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Prilly Latuconsina's Construction Of “Independent Woman” Narrative In Women's Emancipation Resistance.

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Abstract

This research discusses how Prilly Latuconsina's “Independent Woman” (Cewek Independent) narrative is constructed in relation to women's emancipation. Using Sara Mills' Critical Discourse Analysis approach, this research examines the role of the media, particularly CNBC Indonesia, in shaping and disseminating the narrative, as well as exploring the public's response to it. Data was collected through analysis of online news coverage, social media, and responses from Prilly's followers, using a descriptive qualitative method. The results showed that the media not only framed Prilly as a figure who voiced an opinion, but also made her part of a broader discourse construction. On the one hand, the “Independent Woman” narrative is considered a positive symbol of female empowerment, but on the other hand, it is criticized for not paying enough attention to the structural challenges that women still face in a patriarchal system. This analysis reveals that the public has mixed views on this concept, some considering it a form of independence that should be supported, while others emphasize the importance of balance between personal achievement and social roles. This research highlights the importance of media literacy for the public to better understand how gender discourse is constructed, and emphasizes the need for media responsibility in presenting fairer representations of gender equality issues.

Keyword: Independent woman, media, gender equality, critical discourse, Sara Mills.

BACKGROUND

The emancipation of women delivered by Prilly Latuconsina in a question and answer session on a Trans Jakarta bus, which later went viral on social media, is now a hot topic. According to Prilly, women's emancipation in the “Independent Woman” narrative is not only about equality, but also about the freedom to dream, choose, and work without limitations. The “Independent Woman” narrative in the mass media stems from the representation of women that developed in line with the emancipation movement. The media plays a role in shaping the image of independent women, both as symbols of strength and as objects of discourse influenced by patriarchal values. Women have equal rights to achieve whatever they want, whether in education, career or personal life. We should not be afraid to speak up and show our abilities. The construction of meaning in women's emancipation narratives is often linked to the process of forming an understanding of something based on experience, social context, and culture. Meanings are not fixed, but can change according to individual and societal perspectives. According to Van Dijk, an expert on discourse, power, and ideology, the media has a major influence in shaping public discourse through the choice of language, visuals, and context used in the news. In this context, the narratives carried by public

figures such as Prilly Latuconsina often become conversations that expand people's understanding of women's emancipation, but are also inseparable from the media agenda that influences the audience's interpretation (Van Dijk, 1993).

The “independent woman” narrative conveyed by Prilly is not only talking about women's freedom to dream and choose, but also trying to challenge traditional gender stereotypes that have been inhibiting women from realizing their potential. As stated by McRobbie in her book on feminism, the representation of women in the media is often divided between two things, namely strong independent women and women who are constructed as part of patriarchal norms. The media plays an important role in shaping this image and determining how women are perceived by society at large (McRobbie, 2009).

It is important to underline that the statement that was highlighted in this case did not actually come directly from Prilly, but from a CNBC Indonesia media report that she read and then rephrased. The statement sparked a discussion about “independent womans” and established men in a modern context. This shows the importance of understanding how discourses are formed and disseminated in society, which can be analyzed through a critical discourse approach. According to the news reported by CNBC on YouTube, there are currently more independent womans than established guys due to several factors, including the decline in marriage rates due to the unwillingness of many people to get married, high divorce rates, and a higher female population than men (CNBC, 2024).

According to Sara Mills' critical discourse analysis theory, the role of subjects and objects in media narratives is crucial to identify who has the power to shape certain discourses. In this case, the media positioned Prilly as a subject who expressed an opinion, but actually the opinion was information from the previous media. Sara Mills mentioned that “subjects and objects in discourse are not always neutral; they often reflect complex power relations” (Mills, 1997). In this case, the media plays a dominant role in creating the discourse adopted by public figures, and audiences end up interpreting it based on their own perceptions.

The use of the term “independent woman” is interesting to study further, as its meaning is often influenced by existing social and cultural values. In some discourses, this term is understood as women who have economic freedom and the ability to make decisions independently. This research aims to analyze how narratives related to public figure Prilly Latuconsina are shaped by the media, particularly CNBC Indonesia, as well as how these narratives can influence the understanding of women's emancipation. Sara Mills' critical discourse analysis theory is used as a theoretical framework to investigate the position of subjects and objects in the discourse constructed by the media.

In Sara Mills' critical discourse analysis theory, this approach emphasizes the analysis of who is the subject of the conversation, who is the object, and how the point of view in the text is displayed. Sara Mills argues that every discourse not only reflects social reality, but also shapes and constructs a certain perspective. In this context, the analysis will focus on how Prilly Latuconsina is positioned as a subject or object in the “independent woman” narrative developed by CNBC Indonesia media.

The mass media has a major role in shaping public perceptions of gender issues and women's emancipation. Other studies reveal that the mass media has a significant role in shaping gender construction in society. The media often presents women in a less favorable position, more often as objects than subjects (Nasriyah, 2024). Mass media, including social media, play an important role in shaping people's perceptions of gender equality. Social interactions on social media, for example, can influence adolescents' views on gender issues. However, unfiltered information and biased content can lead to confusion and misinformation (Hayati, 2012). In addition, mass media has the power to shape public opinion and encourage women's participation. By providing extensive and balanced coverage of gender issues, the media can drive social change and promote gender equality (Yoteni et al., 2023).

In reporting on public figures like Prilly Latuconsina, the media often tends to shape narratives that reflect certain views. In the article, Prilly is portrayed as an independent woman who can overcome various challenges without relying on others. However, if analyzed with Sara Mills' theory, there is a shift in position where Prilly is no longer the subject who fully controls the narrative. Instead, she becomes an object whose narrative is shaped by the media. For example, this narrative can be used to promote values of independence that often do not fully reflect the reality of the struggle for women's emancipation.

Sara Mills' theory also underlines the importance of point of view in analysis. In this narrative, the Prilly Latuconsina article places the reader as a subject who “watches” the netizen as an object (Eriyanto 2001; Widya Wardani et al., 2016). Thus, readers are faced with a narrative that has been filtered by the media, so that their interpretation of the figure of an “independent woman” is no longer purely based on the facts or context provided by Prilly herself. This shows that social media has the power to manipulate the public's perspective on gender issues.

The use of the term “independent woman” in the article deserves further analysis. While this term seems to pay tribute to the struggles of independent women, in reality, it is often used superficially and ignores the wider social context. This kind of narrative can be considered a form of resistance to women's emancipation because it only emphasizes the individual aspect without acknowledging the challenges faced by women in a patriarchal society.

Sara Mills also emphasizes that every narrative has the potential to reinforce or undermine existing social norms. In this context, the “independent woman” narrative conveyed by CNBC Indonesia and forwarded by Prilly through a video spread on social media, may reinforce stereotypes about successful women, but on the other hand, ignore the struggles and solidarity between women. It can also marginalize important issues such as gender inequality, discrimination in the workplace, and equal access to education.

In the case of Prilly Latuconsina, the media gains by attracting readers' attention through a compelling narrative. However, on the other hand, Prilly may lose control over her image, and women in general face the risk of opinion manipulation that ignores their struggle against injustice. Although in her interviews or statements, Prilly intends to highlight the importance of independence as part of self-development, the media selectively frames this to create a particular narrative. This is in line with Sara Mills' view that media discourse often creates incomplete representations.

By using Sara Mills' theory, we can understand that the “independent woman” narrative conveyed by CNBC Indonesia and forwarded by Prilly not only functions as a representation, but also as a tool to shape social understanding of gender. In this case, the media has a big responsibility to ensure that the narratives they build do not harm certain groups, especially women who are still struggling for equality. This research aims to reveal how media discourse can contribute to the resistance to women's emancipation, both directly and indirectly. By analyzing the “independent woman” narrative through Sara Mills' theory, it is hoped that people can be more critical of the discourse they consume every day and be more supportive of women's struggle to achieve justice and equality.

From the background above, this research analyzes how the independent chick narrative is formed and disseminated in the media, what role the media plays in building and influencing public perceptions in gender discourse through the lens of Sara Mills' critical discourse analysis theory on gender equality, what socio-cultural values underlie the independent chick narrative.

LITERATUR REVIEW

This research is in line with Kasir's view that women's emancipation in local cultures requires an approach that combines traditional and modern values (Kasir, 2016). This suggests that narratives such as 'Independent Woman' can serve as a link between the two values, making it easier to be accepted by the community.

In addition, a study conducted by Prinsella Balqis Lubis highlights how discourse analysis on social media is able to reveal the dynamics of women's representation in digital space using Sara Mills' critical discourse analysis. This study is relevant to understand how Prilly Latuconsina builds a narrative of female empowerment through digital platforms, creating an important dialog in the context of gender equality (Lubis, 2023). Then, with the increasing number of social media users covering various age groups, the results of the APJII 2024 survey show that around 221 million about 50.9% of users are male and 49.1% are female. (Wulandari et al., 2021)

Rahim in his research revealed that women have a role as individuals who are inspiring, hardworking, and support gender equality (Rahim et al., 2022). This research provides a perspective on women's emancipation that is relevant to gender equality, in line with the themes examined in this study.

Another study by Risqi in the Journal of Social Science discusses the influence of social media on social movements, especially in mobilizing public opinion (Risqi et al., 2023). Her research shows that boycott movements through social media can influence consumer behavior, including in product and brand selection. In this context, the 'Independent Chick' narrative delivered through social media contributes to shaping public opinion.

In addition, Sara Mills' Critical Discourse Analysis theory is also an important foundation in this research. Sara Mills emphasizes the importance of analyzing the position of subjects and objects in discourse, as well as how the media influences the construction of meaning. This theory helps identify how the media position Prilly Latuconsina in the 'Independent Woman' narrative, both as a subject who voices opinions and as an object shaped by the media. This approach also shows how power relations in the media affect the representation of women and gender equality in society (Mills, 1997).

Based on these studies, the author decided to analyze the 'Independent Woman' narrative to evaluate its impact on Indonesian society, especially regarding gender equality. This analysis also aims to understand the social and cultural values behind the narrative. With the rapid development of social media, this narrative encourages people to better understand and carry out their respective gender responsibilities.

RESEARCH METHODS

This research uses qualitative methods with descriptive analysis techniques. Creswell (2016) revealed that qualitative research is a type of research that explores and understands the meaning in a number of individuals or groups of people originating from social problems. Furthermore, this research also uses qualitative descriptive methods (Widiyaningrum, 2021). Qualitative descriptive research is research that examines the content of a news text, both in the form of symbols and main ideas that exist in the theme of a news story (Badara, 2013).

The data collection process is obtained from primary data, secondary data. Secondary data was obtained by analyzing uploads on social media platforms with the focus of analysis including visual content, text, and public interaction in the form of comments and responses to Prilly Latuconsina's followers. Then secondary data is obtained from various supporting documents, including journal articles, media interviews, online news, and other publications regarding independent girl statements on social media (Risqi et al., 2023).

The data in this study were obtained through documentation and virtual research conducted online by searching for information related to independent women's statements and responses from Prilly's followers.

This research uses Sara Mills' critical discourse theory analysis knife. Aspects of this research are, Subject-Object Position refers to the way an event is understood based on the perspective of the narrator as the subject and the individual being told as the object or actor. Meanwhile, the Author-Reader Position highlights the role and representation of the reader's point of view in the text, including how the reader projects himself (Afif & Ahwan, 2024; Simanjuntak & Sari, 2014). In addition, the analysis is conducted to determine the group in which the reader chooses to place himself or herself.

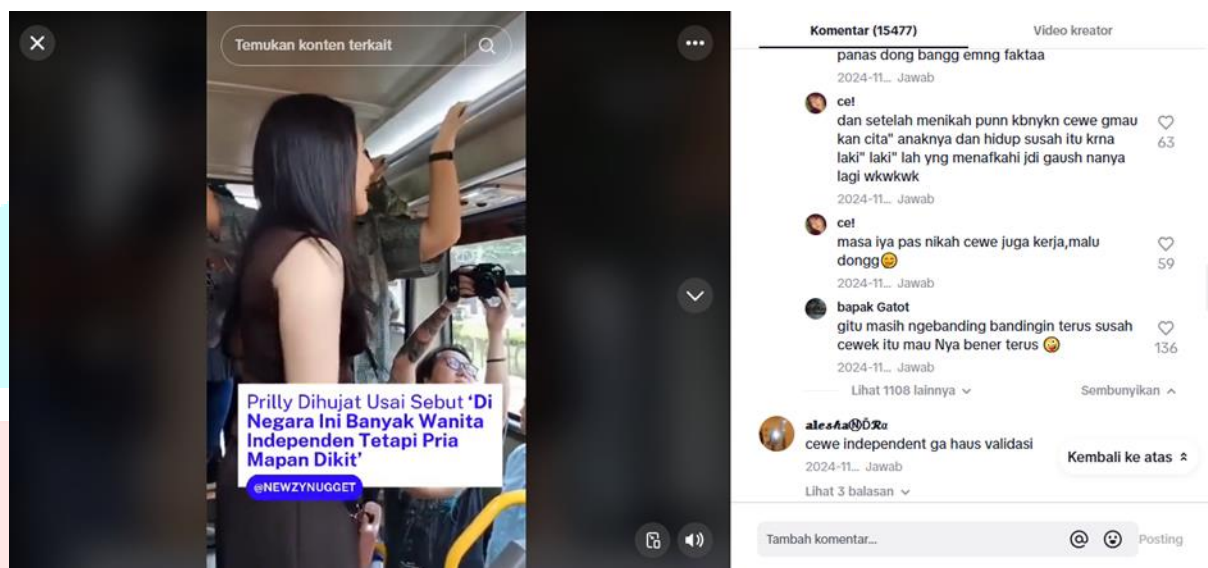
This research applies data analysis with a descriptive approach, which is carried out through a data reduction process. The purpose of this process is to facilitate the management and organization of the data that has been collected.

RESULTS AND DISCUSSION

The issue of gender equality is still a topic that continues to be debated in society. Women often do not have complete freedom in living their lives and are required to obey the rules that apply. Recently, the concept of 'independent woman' has become a hot topic of discussion among Indonesian netizens. This discussion was triggered by the statement of a public figure, Prilly Latuconsina, who stated that there are more 'independent girls' than established men, with the support of valid data showing a decrease in marriage rates in Indonesia (Senaharjanta et al., 2022). Mass media plays a role as a means of educating and disseminating information to the public regarding women's rights, as well as increasing understanding of the importance of realizing gender equality (Kudus Police Station, 2024). Critical discourse analysis reveals that women are often positioned as objects in media coverage, which has the potential to shape public perceptions of gender roles. (Sobari & Silviani, 2018).

Sara Mills' discourse analysis model explores how women are represented in various forms of text, such as novels, pictures, photos, or news, to reveal gender bias in the media. As part of the mass media, social media has an important role in shaping public opinion and can be utilized to educate and campaign on issues related to gender bias in Indonesia, including sexual violence, with a wider reach and more effective way. However, without adequate media literacy, people are vulnerable to the influence of biases and stereotypes spread through these platforms (Widodo et al., 2021). Online media can serve as a channel that contributes to the spread of gender bias, both intentionally and unintentionally, which ultimately influences people's views and attitudes towards gender issues (Kompasiana, 2024).

This research has been conducted on the TikTok platform where the @newzynugget account, where netizens provide a variety of responses or comments that are widely discussed by the “independent woman” narrative and related to the opinion views of Prilly's followers. Public figures such as Prilly Latuconsina are positioned as subjects who voice opinions as well as objects of media narrative construction that frame the reader's point of view. This narrative creates a representation of gender equality that emphasizes women's independence, although it does not fully reveal the underlying problems that still exist. This highlights the role of the media in shaping the relationship between public figures, audiences, and the gender issues consumed.

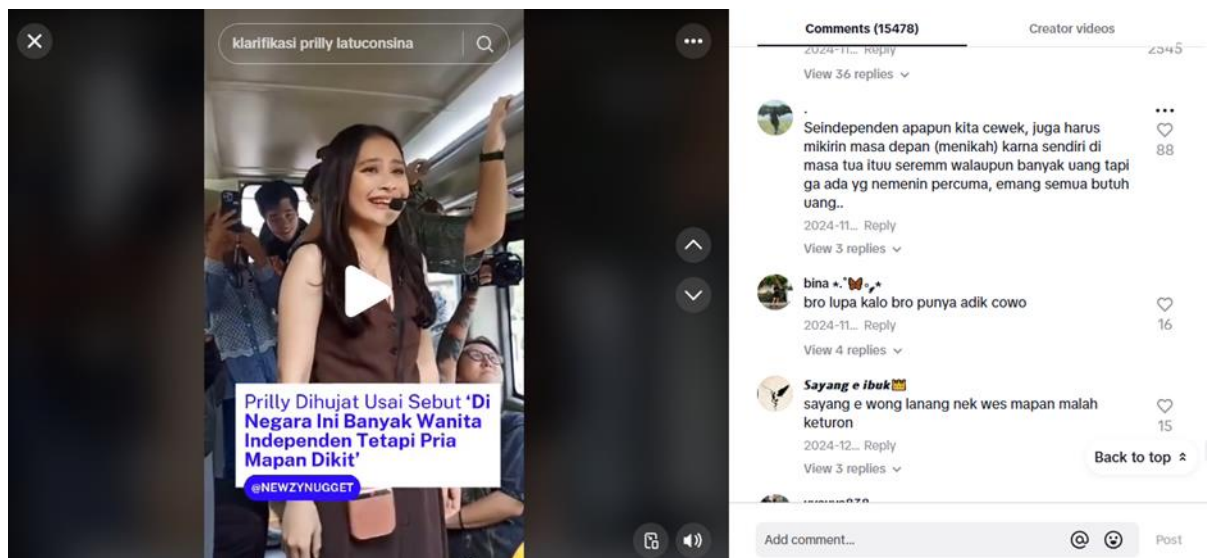


pro comment on @newzynugget account in prilly latuconsina video narration “independent woman” commented by an account named ce!

One netizen gave a pro-independent woman view, supporting the idea that women have the right to live their lives independently. In this view, women are not only responsible for meeting financial needs, but are also considered capable of managing their lives without being overly dependent on men. Women's independence is seen as a form of empowerment that allows them to face life's challenges independently. Support for this 'independent woman' mindset can be seen in the comments of netizens on the TikTok content of @newzynugget.

Based on the quotation of the netizen's response as expressed by the account named @ce! with the statement “And even after marriage, many women do not want their children to live difficult lives because it is the man who provides, so you don't need to ask again haha”, it can be seen that the TikTok account @newzynugget is one of the platforms that spread the video containing the statement about 'Independent Woman' by Prilly Latuconsina. In the context of Sara Mills' critical discourse analysis, the position in this case shows how readers are constructed to see Prilly as the main public figure who acts as the subject of criticism, while netizens act as objects. This analysis highlights how public figures who narrate the concept of 'Independent Woman' are positioned in the text, revealing who is the subject and object of imaging, as well as how this position affects the structure and meaning of the text as a whole (Sobari & Faridah, 2017).

In addition to the responses of netizens who support the narrative of 'Independent Woman,' there are also a large number of netizens who have opposing views on the statements made by Prilly Latuconsina.



counter comments on @newzynugget account in prilly latuconsina video narration “independent woman” which was commented by an account named (.)

In comments like, 'No matter how independent we are as women, we still have to think about the future (marriage), because living old age alone is scary. Even if you have a lot of money, if there's no one to accompany you, it's useless. Money is important, but we still need a partner who will be with us until the end,' the netizen expressed the view that 'independent woman' does not always mean a life without dependency. Finally, they emphasized the importance of having a partner to share life with in old age, as one's ability to remain productive declines with age. In addition, having a partner is considered essential to ensure the continuity of the generation that will carry on the struggle in the future.

According to Prilly's followers, the concept of “independent woman” that often appears in the media portrays women who are independent in various aspects of life, including financial, emotional, and decision-making. This representation has a positive impact by encouraging women to be more confident, challenging gender stereotypes, and raising awareness of the importance of independence. However, the media often presents this concept in an extreme way, creating pressure for women to be strong without relying on others. In addition, there is a misconception that being independent means rejecting the role of men in their lives.

The media plays an important role in shaping people's perceptions of independent women and gender equality. On the one hand, the media can be an empowerment tool by showcasing successful and independent female figures. However, on the other hand, the media can also reinforce negative stereotypes or create unrealistic expectations. Therefore, people need to be critical of the narratives conveyed by the media and encourage more diverse and fair representations of women.

Prilly Latuconsina is one example of a woman who is both inspirational and part of the media's construction of the image of the “independent woman”. Her success shows that women can be independent and accomplished, but this image is also influenced by the media, which often associates independence with financial success or a high-powered career. This reflects a branding strategy that follows the trend of women's empowerment, although it does not necessarily reflect the complexity of women's lives as a whole.

Views of independent women are heavily influenced by social and cultural norms, particularly strong patriarchal values. In many environments, women are still expected to prioritize domestic roles, so those who choose the path of independence often face social pressure and stigma. However, modernization, education, feminism and the representation of independent women in the media are beginning to change this perception, although challenges remain.

The views of Indonesian netizens and Prilly's followers' responses to the concept of an “independent woman” reflect the dynamics of change that are occurring, but still clash with traditional values. On the one hand, more and more Indonesian women are highly educated, career-minded and economically independent, supported by modernization, media and gender equality policies. However, patriarchal culture and social pressure remain a challenge in giving women more space to make decisions and play a role in the public

sphere. Therefore, education, awareness and advocacy on gender equality are key to changing society's view of independent women and promoting a more inclusive cultural transition in Indonesia.

CONCLUSION

This research reveals that the “independent woman” narrative shaped by the media and reinforced by Prilly Latuconsina has sparked debate among Indonesian netizens. Through Sara Mills' critical discourse analysis, it is found that the media has a role in shaping public opinion by presenting Prilly as a subject who voices her views as well as an object in media construction. Social media serves as a discussion space that amplifies both support and criticism of this narrative, reflecting the tension between traditional and modern values in Indonesian society.

The public response to this concept is divided into two main groups. Supporters see women's independence as a form of empowerment and a step towards gender equality, while opponents emphasize the importance of family and spouse roles in women's lives. The findings show that despite the shift towards more progressive thinking, patriarchal norms still have a strong influence in shaping the social construction of independent women.

In addition, this research highlights that the media not only functions as a conveyor of information, but also as a discourse-shaping agent that can reinforce or challenge prevailing social norms. The use of the term “independent woman” in the media illustrates how a concept can undergo changes in meaning depending on media construction and society's interpretation. Therefore, it is important for the media to be more responsible in presenting gender discourse in a balanced manner, without simply exploiting public figures to attract audience attention. This research also recommends increasing media literacy among the public so that they are more critical in consuming information, especially those related to gender equality issues.

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