

**MEDIA PRESENTATION OF WOMEN POWER
STRATEGY IN *SCANDAL TV SERIES SEASON 7***

THESIS



BY:

KARUNIA MAULIDIA PERMATA SUGIARTO

REG. NUMBER: A73216114

**ENGLISH DEPARTMENT
FACULTY OF ARTS AND HUMANITIES
UIN SUNAN AMPEL SURABAYA**

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I am the undersigned below:

Name : Karunia Maulidia Permata Sugiarto

NIM : A73216114

Department : English

Faculty : Arts and Humanities

University : UIN Sunan Ampel Surabaya

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MEDIA PRESENTATION OF WOMEN POWER STRATEGY IN *SCANDAL*
TV SERIES SEASON 7

By:

Karunia Maulidia Permata Sugiarto

Reg. Number: A73216114

Approved to be examined by the Board of Examiners, English Department,
Faculty of Arts and Humanities, UIN Sunan Ampel Surabaya

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Thesis Advisor



Prof. Dr. Zuliati Rohmah, M.Pd.

NIP. 19703032000032001

Acknowledged by:

The Head of the English Department



Dr. Wahyu Kusumajanti, M.Hum

NIP. 197002051999032002

EXAMINER SHEET

This thesis has been approved and accepted by the Board of Examiners, English Department, Faculty of Arts and Humanities, UIN Sunan Ampel Surabaya on July 23rd 2020

The Board of Examiners are:

Examiner 1



Prof. Dr. Zuliati Rohmah, M.Pd.
NIP. 197303032000032001

Examiner 2



Dr. A. Dzo'ul Milal, M.Pd
NIP. 196005152000031002

Examiner 3



Raudlotul Jannah, M.App.Ling
NIP. 197810062005012004

Examiner 4



Suhandoko, M.Pd.
NIP. 198905282018011002

Acknowledged by:
The Dean of Faculty of Arts and Humanities
UIN Sunan Ampel Surabaya





**KEMENTERIAN AGAMA
UNIVERSITAS ISLAM NEGERI SUNAN AMPEL SURABAYA
PERPUSTAKAAN**

Jl. Jend. A. Yani 117 Surabaya 60237 Telp. 031-8431972 Fax.031-8413300
E-Mail: perpus@uinsby.ac.id

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Nama : Karunia Maulidia Permata Sugiarto
NIM : A73216114
Fakultas/Jurusan : Adab & Humaniora/Sastra Inggris
E-mail address : karuniamaulidia17@gmail.com

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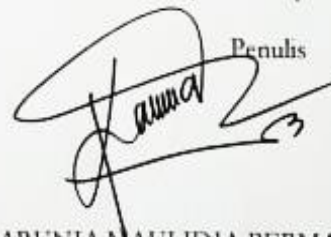
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Penulis

(KARUNIA MAULIDIA PERMATA SUGIARTO)

ultimate goal is to achieve gender equality in society. The strategy to implement this justice is to involve women in any development and any evolution (Marzuki, 2008).

The issues have an effect on any jobs for the rising female workforce. The concerns themselves impede women's movements, as a career woman, to do the task outside the home. There is a phrase about the career woman who works as "Makhluk Jenis Ketiga" (third form of creature) outside the house. Since career women have a negative image in which more attention is given to their jobs than to fulfilling their duties as housewives. Teta (2012) notes that the root of a trend in women's professions was Western Europe, which has a tradition of gaining their own lives since their age (14-18). Such different perspectives raise some other problems which prejudice the rights of women to have jobs as women in their homes. Fahlen (2016) stated in longitudinal research that women with a more influential socioeconomic status typically have less housework, higher schooling, and the higher income available, less conventional in gender ideology. The female housewives are often defined by the availability of resources, the philosophy of gender, and the other aspects of the official role. Fortune Magazine is researching the proportion of women in working life. The fact that only 41 % of women have a professional network to turn to – 61% of men compared to the other sixty-two – strongly affects El-Waylly & Mcgirt (2019). Promotions also come from the web, and it is not surprising that people are twice as likely.

Lakoff (2003, p. 161) argues that men have more power than women, as men are inherently interested in and retain power. If women do so, it would be

odd to find them unfeminine, harmful, and violent. The cultural traditions require women to be excluded from all political activity because the “woman” and “power” collocations can still confuse society. In the linguistic world, both men and women differ from each other in their way. In more indirect than overt, women are well identified. While women indirectly represent proper women, but more directly, because of the aggressiveness, it is a political action to deny women their expressive power because language is a much more reflective and contributing to the survival of stereotypes.

Estevez-Abe (2013) has investigated gender equality internationally by using the United States and Spain to promote the various institutional scenarios. The researchers believed that in the field of gender equality, Japan was still less concerned. The researchers aim to improve gender equality in the market economy and are mainly lacking in Japan in showing this. Such studies emphasized that women in Spain were as economically poor as Japan at the time as Japan, rather than Japan itself — gender equality. Besides, in the role of professional identity or the professions of young women, the author compared the education system between January and the USA.

The researchers pointed out that Japan and any other developed country indeed have differences in all aspects: education, pay gaps, and fluidity of the labor market, the law between Spain and the United States. The researchers have stated that Japan and Spain have the same results as America. Moreover, it is less apt to equate the developing world with an advanced country rather than to make

Japan the lowest country in gender equality. The researcher also does not, sadly, address the solution for additional steps to avoid gender inequality in Japan.

The gender inequality itself does not happen as long as it does not create a gap between women and men, so it is called the equality of gender. This problem will escalate when it comes to the significant differences in sex, particularly for women, that have led to various injustices. The causes of crimes must be analyzed in many ways. There are cycles of economic poverty, perceiving in political decisions, shaping stereotypes, abuse, the pressure of longer-term employment, and the cultural socialization of the importance of gender roles. Both treatments are meant to explain how social equity contributes to discrimination (Fakih, 1997, p. 13).

The inequality of gender led to various protests, interventions, legislation, and the voice of feminism in gender equality campaigns. It can be sponsored in so many ways, and one is via the media — TV, radio, and newspapers. The press also draws on a large-scale interpretation of the environment to help make the viewers relevant. Checking how the press is both talking and assisting in the comprehension, how the media makes the insight of the world that conveys the control over gendered personalities. A growing number of female feminist scientists are fascinated and interested in male-centered society problems, and the way people think about how men, the general public, the environment and themselves, respond to society as gender. Concerning “gender equality,” several scholars have discovered that even gender and speech are related (Soza, 2014). The way contemporary women today differ, such as the historical papers of the

viewed as the central issue found in women activists' arguments from post-structuralism. As he clarifies the media as a dialogue field, the author focuses on how the entertainment media synchronize and demand women's characters. The writer studied the dynamics of voice, gender, and media, and analyzed, in particular, the popular TV show, *Girls*, in connection with the strategy for the critical discourse study, reading, and deconstruction in Foucauldian. While comprehensive work on media and gender has been done on-part, women's roles are guided explicitly by considering the popular TV programs. Sadly, the subject of the present study would be different because the stories of *Scandal TV Series Season 7* have an incredibly dramatic political and love scene. Female president, chief of staff, female detective are also the female characters. When the *Scandal Season I* was on going, Lalitya (2007) reports that the rating reached until 7.3 million viewers in their first point, while 10.2 million viewers reached *Scandal Season 5*. The recognition and award have shown that scandal shows and casts are received.

The author has found that serial *Scandal* actually has interesting plot of story, moreover with the female characters—Olivia Pope, Mellie Grant, Quinn Perkins, and Abby Wheelan. Four of them are basically the main lead female from the season 1 until the last one or the season 7. Therefore, the researcher has chosen serial *Scandal* as the object of the study, specifically in the *Scandal TV Series Season 7*. Because, the last season or season 7 has more interesting of the story plot and also there are some dynamic changing of status of each female character. Thus, taking the *Scandal TV Series Season 7* as the object of gender

equality discourse, it could also relate to the work of Foucault clarifies a move within basic conventions towards understanding the material component of social action. Many scholars who follow Foucault's (1980) work on equating power with knowledge from this fundamental or traditional critical perspective. Power-ladder is a specific method of getting to know something and every way of knowing. Foucault conceptualizes control as a framework carried out by everyone except not restricted in any individual, helping to naturalize the implications of a specific situation.

Thus, the researcher now considers that CDA should grow into a media domain. Once the stimulating media is used as an expression, the texts analyzing them can be used with identical expectations. When the TV opens a "life film" truth to the public, it creates something for which audiences can relate. When looking at Television as an introduction to something concrete, partnerships inside the Television scenes will take place in real life. If the author is aware of the TV script, the author has a passion for the "normally" language that TV can provide as well as the co-operation of the characters inside the TV show. Since the characters are the essential component of the last TV shows and the scenes are over and happen again, the plot, the relationships. The discussions are conducted in a dominant realm instead of in an unforeseen situation. It can be pursued and well presents. It is something. In the network, nonverbal activities are accessible as focus zones (also read as texts). The TV reveals the knowledge, which is both verbal and visual. Cinematics and settings of wardrobe, lighting, and locations, the production of the camera, and the blocking of character are all non-verbal

signs of reflecting a piece of communication between the personalities on the screen. The CDA strategy is useful to break up the material expressed when we talk of TV as a confined discourse. Especially when exploring what is introduced on TV through CDA strategies can be helpful, including a way to deal with CDA in Foucauldian.

Therefore, the present research aims to make the various objects of the study more up-to-date and to receive several awards. The author wants to examine the influence of women in the *Scandal TV Series Season 7* according to their characteristics. The author chooses the subject instead of other storyline options from another TV series because it had already released seasons and episodes. The casts and the program were also honored with multiple awards – 7 nominations and 2 Emmys for the trophies. In the earlier study, the writer focused on a common woman with primary and general status in her everyday life through media — television series. Still, today the author emphasizes female power through television series. Soza (2014) took a theme similar to that of a thesis study. Although considerable research has been paid into how women have been developed to progress towards becoming full-powered women, they are independent, assertive, elegant, decisive, have a spirit of leadership. The reason is Olivia Pope and her new post as Chief of Staff of President of Malie Grant, the women, and command of B613 prefer to choose the scandalous season 7 over other seasons as the story focuses on the white house and its problems. It also shows Quin Perkins in his attempts to deal with and suppresses political controversies as the boss for Quin Perkins & Associates, the crisis management

things as equivalent and unique. The language also equals and directs intelligence, which increases the world's system of being or doing (Foucault, 1970). Naturally, people are introduced as a general public where there are structures of this information and knowledge. When individuals come to know themselves with a common purpose in mind that debate has naturalized, they often express the capacity to inspire and oblige future human outcomes. There can be implications along these lines of understanding how we research the relation between discourse and gender equality, which guides against gendered subjectivities.

Foucault (1977) presents a perspective on the relationship between skill and knowledge in the analysis of power. Thus, in general, we believe that experience allows us to do things without a theory that we could not do. Foucault (1977) says intelligence is the ability to influence others. Only Foucault (1977) says energy is neither ownership nor capacity. Power is not subject to economic interest or serves it. Foucault (1977) argues that power relations' pattern did not come from the authorities or the state; power can not be conceived as belonging to an individual/class. Power is not a particular commodity that can be acquired/achieved. Power is networked, spreading all over the place. Power analysis should not focus on the level or primary objectives, but on the point at which power is applied. Foucault (1977) wants to change the attention focus from a question like, "who has power?" to a process that shapes the subject as a result of the dominant influence.

2.2 Gender Equality

Gender construction is no longer around us, especially in American culture; in so far as it concerns all social orders in the world, the practice of organizing depends on gender roles. The survey usually presented is whether one is brought into the world with an innate concept of gender or whether our gender preferences are developed through our experience of social construction. Gender inequality continues to be an intriguing issue; brutality, misuse, subjugation, and the dilemma of a career woman. They could not have been denied both as a woman and as a society.

The movement for gender equality and feminism's voice has been overgrowing in this period. Because at this point, gender itself is something we can not avoid and ignore so easily; indeed, it is part of how societies are organized around us, with every community making those requests differently. Gender is a critical component of our character; it happens once in a while. It is neglected because of something people have but not something that people are effectively "doing" together. Gender inequality itself does not make any difference as long as we do not create a large gap between the — male and female things. This problem would emerge when the disparities or the high contrast between men and women have resulted in some inequality, especially for women (Fakih, 1997, p. 13).

King (2004) states that the notion of opposition between men and women is supported by the categories of contrast, such as mind/body, culture/nature influenced by ideologies of gender. In the mind/body dualism, the body and the brain are seen as very isolated from each other, and the body is just the rough

holder of the brain. Those categories represent each female and male, for instance: man is mind and portrays the culture. Meanwhile, women are body and describe nature. The reason is that the men represent the rational, cohesive, and the thinking subject, whereas the women represent the irrational, emotional, and driven by instinct. Male and female should not put together about masculinity and femininity. Personalities that contribute to the body are discursively provided, creating specific characteristics taken as evidence of male and female incarnation, and making a particular distinction between them. Gender's "naturalness" is continually demanded, but masculinity and femininity are related to the body's disciplines that need work.

Equality between men and women has occurred in all life sectors – wages, society, workplace, in talks and community life-where, there is no gap between men and women. Holt stated in the article entitled "The Ideal Women," the period of freedom is marked by the emergence of the women's movement in the 1960s. For the majority of 10 years, a woman has actively generated a mass movement in the public sector, paying particular attention to labor issues. Significantly, this mass movement did not develop overnight. Despite the reinforcement of the domestic ideal, after the post-war period, women aspired to continue working. Thus, it implies that the issue of gender equality itself will improve or turn out to be better over time, year after year, with different outcomes that have occurred. Benerjee (2008, p. 188) elaborates the essential of bringing the equal representation, if the parties were actually mobilizing the masses on women's issues. Those should include within the party as well before being applied outside

equality between men and women. The purpose of women in every field of life, whether family, financial, child care, or improving the quality of life, has an essential and essential mission. If women play such roles, they should be aware of their potential for multi-tasking. It must be conceivable that male influence does not deliberately underestimate them. The media have an essential role to play in vocalizing its potential as an actual reality of significant changes and meaningful life in society under these circumstances (Kumari & Joshi 2015).

The media image of gender equality influences how people draw the role of society between men and women as viewers. However, gender roles are the most specific and dominant themes in the media. Therefore, if the world wants to see and explore the change of gender equality, it must re-establish the traditional roles of women during this time. Woods (1994) stated the three motivational concepts describing how media speak about gender. First, the female part of the human being is described as insignificant or invisible. Second, men and women are seen as under-represented, meaning that males are the dominant class.

In comparison, women are portrayed socially in a stereotypical way, but subjected to lesser opinions about gender. Third, the explanation of the relationship between men and women confirms gender roles and normalizes the harshness of women. The concepts of these gender depictions, therefore, primarily create certain negative portrayals and pictures of women – and, of course, of people who are harmed in this case – who exist in the media, as if they were caged, understanding the world within, but not outside. This kind of language is

association with ShondaLand Production Company; Shonda Rhimes was the show's sprinter. Season centers around Olivia Pope and her new position as Chief of Staff to President Mellie Grant. It also portrays Quin Perkins as the manager of its crisis management firm, Quin Perkins & Associates. The White House team and staff in Washington, DC, in their efforts to deal with, deal with and contain political scandals. The season was broadcast on Thursday nights at 9:00 p.m. until episode 18 when it aired in its original time-frame on Thursday nights at 10:00 p.m.

The researcher has considered and decided for choosing the four female characters of *Scandal TV Series Season 7*—Olivia Pope, Mellie Grant, Quinn Perkins, Abby Wheelan. There are several reasons of choosing the four female characters in *Scandal TV Series Season 7*. First, four of them are the main or the leading characters from the season 1 up until the last season or season 7. Second, four of the female characters have the important role and become the key of story plot. Third, the four female characters different background of job position. Moreover, the researcher does need to measure their power strategies according to differences of job positions. Fourth, the four female characters have interesting background of life and the struggle stories that might be able to encourage and to motivate other people, especially for women.

The first episode was titled "Watch Me," directed by Jann Turner and written by Shonda Rhimes. The second episode was called "Pressing The Flesh," directed by Tony Goldwyn and written by Matt Byrne. The third episode was titled "Day 101," directed by Scott Foley and written by Zahir Mcghee. The

fourth episode was titled “Lost Girls,” directed by Nicole Rubin and written by Ameni Rozsa & Austin Gozman. The fifth episode was titled “Adventures in Baby Sitting,” directed by Oliver Bokelberg and written by Severiano Canales & Tia Napolitano. The sixth episode was titled “Vampires and Blood Suckers,” directed by Jann Turner and written by Chris Van Dusen & Tia Napolitano. The seventh season, led by Sharat Raju and written by Mark Fish, was entitled “Something Borrowed.” Daryn Okada’s eighth season, Fernandez Brownell & Nicole Nardini, was titled “Robin.” The ninth episode, directed by Nzingha Stewart and Jess Brownell and Nicole Nardini Shonda Rhimes, was entitled “Good People.” The 10th season, directed by Kery Washington and written by Ameni Rozsa, was called “The People v. Olivia Pope.” The 11th season, led by Allison Liddi-Brown, was titled “The Army of One” and was written by Austin Guzman. Tony Goldwyn directed and wrote Raamla Mohamed’s twelfth episode, “Let Me Reintroduce Me Myself.” The thirteenth episode was titled “Air Force Two,” directed by Valerie Weiss, and written by Severiano Canales. For the fourth episode, Greg Evans and Jess Brownell & Juan Carlos wrote, “The List.” The fifteenth season, “The Noise,” written by Raamla Mohamed and directed by Darby Stanchfield. The sixteenth episode, directed by Joe Marton and by Chris Van Dusen, was entitled ‘People Like Me.’ The 17th season, led by Jann Turner and written by Mark Fish & Matt Byrne, was called “Standing in The Light.” The 18th season, directed by Tom Verica and published in Shonda Rhimes, was called “Over a Cliff.”

comfortable. You got familiar. You forgot who I am. You forgot to be afraid, and you overstepped.

In this situation, Jake Ballard is trying to overstep Olivia Pope's decision to President Mellie Grant. Jake Ballard does not agree with Olivia's decision, and he even tries to push and to persuade Olivia to change her mind. Unfortunately, it fails because Olivia Pope's position is higher than Jake Ballard's. So, that is the reason why Jake Ballard took the forward step to instigate President Mellie by changing Olivia's plan.

Fortunately, Olivia Pope successfully runs her action in releasing Joshua Steward by threatening Ambassador Marashi. Then, Jake is trying to apologize to Olivia because he realizes that he is wrong to go behind her back to President Mellie Grant. Olivia Pope starts to show her power strategy to respond to Jake Ballard's apology—by mentioning her status. Olivia Pope opens the discussion about having an affair with Jake Ballard is a mistake. Because of their romantic relationship, Jake forgets about the professionalism of work. Olivia feels regret having an affair with Jake. Olivia thinks Jake feels becoming more comfortable and familiar around her. So, that is why Jake becomes arbitrarily with his "boss"—Olivia Pope. Olivia firmly emphasizes her status as Jake's boss.

daughter. During the dinner, they are talking about the work-life, especially Olivia's work life. In this situation, Olivia Pope and Rowan Pope shows the lousy relationship as the family. In their conversation, Olivia keeps showing off her competence to her father as the Chief of Staff of White House partnered with Mellie Grant. Olivia intends to demonstrate her ability to Rowan for building dominance over power to him. Olivia thinks if she proves her capabilities as her power, Rowan will finally acknowledge her as the capable and decent woman or leader as the Chief of Staff of White House.

At the first encounter, Olivia starts by ordering Rowan to ask about work. Indeed, Olivia deliberately said that to show off her achievements through becoming the Chief of Staff to her father. Moreover, she answers by mentioning her project about Vargas' price college bill through. Within the dialogue, Olivia keeps showing off her competence. The fact that Olivia Pope even mentions that Mellie Grant and Olivia Pope have great chemistry in working together. Also though Rowan keeps replying with sarcastic answers, Olivia Pope does not seem to sway at all. Olivia Pope shows her creative aggression to Rowan that does reflect in their conversation about Olivia's integrity and capability of being Women Power. Creative aggression is the ability to speak out and to take the initiative. During the duration from 06:21-07:01, Olivia Pope is shown as an active participant in the Woman in Power toward her father, Rowan Pope. As a woman and daughter, she has just made a discursive statement about her competence to become the one who holds the power.

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The author has used the TV series entitles *Scandal TV Series Season 7* as the subject concern of the study. There are only 7 out of 18 episodes in this series that the author has been analyzed because of the data saturation. The first episode was entitled *Watch Me*. The second episode was entitled *Pressing The Flesh*. The third episode was entitled *Day 101*, The fourth episode entitled *Lost Girls*, The fifth episode was entitled *Adventures in Baby Sitting*, The sixth episode was entitled *Vampires and Blood Suckers*, The seventh episode was entitled *something Borrowed*, The eighth episode was entitled *Robin*, The ninth episode was entitled *Good People*, The tenth episode was entitled *The People v. Olivia Pope*.

Table 3.3: The Example of Data Collection Table

AST NAME	POWER	DURATION
	STRATEGY	
OP	O	EP 1; 19:49-20:24

After inserting the data on the table, the author has calculated the amount of collected data duration of power strategy from each feature per each subject, Olivia Pope, aka OP, Mellie Grant, aka MG, Quin Perkins aka QP, and Abby Wheelan aka AW. The explanations on the table were showing the code of female character's name (OP for Olivia Pope), the code of power strategy (O for Order), and the duration of time when it was precisely characters showing the indications of power strategy. In the duration section, it consists of the episode and the exact minutes and seconds when the conversations (power strategy indications) have begun and ended.

After dividing the paper into five categories, the author makes the data duration table in Microsoft excel in arranging it more neatly. In the table, the author attached the collected data from each scene by mentioning the duration. The table itself helped and supported the author for grouping each category by coloring per features of power strategy such as; green for order, yellow for direct request, red for threat, blue for hierarchy or mentioning status, and purple for demonstrating competence.

Based on the data above, all of the subjects—Olivia Pope, Mellie Grant, Quinn Perkins, and Abby Wheelan, use the order utterances as their power strategy. The main reason is that they have a higher position than the listeners or interlocutors. It happens between Olivia Pope and Jake—Chief of Staff of President and Director of NSA, Mellie Grant and the troops—President and the staff, and Quinn Perkins and Hugh, Marcus and Charlie—Boss and the employees. Even though Abby Wheelan’s case is a little bit different because of the relationship between David and Abby itself, they are not like the rest of the subjects’ situation—between the higher and lower position. In this case, David Rosen, the Attorney General of the United States under the leadership of President Mellie Grant, meanwhile Abby Wheelan is the ordinary employee of QPA (Quinn Perkins & Associates). So the reason why Abby indicates to state the order utterance because they have a friendship or intimate relationship. So basically, it happens between two people that have already known for each other. It becomes more comfortable for throwing some utterances—orders or commands. Moreover, Abby Wheelan has the status of David’s ex-girlfriend in this season—Season 7.

terrorist in Bashran. Yasmeen is in disguise as an American college student. She deliberately changes her identity to study in America. Thus, it is the reason for President Rashad saving his niece by keeping her still in the QPA office for a while.

However, one day, she has decided to run away with her girlfriend. However, QPA employees successfully get Yasmeen back along with her girlfriend. Yasmeen remains to determine herself asking to be free by pretending and disguising herself like she did when she became a regular American college student. Afterward, Quinn responds by stating the threat words to Yasmeen. It is an order to make Yasmeen would not dare to run away again. Quinn states her threatening words by frightening her, which is the risk or the consequences coming indirectly from her. Quinn refers "you" in her dialogue is for those who will kidnap and kill her—the rebels or the terrorists that make the coup d'etat in the reign of President Rashad—Yasmeen's uncle.

Benerjee (2008, p. 188-189) mentions that the women struggle to leave the party or their decent job and position because the biases inside the party could break the women's movements that even provide encouragement and support, and intellectual tools to dismantle patriarchy biases. Cantor & Bernay (1992) explain that political and political behavior are seen as masculine activities. According to our limits, political behavior, including independence, freedom of opinion, and aggressive actions in our society, is the bold and independent woman as an unacceptable and desirable person. Due to the data that the researcher has collected from three subjects, Olivia Pope, Mellie Grant, and Quinn Perkins, they have used threatening utterances to gain victory and protect actions. They defend themselves by using threat utterances as their weapon; Olivia Pope in attempting to obtain the vote from Senator Micheals, Mellie Grant in trying to protect America by announcing war through Ambassador Marashi and Quinn Perkins in trying to protect Yasmeen from the terrorist. Cameron (2003, p. 463) explains that ideological claims such as lack of confidence in women's language may become self-fulfilling prophecies, which is why it is necessary to challenge them so actively.

4.1.1.4 Hierarchy or Mentioning Status

Hierarchy or Mentioning Status describes the grouping of individuals or groups with an esteemed social dimension. Hierarchic disparities between people in all human communities affect conflict dynamics and the alignment of resources in group activities. The lopsided effect on groups, as the social status can be

Rowan: [07:01] Hmm.

It is an example from one of the power strategies (demonstrating competence). There are Olivia Pope and her father. Rowan and Olivia Pope are having dinner together in the restaurant. The scene is taken from the first episode. The viewers have already been shown the relationship between father and daughter. During the dinner, they are talking about the work-life, especially Olivia's work life. In this situation, Olivia Pope and Rowan Pope shows the lousy relationship as the family. In their conversation, Olivia keeps showing off her competence to her father as the Chief of Staff of White House partnered with Mellie Grant. Olivia intends to demonstrate her ability to Rowan for building dominance over power to him. Olivia thinks if she proves her capabilities as her power, Rowan will finally acknowledge her as the capable and decent woman or leader as the Chief of Staff of White House.

At the first encounter, Olivia starts by ordering Rowan to ask about work. Indeed, Olivia deliberately said that to show off her achievements through becoming the Chief of Staff to her father. Moreover, she answers by mentioning her project about Vargas' price college bill through. Within the dialogue, Olivia keeps showing off her competence. The fact that Olivia Pope even mentions that Mellie Grant and Olivia Pope have great chemistry in working together. Also though Rowan keeps replying with sarcastic answers, Olivia Pope does not seem to sway at all. Olivia Pope shows her creative aggression to Rowan that does reflect in their conversation about Olivia's integrity and capability of being Women Power. Creative aggression is the ability to speak out and to take the

Perkins is the one who asks to meet with Olivia through her secretary. Olivia Pope thinks that Quinn wants to meet her because the next day will be Quinn's wedding. So, Olivia comes up with a small box with unique hairpin inside for Quinn's wedding. Olivia Pope seems to have no idea that this meeting will turn out to be a polemic between Quinn and her. Quinn accuses Olivia that she is the cause of the death of President Rashad and Yasmeen. In this situation, Quinn seems disappointed and keeps throwing the impeachment to Olivia Pope.

However, still, Olivia Pope visually appears as dominant as always in every scene. Also, Olivia Pope gives quite intimidating answers and performances during the conversation. Olivia Pope even reminds Quinn Perkins by showing everything she has done for achieving until this point. Also, Olivia keeps mentioning Quinn Perkins' condition before she joined to OPA (Olivia Pope & Associates)—now turns out to be QPA (Quinn Perkins & Associates). Nevertheless, in the end, Quinn Perkins has tried to beat Olivia by showing off her competence and comparing OPA with her QPA as her weapon. Quinn Perkins says, "**Your OPA was never about justice. Mine will be.**" For short information, Olivia Pope is the one who has made Quinn for becoming the boss of her firm and changing the name into QPA (Quinn Perkins & Associates). Quinn thinks that her performance as the leader in the firm is better than Olivia's when she was in the OPA back then. Quinn said that Olivia does not act by considering justice and impartiality.

Data 18**Example 1, episode 02:**

Olivia: [18:52] Please tell me you've got something.
Jake: [18:54] Our friend likes 'em young. That girl can't be older than 16. When were these taken? Last night at the Embassy. Rashad's security detail snuck her in the back.
Olivia: [19:03] Any photos inside the bedroom, proof that money exchanged hands?
Jake: [19:07] - Nothing I caught on camera.
Olivia: [19:08] - Keep looking. In Bashran, sexual deviants are either imprisoned or executed. My guess, he'd rather sign a treaty than being dragged from his palace and hung from a crane.
Jake: [19:16] Your wish is my command, boss.

Along with the texts above, the researcher highlights the point when Jake Ballard replays Olivia with “**Your wish is my command, boss.**” Moreover, Jake calls Olivia the "boss" at the end of their conversation. It makes more explicit how Jake Ballard is putting the professionalism as Olivia's servant. Olivia is commanding Jake to keep looking Presiden Rashad for having his secret information to threaten him. Furthermore, Jake directly obeys toward Olivia's order. In this example, Jake has been intimidated by Olivia's order and immediately obey her command. Even though Jake still has a different perspective with Olivia, but Jake remember about both positions—Olivia is his boss.

Order utterances get the most critical data and the most applied by the female characters in *Scandal TV Series Season 7* during their conversation. Also, order strategy is the most successful strategy, among other features (43 out of 56 utterances). Meanwhile, demonstrating competence utterances get the least successful strategy, among others (12 out of 22 statements). The researcher has analyzed the female characters as more comfortable and feels successful according to the interlocutor's responses whenever they have applied order strategy to control and hold over others' power.

Not only the succeeded and failed power strategy exercise that has been found by the researcher, but also there are various styles of applying and exercising the power strategies during the conversation in every scene. There are two styles of power strategy exercise that have been found; the chain of power strategy and the mixed power strategy. The further example will be shown below:

1) The Chain of Power Strategy

The researcher finds that female characters apply several types of power strategy utterances through their conversations. There is a power strategy chain among all the standards of the extended exercise between the succeeded and the failed power strategy. The power strategy chain is the same set of power strategy utterances used during the conversations in each scene by female characters to other characters. It happens between female characters usually when they are in a complicated and challenging situation; for instance, in debating, having an argument, and negotiating conditions. This time, the researcher will input one example of the power strategy chain between Mellie Grant and Olivia Pope. It

immediately because the word of "oval," due to the "Collins English Dictionary" refers to the American President's private office in the white house or American Presidency itself. Olivia directly responds to it for accepting right away two orders as her duty in one scene. From Olivia's response toward President Grant's order, it means Mellie is getting successful in gaining her Women Power by using the chain of power strategy—request or command.

2) The Mixed Power Strategy

The researcher also finds another type beside the chain of power strategy style. There is a mixed power strategy style. Mixed power strategy is the combination of two or several power strategy utterances that are used during the conversations per each scene by female characters to other characters. Same as the chain of power strategy's situation, it happens between female characters when they are in the condition for gaining and defending themselves with other characters. The researcher will input one example of a mixed power strategy between Mellie Grant and Olivia Pope. It happens when Olivia and Mellie have a severe conversation about "who is leading who"—the women battle. Between Mellie Grant and Olivia Pope are implying their power strategy to gain the victory of "Who is the most powerful woman in this case." They choose different kinds of power strategy types in one scene, which are order, threat, hierarchy, and demonstrating competence.

Data 21**Example 4, episode 1:**

Mellie [37:04] Here's how this works. You give me counsel, I make decisions. You support that decision no matter your No. Actually, that's not at all... - If you ever cross me again..

Olivia: [37:13] - Cross you? I saved you.

Mellie: [37:13] If I can't trust you, then... - This is my office.

Olivia: [37:22] - This is not your office. It belongs to the people, to the Republic. This office is sacred. You don't own it, you lease it... Four years with an option for renewal. You protect it, you serve it, and you don't decide the best way to do that by yourself.

Mellie: [37:36] I didn't. I listened to your advice, and I chose a different course.

Olivia: [37:39] And now I'm stuck cleaning up after you, which is why I need to get you on the phone with – the British Prime Minister.

Mellie: [37:43] - I don't care if this tiny dustup with Bashran causes World War III. The only thing I care about right now is making it crystal clear that you follow my orders. You have my back. You don't sneak around behind it and freelance after I give an order.

Olivia: [38:08] There's three things you need to know about me that you should already know, but I clearly need to reiterate. One, you do not ignore me. Because, two, I am right, always. It's frustrating... get used to it. And, three, there is only us. You and me... That's all there is. We have it all... the people, the pulpit, the purse strings, the guns, all of it. Everything... ours to deploy in the defense and betterment of the people and office we serve. But the men outside these oval walls? They want to take it all away from us. Because they are terrified. Because they are outraged. Because they have come to the realization that all those centuries of misogyny and privilege and status quo are finally over. That is why you never listen to a man over me. Your success as President is my only agenda. I,

Mellie Grant, Quinn Perkins, and Abby Wheelan have reflected women's power that has been portrayed the gender equality by media television of *Scandal TV Series Season 7*.

Besides, the second question has been answered by the researcher by showing the extended exercise of power strategy in *Scandal TV Series Season 7*. The researcher has found the succeeded and failed practice of power strategy on *Scandal TV Series Season 7* from female characters—Olivia Pope, Mellie Gant, Quinn Perkins, and Abby Wheelan. Fortunately, the succeed power strategy gets 71% higher (96 utterances) than the failed power strategy only gets 29% (40 utterances). Thus, the researcher has concluded that the female characters have well done on applying the power strategy exercise in *Scandal TV Series Season 7*. Moreover, the researcher has found another type on the widespread practice of power strategy. There are two styles of applying power strategy (Chain and Mixed Power Strategy) that have been used by the female characters—Olivia Pope, Mellie Grant, and Quinn Perkins. Unfortunately, the only character who does not apply the power strategy is Abby Wheelan. Whether with the chain or mixed power strategy style as the researcher has defined both of the methods, whether the chain of power strategy and mixed power strategy, they have a powerful impact on presenting their women's power in different ways. For instance, on the "example 4 episode 1" when Olivia Pope and Mellie Grant have the debate to shows off their ability to each other, it has a lot of gender discourse that they have brought up to their conversation. Status quo, misogyny, and privilege are the topics brought up by Olivia Pope when Mellie and Olivia have the debate. That

utterances, she implies that Olivia mentions, "**the men outside these oval walls**" to illustrate the injustice and impedances for womenkind. Olivia firmly states not to listen to man over her because only Olivia will always give Mellie the supports and the success as the President. As Cantor & Bernay (1992, p. 75-79) relates, the reason for women's power can help women leaders advance the agenda and instill values in the work environment - humanity, intimacy, and interaction. Reproduction of women's personalities is by channeling feminine recipes in the form of traditional messages to girls through physical, interpersonal, psychological, and emotional contact. So, it could be more sense why Olivia insists and forces Mellie to warn about her position as the supporter of Mellie's career as the President. Olivia Pope emphasizes herself as the one who supports Mellie because they are both a woman that could understand with each other and have the same physical, interpersonal, psychological, and emotional contact.

Collette (1981, p. 13) on her book entitled *Cinderella Complex* concerns about the women nowadays that are trapped between the traditional social and new radical ideas. There is no ancient role in women any longer, yet there are only modern women who will rise from caves and ready to fight in this cruel world. Because there is no prince in a fairytale with his white horse will pick up the princess anymore, but there will be the queen who is ready to send the combat troops. Several studies have consistently shown the IQ of achievement among men and differences among women's cases. These surprising results are adduced first by Students of Gifted Children Standford. More than 600 children with IQs above 135 (which means the top 1% of the entire population) are found in

California Schools. Their progress was continually observed until they reach their adulthood. Women who get the same IQ that same as men mostly get the non-prominent job and position. Even from two-thirds of women who have genius-level IQ up to 170, only work as the housewives and ordinary-office workers. Thus, one of the countries detrimental is the wasting of women's capabilities and abilities in any sector of life. As Dowling (1981, p.27) tells Dr. Alexander Symonds' astonished responds toward the number of women experiencing the achievement conflict that comes asking her help that states the talented women are often reluctantly more forward to achieve independence and prominent position fully.

Thus, the previous studies and the surveys about women's depiction above inversely proportional to what has been presented through the *Scandal TV Series Season 7*. As Cameron (2003, p. 458-459) defines the women's leadership style is a leader with persuasion because one of the characteristics of women is often called a creature teaser—gaining recognition at work. A good leader has charisma and can persuade, in a sense, they influence and inspire followers to understand following their vision. The shortage of women at issue is learning not to respond emotionally in an attack on them. Women react emotionally are seen as an example of the powerlessness of their people in overcoming the pressures of a real problem. The serial of *Scandal TV Series Season 7* has clearly shown to the viewers about the different character depictions of modern women.

Moreover, the chemistry from the trio leader as the representation of women's power—Olivia Pope, Mellie Grant, and Quinn Perkins that have

successfully broken down the stereotype walls and traditional perspective about women. As the viewer and the researcher of this study, I am personally viewed different kinds of scenes that show how hard and amazing becoming women in power. As the female characters in *Scandal TV Series Season 7* have already presented because the viewers could get new experiences and new perspectives about how women do and work in real life through the media presentation—TV Series.

Furthermore, the serial *Scandal* has successfully portrayed the standout and the aggressiveness characters, which are out of the stereotypical things of traditional women. It is supported by male characters who recognize the existence and strength of these female characters. Several examples also support the finding and discussion chapter that male characters will also be subject to women who have a position above them (the actors). For instance, the love affair between Olivia Pope and Jake Ballard in Season 7, although they have an intimate relationship, Olivia firmly warned Jake about his position as his boss. The plot of the story even makes it more interesting moreover; the media is used to portray the character "boss" is a man who has an intimate relationship with his secretary (the actress). The researchers found a story plot that carries the themes "Gender Equality" and "Women Power," as in the series, *Scandal* will be useful going forward. The public will be more open-minded to the importance of the discourse for social life. The researcher understands very well about each nature in following the form of grace and its strength and weakness. However, the issue of gender, all depends on the opportunity and business do not see male or female.

Furthermore, the researcher relates this study results to the Islamic perspective and response to gender issues in Indonesia. Sundari, (2017, p. 105-112) explains that there has been a change in women's discourse related to fiqh that had taken place at *Alim Ulama* Conference in Lombok 1997, where the *kyai* of NU released the fatwa about women may become the vice president. Another progressive decision related to women that have emerged from the National Conference, which are:

- a. Islam recognizes the women existence as a whole human being and deserves respect,
- b. Islam recognizes women's rights as the same as men's in terms of devotion to the religion, nation, and country,
- c. Islam acknowledges the difference in functions between men and women due to variation in nature,
- d. Islam recognizes the public role of women in addition to its domestic character,
- e. Islamic teachings place women in an equal position to men, but in reality, those have been distorted by social influences and cultural conditions.

There is debate about gender discourse in *the fiqh* or jurisprudence area that Islam has allowed women to take part in politics as a leader. In 1962, there is NU's conference or *muktamar* Salatiga secreting the *fatwa* about women of NU who are allowed to be headmen held by Syuriyah administrator. At the Lombok conference in 1997, women have been allowed to be vice president. Women politician in Indonesia have appeared in prominent female leaders in the arena of

person *shahabiyah* (women companions of the Prophets) named Ummu Waraqah, who was permitted by Rasulullah SAW to become an imam. At the same time, there are still men in the house.

Both traditions, Rasulullah has mentioned a woman who can read the *Quran* allowed to priest of *jam' ah* in which there are men. Therefore, the seminar concluded that the two hadiths above could be used as a basis for the proposition of the validity of women becoming the prayer leaders for the male congregation, connected with the hadith stating the prohibition for women to be prayer prayers for men. Concerning the hadith which says the ban on women from becoming imams praying for men, the seminar viewed the hadith as a hadith *Da'eef*, because in it was found a *rawi* attack named Abdullah bin Muhammad Al-Adawi who is considered by experts as credible weak.

effusively by the female characters and which approach is more effective and work to be involved. Based on the result, the data number of the succeeded power strategies reach 71% (96 utterances) while the failed power strategies get 29% (40). The researcher has concluded that the second research question about the extended exercise of power strategy has successfully gained the women's power of the female characters in *Scandal TV Series Season 7*. Besides, the researcher has found the two styles in the extended exercise of power strategy, which are a chain of power strategy and mixed power strategy.

From the conclusions of two research problems above, the serial *Scandal* has successfully portrayed the standout and the aggressiveness characters which are out of the stereotypical things of traditional women. It is supported by male characters who recognize the existence and strength of these female characters. The story plot that carries the themes "Gender Equality" and "Women Power" as in the series *Scandal* will be useful going forward the public will be more open-minded into the importance of the discourse for social life. Islam equally treat both men and women in a state of faith, then surely they will get same opportunity in life especially the chance to be a leader.

5.2 Suggestion

The research exposed the influence of gender over gender through the dominance tactic in the *Scandal TV Series Season 7*. The study revealed gender parity in women's empowerment in *Scandal TV Series Season 7* as a result of this analysis. Therefore, the present researcher recommends the next researcher to include more data and to learn more about media presentation on gender equality;

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