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

THESIS



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ABSTRACT

Sugiarto, K.M.P., 2020. *Media Presentation of Women Power Strategy in Scandal TV Series Season* 7. English Department, UIN Sunan Ampel Surabaya. Advisor: Prof. Dr. Zuliati Rohmah, M.Pd.

Keywords: gender equality, power strategy, women in leadership, women power, media presentation.

This study aims to analyze the power strategy of women characters in *Scandal TV Series Season 7*. This television series mostly tells about the powerful women politicians who work and handle the scandalous cases. At season 7, there will be the four strong female characters that took the main role in this Scandal serial which are Olivia Pope, Mellie Grant, Quinn Perkins, and Abby Wheelan. The place setting mostly was taken on White House and the law firm called OPA (Olivia Pope & Asosiaciation), which is renamed to QPA (Quinn Perkins & Association). The author aims to analyze the power strategies of those four female characters in the *Scandal TV Series Season 7*. There are five types of power strategies of Thimm, C., Koch, SC, and Schey, S. (2003), which are *order*, *direct request*, *threat*, *hierarchy*, *and demonstrating competence*.

This study uses a qualitative approach concerning the use of clear and systematic descriptions of the research being studied. Descriptive studies in the textual analysis were applied in this study to analyze conversations of female characters through the results of the transcript from the manuscript. In the process of collecting data to answer the first question, the writer identified the power strategies that are used by the female characters in the *Scandal TV Series Season 7* series to the interlocutors during the conversation. After that, the writer classified the data depending on the definitions per each type of strategy power. Meanwhile, the process in the collection of the data to answer the second question, the authors sought the number of extended exercises in applying power strategies to the female characters in the *Scandal TV Series Season 7*. The author counted the number of successful and failed power strategies utterances intending to measure how much influence the women power of female characters in the *Scandal TV Series Season 7*.

The data result of the first question is the order strategy that getting the highest data number (56 utterances) and the most widely used. On the contrary, the hierarchy apparently gets the least data number among other power strategies (11 utterances) and rarely used by the female cast in *Scandal TV Series Season 7*. Thus, this result also proves that Olivia Pope is the only character that has applied the most to power strategy utterances. While for the results of the second question, the author gets the conclusion that the extended exercise of this power strategy has the percentage of success in the power strategy in getting higher number (71%) for about 96 utterances, while the failed power strategy only gets (29%) for about 40 utterances.

ABSTRAK

Sugiarto, K.M.P. 2020. Presentasi Media pada Strategi Kekuatan Wanita dalam Serial TV Scandal Musim 7. Program Studi Bahasa Inggris, UIN Sunan Ampel Surabaya. Pembimbing: Prof. Dr. Zuliati Rohmah, M.Pd.

Kata Kunci: kesetaraan gender, strategi kekuatan, kepemimpinan wanita, kekuatan wanita, dan presentasi media.

Penelitian ini bertujuan untuk menganalisis strategi kekuatan pada wanita yang terdapat dalam *Scandal TV Series Season 7*. Penelitian ini bertujuan untuk menganalisis strategi kekuatan karakter perempuan dalam *Skandal TV Series Season 7*. Serial televisi ini kebanyakan bercerita tentang politisi perempuan tangguuh yang bekerja dan ahli dalam menangani kasus-kasus skandal. Pada musim ketujuh ini, akan ada empat karakter wanita kuat yang mengambil peran utama di serial *Skandal* ini yaitu Olivia Pope, Mellie Grant, Quinn Perkins, dan Abby Wheelan. Di serial *Skandal* ini sebagian besar berlatar belakang tempat di Gedung Putih dan di firma hukum bernama OPA (Olivia Pope & Asosiasi) yang diganti namanya menjadi QPA (Quinn Perkins & Asosiasi). Terdapat lima jenis strategi kekuatan Thimm, C., Koch, S.C., and Schey, S. (2003), yaitu perintah, permintaan secara langsung, ancaman, hirarki, dan menunjukkan kompetensi.

Penelitian ini menggunakan pendekatan kualitatif dalam kaitannya dengan penggunaan deskripsi yang jelas dan sistematis tentang penelitian yang sedang dipelajari. Studi deskriptif dalam analisis tekstual diterapkan dalam penelitian ini untuk menganalisis percakapan karakter wanita melalui hasil transkrip dari naskah. Dalam pencarian data untuk menjawab pertanyaan pertama, penulis mencari strategi kekuatan yang digunakan oleh karakter wanita di seri *Scandal* Musim 7 kepada lawan bicaranya selama percakapan. Setelah itu, penulis mengelompokkan data sesuai dengan definisi per masing-masing jenis kekuatan strategi. Dan untuk menjawab pertanyaan kedua, penulis mencari jumlah pada latihan lanjutan dalam mengaplikasikan strategi kekuatan pada karakter wanita di seri *Scandal* Musim 7. Penulis menghitung jumlah strategi kekuatan yang berhasil dan gagal dengan tujuan untuk mengukur seberapa besar pengaruh kekuatan karakter wanita di seri *Scandal* Musim 7.

Hasil dari pertanyaan pertama adalah strategi perintah *yang* mendapatkan jumlah tertinggi sebanyak 56 ungkapan sekaligus strategi yang banyak dipakai, sementara hirarki adalah strategi kekuatan yang paling sedikit dipakai oleh pemeran wanita di Scandal Musim 7 sebanyak 11 ungkapan. Dan dari hasil ini sekaligus membuktikan bahwa Olivia Pope mengaplikasikan palingan banyak strategi kekuatan di antara karakter wanita lainnya. Sementara untuk hasil pertanyaan nomer kedua, penulis mendapatkan hasil bahwa latihan lanjutan dari strategi kekuatan ini, presentase kesuksesan pada strategi kekuatan mendapatkan hasil yang lebih tinggi (71%) sebanyak 96 ucapan daripada strategi kekuatan yang gagal (29%) sebanyak 40 ucapan.

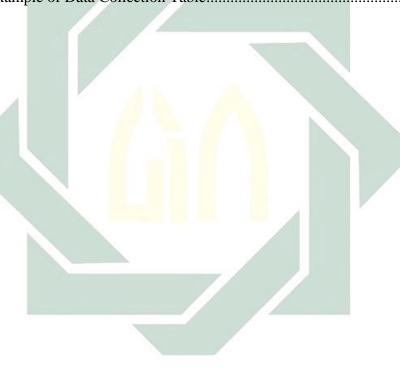
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CHAPTER I

INTRODUCTION

In this chapter, the researcher will discuss about the study. It describes the background of the study, research problem, research objective, significance of the study, scope and limitations, and definition of key terms.

1.1 Background of Study

Recently there has been growing concern around the world in "Gender Equality." The situation is getting more important because of numerous posts, legislation, or even radical feminists that promote women's freedoms and lives across society. Nowadays, the issue of women is becoming an interesting issue when we are concerned about inequality in our environment. In addition to political and economic debates, the topic itself occupies much discussion in our society's center. The problem becomes increasingly remarkable as an understanding of gender disparity between these two forms of sexes-males and females, also called "gender disparity." The numbers of women today are massive than men, not yet filling and occupying public sectors influenced by decision-making and policy-making. Even if the women take part in the public sector, their jobs are still under men. In reality, not only in developing countries like Indonesia but also in advanced countries like Western Europe and the USA. There have been numerous efforts to elevate women's degree and status to equality between men and women through multiple structures – both formal and non-formal. The

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, sp 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 talk 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).

epic American women who favored unwed identity and who struggled for the abolition of slavery and the subjugation of women. Triaster (2016) suggests that marriage aims for all women in society in patriarchal settings unless women are willing to take an active part in resisting and, therefore, patriarchy and abolition of an institution. The most absurd and insense assertion is that people are a good woman in culture when getting married and having a son.

The study's goal will be to learn about the young people's perception and their relation to real-life experiences of the "Sex-stereotyped Portrayal of Women in the Media" (Kumari & Joshi 2015)." As the writers have traditionally seen the media, they will take on a role in supporting and sharing the data to bring about social change and transformation. The media substance illustrates the critical value of any public. Why media create the subjects handling the females is revealed in the usual way in society. Either intentionally or unintentionally, how women are depicted as overestimated circumstances and fears in the media is nearly unbelievable. The key to emphasis on this subject is the way they mimic and imitate the behavior seen in advertising (pressure or electronic media, for example – women in television, women in advertisements, women in promotional posters, women in films). It has a massive impact on the way they live today. The author appears to concentrate instead of one industry, on women in other media – in ads or so.

Soza (2014) had a keen interest in this topic which was in the HBO TV series entitled "Women" (2012) on *Discourse, The Poststructuralist Feminism,* and Media Portrayal of Women. The author argues that the media should be

viewed as the central issue found in women activists' arguments from poststructuralism. 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 relates to the work of Foucault clarifies a move within basic conventions towards understanding the material component of social action. Many scholars who follow Fouchault'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

firm, and team also staff at White House in Washington, DC. Such are the female protagonists of today's TV series in the representation of women in the media.

1.2 Research Problems

- 1. What are the types of power strategies that portrayed in female characters of Scandal TV Series Season 7?
- 2. To what extent do the female characters succed in trying to break down and dominate the men's position by the extension of power strategy in Scandal TV Series Season 7?

1.3 Significances of the Study

Hopefully, this research pose theoretical and practical significance. This study likely offer the CDA scientific knowledge on gender equality from another point of view, through television series TV. Ideally, the author anticipated more explanations from this analysis and another study that discussed the creation of equality between men and women throughout history. The value of the results is defined as follows:

- 1. Readers and students of English Literature to be well-informed about the meaning and the understanding of the definition of gender equality through *Scandal TV Series Season 7*.
- 2. The author expects to build and to enrich the readers' perspective and the students' due to the gender equality issue in another view through media and gender issues.
- 3. Researchers and scholars will conduct a further study on the CDA in gender equality by Foucault (1997, 1980).

1.4 Scope and Limitation of Study

The author analyzes the gender representation in CDA in this review, which is generally called the FCDA by Foucauldian theory. The definition itself needs the interest of language, which repeatedly occurs in a broader context. It is also used to research the real interactions between people that occur and display locally. The drawback in this research is how strong the female protagonists of gender equality in the TV show *Scandal TV Series Season 7*— Kerry Washington as Olivia Pope, Darby Stanchfield as AbbyWhelan, Katie Lowes as Quin Perkins, Bellamy Young as Mellie Grant, and Portia de Rossi as Elizabeth North.

1.5 Definitions of Key Terms

CDA is a sort of discourse scientific research that primarily studies how social power abuse, predominance, and disparity enacted, duplicated, and opposed by the text and talk in the social and political context.

Media are a particular means of mass communication, especially radio, newspaper, and television.

Gender equality is not only a fundamental right, but necessary foundation for a peaceful, prosperous and sustainable world.

TV series is one of the TV programs as it usually released many episodes or even came up with many seasons or series, followed by the narrative.

Scandal TV Series Season 7 is the seventh final or last season of American TV show drama series entitled *Scandal*.

Strategy is an action plan designed to attain a long-term or overall objective.

Power strategy is the strategy to establish or to confirm the power over other

CHAPTER II

REVIEW OF LITERATURE

This section is focused on an explanation of the used theory from this study. This part will focus on critical discourse analysis, gender equality, media and gender and *Scandal TV Series Season 7*, and power strategy.

2.1 Critical Discourse Analysis

This study uses Foucault's discourse theory, a significant theme focused on educational discussions, policies, and scholarships. The work of Foucault clarifies a move within basic conventions towards understanding the material component of social action. Many scholars who follow Fouchault'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.

Four comparable qualities function as a framework of knowledge that allows and maintains comparability within the world. In the similarity and resemblance of the structure, Foucault communicates that expertise comes in the discovery and understanding of signature or sign, emblem, mark, or language. We know the world through language because it makes a break between subject and object, keeping things together, isolated, and creating ideas for understanding

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 feminity. 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 "naturality" 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

because it is only the actual application of the rule that would result in an understanding and commitment to it.

2.3 The Discourse of Poststructuralism and Gendered Subjectivities

Poststructuralism is an approach to the conceptualization of social structures and subjectivities of discourse relations. It highlights how power is practiced and the chance to uncover the space for change. Subjectivities and subject positions are clarified when the individual finds himself or herself in the place of a particular discourse. Subjectivity is built within the full range of available discussions. The subjectivity is continually arranged, established, and reconstituted in revelation every time an individual thinks or speaks to the position of the subject itself. It could create definitions and interpretations. Across history, from the Victorian Age to women's suffrage, these discourses have continuously been created; people slid the debate through birth. Such systems are introduced in the presence of the cosmos and current common sense understanding (Soza, 2014).

A common sense understanding of the universe could inform people how to behave appropriately, and what is natural, genuine, or healthy for women and men. It brings us to the struggle to decide the significance of the naturalized gender roles. The modification of relevant women or men is based on putting subjectivity in a particular discourse simultaneously. Soza (cited in Weedon, 1997) explains how women are routinely treated as objects by people who do not unite with their passion as people. When the implications become fixing around society, it will make a particular way of being female within the discourse. Foucault

(1978) affirms that when somebody speaks whether he/she assumes as a subject position within the conversation and becomes subject to the power of the discussion itself. The confessional operates through a speaking subject that comes to know through the impression of the discourse itself. Subjectivity tended to the people and standardized perspectives on gender equality and arose the insecurities about their personalities and their capacities to satisfy the guideline of institutional judgment. Soza (2014, pp. 17-18) stated that "For feminist scholars, this is often seen as a discourse of patriarchy embedded in ways we come to know the society and the self as a woman within society. The media plays a significant role in helping to constitute the ways individuals come to know gender".

The Scandal TV show explores women's rights and women's careers and Black people, among other cultures. Kerry Washington, the main actress of this series as Olivia Pope, has a team in Washington DC, especially in the White House, to deal with numerous issues and notoriety of elites. The character of Olivia Pope is the portrayal of the Third Wave-Feminist as she passes through increasingly entangled issues to be fathomed. She has been instructed and getting a legitimate activity as part of the TV series. Nevertheless, she needs to manage the difficulty between her contention and how to deal with her clients (Lalitya, 2017).

2.4 Media and Gender

Women's scholars and feminists, frequently viewed as the language of patriarchy, wondered how culture and themselves became recognized as a woman in the community. The media plays an incredible role in the way people see

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

like the internet, we see the world better without being able to move through it, but due to the fact and the truth through us, we can make a little mistake about it.

Media also depicts the concept of helping in the significance of their audience on a large scale system. Looking at how the media are both discourses helps to understand how the media make sense of the world that conveys control over gendered personalities (Soza, 2014). In the age of link and satellite, TV has moved toward becoming a part of everyone's life in almost every level of socioeconomic strata. It is one of the largest and most widely-recognized media in this developing era. Various channels with the specific content of programs such as children's cartoons, sports, news, and entertainment aimed at homemakers staying at home. Even working women watch the series regularly on television.

Therefore, the research often uses TV to advance gender identities through TV series as the well-known media of others. Lalitya (2017), quoted by Robin Nelson, refers to a 'modern, efficient order,' which has an essential role in change and replaces conventional stereotypes and thinking and stories through audiovisual media. Along these lines and these days, media responsibility is the dominant weapon in this cutting edge of the recent era — Millennials citizens.

2.5 The Scandal TV Series Season 7

The *Scandal TV Series Season 7* was broadcast on February 10, 2017, the last season of the American TV series Scandal was broadcast on the ABC channel. It was later reported that the seventh season would be the final season of the Scandal series. The season began airing on October 5, 2017, and consisted of 18 episodes, including 124 scenes. The season was produced by ABC studio, in

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 Serveriano 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 Bryne, was called "Standing in The Light." The 18th season, directed by Tom Verica and published in Shonda Rhimes, was called "Over a Cliff."

2.6 Power Strategy

Strategic interaction can be regarded as central to reactance prone situations. If we expect resistance or unwillingness from other partners' cooperation, there are preparations to solve our actions in more detail. The definition of the strategy itself is a sequence of speech patterns serving the purpose of reaching the speaker's interactional goals in a particular situation of actual or perceived reactance. The researcher will use the power strategy to establish or confirm power over others to assess the women's power level in the *Scandal TV Series Season 7*. Thimm, Koch, and Schey (2003, p. 539) mention five kinds of strategic moves called "Power Strategy,"; *orders or commands, mentioning status or hierarchy, demonstrating competence, and direct request.*

1. Orders

The order forms are included as imperative sentences. An imperative sentence is a sentence that is in the way of command that finished by stop. Hall (1981, p. 59) states that one of the indictors of order utterance uses imperative sentence–commands and requests that use the simple form of the verb without any said subjects. As the second indicator, Sitanggang (2009) explains that imperative sentences have no over the grammatical subject in English, only the predicate is supposed to because the direct address of it has suggested to the topic. Order sentences are used when there is a power differential between The speaker and the listener — allow the speaker to tell the listener to do something. Thimm, Koch, and Schey (2003, p. 545) show the result from the powerful talk. It turns out that gender stereotypes are being confirmed; men more employ official, power-

oriented strategies such as commands, while women are typically more polite and less direct. Here is an example from the first episode when Olivia Pope and Jake Ballard have a serious conversation about whether to release or kill a terrorist hostage.

Example:

Olivia:

[20:25] This isn't my father's B613. It's mine. I run this show. I decide. You? Do what I say. Bring my guy home alive, Admiral Ballard...

Jake was trying to remind Olivia of her power over the B613 domain.

Olivia, however, has her heart and her point of view on what she believes. Her involvement in Jake will lead him to do everything she ordered and said, and accept. It is somewhat intimidating to present Olivia's femininity by her ardor to command Jake.

2. Direct Request

The direct request is one of the forms of an imperative sentence. However, the imperative sentence as the request is quite the same with command or order, but it is more polite and modest. A request is and intention of the speaker so that the listener does something. There are three types of request formulations; indirect request, direct request, and command. Nicholas (2018, pp. 1-2) defines the indirect request as the ambiguous request when the context of utterance does not

bias towards the directive intention or meaning. Meanwhile the direct request itself has the contrary meaning with indirect which is the most straightforward and unambiguous way to perform the request. Here is one example from the first episode in the scene when Abby asked in a direct request to Huck to get an ID of the client's target. However, if it changes into indirect request involved sentences would be such as: Well, should we better get an ID of that guy, shouldn't we? Or the original line from the indirect script request: Well, can you get an ID on that guy? In the power strategy, women used significantly more indirect requests than any other approach, and they altogether avoided using orders or commands because indirect requests are generally regarded as the politeness action.

Thimm, Koch, and Schey (2003, p. 545) reveal the results of the condition between males and females in using power strategy—request. Furthermore, the results show that males are more often using direct requests than females because men are more direct in phrasing and stating their requests. Nevertheless, the effects that the researcher has found in *Scandal TV Series Season 7*, the female casts tend to use direct request rather than an indirect request, which is as the resulting from the perspective of excellent talk point out male is more likely using it.

3. Threats or Threatening Actions

The word threatening is used for "pressing, encouraging and attempting to force or encourage" and, in particular, for attacks. Threats are made for a variety of reasons and included in the various list examples of reasons, such as intimidations. Threats are a tool of manipulation (power and demands). Muschalik

(quoted in Limberg 2009, p. 1378) states that threats are subsequently described as intricately linked to the Directive and the manipulative force of the threat and the affirmation of power by the speaker. The definition of illocutive behavior or threats (cited in Fraser 1998, p. 160) illustrates that the speaker intentionally makes a detailed argument in a variety of conditions:

C1: the speaker's intention to take action (or to be responsible for praising an individual or group of people of the work with an order, command or duty)
C2: a belief of the speaker that the intervention would impact the recipient's unwillingness in the world.

C3: The speaker intends to make the addressee aware of the purpose in C1 of a sense of intimidation.

Mushalik (cited in Storey 1995) classifies the "three key types" of threats based on speaker motifs. There are threats of warning; knowledge about the potential impacts of a particular behavior on the addressee but mostly actual threats to the gain the addressee is to the advantage of the speaker and used to compel the addressee to produce something, to render dangerous threats.

Muschalik (2018) describes the threats, is most inconsistent, and characters often described as typical formal elements of threats in the literature. The legal feature is the lexicogrammatical features, which usually express the "discourse point."

Conditionality

The conventional threat concept is to state that people are going to harm someone or do something unpleasant or unwanted, especially to make someone do

what people want. The term "conditional" is often used without clearly defining whether it includes semantically conditional expression or only threats that contain dependent clauses.

Futurity

It is used to equate threats as a reference of future point in time, or as an indication of intention from the speaker. The threatening act requires a declaration by the speaker of "anticipated action" or omission, or a series of such acts. The type of time series is used to use will, will, and will.

• Violent Verbs, Participants and Orientation of The Threat

The violent verb is the type of harmful act aggression in expressions of danger. Threats also compared the act to the allegedly adjacent warning and promising act of speech. Signal and encouragement are described as being for the addressee's benefit. Threats are categorized as a harmful action; it is not essential to define the form of damage. Typically speaking, it may vary in severity, ranging from rational, less extreme acts to more severe and even life-threatening laws. To sum up, threats are often articulated in terms geared to the viewpoint of the speaker, expressing some harm and sometimes.

Pronouns of Threats

Most respondents expect more second-person pronouns to be used as part of threatening expressions. Speakers use so to convey a "higher sense of personalization or emphasis on the subject of the attack." In the threats context, the speaker most undoubtedly similar to attack, and the addressee is also primarily

the object of the danger. Meanwhile, in very frequently informal conversation and casual face-to-face contact, personal pronouns are usually present.

Example:

Olivia: [20:25] This isn't my father's B613. It's mine.

I run this show. I decide. You? Do what I say.

Bring my guy home alive, Admiral Ballard...

now.

Jake was trying to remind Olivia about her domain power over B613.

However, Olivia has her guts and standpoint of what she believes. Her presence toward Jake can push him to do and agree about everything she ordered and said. The presentation of Olivia's feminity is compelling with her fierceness to give the command to Jake is somewhat intimidating.

4. Hierarchy or Mentioning Status

Hierarchy defines the ranking of individuals or groups within a valued social dimension. Hierarchical differences between individuals in all human societies influence conflict patterns and resource coordination on group tasks. In general, high-positioning people will include a lopsided impact on groups so that social status can be defined as the level of influence that one has on the allocation of resources, conflicts, and group discussions. Conversely, low-positioning people will surrender these advantages, general grant advancement is more prominent well-being than the low-position, and a vast assemblage proof validates a reliable link between social status, across species and welfare or prosperity. On the one hand, various scholars have contended that rank obtaining depends on the

fulfillment and exhibit of predominant aptitudes and capacities, just as charitable propensities assert that "people do not accomplish status by harassing and scaring.

Conversely, others contend that people can adequately raise a gathering's chain of importance and achieve impact by utilizing manipulative and coercive strategies, such as terrorizing and "hostility... [which] capacity to build one's status or power" and that the human various leveled framework is in any event incompletely "based... on obvious dangers and physical assault".

Cummis (1998) explains that status hierarchies are prevalent in the human and non-human animal circle. These hierarchies represent social norms that constrain individual behavior based on their level, dictating what is required or compelled in social interactions. We arise as a result of individual differences in characteristics that affect resource access, with higher-ranking individuals in competitive situations receiving benefits from resource access. Some of these traits which contribute to the acquisition and maintenance of status are physical nature, such as gender, age, and height. Other concerns of social skills and comprehension are the ability to form alliances based on mutual responsibilities, persuasion by oratory, or the exploitation of beliefs through deception.

Example:

Olivia:

[35:19] I made a mistake with you. We are very, very good together. We have a skill.

And... I was weak. But no matter what, I never should've let you back in my bed.

You're sleeping with the boss. You got

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.

5. Demonstrating Competence

Cheng (2012) states that the considerable empirical support perspective has been obtained from a competence-based standpoint on rank achievement. For instance, numerous studies have shown that the features valued and prioritized in leaders—intelligence, competence, group engagement, and prosociality—consistently predict the high rank, defined in terms of the perceived influence of leadership, as well as more objective influence over group decisions.

Demonstrating competence means that showing off their capabilities or ability through their knowledge over others, it makes people will give respect and build the dominance overpower.

Example:

Rowan: [06:41] So, Mellie is in formation. Happy to

let you hold all the cards, wield all the

power... happy as your puppet.

Olivia: [06:49] Mellie and I are a team.

Rowan: [06:51] You don't play team sports, never

have... not well, anyway.

Olivia: [06:54] Dad, it's my turn. I'm changing the

rules. This, what I'm doing, is better.

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 replaying 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.

CHAPTER III

RESEARCH METHODS

These essentials procedures for conducting this study are presented in this chapter. This chapter will focus on research design, data collection techniques, and data analysis techniques.

3.1 Research Design

In constructing these studies, the author adopted the substanced study that used the Foucauldian or by FCDA in the Soza (2014) examination. It needs a "natural" language of interest in a larger setting, such as conversation and speech (Lindlof & Tylor, 2011). Researchers used CDA regularly focus on language cooperation rather than on grammar and phrase structure because it is an interaction that constructs meanings. Wodak & Meyer (2009), the use of the CDA technique tends to study "real" interactions between people locally occurring and emerging. CDA's fundamental goal is to examine the importance of language exchange.

Along these lines, the author used the descriptive qualitative approach to gather and describe the data in a concise manner. In the meantime, "descriptive study is listing and defining with no causal correlations between events is descriptive data on the population being studied" (Bashtomi, 2011). A descriptive analysis is provided to convey a deeper understanding of the topic of the research, it means was trying to establish the new research with the original method and to improve the newness of the study and the up-to-date data of the study. Thus, the

researcher chose the *Scandal TV Series Season 7* because it has different colors and perspectives even though the researcher still used the same method and the same theory as the previous study.

3.2 Data Collection

In this section, it presents research data, data source, and technique of data collection.

3.2.1 Research Data

Scandal TV Series Season 7 was the last period of the ABC channel series, consisting of 18 episodes, adding the total episode count of the show to about 124 episodes. In collaboration with ShondaLand Production Company, ABC Channel has worked on this new serial Scandal project. ABC Studios is a production studio for television at Walt Disney's Disney Television Studios. While the data from this research examined the significance of the performers within the interactions of languages that also portrayed a discourse about gender equality. Transcription of 7 out of the 18 episodes in the TV series is taken from the data source of this research.

This research concerns women in the *Scandal TV Series Season 7*, in particular, the main female character "Olivia Pope" as the highlight in this series and the other female characters as the data supporting gender equality that exists in this story. Besides Olivia Pope as the main character, the author included different casts such as Katie Lowes as Quin Perkins, Bella Young as Mellie Grant, and Darby Stanchfield as Abby Whelan.

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 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*.

3.2.2 Data Sources

The data was taken from *Scandal TV Series Season 7*. These videos were obtained from (www.abc.go.com) while it was for the scripts get from (www.tvsubtitles.net.com). The author has included the power strategies by Thimm, Koch, and Schey (2003, p. 539), *orders, threats, mentioning status or hierarchy, demonstrating competence and direct request.* The author not only interpreted the utterances of the characters saying but besides the whole of the aspects as well. These include the expression, the mood.

3.2.3 Research Instrument

The research instrument is the first part of data research. The main device itself was the author, such as finding, gathering, and analyzing the meaning of the language in which the discourse on equality presented. Laptops and the internet are also the essential resources for streaming each of the *Scandal TV Series*Season 7 episodes.

3.2.4 The techniques of Data Collections

The author used a computer to collect the data. To obtain the data, the author has used some steps:

- 1. Downloading the episodes of *Scandal TV Series Season* 7

 First off, the author downloaded per each episode in toptvseries.com and searched *Scandal TV Series Season* 7 as the keyword. The author only downloaded 7 out of 18 episodes in Season 7.
 - 2. Watching the downloaded episodes of *Scandal TV Series Season* 7

Second, the author watched all of the downloaded videos of the Scandal TV Series. The author also highlighted the possible data during the scenes on the paper.

3. Transcribing the raw subtitles into the script

The data in this research have taken on the implications and significance of the language interactions which demonstrate the gender equality discourse. The data from this study was on the transcript of the TV series, the sentences, the pronouncements. The data was based on the characteristic of each feature in the "Power Strategy," and the detailed interpretation of text (Lindlof & Tylor, 2011). The author has transcribed the raw scripts from the subtitle to the manual transcript.

First of all, the researcher downloaded the seven subtitles of each episode (1-7 episode). Then, the researcher copied all of the texts from those subtitles. After that, the researcher pasted the texts to the Microsoft word. Moreover, the next step, the researcher has moved to the collecting power strategy utterances after watched the seven episodes of *Scandal TV Series Season 7*. The process of making manually transcribed script texts was done after classifying the power strategy utterances.

```
00:00:53,053 → 00:00:54,387
then the state of education,

24
00:00:54,412 → 00:00:57,356
like everything else that's
been made free and undervalued,

25
00:00:57,381 → 00:00:58,317
will start to decline.

26
00:00:58,342 → 00:01:00,309
And I, for one, will not stand of it.

27
00:01:13,505 → 00:01:16,627
Senator Michaels. Thank
you for being punctual.

28
00:01:16,660 → 00:01:19,066
Summoning me to the principal's office

29
00:01:19,091 → 00:01:21,074
isn't gonna get me to change my opinion

35
00:01:29,338 → 00:01:31,137
My vote is no. That's final.

36
00:01:31,161 → 00:01:32,464
No. You need to vote yes.

37
00:01:32,489 → 00:01:34,487
Now, you hold on there a minute, Missy.

38
00:01:34,513 → 00:01:35,723
In what world...

39
00:01:35,748 → 00:01:37,115
Before you do all of... that,

40
00:01:37,140 → 00:01:39,091
you should know that
I have an envelope.
```

Figure 3.1: Raw script text of Scandal TV Series Season 7

A					
OLIVIA POPE					
DATA 1 [E 01]					
Olivia:	[01:13] Senator Michaels. Thank you for being punctual.				
Senator Michaels:	[01:16] Summoning me to the principal's office isn't gonna get me to change my opinion about this bill, Ms. Pope.				
Olivia:	[01:22] Oh, that's okay. I don't care about your opinion. What I care about is your vote.				
Senator Michaels:	[01:26] I'm voting no.				
Olivia:	[01:27] Hmm. It's going to have to be a yes.				
Senator Michaels:	[01:29] My vote is no. That's final.				
Olivia:	[01:31] No. You need to vote yes.				
Senator Michaels:	[01:32] Now, you hold on there a minute, Missy. In what world				
Olivia:	[01:35] Before you do all of that, you should know that I have an envelope. See? It's packed with a great deal of information photos, copies of e-mails, reports, a couple of fascinating videos. This envelope is hot. This envelope makes careers. Not mine, because, well, I'm already me. And it certainly won't make yours, Senator. You know whose career this envelope will make? Journalists lots of journalists. It'll also benefit your wife. She gets the truth. How do you think she'll react? I think she gets mad finally lets go of all that "Cleave unto one's husband" crap you spout, because, let's face it				

Figure 3.2: Manual Transcribed

3.3 Data Analysis

In this section, the author has analyzed the data by identifying, classifying, and interpreting the data.

1) Identifying

In this part, the author has identified and analyzed the power strategy of the casts through the conversation to prove the women's power, to establish and to confirm the power over others in *Scandal TV Series Season 7*. The power strategy itself is the strategy to develop and to validate the power over others. In this case, the researcher used this strategy to measure the Women's Power in female casts of *Scandal TV Series Season 7*. The power strategies consist of five features such as; *order, direct request, threat, hierarchy or mentioning status, and demonstrating competence*.

The researcher analyzed the data by using the qualitative descriptive. The different colors represented each type of feature also for the subjects that help and support to present the data.

Table 3.1: Codes of Power Strategy Types

0	ORDER	H	HIERARCHY
DR	DIRECT	DC	DEMONSTRATING
	REQUEST		COMPETENCE
T	THREAT		

To make the analysis more manageable, the researcher also has given different colors for each character, for instance, red color for 'Olivia Pope,' blue color for 'Mellie Grant,' purple color for 'Quinn Perkins', and yellow color for 'Abby Wheelan.' Those colors were only just making the analyzing process easier.

Table 3.2: Codes of Scandal TV Series Season 7 Cast Names

CODE	CAST NAME	
OP	OLIVIA POPE	
MG	M <mark>ELLIE</mark> GRANT	
QP	QUINN PERKINS	
AW	ABBY WHELAN	
	OP MG	OP OLIVIA POPE MG MELLIE GRANT QP QUINN PERKINS

Olivia: [19:49] I'm making another call. This is my call. My call is no matter what,

Professor Stewart is a patriot. My call is we bring patriots home. My call is hope over cynicism. My call...(0.2) (pulling over Jake's arm to side of the

hall) is murder will not be policy in my White House.

Jake: [20:01] Except we're not talking about your White House, Liv. We're talking

about B613, your B613, because that's the real job... rebuilding B613, hiring agents, creating infrastructure, protecting the Republic. You want a hopeful White House? That's fine for you when you are Chief of Staff. Pick daisies

and dance. But your job as Command...

Olivia: [20:19] Careful.

Jake: [20:19] Olivia, j... I'm trying to help. When your father started B613...

Olivia: [20:24] (approaching firmly to Jake) This isn't my father's B613. It's mine.

run this show. I decide. You? Do what I say. Bring my guy home alive,

Admiral Ballard... <u>now †.</u>

Jake: [20:36] Whatever you say

Figure 3.3: Transcribed Data of Order Utterances

2) Classifying

In this second part is classifying. The author has categorized the data through the codes that the author has been made. The example below:

Thimm, Koch, and Schey (2003, p. 544), the author has collected the data about Power Strategy. The author analyzed the data from the highlighted scene that have been noted. Those data were divided into five categories of power strategy: *order*, *direct request*, *threat*, *hierarchy or mentioning status*, *and demonstrating competence*. Furthermore, the data that was indicated to each power strategy would be highlighted depend on the color above to ease in the classifying process; for instance, the order strategy's color is green.

4	4 NO NAME		DATA DURATION				TOTAL	
5	NO	NAME	0	DR	T	H	DC	IOIAL
6								0:
7								DR:
8	1	OP						T:
9								Н:
10								DC:
11	2	MG						
12	3	QP						
13	4	AW						
14		TOTAL						

Figure 3.4: Table Format for Collecting Data

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.

After the researcher has counted the amount of data and divided it into each group, the researcher made them into the graph. The graphic has molded into the microsoft excel to make the results of data presentation lot easier. The purpose of making the graphic is to measure which strategies are often used by four subjects or female casts in the *Scandal TV series Season 7*.

3) Interpreting

The author has constructed the interpretation based on the received data from the classification section. The researcher has to be mindful that critiques of the speech are often reflected in his voice. Every discussion is personal, and any decision made by the scientist can be questioned from another perspective. The researcher did that without placing her own beliefs and values, which are the author's influential leaders, in the study of media to detect a discourse that restricts gender subjectivities.

In the example above, Olivia Pope and Jake Ballard talk about releasing terrorist rehabilitation. So the hostages are Joshua Stewart — Ph. D. Professor at the University of Princeton. He is also a CIA spy, helping to make credible terrorist attacks. Jake and Olivia have a different perspective and opinion, whether they release or kill the traitor of America. Jake was trying to remind Olivia of her power over the B613 domain. However, Olivia has the guts and the point of view of what she believes. Her presence in the direction of Jake could push him to do something and agree on everything she ordered and said. The presentation of Olivia's feminity is compelling with her fierceness to give the command to Jake is somewhat intimidating.

CHAPTER IV FINDINGS AND DISCUSSIONS

In the chapter four, the author presents the findings and discussions of the data. These sections give answers to the research problem of the study. The further results of the data are shown more below:

4.1 Findings

This section reveals the results of the data analysis. In this part, the research focuses on the power strategy features that have been found almost in each subject, who are Olivia Pope, Mellie Grant, Quinn Perkins, and Abby Wheelan.

4.1.1 Power Strategy Types

In this part, the researcher shows the power strategy types that have been found in the *Scandal TV Series Season 7*. There are five types of power strategies, which are *order*, *direct request*, *threat*, *hierarchy or mentioning status*, *and demonstrating competence*. Among all of the five power strategies, there are two types of power strategies that have been applied from each subject; direct request and order.

The researcher collected 136 utterances as the total number of data. The rest of the bar graphics down below presented the amount of data of power strategy results on female characters of *Scandal TV Series Season 7*.

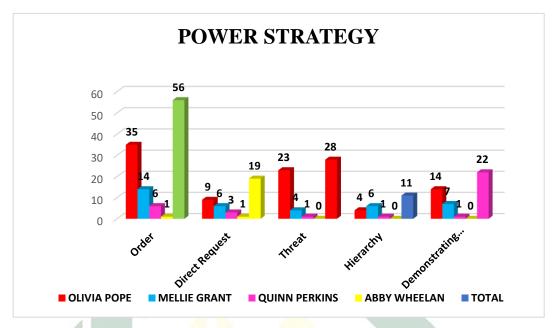


Figure 4.1: Total Utterances of Power Strategies in Four Subjects

Here is the graphic of the power strategies from *Scandal TV Series Season*7. In the graphic above, Olivia Pope has higher effects on applying order (56), direct request (9), threat (23), and demonstrating competence (14) utterances, among other characters. Meanwhile, the hierarchy or mentioning status utterances have been applied mostly by Mellie Grant.

Example (H/EP 6):

Mellie:

(29:3629:40) Admiral Ballard, I don't need to remind you that you serve at the pleasure of the President.

The role of Mellie Grant as the President of America would be the main reason why she primarily uses hierarchy or mentioning status quite often. One of the example above, Mellie was talking to Jake Ballard and she felt that Jake was not obey to her order. Mellie Grant even emphasized her status as the President to

intimidate and to warn Jake about her position there. The example later on will be presented more in down below.

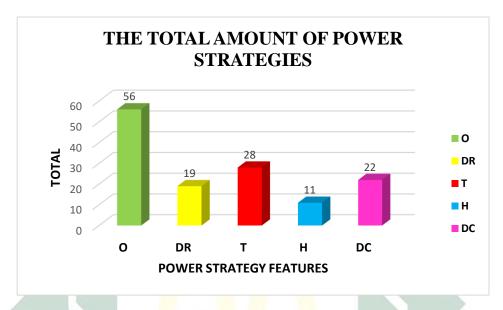


Figure 4.2: Total Amount Data of Power Strategies

The bar graph above shows the total amount of data of each power strategy, which are *order*, *direct request*, *threat*, *hierarchy*, *and demonstrating competence*. There are five bars with different colors due to each feature. The green bar (order) shows the most applied power strategy among four characters in the series.

Meanwhile, the blue bar (hierarchy) displays the lower number for applying the power strategy among the four characters. The further data were shown below:

4.1.1.1 Orders

The order forms are included as imperative sentences. Hall (1981, p. 59) states that imperative sentence—commands and requests that use the simple way of the verb without any said subjects. Order sentences are used when there is a

power differential between speaker and listener—to give the speaker an authority to command the listener perforce to do something. Thimm, Koch, and Schey (2003, p. 545) have shown the results from the previous study about the great talk perspective from applying the power strategy. It turns that gender stereotypes are being confirmed; men more employ official power-oriented strategies such as commands. Meanwhile, women are typically more polite and less direct.

In this type of strategy, the researcher has found the order and utterances in all of the female characters; Olivia Pope, Mellie Grant, Quinn Perkins, and Abby Wheelan. In applying power strategy, the subjects mostly use orders or commands as a reliable strategy, among others. The data for each case is shown below:

Data 1

Olivia Pope

Olivia: [11:55] Did you not hear me say I have work

for you?

Jake: [11:59] Yes, ma'am.

Olivia: [00:12:05] Okay. Get back in here. Work can

wait till morning. I'm sorry. I am.

This example is taken from the first episode. Olivia Pope uses the order to give the command to Jake that he has to get back to his work immediately because Olivia has a new mission to accomplish soon. However, Olivia uses another way to give Jake an order—she does not use the imperative sentences but using the interrogative form. "Did you not hear me say I have work for you?"—
However, the meaning is the same to point out that someone is an order—Olivia gives a command to Jake for accomplishing the new mission. Furthermore, in the

next seconds, Olivia states, "Get back in here. Work can wait till morning". Instead of telling Jake to back in their first activity (in the bed), and Olivia says to handle the work on the next day. Jake Ballard has a lower position than Olivia Pope. He is the director of NSA (National Security Advisor), the USA Navy Admiral. Moreover, he also works like the command of B613 under Olivia's control. Meanwhile, Olivia is as Chief of Staff of White House and even as the commander of B613 brigade (the CIA sub-division). Furthermore, it makes it more reasonable—the order utterances of power strategy of Olivia Pope have succeeded because Olivia has a higher position than Jake.

Data 2

Mellie Grant

Jake: [29:04] No chatter on coms. Madam

President, the coast is clear.

Mellie: [29:11] Take him out.

Meanwhile, Mellie Grant uses the imperative form to give an order for the staff by commanding the troops. This example is taken from the first episode. The situation happens when the soldiers are trying to release one of the citizen prisoners that is locked in Bashran. Mellie is on command to take the prisoner out. The troops immediately move fast after hearing the command from the President—Mellie Grant. Mellie has the primary role of commanding an order because she has the most prominent power as the leader of the country—President of America.

Data 3

Quinn Perkins

Quinn: [08:10] Hey, Marcus, reach out to your press

contacts. Get Zoe's story out there. Huck, Charlie, verify her background. Get those

school records.

This example is taken from the fourth episode. In the data above, Quinn Perkins seems to use her privileges as the "boss" to give the commands for everybody there—Hugh, Charlie, and Marcus. In the scene, they immediately move to do their job from Quinn.

Data 4

Abby Wheelan

Client: [04:23] Excuse me? I-I'm looking for Quinn

Perkins and Associates?

Quinn: [04:28] Yes. Hello!

Client: [04:30] Oh, thank God. Um, are you

available?

Quinn: [04:33] (sarcastically smile at David) Get lost,

David.

This example is taken from the first episode. The situation takes place in the QPA (Quinn Perkins & Associates) office. Suddenly a primary client is coming after the company gets an issue. Abby directly turns her body to tell David to get out of the room because they have a meeting with their first client. David immediately obeys while raising both hands resignedly. Unfortunately, the researcher has found only two utterances of power strategy features: order and direct request from Abby Wheelan.

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.

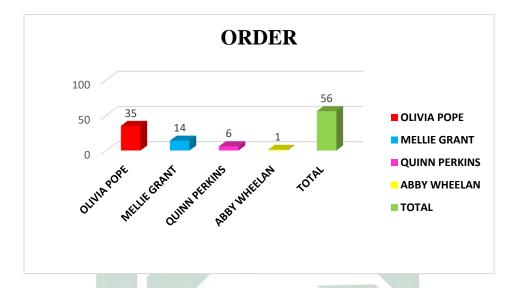


Figure 4.3 Total Utterances of Order Strategy

Above that is the graph bar of the total utterances of order strategy. In this example, the author has found the data on the strategy power to express order statements of four female subjects in the *Scandal TV Series Season 7*. The most used power strategy is the order strategy among all of the features. The total order of power strategy that research has found and collected is about 56 utterances. The bar graph shows the most significant and less data number of applying order strategy; Olivia Pope gets the highest (35).

Meanwhile, Abby Wheelan receives the least data (1 utterance) among other characters. Moreover, the researcher has found the data on the four female subjects: Olivia Pope, Mellie Grant, Quinn Perkins, and Abby Wheelan that have used the order utterances during their dialogue. The researcher has chosen only 7 out of 18 episodes because of the data saturation issue.

The researcher has discovered that three female figures among the four subjects are the leader in this TV series. They are Olivia Pope as the Chief of

Staff, Mellie Grant as the President of America, and Quinn Perkins as the boss of QPA (Quinn Perkins & Associates). Meanwhile, the character of Abby Wheelan only becomes the ordinary employee in the QPA firm. In the first season, Quinn Perkins, Abby Wheelan, and Huck are the employees of OPA (Olivia Pope & Associates) before it has turned out to be QPA (Quinn Perkins & Associates). It will make sense when Olivia Pope, Mellie Grant, and Quinn Perkins have applied for the order utterances because of their position. Meanwhile, Abby Wheelan has the status of the friend and the ex-girlfriend of David. So, Abby Wheelan triggers to use power strategy order to send David away from the office.

4.1.1.2 Direct Requests

The direct request is one of the forms of an imperative sentence. However, actually, the compelling way as the request is quite the same with command or order, but it is more polite and modest. A request is the intention of speakers so that the listeners do something they have said to them. There are three types of request formulations; indirect request, direct request, and command or order.

In the power strategy, women used significantly more indirect requests rather than any other approach, and they altogether avoided using orders or commands. Because indirect requests are generally regarded as politeness action, Thimm, Koch, and Schey (2003, p. 545) reveal the results of the condition between males and females in using power strategy—request. Furthermore, the results show that males are more often using direct requests than females because men are more direct in phrasing and stating the requests. While these results

nowadays have found, all of the subjects tend to use direct request rather than an indirect request. These are the results from the perspective of powerful talk, pointing out that females are more likely to use direct request utterances more often than male casts themselves. The data for each subject is shown below:

Data 5

Olivia Pope

Cyrus: [21:05] Was that it?

Olivia: [21:06] No. The Rangerette Future Leaders

program is arriving in an hour and a half. I

need you to stop by, say a few words.

Cyrus: [21:13] - The Rangerettes?

Olivia: [21:14] -Mellie was planning to do it, but she

got pulled into a meeting with the Bashrani

Ambassador.

Cyrus: [21:18] You're serious? You want me to meet

with the Rangerettes?

Olivia: [21:21] Is that going to be a problem?

This situation is taken from the first episode. Olivia tells Cyrus to come to her office because Olivia needs to hear about the updated votings from Cyrus. Then, Olivia will inform Mellie Grant (as the President) not be able to attend to Ranggerates Future Leading Programs because she has another schedule at that time. So, Olivia asks Cyrus directly for replacing Mellie to participate in the occasion. If we could see from both sides of their positions; Olivia Pope as the Chief of Staff and Cyrus Beene as the Vice President. If we discuss about the status between Chief of Staff and President, their relationship is more crucial and influential rather than with Vice President itself. A White House Chief of Staff deals with and has a voice regarding everything from access to President.

Miller (2018) as the former of MPA Public Administrator at Various

Agencies from 1979-2009 answers the question from one of the questioners in one
of the blog called "Quora" about "Who is higher in command, a Secretary of State
or a Chief of Staff?" Quora is a popular question-and-answer platform or forum
where the questions are posed, answered, and edited by the internet member,
either factually or in the context of opinion. Although this question is not about
the relationship between Chief of Staff and Vice President, the researcher
absolutely could conclude the answer. Chief of Staff is a generalist who works
with President in influencing national politics, to improve the response of an
Administration to the significant hurricane. So, the chance of Vice President will
accept the direct request through Olivia will be successful. Furthermore, the way
Olivia directly saying it is powerful enough to make Cyrus taking it.

Data 6

Mellie Grant

Mellie: [17:56] I want a list of proposed sanctions

against Dakal on my desk in an hour. We need to show Nazari in full detail what's going to happen if he continues being uncooperative.

Olivia: [18:05] So, we're resorting to threats, then,

already?

Mellie: [18:07] If we want to get this done, we don't

have much of choice. You saw that man in

there—the nerve.

This example above happens in the fourth episode after Mellie and the other staff hold a meeting about signing the treaty between Bashran and Dakal. During the conference, Mellie gets mad because the meeting is not conducive and not

running well. Then, Mellie asks Olivia directly to bring her the list of proposed sanctions against Dakal on Mellie's desk. If the researcher takes a look at both of their positions—Mellie Grant and Olivia Pope, it has naturally happened between those who have the higher status for asking or requesting something directly to the lower place. Mellie demands it directly to Olivia; it is not the order utterances. Those will be an indifferent form of sentences. For example, "Get the list of proposed sanctions against Dakal on my desk in an hour." The formula will be "verb + give a command statement." The order form will be more imperative and forceful rather than direct request form.

Data 7

Quinn Perkins

Quinn: [10:10] Huck, can you hack into its security

system?

Huck: [10:11] You expect me to just break into the

government facilities of one of the most mysterious and impenetrable nations on the

planet? You guys take me for granted.

This case comes from the first episode. Quinn asks Huck to hack one of the security systems to find the missing people, which is the client's father. Huck is one of the employees of QPA that has a specialty in IT (Information & Technology)—hacking, sabotaging, searching the private data. So Quinn requests to Huck directly to hack the security system as his mission. Instead of asking indirectly, for example, "Huck, Can you help me?" Quinn immediately points Huck to do that—hacking the security systems.

Data 8 Abby Wheelan

Huck: [10:41] What do you see? (*looking at the*

computer screen.

Abby: [10:42] Nothing. I mean, there's no one. **Charlie:** [10:43] (pointing out to computer screen)

There. Stewart's pal.

Abby: [10:45] Well, can you get an ID on that guy? **Huck:** [10:46] I have enough definition for a QR

scan, but it'll come up empty.

This situation is taken from the first episode. Abby and the team, including Quinn, Huck, and Charlie seem doing some hacking stuff. Before that, Quinn already has told Huck to hack the CCTV for finding the client's father. When they are discussing the guy that is in the hacked CCTV footage, Abby seems to take part to ask a question about him. Then, Charlie answers Huck's guess if the guy is Steward—the one whom they are looking for by QPA. Abby directly implies guy in the CCTV. So, Abby feels more confident and naturally request it directly. Because Abby and Huck are work partner and the employee in the same company—QPA (Quinn Perkins & Associates) for a long time. At first, Abby Wheelan was the Olivia Pope's right-hand woman in the first season in OPA (Olivia Pope & Association). Still, in the seventh season, Olivia has worked in the White House to be the Chief of Staff. Abby Wheelan, Quinn Perkins, and Huck were the employees of Olivia in the first season in OPA. Indeed, between Abby and Huck have a casual relationship as a friend and a partner.

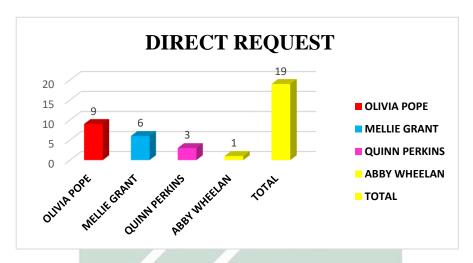


Figure 4.4: Total Utterances of Direct Request Strategy

In this bar diagram, the author finds the details on the strategic ability of the *Scandal TV Series Season* 7 to request utterances from four women. As the previous example, the expressions of the direct request were conveyed via the female shows Scandal TV, which are Olivia Pope, Mellie Grant, Quinn Perkins, and Abby Wheelan. The cumulative outcomes of the researchers' direct question results are 19 utterances. The bar diagram above shows the most important and smallest data to submit basic requests; Olivia Pope gets the highest data (9), while less data is being obtained by Abby Wheelan (1). In the center of its dialogues, the investigator gathered the argument of direct requests and indirect requests. Thimm, Koch, and Schey (2003, p. 545) say that women are more implicitly aggressive than any other method in their control strategy and have avoided mainly using commands or orders since indirect implementations are generally called political action.

People have various views on the linguistic behavior of women and men.

Women are always indirect; she is manipulative in different ways or has a soft

mind. If women are blunt, they are usually called a shrew or a bitch. It is a political act to limit expressive capacity to women. Nonetheless, even though they still use indirect demand words, four female casts always tend to dominate and exert power over other characters. Romaine (2003) explains the standard that may also work for men and women differently. In some cultures, women use traditional speech to gain respect and control for others. When attempting to do something or inspire others to believe something, women create additional elements of classical phrases. People never speak like that.

4.1.1.3 Threat or Threatening Action

The definition of threat action is as "to press, to insist, and trying to force or to induce someone or some people,"; primarily through menaces. Threats are made from a variety of reasons and included on different list examples of these reasons, such as the intimidation one. Threats imply a tool of manipulation (power and demands), Muschalik (2018) states that threats are subsequently described as intricately related to the directive and manipulative force of a threat and the assertion of power by the speaker.

The threatening occurs, when a speaker intentionally expresses through an utterance in several conditions. The speakers intend to commit an action personally, the speakers' belief that effort will affect the unwillingness state of the world for the addressee, and the speaker's plan to give a feeling of intimidation to the addressee through the addressee's awareness the intention in the first condition. The researcher has found this threat utterances only from the three

subjects; Olivia Pope, Mellie Grant, and Quinn Perkins. The data for each subject is shown below:

Data 9

Olivia Pope

Olivia:

Senator Michaels:

Olivia:

Senator Michaels:

Olivia:

Senator Michaels:

Olivia:

Senator Michaels:

Olivia:

[01:13] Senator Michaels. Thank you for being punctual.

[01:16] Summoning me to the principal's office isn't going to get me to change my opinion about this bill, Ms Pope.

[01:22] Oh, that's okay. I don't care about your opinion. What I care about is your vote.

[01:26] I'm voting no.

[01:27] Hmm. It's going to have to be a yes.

[01:29] My vote is no. That's final.

[01:31] No. You need to vote yes.

[01:32] Now, you hold on there a minute, Missy. In what world...

[01:35] Before you do all of... that, you should know that I have an envelope. See? It's packed with a great deal of information... photos, copies of e-mails, reports, a couple of... fascinating videos. This envelope is hot. This envelope makes careers. Not mine, because, well, I'm already me. And it certainly won't make yours, Senator. You know whose career this envelope will make? Journalists... lots of journalists. It'll also benefit your wife. She gets the truth. How do you think she'll react? I think she gets mad... finally lets go of all that "Cleave unto one's husband" crap you spout, because, let's face it... even Jesus would tell her to leave a man who does what's in there.

This situation is taken from the first episode. The scene is opened by Olivia Pope elegantly entering her room—as The Chief of Staff. Her secretary gives a clue that there is "someone" in her room. He is Senator Michaels, who is invited

by Olivia Pope. It seems that Olivia already has taken action to push Senator Michaels to give his vote by summoning him to the principle office to change about the bills. Olivia looks so firm with her stance to order him for voting "yes." Unfortunately, Senator Michaels still with his final statements, which is to vote "no." Then, Olivia comes up with handing the mysterious brown envelope. Inside the mysterious envelope, there are data and information to threaten Senator Michaels.

Olivia gives long threat lines to Senator Michaels. The threat utterances are stated from the first line until the end of Olivia's line, which is from 01:35-02:16. In the first line, there is "Before you do all of... that, you should know that I have an envelope." It refers to when Senator Michaels starts his significant rejection and states his anger to Olivia. She intends to shut his up by taking that envelope. In the second line, Olivia starts showing that envelope to Senator Michaels. Olivia is explaining what is inside the envelope. She mentions about the excellent deal information has already packed inside. There are photos, copies of emails, reports, a couple of fascinating videos. Those things are the weapon for Olivia to shut Senator Michaels's career down.

When Olivia says, "This envelope is hot," it means that she has received the recent data about Senator Michaels. In the fourth line, Olivia says, "This envelope makes careers." The careers that Olivia was talking about refers to Senator Michaels's. Moreover, his careers depend on the inside of envelope—photos, copies of emails, reports. In the fifth line, Olivia says, "Not mine, because, well, I'm already me," she intends to emphasize which careers they are

talking about. She states that it will not impact her career life because she shows that her professions are really in good shape at that time. In the sixth line, there is "You know whose career this envelope will make?" Olivia gives a clue to Senator Michaels by asking a question about whose career this envelope will ruin someone's life and image. Meanwhile, the condition is clearly about threatening Senator Michaels' jobs to make the changes his decision.

The moment when Olivia says, "Journalists... lots of journalists.", it refers to Senator Michaels' life after Olivia decide to leak all of the shreds of evidence. There will be much news that will report him as well. In the eighth, ninth and tenth line is related to each other. They talked about Senator Michaels' wife and the possible reaction after knowing those facts—his dark secrets. She threats Senator Michaels by stating the worst possibility about his wife's response. In the eleventh line, "I think she gets mad... finally let's go of all 'Cleave unto one's husband" that crap you spout." Olivia answers her question in the eight lines that Senator Micheals' wife will angry with him. Because finally, we, as viewers, know the point of those data/ dark secrets. Senator Micheals having an issue affair due to the data that have been collected by Olivia, "Cleave unto one's husband." Other evidence about Senator Michaels having a relationship is in the last line. Olivia mentions Jesus as the one who could judge and decide everything in this case. Olivia threats that Senator Michaels' wife would divorce him because he is cheating on her. Those are series of threatening utterances to Senator Michaels in an attempt to change Senator Michaels' decision and giving a vote yes.

Data 10

Mellie Grant

Ambassador Marashi: [12:22] There's no need for an immediate

answer, Madam President. You're more than

welcome to take some time.

Mellie: [12:28] Oh, that won't be necessary. (*smirking*

smile) I have an answer.

Jake: [12:30] Madam President, if I may...

Mellie: [12:31] The only reason I agreed to this

meeting in the first place was that I wanted you to deliver a message of mine. (0.2) Tell them to run. Tell them to hide. Because I am coming for them (*standing up from the chair*). Congressional approval or not, I am going to drop every last American bomb on their heads to make them pay for what they've done.

This situation is taken from the sixth episode. President Mellie Grant has invited Ambassador Marashi to have a meeting in her room. Ambassador Marashi also wants to deliver the message on behalf of Bashranis to President Mellie about the nuclear treaty that had been negotiated between President Mellie and President Rashad. In this episode, President Rashad has passed away, allegedly due to the terrorists and the rebels in Bashran. Ambassador Mashrani wants to explain two conditions that President Mellie Grant should approve too. First off, the Bashranis must be assured that Dakal will hold up their end of the bargain. If they are still willing to abandon their nuclear capabilities, the new regime will follow suit. Moreover, second, the United States will recognize the new government as the legitimate leader of Bashran.

After the Ambassador Mashrani has explained everything about the messages, Mellie turns out to be in serious mode, and the mood changed as well.

She responds the Ambassador Mashrani's messages on behalf of Bashranis with the chain of threatening utterances. The opening part of threat lines when Mellie says, "Tell them to run. Tell them to hide. Because I am coming for them". It means that Mellie and America will do something ad attack Basrhanis or whoever becomes the rebels. So that is why Mellie told them to run and hide. It is because America will soon take action to fight them soon.

Furthermore, the next part of threat lines is the answers for the Ambassador Mashrani message on behalf of Bashranis. Mellie gives rejection answers by saying that. Mellie will take an act of revenge by dropping the bomb to their place. It means Mellie, on behalf of American, will take action for the possible war.

Data 11

Quinn:

Quinn Perkins

Yasmeen:	[20:15] I've done it before. I've been
----------	--

pretending to be a regular American college

student for three years. I can do it again.

[20:21] We found you at a rest stop. Do you think you'd make it out of the state before someone unfriendly grabbed you, pulled you apart piece by piece or worse? (*gives the intimidating stare*) The only thing you two are

going to do is sit right here until I figure out

what happens next.

This situation is taken from the fifth episode. There is a supporting character named Yasmeen, who is played as a niece of President Rashad. There is an order to keep Yasmeen safe in QPA (Quinn Perkins & Associates) office for a while.

President Rashad is in danger situation at that time because of the rebels and the

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.

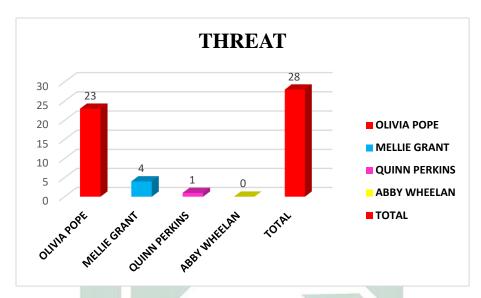


Figure 4.5: Total Utterances of Threat Strategy

In this bar graph, the author has found the data on the strategy power to express threat utterances from three female subjects/casts in the *Scandal TV Series Season 7*, which are Olivia Pope, Mellie Grant, and Quinn Perkins. Unfortunately, the researcher does not find any threatening remarks expressed by Abby Wheelan during her dialogues. The total results of threat utterances that the researcher has found and collected are 28 utterances. The bar graph shows the most prominent and fewer number data of applying threat strategy; the author gets the highest data of threat strategy (23 utterances) on Olivia Pope, meanwhile on Quinn Perkins receiving less data only 1 utterance. Based on the above threats, the researcher concluded the "Women Power" reflection of female characters on *Scandal TV Series Season 7*. Cameron (2003, p. 450) described women as softer and more refined than men and argued that this was portrayed as women to avoid gross, vulgar, and abusive language. Whether in politics or our daily work, women must begin to be more assertive and influential in protecting themselves.

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 identified as one level of control on the allocation of resources disputes and group discussions, would usually involve high positions. On the contrary, people with a higher positioning would abandon these advantages, give more prominent well-being than the low position to general advances, and substantial evidence of assembly suggests a reliable correlation between social standing and well-being or prosperity among species.

Cumnis (1998) states that in human and non-human animals, rank hierarchies are prevalent. Such authorities reflect social standards that regulate individual behavior on its basis and determine what is necessary or needed for social interactions. The findings emerge from the various characteristics that influence resource access that advanced people gain from resource access in competitive situations. Some mature physical symptoms such as sex, age, height contribute to acquire and maintain status. The researcher found data from these three regions, Olivia Pope, Mellie Grant, and Quinn Perkins, suggesting rank or hierarchy only. The following information is provided for every subject:

Data 12

Olivia Pope

Olivia: [35:19] I made a mistake with you. We are very, very good together. We have a skill.

And... I was weak. But no matter what, I never should've let you back in my bed. You're sleeping with the boss. You got comfortable. You got familiar. You forgot who I am. You forgot to be afraid, and you

overstepped.

Jake: [35:49] Wait. Are y... You're not serious.

Olivia:

[35:53] Don't worry... It won't happen ever again. This is over.

This example is taken from the first episode. Olivia Pope is a Chief of Staff; meanwhile, Jake Ballard is the Director of NSA (National Security Advisor), the USA Navy Admiral. He also works like the command of B613 under Olivia's direction. Not only as of the Chief of Staff of President Mellie Grant but also Olivia is the commander of the B613 army (the CIA sub-division) as well. Furthermore, it makes it more reasonable—Olivia Pope has succeeded in applying for order utterances because Olivia has a higher position than Jake.

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. Jake Ballard has already prepared the different scenarios, which are to kill the hostage instead of releasing him. The hostage is one of the CIA that has succeeded thwarting four credible terror attacks, and also his post at the University of Bashran is only a cover. So basically, Olivia Pope considers Joshua Steward as the hero of America. Meanwhile, Jake Ballard thinks he will endanger America by leaking the information.

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. And then, Olivia assertively states that their relationship is already over.

Data 13

Mellie Grant

Mellie:

[32:04] We are not starting a campaign. We are not making some tidy, little sales pitch to the American people. That will take months, and we don't have that kind of time. President Rashad doesn't have that kind of time. He will be dead and buried (bowing head) in a matter of months, so, no. I'm sorry, but... (0.5) we need to do something now.

Olivia: Mellie: [32:33] (0.3) What are you saying?
[25:00] I can't. I shouldn't. I'm President. But it's intoxicating. Everyone always doing what I say. I start to think... I can do whatever I want. Whomever I want. But that is exactly what they all thought. All those old, dead guys with their mistresses and their child brides. The pigs. And now... it's happening to me. It's a nightmare.

This conversation is between Mellie Grant as the President and Olivia Pope as the Chief of Staff. This scene is taken from the fifth episode. In this situation, Mellie has fallen in love with President of Bashran, Farid Rashad. Unfortunately, President Rashad has an issue with the rebels and the terrorists against his

decision to sign the nuclear treaty with America. That is why Mellie, as a woman, wants to save her man that she loves. Mellie said they were running out of time to do some campaign for selling the importance of this war to the American people. Then, Mellie adds that President Rashad will be dead soon if they have not done something.

In this time, Mellie states some ambiguous statements without directly requesting what she wants to Olivia Pope. In her dialogue, Mellie answers Olivia's question by mentioning her status as the President. Mellie thinks that she really can get what she wants without even requesting it directly. As if Olivia can understand what Mellie intends to say. Mellie said that she does not need any detailed information to be reported to her. The most important thing is that Olivia Pope will give the guarantee for herself as the President that those acts will do secretly. In the data above, Mellie uses the hierarchy utterance as her power strategy to influence and to control Olivia Pope.

Data 14

Quinn Perkins

Huck: [04:55] - I don't want to go at all.

Quinn: [04:55] This is a huge opportunity, and we

cannot afford to pass it up. Plus, I'm the boss,

and I say we're going, so we're going.

The following data is taken from the second episode. Quinn Perkins is using the hierarchy or mentioning status utterances to her employee. Quin emphasizes her position as the boss of QPA (Quinn Perkins & Associations). In this scene, the White House has invited QPA employees to the state dinner. They are all excited

to come to dinner, but not for Huck. Abby Wheelan said that White House would not invite the people who have an issue before—which are Huck and Charlie that experience of having the problems. So, Abby suggests making the incognito for entering the state dinner in the White House. Huck said that he did not want to come to dinner. Nevertheless, Quinn persuades Huck that by attending the state dinner is their big opportunity for QPA to discover the secret information inside the White House. Then, Quinn uses the hierarchy or mentioning her status as the "boss" to influence and to order Huck and the others to attend the state dinner.

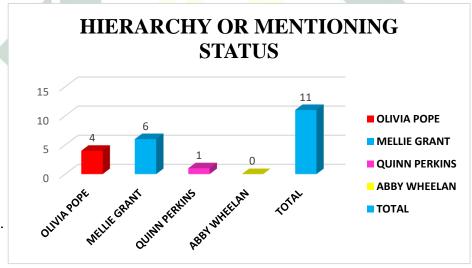


Figure 4.6: Total Utterances of Hierarchy Strategy

Those data above are examples of the power strategy of mentioning status or hierarchy utterances. The researcher has found the data on the power strategy to express the hierarchy or mentioning status utterances from three female subjects in the *Scandal TV Series Season 7*, which are Olivia Pope, Mellie Grant, and Quinn Perkins. Unfortunately. The researcher does not find any hierarchy or

mentioning status remarks that are expressed by Abby Whelan during her dialogue, according to the graphic bar above. The total results of the hierarchy utterances that the researcher has found and collected are about 11 utterances. The bar graph shows the most prominent and fewer number data of applying hierarchy strategy; the researcher gets the highest data of hierarchy strategy (6 utterances) on Mellie Grant, meanwhile Quinn Perkins applying only 1 utterance.

From those hierarchy examples above, the researcher has concluded the Women's Power is reflected on female characters in the *Scandal TV Series Season* 7. Thimm, Koch, and Schey (2003, p. 545) state that hierarchy or mentioning status utterances are about showing themselves as a "boss" more clearly in some texts. One of the most noticeable and clear characteristics is the use of the title or the degree and a technique used only by the speakers. After the conclusion of the dictation, title or position has often been inserted.

Lakoff (2003, p. 162) explains that collocation "women" and "power" also have the space to confuse the people because language represention on leaders are to survive around stereotype. However, the female casts have successfully revealed, and presented women are deserved to become a superior leader due to the data above. Olivia Pope, as the Chief of Staff, explicitly emphasizes her status as the "boss" to Jake Ballard—her right-hand man in B613. There is Mellie Grant that also mentions her status as the "President" to Olivia Pope—the Chief of Staff. Furthermore, the last, there is Quinn Perkins that confidently emphasizes her position as the "boss" to Huck—her employee. These titles refer to the official positions and also highlight their superior status

4.1.1.5 Demonstrating Competences

Cheng (2012) notes that the substantial perspective of empirical support was derived from a skill-based rating perspective. For example, numerous studies have shown the high standard based on the perceived influence of leadership and more real control over group discussion, predicting consistency in leaders — intelligence, group engagement, and prosociality. Demonstrating competence means demonstrating someone's abilities and abilities through knowledge of others, making people appreciate and control others. The researchers found only Olivia Pope, Mellie Grant, and Quinn Perkins. The following data was shown for each subject:

Data 15

Olivia Pope

Olivia: [06:21] Ask me about work. Rowan: [06:22] How is work?

Olivia: [06:23] Good. I think we have a real shot at

getting Vargas' free college bill through.

Rowan: [06:28] So you got Senator Michaels. Did he

put up a fight, or did he stand down with a

whimper?

Olivia: [06:31] I presented Senator Michaels with the

facts, and I'm thrilled that he saw the light.

Rowan: [06:35] The light. (*giggling*) That light is

something. How is the President?

Olivia: [06:40] Mellie is good.

Rowan: [06:41] So, Mellie is in formation. Happy to

let you hold all the cards, wield all the

power... happy as your puppet.

Olivia: [06:49] Mellie and I are a team.

Rowan: [06:51] You don't play team sports, never

have... not well, anyway.

Olivia: [06:54] Dad, it's my turn. I'm changing the

rules. This, what I'm doing, is better.

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 replaying 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.

Data 16

Mellie Grant

President Rashad: [21:37] Has anyone ever told you you have

the most bracing taste in alcohol?

Mellie: [21:41] an influential leader needs a powerful

drink. Second one goes down easier.

President Rashad: [21:47] I think I'll need at least one more if I

> am to keep myself from clobbering that disgusting, old bastard with a chair.

Mellie: [21:53] Which would not advance our cause.

President Rashad: [21:55] For him to speak to you like that...

Mellie: [21:57] I appreciate your outrage, but I don't

> need you to stand up for me. And if we're gonna get anywhere with Nazari at all, he cannot see us as a united front. I'm here to

facilitate these talks, so I need to seem

impartial.

This scene is taken from the fourth episode. It brings up the most influential people in one frame. They are President of Bashran, Farid Rashad, and President of America, Mellie Grant. In this situation, they have a drink together after meeting about the nuclear treaty. Mellie Grant even mentions her status as the influential leader when Presiden Rashad gives a compliment to the alcohol as strong as Mellie's status as the President of America. In the previous scene, there is a moment when Presiden Rashad and President Mellie are having a meeting

with the Ministers in the White House. Mellie is accused of having conspired with Presiden Rashad and even compared the reign of Mellie Grant with her exhusband, former President of America, Fitz Grant. That is why President Rashad throws his anger to the one who said those kinds of things to Mellie.

Thus, Mellie gives a response by showing off her competence as a powerful and intelligent leader. Visually, Mellie seems exceedingly confident about her decision and idea to win this treaty. It shows that Mellie can influence the group discussions like in the previous meeting by showing off her power as the President. This text also proves and presents how men are supporting and acknowledging Mellie's existence to hold women in power.

Data 17

Quinn Perkins

Quinn: [06:54] You killed a teenage girl because it

was convenient for you!

Olivia: [07:02] (0.5) Also, I drugged a 28-year-old

lawyer unconscious, dragged her across the country away from her home and her family, left her in a hotel room with a false identity. I

made that call. How'd that turn out?

Quinn: [07:19] (0.4) You just gave me a life that

suited you.

Olivia: [07:22] Oh (*smirk*).

Quinn: [07:23] What if what suited you was my

death⁺?

Olivia: [07:36] (0.11) What exactly are you planning

to do, Quinn?

Quinn: [07:41] (0.3) Your OPA was never about

justice. (0.2) Mine will be. (walking over).

This scene is taken place in the DC War Memorial when Olivia Pope and Quinn Perkins are having a meeting in the sixth episode. That night, Quinn

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 & Associations)—now turns out to be QPA (Quinn Perkins & Associations).

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 & Associations). 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.

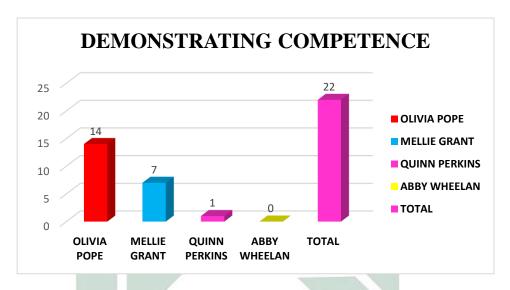


Figure 4.7: Total Utterances of Demonstrating Competence Strategy

Those are examples of the power strategy of demonstrating competence or hierarchy utterances. The researcher has found the data on the strategy power to express the demonstrating competence utterances from three female subjects in the *Scandal TV Series Season 7*, which are Olivia Pope, Mellie Grant, and Quinn Perkins. Unfortunately, the researcher does not find any demonstrating competence remarks expressed by Abby Whelan during her dialogue due to the graphic bar above. The total results of demonstrating competence utterances that the researcher has found and collected are about 22 utterances. The bar graph shows the most prominent and fewer number data of applying demonstrating competence strategy; Olivia Pope gets the highest (14).

Meanwhile, Quinn Perkins receives less data (1). From the evidence of the above examples of competence, the researcher concluded that Women 's Power was reflected in the *Scandal TV Series Season 7*. Foucault's (1980) work on the equation of power with knowledge. Power-ladder is a specific way of coming to

know something and every move of knowing. Foucault conceptualizes control as a framework that is carried out by everyone except not restricted in any individual, helping to naturalize the implications of a specific situation.

Women adopt a more prestigious variety of languages to boost their children's social and educational prospects. Cameron (2003, p. 452-453) considers that women are removed or oppressed from many significant public spaces, partially because they are expected to be unable to achieve an acceptable public profile. Despite cultural itself, interpretations should not be the result of isolation and marginalization by women. Nevertheless, from the data above, the female casts have successfully revealed and presented how the women are capable, qualified, and competent to gain equality with male counterparts of their skills and intelligence. Olivia Pope attempts to obtain the acknowledgments from Rowan—her father.

Meanwhile, Mellie Grant tries to show off her ability and power to Presiden Rashad, and Quinn Perkins attempts to mark off the QPA (Quinn Perkins & Associations) that it belongs to Quinn, not Olivia's. Cameron (2003, p. 457) also implies that women are routinely portrayed as the old prophecy's model language, "Future is female." Currently, women and girls are reported to perform well in school, find jobs more quickly, enjoy healthier and longer lives, and believe that they owe this good fortune in part to their linguistic achievements.

From all the data of five power strategies above, the researcher has observed and discovered the conclusion. Among four subjects or female casts in *Scandal TV Series Season 7*, they have applied their Women Power for proving their

capability as the leader and stepping out from the stereotypical boundaries in society. Those female characters of *Scandal TV series Season* 7 tend to show these aggressive behaviors in each episode. The nature of aggression in women still has a negative connotation, and for those who have a kind of action, and practice will be considered dangerous and not feminine. Cantor & Berney (1992, p. 33-35) explains the word aggression itself seems to have the meaning of a destructive connotation (which is devastating). Therefore, the word aggression is strived to be replaced by the word assertiveness. If the word aggression is used wisely and creatively, it will strengthen one's personal growth. Aggression gives women strength and allows us to step into a challenging world by bringing new ideas and innovations

4.1.2 The Extended Exercise of Power Strategy in Scandal TV Series Season 7

This section will answer the next step of the extended exercise of power strategy in *the Scandal TV series Season 7*. In the previous study, the researcher explains the types of power strategies in the *Scandal TV Series Season 7*.

According to the final result, the subject who gets less number on applying power strategy utterances is Abby Wheelan (2). Meanwhile, the one who receives the most significant number on using power strategy utterances is Olivia Pope (85).

Olivia Pope is not only getting the most significant amount of total data, but she is also the most influential character among others included around the male characters.

In this section, the researcher gives more concern about how the characters extend the exercise of power strategy in *the Scandal TV series Season 7*. The

purpose is to measure how strong the female characters of *Scandal TV Series*Season 7 apply the power strategy features in maintaining their Women Power, among other roles, especially with the male.



Figure 4.8: Final Results of Power Strategy Exercise

The researcher has concluded from the pie chart above that female characters of *Scandal TV Series Season 7* mostly get the successful action on applying power strategy exercise. In the pie chart above, the success chart reaches 71% (96) meanwhile, the fail table reaches only 29% (40). From the data above, the researcher has decided among the four female characters; Olivia Pope, Mellie Grant, Quinn Perkins, and Abby Wheelan have successfully dominated and applied their "Women Power" well through their conversation in each episode.

Female characters of *Scandal TV Series Season* 7 seem more aggressive rather than in another previous season, except for Olivia Pope because she is the female lead in this serial. It is not only because this is the last season of the series but also the dynamic changing of female characters' job or position itself; Mellie

Grant, for instance. In the first season, Mellie Grant appears as the first ladies, also known as the wife of President Fitz Grant—former President. Fortunately, in the seventh season, Mellie turns out to be the President of America dynamically to change with her job record for replacing her ex-husband—Fitz Grant. Meanwhile, Abby Wheelan works as a political crisis management-firm in OPA (Olivia Pope & Associations) from the first season. She turns out to become the Chief of Staff in the fourth season, but in the seventh season, she returns for becoming the employee of Quinn Perkins in QPA (Quinn Perkins & Association). The researcher has concluded the reason for Abby Wheelan gets a minor part in applying power strategy utterances through this season (Season 7 or Final Season) because of her position (as a standard employee). Here is the example of the succeeded and failed strategy from each feature will be down below:

4.1.2.1 The Succeeded Power Strategy

The researcher collects the succeeded power strategy approximately 96 utterances as total from all of the characters—Olivia Pope, Mellie Grant, Quinn Perkins, and Abby Wheelan. So, the researcher presents one example of the most substantial amounts of successful data, among other power strategies, which is "order strategy." This conversation is held between Olivia Pope and Jake Ballard. The indicators of being successful in applying power strategy are when the interlocutors have been influenced and intimidated by the speakers—female characters in *Scandal TV Series Season 7*.

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 professionality 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.

4.1.2.2 The Failed Power Strategy

The researcher collects the failed power strategy approximately 40 utterances as total from all of the characters—Olivia Pope, Mellie Grant, Quinn Perkins, and Abby Wheelan. So, the researcher decides to take one example from one of the most substantial amounts of successful data, among other power strategies, which is "demonstrating competence." This conversation is held between Olivia Pope and Quinn Perkins. The indicators of being a failure in applying power strategy are when the interlocutors have refused and opposed the speakers—female characters in *Scandal TV Series Season 7*

Data 19

Example 2, episode 06:

Quinn: [07:41] (0.3) Your OPA was never about justice. (0.2) Mine will be. (*walking over*)

Olivia: [07:53] (0.4) I'm sorry about what happened

to Yasmeen, but Yasmeen wasn't your family. Charlie is your family. I am your family. That is your family. And if you know what's best for your family, I suggest you go home, get some sleep, get married, and move on. (0.3)

I'll see you at the wedding.

From this example, the researcher focuses on how Quinn demonstrating her competences about running her firm QPA (Quinn Perkins & Associations), she states that her leadership is way more about justice rather than Olivia's in the past—OPA (Olivia Pope & Associations). Due to the script text, Quinn takes action to walk over after she states those lines to Olivia. Unfortunately, Olivia responds it with a firm tone as usual whenever she is having a conversation with

other characters—undebatable, unbeatable, firm. Olivia could make Quinn feeling intimidated by her words. The reason why it includes the failed power strategy because Quinn can not be able to defend her statement instead of feeling threatened by Olivia's words. So, Olivia has opposed Quinn's strategy (demonstrating competence) by showing her power instead.

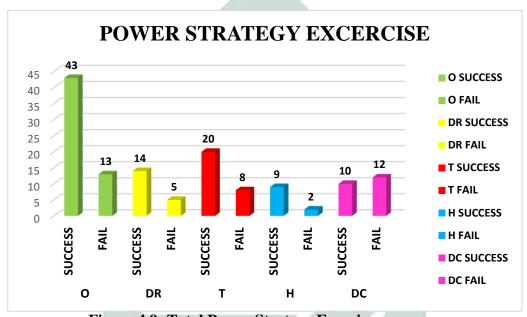


Figure 4.9: Total Power Strategy Exercise

This bar table above shows the total result of the power strategy exercise applied by female characters of *Scandal TV Series Season 7*. There are succeeded and failed bars for each type of power strategy. Among all of the succeeded bars above, order strategy gets the most significant data from this power strategy exercise. Meanwhile, demonstrating competence receives the least amount of data from this powerful strategy. In the previous answer from the types of power strategies on *Scandal TV Series Season 7*, the researcher gets the final result of which power strategy that female characters often apply.

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

happens when Olivia informs the death news of Presiden Rashad because of the plane explosion by the terrorist. Mellie Grant chooses "order chain" to influence Olivia by using Mellie's power as the President:

Data 20

Olivia:

Example 3, Eps 06:

Mellie: [00:40] What?
Olivia: [00:42] (handing the file) Mellie...
Mellie: [00:56] (receives te file) (getting shocked while reading the file) (another clip of crashing plane) (closing the file) Call the Secretary of State, get her here... (heavy breath) along with the director of the CIA and

the FBI. We will need to inform... the Bashrani Embassy as... as well.

[00:30] Madam President. (0.4) (another clip

Olivia: [01:11] (trying to touch)

Mellie: [01:12] Do not touch me. (0.13) (walking

over) Oval. 10 minutes. Got it?

Olivia: [01:27] Yes, Madam President.

In this scene, it looks like Olivia reports the bad news about President Rashad's death. Because in the previous stage, President Mellie expresses her feeling toward President Rashad. So through this scene, Mellie's mood set has changed visually for getting sorrow and condolences. Within these texts above Mellie is reading the file about President Rashad's death, she directly orders Olivia to call the secretary of state and director of the CIA and FBI as well for meeting with her immediately to discuss this case. Not only commanding Olivia to reach secretary of state and director of the CIA and FBI but also in couple minutes later, Mellie says, "Oval. 10 minutes. Got it?" with ordering or commanding tone as well. That line means Mellie wants to have a meeting

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..

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

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

office.

[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.

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

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

[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,

Olivia:

Mellie:

Olivia:

Mellie:

Olivia:

Mellie:

Olivia:

alone, have your back... always! You want to keep the barbarians at the gate? You want to hold these walls? You want to keep having it all, reverse the tides of injustice, redraw the map, flood the darkness with light, earn our place, and make it so that a woman holding this office is no longer a novelty but the norm? Then you have to stop thinking of me as an employee and start thinking of me as what I am.

Mellie: Olivia: [39:35] And what is that? [39:36] The boss. Put your faith in me, and me alone, and you will become a monument. Ignore me, allow them to come between us, and you will become an asterisk.

Within this text, Olivia Pope and Mellie Grant show off their power to each other; their presence during this scene is quite intimidating visually. They throw their ability in debating with their various power strategies. The researcher catches up several power strategies they are using during this conversation. As the researcher has illustrated the definition and the example of each power strategy is, both Olivia Pope and Mellie Grant have applied four powerful strategies during their conversation, in example 4, episode 1. Olivia Pope has implemented four different power strategies—*order*, *threat*, *hierarchy*, *and demonstrating competence*. Meanwhile, Mellie Grant has only applied three power strategies in total to beat Olivia up—order, risk, and authority.

The first part in Mellie's line implies her complaint to Olivia with threat strategy by saying, "If you ever cross me again..", before it is interrupted by Olivia. Then from the second part in Mellie's line tries to show off her status as the one that owns this office—the White House. Mellie is bragging about "This is

my office" topic because Mellie knows exactly her position right now as the leader of the country, also known as the President of America. Unfortunately, in the next part, which is Olivia's response toward Mellie, that makes it failed when Olivia states the facts to the conversation by saying, "- 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." Those facts make Mellie admitting that Olivia Pope has controlled her by saying, "I didn't. I listened to your advice, and I chose a different course." And Mellie's last line from this scene applies for order strategy when listens to Olivia's responds by saying, "- I don't care if this tiny dust up 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." From those lines, Mellie threat Olivia, giving the refusal action because Mellie is the President, and she must obey her order.

After analyzing all of Mellie's lines and her power strategies to beat Olivia, now this time is Olivia's turn to take down all of Mellie's words with very long lines of differences power strategies utterances. In those lines, four mixed power strategies have been applied by Olivia Pope—order, threat, hierarchy, and demonstrating competence. The first line of Olivia's part is using the demonstrating competence when Olivia says, "There's three things you need to know about me that you should already know, but I clearly need to reiterate." Olivia shows Mellie her three competencies that must be aware of her.

And the next line is using order strategy when Olivia mentions the first thing of her competence by saying, "One, you do not ignore me. Because, two, I am right, always. It's frustrating... get used to it." And the last from the three things Mellie needs to know from Olivia is using the demonstrating competence again when Olivia says, "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, alone, have your back... always!" From those long lines, Olivia is trying to show off that because only her support and her competences, Mellie can be the President up until now. Moreover, the reason why Mellie must be aware of Olivia's contribution here and should do not listen to man over here is that both Olivia and Mellie have the women's power to beat and to lead the men together.

Olivia believes the only woman could support and understand other woman's cases. Furthermore, the next part is using a threat strategy to warn Mellie not to underestimate and not consider Olivia as the ordinary employee by saying, "You want to keep the barbarians at the gate? You want to hold these walls? You want to keep having it all, reverse the tides of injustice, redraw the map, flood the darkness with light, earn our place, and make it so that a

woman holding this office is no longer a novelty but the norm? Then you have to stop thinking of me as an employee and start thinking of me as what I am." Then the answer to what Olivia wants is in the last part of her conversation by mentioning, "The boss."

Furthermore, again, Olivia applying threat strategy to reassure and to warn Mellie the consequences for unacknowledging her presence as the boss here by saying, "Put your faith in me, and me alone, and you will become a monument. Ignore me, allow them to come between us, and you will become an asterisk." The researcher has concluded that Mellie failed to apply all of her power strategies with a mixed style. Because of the next scene, Mellie agrees to accept Olivia's offer about considering her as the boss of Mellie Grant.

4.2 Discussions

Related to the results of this research, the researcher has answered the first question, which is the power strategy type of *Scandal TV Series Season 7*. Thus, the female characters of *Scandal TV Series Season 7* have mostly applied the order strategy (56 utterances) through their conversations in 7 episodes.

Meanwhile, the hierarchy strategy (11 utterances) gets the least number of data, among other plans. In contrast, there are the rest of the power strategies, which are direct requests (19 utterances), threat (28 utterances), and demonstrating competence (22 utterances). Moreover, among four female characters in *Scandal TV Series Season 7*, Olivia Pope is the main character and also getting the most significant total data number (85) on applying the power strategy utterances.

In contrast, Abby Wheelan gets the least appeared and total data number (2) on applying the power strategy utterances. There are some factors that have influenced Abby Wheelan gets the least for applying the five features of power strategies in *Scandal TV Series Season 7*. The first thing that has been noticed by the author is because of Abby Wheelan's job position in season 7—as the common employee or one of Quinn Perkins' subordinate in QPA (Quinn Perkins & Association). The status or position of someone could determine or consider the amount of power, it depend on "what are you?" or "what do you do on living?" Even though in the previous season, Abby Wheelan was the Chief of Staff in White House but it could not hide the truth if Abby has changed the job in the season 7. Second, Abby Wheelan gets the least screentime among other characters in *Scandal TV Series Season 7*. The factor could be influenced by Abby's job as Quinn's employee, so she practically has small appearance during the show. Moreover, Abby Wheelan always gets under other characters' shadows; for instance toward Quinn Perkins—as her boss.

Mellie Grant is the President in the seventh season that is getting controlled by Olivia Pope during their conversation in each episode. As Foucault's (1980) work about equating power with knowledge, even though Olivia has the lowest position (Chief of Staff) rather than Mellie Grant (President), it does not mean Mellie has the most prominent power after all. According to the data, Olivia gets the highest data number of demonstrating competence (14 utterances) rather than Mellie Grant (7 utterances). Thus, the inevitable character of Olivia Pope becomes the most outstanding and influential female character. However, Olivia Pope,

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

example is included as one of the "women battle" scenes that are happened in the *Scandal TV Series Season*.

The researcher also notices about the other issues that occur while finding the data. In women's power of female characters of *Scandal TV Series Season*7, there are some stages to reach the goals to become women in power. Richards (1992) stated about leadership skill styles in the book entitled "WOMEN IN POWER: The Secret of Leadership." It is hard for women to adopt a leadership style of men who are empowered to draw the precise boundaries, opponent, friends, and black/white, which is the question of how a woman accommodates her natural drives and sociological lessons with the realities of the men's world. So, the women leadership may still become the topic taboo around the world even though in real life, we already have the example of famous female leaders; for instance, Hillary Clinton, Geraldine Ferarro, Ann Richard, and so many more. Those prove still not enough to change the negative perspectives and the stereotypes about "Women in Power" issues around society.

Besides the "women battle" scene, there are also "women support" and "women victory" scenes at the end of having some arguments or debates with each other. Eventually, women will help and support each others' issues. The characters who are often having those scenes are between Olivia Pope with Mellie Grant and Olivia Pope with Quinn Perkins. The researcher will take only one example of "women support" between Olivia Pope and Mellie Grant in "example 4 episode 1" in the middle of a power battle. Indeed, they both need each other's support and help. The way Olivia Pope throws a threat, order, and hierarchy

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

national politics and large-scale movements. There is a verse that telling about human capacity as a caliph on earth is confirmed in the QS. al-An'am: 165 means as follows:

"And it is The One who makes you rulers of the earth, and He exalts you for some (another) degree, to test you on what He has given you. Verily, your Lord is rapid in torment, and indeed He is Forgiving, Most Merciful.

Transformation of thought in the professional field, such as women judges and the other professions are generally carried out by men (leadership). The issue of the women's appointment as judges have long been a subject of discussion among the *ulama*, some have allowed it, and some have prohibited it. The basis is the hadith of the prophet, which is said by Abu Bakrah:

أَنَّ أَهْلَ فَارِسَ قَدْ مَلَّكُوا عَلَيْهِمْ بِنْتَ كِسْرَى قَالَ « -صلى الله عليه وسلم -لَمَّا بَلَغَ رَسُولَ اللَّهِ لَنَّ أَهْلَ فَارِسَ قَدْ مَلَّكُوا عَلَيْهِمْ بِنْتَ كِسْرَى قَالَ « -صلى الله عليه وسلم -لَمَّا بَلَغَ رَسُولَ اللَّهِ لَنَّ يُغْلِحَ قَوْمٌ وَلَّوْا أَمْرَهُمُ امْرَأَةً

"When there was news to the Prophet sallallaahu 'alaihi wa sallam that the Persians adopted the daughter of Kisro (the title of the former Persian king) to be king, he was sallallaahu' alaihi wa sallam then said," A people will not be happy if they give up their leadership to women. "(Narrated by Bukhari no. 4425)

As Supardin (2013, p.56-57) explains the meaning of the hadith, although its material is only about the appointment of leaders, the scholars analogize it with the selection of judges. It is caused by the weight of the judge's duties, which may not be much different from a state leader. Judges are tasked with resolving cases that arise, whether the matter concerns the right of God Almighty, or concerning the rights of fellow human beings. Both internationally and nationally, many women have become leaders. Thus, it means that whether men or women could have the same opportunity to become one—a leader. The meaning that has also proven that women can become leaders is in the word 0 in verse describes that only certain men and certain women who have strengthed (their strengths) can become leaders. Lakoff (2003, p. 162) even mentions the collocation between "women," and "power" still can confuse around society, yet in Islam through the NU perspective has answered all of the doubts, and negative stereotypes about the woman is not a decent leader or powerless.

Wahid (2012) states that the themes of women's leadership include leadership in the public sphere and direction in worship, especially prayer, which is found in three licensed products. The decision of the *Tarjih* Council on Women's Women's Leadership. So far, there is only one related decision of the *Tarjih* Assembly with women's leadership. The decision was collected in one book called *Adabul Mar'Mar' ah fiil Islam*. This treatise produced in the 18th congress conference held in Garut. In this decision, the topic of women's leadership was raised in the presentation of the chapter "women in politics" and

the section "may women become judges." The chapter "Islamic women in politics" opens the discussion with Surah *At-Taubah* verse 71, namely:

وَٱلْمُوْمِنُونَ وَٱلْمُوْمِنَٰتُ بَعْضُهُمْ أَوْلِيَآءُ بَعْضٍ ۚ يَأْمُرُونَ بِٱلْمَعْرُوفِ وَيَنْهَوْنَ عَنِ ٱلْمُنكَرِ وَيُقِيمُونَ ٱلصَّلَوٰةَ وَيُؤْتُونَ ٱلزَّكَوٰةَ وَيُطِيعُونَ ٱللَّهَ وَرَسُولَهُ ۚ أَوْلَٰئِكَ سَيَرْحَمُهُمُ ٱللَّهُ ۗ إِنَّ ٱللَّهَ عَزِيزٌ حَكِيمٌ

"And those who believe are male and female each other being helpers; they enjoin virtue and forbid crime; they establish prayers, they issue zakat, and they obey Allah and His Messenger. They will be blessed by Allah, for surely Allah is Almighty, Most Wise."

The Tarjih Assembly understands the verse above as the encouragement for every Muslim to take part in a way intensive. There are two activities, such as amar bil ma'ruf (refers to encouraging people to do what is right) and nahi' anilmunkar (referes to forbid evil by discouraging people from doing what is wrong) which covers various fields of life. Among others are politics and state administration—the essentials of politics as fields of other, its role in bringing towards improvement Public. Thus, the importance of both parts between men and women who have competencies are invited intensively to involve thinking about political problems and state and practically involve themselves in it.

Because the fair political practices and state administration, they can realize the welfare of the Ummah (the whole community of Muslims bound together by ties of religion). According to the Assembly Tarjih, it can be understood why "almost all Islamic teaching about mu'amalat Duniawiyat (everything in the Quran as a

command or rule from Allah which is related to worldly but still leads to the happiness of the hereafter) contain political and ideological elements. In Islam, there is no distinction between religion, society, and country. Even Islam provides a fundamental foundation for personal, family, community, and state welfare.

Tarjih Council, furtherly explained that the role of women in politics could be implemented in two positions. First direct role and second indirect role. The part directly manifested in the form of involvement in the legislature, starting from the center to the regions. Thus, according to the Tarjih Assembly, "Women must participate and fight to reach the numbers adequate representation. While the indirect role can be realized in political awareness activities starting from household, community, by "taking an active part and fill valuable opportunities in society and filling social institutions. In these fields, women must be able to play a decisive role. Besides, by quoting Surah At-Tawbah verse 71, which presented in front, the Tarjih Assembly believes that men and women are responsible for amar bil ma'ruf and nahi' anil munkar to uphold justice and eliminate tyranny.

Therefore, although factually in the field, many men fill various areas of life, even women given the same opportunity. Because no one text forbids women from carrying out activities during this is more filled by men, as long as it does not come out of the frame devotional service (good deeds) to Allah.

Fatwa of the tarjih council on women's leadership is found in the "women's problems chapter" in the collection fatwa of the Tarjih Council compiled in the book Question and Answer Religion Volume IV. This fatwa is presented to answer a person's doubts Muhammadiyah residents about understanding historical

narrations of Abu Bakar, which has been stated before. Answer the question

The Tarjih Assembly noted that there were three ordinary texts or nash used as an

argument for women being prohibited leaders, which are:

First:

الرّجَالُ قَوَّامُونَ عَلَى النِّسَاءِ بِمَا فَضَلَ اللَّهُ بَعْضَهُمْ عَلَىٰ بَعْضِ وَبِمَا أَنْفَقُوا مِنْ أَمْوَالِهِمْ ۖ فَالصَّالِحَاتُ قَانِتَاتٌ حَافِظَاتٌ لِلْغَيْبِ بِمَا حَفِظَ اللَّهُ ۚ وَاللَّاتِي تَخَافُونَ نُشُوزَ هُنَّ فَعِظُو هُنَّ وَاهْجُرُوهُنَّ فِي الْمَضَاجِعِ وَاضْرِبُوهُنَّ فَإِنْ حَافِظَاتٌ لِلْغَيْبِ بِمَا حَفِظَ اللَّهُ ۚ وَاللَّاتِي تَخَافُونَ نُشُوزَ هُنَّ فَعِظُوهُنَّ وَاهْجُرُوهُنَّ فِي الْمَضَاجِعِ وَاضْرِبُوهُنَ فَإِنْ اللَّهُ وَاللَّاتِي تَخَافُونَ نُشُوزَ هُنَّ فَعِظُوهُنَّ وَاهْجُرُوهُنَّ فِي الْمَضَاجِعِ وَاضْرِبُوهُنَّ فَإِنْ اللَّهُ وَاللَّهُ عَلَىٰ عَلِيًّا كَبِيرًا

"Men are leaders for women, because Allah has bestowed the strength of some of them (men) over others (women) and because they (men) give income from his wealth ... "(Q.S. An-Nisaa': 34)

Second:

عَنْ أَبِي بَكْرَةَ قَالَ لَمًّا بَلَغَ رَسُولَ اللَّهِ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ أَنَّ أَهْلَ فَارِسَ قَدْ مَلَّكُوا عَلَيْهِمْ بِنْتَ كِسْرَى قَالَ لَنْ يُفْلِحَ قَوْمٌ وَلَوْا أَمْرَ هُمْ امْرَأَةً (رواه البخاري والنسائ والنرمذي واحمد)

When the Messenger of Allah. Knowing that the Persians adopted Princess Kisra as their ruler, he said, "It would not be lucky for one person to meet a woman." (narrated by Bukhari, An-Nasa' I, and Ahmad through Abu Bakrah.

Third:

According to Suyuthi, in his book entitled *Jam'ul Jawami'*, this hadith is narrated by Ahmad, Bukhari, Tirmidhi, and Nasa' from Abu Bakrah.

"It is time for the destruction of men if they submit to women." (is taken out by Tabrani, Ahmad dan Hakim from Abu Bakrah).

However, according to the *Tarjih* Council, these three texts cannot be used as an argument to reject women's leadership. The reason which is revealed by the *Tarjih* Council is the first text containing information that discusses the private relations of men and women in the household environment. According to the historical context or *sabab nuzul*, this verse descends on the case of defiance or *nushuz* (refraining from the obligatory obedience a wife owes to her husband), which is carried out by Sa'ad ibn Ar-Rabbi's wife who was slapped by Sa'ad. That is why he reported to the Messenger of Allāh s that he give a *qishash* (interpreted to mean "retaliation in kind," "eye for an eye," or retributive justice) penalty. At that time, Prophet Muhammad SAW did not do *qishash* because, according to the spirit of his day, Sa'ad is still doing his capacity as a household leader. Thus, this text cannot be used as an argument for problems women's leadership in general.

Whereas the other text, according to the *Tarjih* Assembly, must be read in the context of enthusiasm, his day is not in its literal sense. Through history, tracing who surrounds the background of the said hadith is known that he was the Prophet said amid an atmosphere that has not been in favor of women. Namely, it is an atmosphere characterized by still being the burial tradition of baby girls alive, and women even positioned in the domestic realm and others. Hence, the Messenger of Allah SAW is gradually trying to raise the degree of women.

Whereas the third text cannot be used as a proposition at all. Because the hadith is a *da'eef* tradition because, in its *sanad* (the citations or "backings" used to verify the legitimacy of ahadith), there was a *rawi* (professional reciter of poetry) named Bakr ibn Abdil' Aziz, who was sent by experts hadith. Nowadays, women have experienced the world education and understanding social problems, so they can hold the territory that has been entered by the world men. There is no reason to refuse women to appear as a leader in the community, because of its nature is part of a pious charity that is open to men and women as taught in the Qur'an in verse 97 of *An-Nahl* which reads:

"Whoever works on pious deeds for men as well as women in a state of faith, then surely we will give it to the real good. We will provide them with a reply with a better reward.

Women's fiqh seminar has scheduled with five-point themes. They were highlighting the women's role in the field of *fiqh* of worship munakahat fiqh ("Ijab and Qabul" or agreement that allow sexual intercourse between men and women that uttered by words that show marriage with the rules and regulations that determined by Islam), social fiqh, political fiqh, and legislative fiqh. Among the five agendas that received a sharp response was the role of women in fiqh of worship, especially in law, women become priests for the congregation in which there are men. Women may be the prayer leaders for male groups based on the hadith narration that tells the experience of a

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.

CHAPTER V

CONCLUSION & SUGGESTION

The final chapter of this analysis is this part. The investigator provides a short description of the findings and discussions and proposes that the next researchers investigate the study.

5.1 Conclusion

This study analyses the power strategy in *Scandal TV Series Season* 7 (from 7 out of 18 episodes) to discover how media are presenting and portraying women as through serial television—*Scandal TV Series Season* 7. Moreover, this study is about understanding the stereotypical way of representing women in the media itself. The researcher has classified the data based on the explanation of each power strategy. Based on the result in the previous chapter, order strategy is the most prominent strategy that the female characters often use with a total of 56 statements. Also, order strategy gets the most substantial number of data, among other plans. Meanwhile, the hierarchy strategy receives the least amount of data strategy, among others, with the total only 11 utterances. Thus, the researcher has concluded that the position or status of four female characters have considered how much they were applying the power strategy utterances; the higher the rank or position, the more power strategy utterances will be applied.

Besides, the researcher also analyses the extended exercise of power strategy in *Scandal TV Series Season 7*. Thus, the researcher has classified two types of power strategy exercises: the succeeded and the failed power strategy. The aims itself is to measure how the power strategies have been applied

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 openminded 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;

such as through magazines, TV news, reality shows, and others. Media could create more accurate representations of women's portrayals to go further.

Unfortunately, the author barely found the research that specifically discuss about media presentation on gender equality; moreover analysing about the women power itself. Finally, the research hopes that this study will be adequately reflected in this suggestion. Eventually, the work hopes that this study can be cited sufficiently for linguistic students with this recommendation.

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