webtoon "I Wanna Be U" works. This research uses the kind of qualitative research with the analysis of Sara Mills's critical discourse. This study uses media text analysis, as the research material in looking at the signs in the webtoon "I Wanna Be U". Based on the results of the research, some forms of gender stereotypes on this webtoon are caused by a patriarchal culture, which is dominated by a stereotype of a weak female figure.

1. Introduction

The phenomenon of gender stereotyping is a common belief that simplifies the characteristics and roles considered unique to men and women in society. Gender stereotypes generally limit individuals in their ability to live their lives according to the expectations that society has set. This can have a negative impact on individual development as well as the creation of gender roles. Even the issue of gender stereotyping is something that is very familiar to the public (Sufiyah & Martinus Legowo, 2023). However, this does not rule out the possibility that there are still people who do not realize how gender stereotypes work. Gender stereotypes arise because there is still a widespread practice of patriarchal values in society, even the practice of patriarchal values is still very much embedded in the culture of Indonesian society.

Gender stereotypes also enter various domains such as the media. Media, as we know, has a big role in influencing a person's perspective, so gender stereotypes in the media can reinforce and expand views on gender roles. For example, in a movie or advertisement, women are often portrayed as passive supporting roles or even just as a role model or just sexual object. This will certainly emphasize the individual's opinion on gender stereotypes. Then, as in the results of research on gender stereotypes in the movie “Rumput Tetangga” where it was found that women are still in the shackles of patriarchy because the profession of women in the film is only a housewife. Film media unconsciously depicts injustice in reality, but is not realized by the audience, or even vice versa becomes an intermediary (Novianti et al., 2022).

Not only in an audio-visual work, gender stereotypes can also occur in other works, one of which is a webtoon. In addition, it is not uncommon for there to still be certain instances that display gender roles in a stereotypical way in webtoons. For example, stereotypical gender roles are played out and excessive sexualization of female characters. Some webtoon titles such as “Mistake, Young Mom” depict female characters by emphasizing that women are often the sexual victims of male characters. Whereas in the webtoons “Beauty in A Click and True Beauty”, female characters are portrayed as

weak, victims of bullying, showing that a woman must have a beautiful face. Things like that are a form of gender stereotyping that cities commonly encounter.

Female characters in royal-type webtoons are often shown as weak, while male characters are portrayed as strong and mighty. In addition, the characters women are often portrayed as objects of sexual desire for male characters or as prizes for male characters if he manages to win her over. It is important to remember that these types of gender stereotypes can be observed not only in stories published on webtoon but also in other forms of media. Webtoon, as a platform popular among teenagers and young people, has the potential to play a role in changing public understanding of gender roles and encouraging the creation of more complex and diverse characters.

"I Wanna Be U" is one of the digital comic titles on webtoon. Webtoon "I Wanna Be U" tells the story of two princesses, Psyche Poli and Medeia Beliard, who compete for the position of royal princess by becoming the spouse of the imperial heir crown prince, Iaros. Medeia won the competition to become the crown princess but Iaros the crown prince suddenly chose Psyche Poli to be his companion. Because of that Medeia was determined to take Psyche's position, but unexpected events occurred, the souls of Medeia and Psyche were swapped. Furthermore, various strategy battles occur between the characters. The story in this webtoon presents the character Medeia who is described as strong and intelligent while the character Psyche Poli is described as weak.

In most stories, a princess is often portrayed as a woman who lives up to all of society's expectations of what a woman should be, where characters are usually shown as beautiful, respectful, kind, and caring for one another. Princess is usually shown as a woman who has beautiful, shiny hair and wears elegant clothes. These are qualities that are considered references to what constitutes ideal femininity in today's society. As a result, despite the progress that has been made in the world of comics, gender stereotypes are still often used in narratives. For example, female characters are often portrayed as gentle and compassionate, while male characters are usually depicted as strong. Additionally, the general public often holds the idea that women are less suited to hold positions of authority than men. This can be seen from the small number of female presidents, quoted from DetikEdu, as of April 21, 2023 there were 13 female leaders in the world out of 193 PBB member states. Meanwhile, when viewed as a whole, a total of only 59 of the 193 PBB member states have ever had female leaders (Septiani, 2023).

On the other hand, there have been efforts made by some authors to change this stereotype by showing intelligent and independent female characters in their works. This has the potential to set a good example for readers, especially for women who may feel limited by existing gender stereotypes. Stories should reflect the richness and complexity of real beings in their descriptions of gender roles in the characters they create. As a result, there are currently many webtoons that depict the main characters as confident, strong, and brave women and weak male characters. These webtoons portrays independent women as invincible to men. Like the character Medeia in the "I Wanna Be U" webtoon, she has a more complex and courageous personality that is less bound to traditional feminine stereotypes.

But even so, webtoons with strong female characters usually still need men to help them in some situations. Therefore, this makes the image of women inseparable from a weak image. Based on the explanation above, researchers are interested in conducting research with the title "Sara Mills Critical Discourse Analysis of Gender Stereotypes in the Webtoon "I Wanna Be U" ".

2. Method

This research uses qualitative research with Sara Mills' critical discourse analysis. Sara Mills' critical discourse analysis in his analysis model looks at how an actor is presented in the text. The position in terms of who is the subject of the storytelling, who is the object, and how the reader's position in the text will determine the structure of the text and how applies as a whole. In this analysis, a representation of the way a particular person, group, action or activity is displayed. Its appearance is accompanied by an accompaniment of injustice expressed by someone in the text and an attempt to bring others into disrepute. All models of discourse analysis focus on linguistic processes and discourse strategies for presenting oneself well and presenting others poorly.

Sara Mills expressed that this approach places the reader in a central role in relation to interactions with other readers. This approach recognizes that text is not only a produced element, but also that text is a received element (Lesmana & Valentina, 2022). The characteristic of this thinking is that there is a separation between thought and reality. In this research, women are the focus. A character can be seen as a representation of a person's subject in a scenario where a party is placed in the role of an interpreter (Widiyaningrum, 2021).

Table 1. Sara Mills Research Model Framework

LEVEL	THAT YOU WANT TO SEE
Subject-Object Position	Seeing how a phenomenon is, who is the subject of the story, who is the storyteller, and who is the object of the story. Is there an opportunity for each social group and actor to show themselves, their thoughts, or presence, or even for their views to be shown from the perspective of others? and other groups.
Writer-Reader Position	How the position of a reader is presented, and plays a role in the text, how the reader places himself in the text is shown. And which group the reader belongs to.

This type of research uses media text analysis, which is a study material in seeing the signs that strength then this webtoon in conveying messages in the webtoon "I Wanna Be U". In accordance with qualitative research theory, to get quality research results, data collection must of course be carried out in full, namely in the form of primary and secondary data. For primary data in the form of text in each part of the "I Wanna Be U" webtoon, while for secondary data obtained from data in the form of capture images taken from each part of the webtoon related to the phenomenon under study.

According to Moeloeg, the source of qualitative research data is in the form of words and spoken words that are observed by researchers, as well as finding hidden meanings from the secondary data obtained (Siyoto, 2015). So, the researcher chose a qualitative approach for the first reason, the researcher wanted to know in depth related to the object under study about how a comic artist depicts the characters in the story. Second, with a qualitative approach, population and sampling are not a benchmark so that this research prioritizes depth over breadth.

3. Result and Discussion

Gender stereotypes that exist in this author's research are often found in everyday life, especially in social life in society. Researchers found previous research that revealed that gender stereotypes are not influenced by feminine and masculine traits, and the two are not even related.



What is discussed in this study is about gender stereotypes in the webtoon entitled "I Wanna Be U". About how the comic artist of the comic depicts the characters in it whether it still uses traditional construction understanding in describing female characters or not.



3.1. Results

This research uses Sara Mills' critical discourse analysis. Althusser and Sara Mills place a high priority on the position held by actors in the text. This research focuses on how female characters are portrayed in the story. An actor can be seen as a representation of a person's subject in a text where a party is placed in the role of an interpreter.

Table 2. The Position of Woman as Subjects in the Webtoon “I Wanna Be U”



NO	EPISODE	IMAGE	WHAT YOU WANT TO SEE
1.	“I Wanna Be U” Ep. 3	<p>Source; Capture from webtoon “I Wanna Be U”</p>	<p>Character:</p> <ol style="list-style-type: none"> 1. Iaros 2. Princess <p>Medeia Description: Panel on episode 3, occurs when Iaros met Medeia's daughter. At that time Psyche was inside Medeia’s body. Iaros strangled Medeia as he said:</p> <p><i>"You said you were sick so you couldn't be interrogated, but how dare you come here"</i></p> <p>Then in the next panel in the same episode, it can be seen that Psyche that are in the body Medeia was musing as she said:</p> <p><i>"But I'm weak, I can't face him like Princess Medeia"</i></p> <p>From the panel, it can be seen that the female character here is depicted as weak and unable to fight. This illustrates how stereotypes of weak women can be found not only in social life but also in works such as comics. Of course, this shows that stereotypes about weak women still exist in society and continue to exist promoted through various media including comics.</p>
2.	“I Wanna Be U” ep 28		<p>Character:</p> <ol style="list-style-type: none"> 1. Princess Medeia <p>Description: Panel on episode 28, we can see the figure of Medeia who learns and continues to learn even from a young age. This</p>



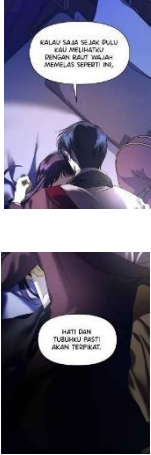
			<p>happened because Medeia was indirectly required to be able to master various things, until at one time Medeia experienced nosebleeds due to fatigue but did not dampen her determination to continue learning.</p> <p>There is a text kit on this panel which is:</p> <p><i>"My parents seem to hate me because I'm such a bad girl. I also thought that they would notice me if I became the smartest person in the country. I started to lose meaning after living like that for so many years."</i></p> <p>From the quote above, it can be seen that Medeia tries to fulfill her parents' expectations in order to get recognition. This is in line with the stereotypes that are often experienced by women in everyday life, namely that women are often considered incompetent.</p>
<p>3.</p>	<p>"I Wanna Be U" ep 60</p>		<p>Character:</p> <ol style="list-style-type: none"> 1. Iaros 2. Princess Medeia <p>Description: The meaning of the picture on panel episode 60 as follows:</p> <p>Iaros cornered Medeia by covering Medeia's mouth with his hand in this case it looks as if Iaros wants to be in control of Medeia, this assumption is reinforced by Iaros' words to Medeia, namely:</p> <p><i>"If you keep your mouth shut no one will know"</i></p> <p>Medeia, who realized Iaros' intention, thought to herself:</p> <p><i>"He wants to take all my services"</i></p> <p>The statement above shows that Medeia's position here is depicted as weak so she can't fight back. In this</p>


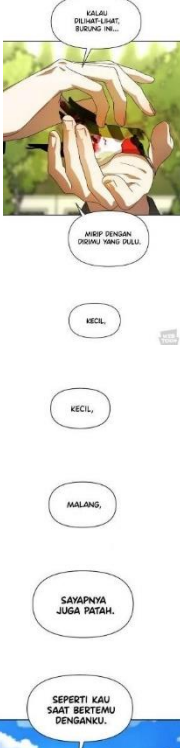

			<p>panel Medeia experiences violence because of the unequal power between the two.</p>
<p>4.</p>	<p>“I Wanna Be U” ep 67</p>		<p>Character:</p> <ol style="list-style-type: none"> 1. Medeia 2. Teson Beliard <p>Description:</p> <p>From the panel cut webtoon in episode 67, it can be seen that Medeia, who is only a woman, is so easy to controlled or cornered by men. In addition, due to the difference in power, in this panel Medeia experiences violence perpetrated by her father. The weak Medeia just accepts the treatment from her father without being able to fight back and can only beg and whimper in pain.</p> <p><i>"Dad I'm in pain, it hurts so much"</i></p> <p>Basically, we often encounter various types of stories in the royal genre that have weak princess characters, and are easily controlled by men. This webtoon also contains the same thing although in this webtoon. Not all princesses are portrayed as weak, but it cannot be denied that princesses here are also still under the power of men.</p>
<p>5.</p>	<p>“I Wanna Be U” ep 85</p>		<p>Character:</p> <ol style="list-style-type: none"> 1. Guests 2. Medeia <p>Description:</p> <p>The context of the panel in episode 85 is that a woman is often in an unfavorable position, where there are views on gender that are often experienced by women. For example, a stereotype that assumes that if a woman is adorned it will be considered as a provoke male attention as described in Dr. Mansour Fakih's book. It is the same with this panel where any clothes used by Princess Medeia will definitely cause negative issues.</p>




			<p>This can be seen in the following text excerpt:</p> <p><i>"Everyone is opening their eyes wide and watching how I act. Nowadays even one small thing can be interpreted in different ways and cause suffering. All this attention is really troublesome. Just a dress can be an issue, if I dress modestly, they'll mock 'she's become a hobo' - Medeia"</i></p>
<p>6.</p>	<p>"I Wanna Be U" ep 105</p>		<p>Character:</p> <ol style="list-style-type: none"> 1. Medeia 2. Prince <p>Description:</p> <p>The panel in webtoon I Wanna Be U episode 105 shows that the princess of Medeia is was seduced by a prince. The prince came into Princess Medeia's room wearing revealing clothes and offered himself to her. This can be seen from the excerpt of the conversation between the two, namely:</p> <p><i>"please enjoy as much as you like"</i></p> <p>Princess Medeia replied</p> <p><i>"sorry for laughing, there are lots of handsome people around me"- Medeia</i></p> <p>If you look at this panel, this is a common thing that happens in most stories with royal genre where princess characters are often depicted as satisfying the desires of princes and kings. This finding is evidence that stereotypes of women such as those in this example are often found even in works modern literature.</p>

Table 3. The Position of Women as Objects in the Webtoon “I Wanna Be U”

NO	EPISODE	IMAGE	WHAT YOU WANT TO SEE
1.	“I Wanna Be U” Ep 6	 <p>KURUNG PSYCHE DIFENGLAS BAWAH TAMAH</p> <p>AGAR DIA TIDAK BISA BERHUBUNGAN DENGAN MEDEIA.</p> <p>PUTRA MAMONTAN</p> <p>SEE!</p> <p>AKU ANAK MELEKONANAL SEBELUM BAWAAN ULANG TAHUN.</p> <p>INI SEMALU KARENA AKU MENCINTAMU!</p>	<p>Character:</p> <ol style="list-style-type: none"> 1. Psyche Poli 2. Iaros <p>Description:</p> <p>The panel in episode 6, occurs when Iaros asks his bodyguard to lock Psyche in the dungeon so that Psyche can't meet with Princess Medeia. Here Iaros argued that he locked Psyche because he loved Psyche.</p> <p><i>"Lock Psyche in the dungeon, so that she cannot have contact with Medeia - Iaros"</i></p> <p><i>"Crown prince! - Payche"</i></p> <p><i>"I'll let you go before the birthday banquet, it's all because I love you - Iaros"</i></p> <p>In this panel, Psyche is depicted as a stupid figure who is easily fooled by Iaros. Punish for good reasons. This is a form of stereotype that is often accepted by women where they are often seen as stupid figures.</p>
2.	“I Wanna Be U” ep 8	 <p>KALIAN SEMUA ADALAH KESETIA YANG DILATIH PUNAK ISTENA SEKELAS BANGSA.</p> <p>PERSEPPUN ITU LUNAK!</p> <p>SEBANYAK SATU DIRANG PUN CUKUP.</p> <p>SUP AKU INDAH MELAKUKANNYA DENGAN SIKUT!</p> <p>TUING</p>	<p>Character</p> <ol style="list-style-type: none"> 1. Iaros <p>Description:</p> <p>Image on the episode 8 occurred when Iaros planned to send his knight to kill Psyche. In this panel, it can be seen that the author of this webtoon describes that a woman is a weak figure so that only one person enough to kill a woman.</p> <p><i>"You are all knight trained by the palace in secret. Women are weak. Actually, one person is enough.... but I want to do it for sure. Kill my beloved...-Iaros"</i></p> <p>In addition to this conversation, the image of weak woman can also be</p>

			<p>seen from the imagery used, namely a pioneer who is controlled as an image of a weak woman.</p>
<p>3. "I Wanna Be U" ep 29</p>			<p>Character:</p> <p>1 Teson Beliard</p> <p>Description:</p> <p>The panel in episode 29 is the expression of Medeia's father when he learned of the rumor that Medeia was going to kill him.</p> <p><i>"Medeia cannot attack me which is her father because Medeia will be hurt if there is a blemish on the name 'Beliard' as long as our bodies are still fed by the same blood, the tip of her sword will not point at me – Teson Beliard"</i></p> <p>From Medeia's father's statement above, it can be seen that here the figure of Medeia is depicted as if she has a gentle nature and is easy to sympathize with, especially with regard to family so that she wouldn't have the heart to hurt her own family members. Similar to the stereotypes of women that we often encounter, women are often considered weak, and easy to sympathize with.</p>
<p>4. "I Wanna Be U" ep 33</p>			<p>Character:</p> <p>1. Iaros</p> <p>Description</p> <p>The panel in episode 33 occurs when Iaros comes to Medeia's residence and met Medeia who was injured. Seeing Medeia who didn't put up any resistance and showed a pitiful expression, he approached Medeia and said:</p>

			<p><i>"If you had seen me with this pitiable face long ago, my heart and body would have been captivated. You could have become my consort. Not Psyche but you Medeia - Iaros"</i></p> <p>In this panel can be found that women are depicted as satisfying the lust of men, supported by the phrase "hearts and bodies will be captivated" showing that women can be provoke male lust even just through facial expressions.</p>
<p>5. "I Wanna Be U" ep 38</p>			<p>Character:</p> <ol style="list-style-type: none"> 1. Iaros 2. Psyche <p>Description:</p> <p>The panel in episode 38 depicts the expression of Psyche weak, small and poor figure before she met Iaros, As seen in the following quote:</p> <p><i>"If you look at it, this bird issimilar to your old self. Small, poor, and with a broken wing. Just like youwere when you met me - Iaros"</i></p> <p>This shows that the psyche is dependent on the Iaros so that it can change as it is now. This is in line with the stereotype that women are dependent on men because of their weakness.</p>
<p>6. "I Wanna Be U" ep 73</p>			<p>Character:</p> <ol style="list-style-type: none"> 1 Royal servant <p>Description:</p> <p>The panel in episode 73 shows the servants talking about Psyche, where they belittle Psyche by saying that Psyche is stupid.</p>

			<p><i>"He was so well-mannered that they welcomed him kindly. While they the sober one just smiles while thinking 'stupid psyche lady'- the waitress"</i></p> <p>From the text, it can be seen that the author describes Psyche as a figure who is considered incompetent so that other people judge Psyche as a stupid person.</p>
7.	"I Wanna Be U" ep 87		<p>Character:</p> <ol style="list-style-type: none"> 1. Waiter <p>Description:</p> <p>The panel in episode 87 is a conversation that takes place between the servants in Psyche's residence, they talk as if Psyche is a stupid person who is easily tricked, and weak so that it can be trampled.</p> <p>As found in the following conversation excerpt:</p> <p><i>"If you're jealous, you should support me too. Misspsyche is easy to trick. So good that she can be trampled on. It deserves to be stepped on anyway...- waitress."</i></p> <p>This shows that again, women are always considered stupid and weak, so men often take them for granted under estimate women.</p>
8.	"I Wanna Be U" ep 89		<p>Character:</p> <ol style="list-style-type: none"> 1. Beliard family 2. Medeia <p>Description:</p> <p>Often the female figure which become leader underestimated because woman is not considered competent. So that if women serve as leaders will be questioned. We often encounter this type of stereotype in the social life of society. However, this phenomenon is not only found in social life but also in the scope of artwork.</p>

			<p>As in the panel in episode 89 of the webtoon “I Wanna Be U” where the figure of Medeia who dreamed of the Beliard family at that time was underestimated because she was a woman.</p> <p><i>"Tension is too difficult to conquer. But I knew it would be like this someday. The new head of the family is not the eldest son."</i></p> <p><i>"Who then?"</i></p> <p><i>"Reportedly Medeia Beliard"</i></p> <p><i>"Huh?! That little girl? How can that be?"</i></p>
<p>9. “I Wanna Be U” ep 111</p>			<p>Character:</p> <p>1. Royal family</p> <p>Description: Stereotypes that are quite inherent among society about women is that women are always considered weak, so they must be protected.</p> <p>Like a conversation that occurred between the knights in episode 111:</p> <p><i>"Not to be arrogant, but I was once in the final of an imperial match. We will protect Duchess who are weak so that nothing bad things happen. Please keep us near the Duchess."</i></p> <p>In this panel, it is clear that Medeia, who is a woman, is considered weak and powerless. Woman is considered weak and helpless so require protection.</p>

Table 4. Reader Position

NO	LEVEL	WHAT YOU WANT TO SEE
1.	Reader	<p>The positioning of the reader is related to the mention of the reader written in the webtoon, where the positioning of the reader is generally linked in the text, such as by using the words you, you, and so on, where the reader is mentioned directly by the text (Eriyanto, 2001). Sara Mills also explained about who the text appeal to. This is what influences how the reader positions himself. In addition, the positioning of the reader can be recognized through the dominant reader. This can be seen from the following statement in the webtoon.</p> <p>“Look”</p> <p>“That is all...”</p> <p>“Eyeballs that seemed to say, let's see what commotion she will make”</p> <p>This expression is found in episode 75, where the reader's position leads to the point of view of male readers who often consider women to be trouble makers.</p>

3.2. Discussion

Looking at the explanation of the research results above, it shows that the author of the “I Wanna Be U” webtoon positions women not only as objects but also as subjects. The woman in this webtoon has the opportunity to tell her own story, telling about her position as a princess in this webtoon without going through other people's intermediaries. Then based on the analysis conducted on this webtoon, the author has made women a priority in storytelling. SAM through its stories has placed women not only in the position of objects but also as subjects. Where female characters are not told through the perspective of others. Even in some panels story, the author places the woman as the subject, while the man becomes the object.

Gender Stereotypes in The Webtoon “I Wanna Be U”. Looking at this webtoon by Sam using a gender perspective will certainly find some interesting issues to discuss such as the issue of certain gender stereotypes that appear in it such as position, labeling, traits, and roles. Sara Mills' critical analysis is used in this research to show how stereotypes occur in this webtoon with certain meanings.

Sara Mills' discourse analysis emphasizes her attention primarily on discourse about feminism, where women actively determine their subject positions and roles in the process of negotiating discursive boundaries (Sara Mills, 2001). These positions in terms of who is the subject of storytelling and who is the object of storytelling will determine how the text is structured and how meaning is constructed as a whole.

Based on the explanation above, mass media is one of the factors that is considered to influence the formation of an ideology that will be understood by the community as commonplace. The media effect will also have a stronger impact because considering that the female figure shown is a way to reinforce the stereotypes that are being portrayed already exists in society.

Webtoon is one type of comic in digital form. “I Wanna Be U” is a comic with several gender conflicts in it. The problem of how men are shown to have a lot of control over women, while women are under the control of men because of their depiction of being weak figures. In this webtoon, the position of women is weak, where women will be considered successful if they succeed in getting an established man. The webtoon “I Wanna Be U” tells the story of two princesses who fight for the

position of empress, but because one of them fails, the princess who fails is discriminated against because of her failure.

Gender and the Marginalization of Woman. Marginalization is when a person is placed in a position of unfreedom, unable to do things, and unable to make important decisions (Griffin & Gabriele, 2017). Marginalization is also defined as a process in which a group or individual does not have access to an important position in terms of economic, religious, or other positions. Meanwhile (Fakih, 2013) argues that the act of marginalization is the same as impoverishing a people because it does not give them the opportunity to be able to develop themselves.

There is still a lot of marginalization of women, not only in society but also in art. There is often a labeling that states that women are figures who have no power. In the webtoon "I Wanna Be U", several forms of marginalization are found such as Medeia who is always required to fulfill her father's wishes without her own consent. This is a form of marginalization where Medeia does not have full control over her own life.

Gender and Subordination. In the case of subordination, women are considered irrational so that from this assumption women are considered unable to become leaders. Therefore, women are often placed in an unimportant position. Subordination of women is defined as the assumption that women are weak, unable to lead, whiny and so on, resulting in women being second to men (Syafe'i, 2015).

In the webtoon "I Wanna Be U", several forms of subordination are found, such as when Medeia became the head of Duke Beliard's family, many nobles underestimated Medeia's leadership because she was only a woman, considered weak and unable to become head of the family. In fact, many of the women compared Medeia to her older brother. They thought that Medeia's older brother was more suitable to be the head of the family.

Until now, Indonesia still adheres to a patriarchal culture, where women are considered unnecessary for higher education because they will work in the household. In addition, women are in lower positions than men, so if women occupy higher positions, they will be underestimated because of the assumption that men should be responsible for such positions.

Gender and Stereotypes. In general, stereotypes are a form of labeling given to a particular group. This labeling will then have an unfair impact. Gender stereotypes are generally often experienced by women, for example, stereotypes that originate from the assumption that women who dress up are considered to attract the attention of the opposite sex. Women's sexuality is interpreted as an object that can be traded and deserves to be interpreted as something called privilege for men (Susilo & Haezer, 2017).

Women and their bodies are perceived as something wrong, where women's bodies are considered part of a larger framework of sexuality that is not worthy of debate by women themselves (Butler, 2006). In the view of (Butler, 2011), conversations about women's bodies and sexuality are closely related to the unbalanced relationship between the use of language labeled feminine and masculine. The use of words such as raped, molested, abused, and burned are used by the media on women who are directly involved in sexual activity (Susilo & Haezer, 2017).

In the webtoon "I Wanna Be U", several times a form of stereotyping related to female sexuality was found. There are panels that show the depiction of women who want to be fucked by men coupled with text that shows that as if the female body can be used as an asset to lure men to get what they want. This finding reinforces the notion that women's sexuality can be interpreted as an object that can be traded.

Gender and Violence. The difference in strength between women and men results in physical and psychological violence. Generally, this form of violence is often experienced by women, this happens because of the difference in strength between women and men. In the webtoon "I Wanna Be U", there is a discovery where female characters often get harsh treatment. Female characters in this webtoon are often cornered and depicted that they cannot fight back and can only surrender when they get this treatment. Examples of violence that occur in this webtoon are when Medeia was slapped by her father, then when Iaros cornered Medeia who was injured, another example is when Iaros wanted to kill his lover Psyche Poly. The forms of violence above are often encountered in everyday life,

especially in domestic life where news about domestic violence cases is often found on social media, which often even cause serious impacts on victims.

Gender and Workload. There is a belief that women are spoiled and therefore not fit to be the head of the family. There is a stereotype that women's work is inferior to that of men. Women have been given the understanding that they must pursue their gender roles. Meanwhile, men are required to pursue various jobs (Fakih, 2013). Women who have worked for a living are still required to take care of household affairs because women are only considered as additional breadwinners. In the webtoon under study, female characters break stereotypes about the workload between women and men. The female character manages to obtain a high position with her own efforts. She managed to rise to become the head of the family, which is usually held by men, although in the end she was still underestimated because of her status as a woman.

4. Conclusion

Media has a big role in changing people's mindset in social life. This includes issues related to women's issues, such as women who continue to receive negative stereotypes due to the patriarchal culture that continues to be presented by the media. This will certainly fertilize the stereotypes that have long been attached to women. The social symbols that have been attached to women are processed in such a way by creative artists, so that their position is even stronger in the minds of the public.

Based on the results of the research, analysis, and explanations that have been described regarding stereotypes in the "I Wanna Be U" webtoon, conclusions were found based on Sara Mills' critical discourse theory such as, from a total of 126 episodes analyzed, 16 episodes contained elements of stereotypes of women. Where the findings are dominated by stereotypes in the form of images of weak women. In addition to these stereotypes, the webtoon also found many negative depictions of women, for example, women are depicted as sexual objects.

From the explanation above, it can be concluded that the media, including news, advertisements, television, magazines, and works of art (comics), participate in preserving ideologies related to stereotypes against women, they tend to be insensitive to women. The media always portrays women as figures who exist in helplessness in the face of male domination.

5. Acknowledgement

In preparing this research, the author was assisted by various parties, both material support, moral and motivational so that the author could complete this writing. Therefore, the author expresses her thanks to: (1) Allah SWT, thanks to His mercy and grace, the author was able to complete this research well. (2) Mr. Dr. Muchlas, M.T., as rector of the university of Ahmad Dahlan. (3) Mr. Wajiran, S.S., M.A., Ph.D. as Dean of the Faculty of Literature, Culture, and Communication of Ahmad Dahlan University. (4) Mrs. Fitrinanda An Nur, S.I.Kom., M.A. as head of the communication department of Ahmad Dahlan University, and as tutor lecturer. (5) Mr/Mrs of a lecturer in a communication science program of Ahmad Dahlan University. (6) Mr/Mrs of officers and staff in the literary, cultural, and communications community of Ahmad Dahlan University (6) The author's parents are always giving prayer and sincere support to the author. (7) Nur Fatin Adilah, a someone that always accompanies, gives the author the enthusiasm, support, help, and motivation to complete this research And last all my friends who always supported me, especially Afifah Asya Azizah.

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