

**WOMAN IDENTITY  
IN HILLARY CLINTON'S YOUTUBE CHANNEL**

**THESIS**

**By:**

**Deti Silviani**

**NIM. 16320027**



**DEPARTMENT OF ENGLISH LITERATURE  
FACULTY OF HUMANITIES  
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM MALANG  
2020**

**WOMAN IDENTITY  
IN HILLARY CLINTON'S YOUTUBE CHANNEL**

**THESIS**

Presented to:

Universitas Islam Negeri Maulana Malik Ibrahim Malang

In Partial Fulfillment of the Requirements for the Degree of *Sarjana Sastra* (S.S.)

By:

**Deti Silviani**

NIM. 16320027

Advisor:

**Dr. Meinarni Susilowati, M.Ed.**

NIP. 196705031999032005





**DEPARTMENT OF ENGLISH LITERATURE  
FACULTY OF HUMANITIES  
UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM MALANG  
2020**

## STATEMENT OF AUTHORSHIP

I state that the thesis entitled "**Woman Identity In Hillary Clinton's Youtube Channel**" is my original work. I do not include any materials previously written or published by another person, except by those that are cited as references and written in the bibliography. Hereby, if there is an objection or claim, I am the person who is responsible for that.

Malang, November 20, 2020

The Researcher  
  
Deti Silviani  
NIM 16320027



## APPROVAL SHEET

This is to certify that Deti Silviani's thesis entitled "**Woman Identity In Hillary Clinton's Youtube Channel**" has been approved for thesis examination at the Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of *Sarjana Sastra* (S.S).

Malang, November 20, 2020

Approved by

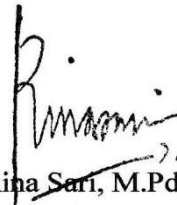
Advisor,



Dr. Meinarni Susilowati, M.Ed.

NIP. 196705031999032005

Head of Department of English Literature,



Rina Sari, M.Pd.

NIP. 197506102006042002

Acknowledged by

Dean,  
  
Dr. Hj. Syafiyah, M.A.

NIP. 196609101991032002

## LEGITIMATION SHEET

This is to certify that **Deti Silviani's** thesis entitled "**Woman Identity In Hillary Clinton's Youtube Channel**" has been approved for thesis examination at the Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang, as one of the requirements for the degree of *Sarjana Sastra* (S.S).

Malang, November 20 2020

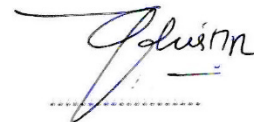
### The Board of Examiners

### Signatures

1. Dr. Hj. Galuh Nur Rohmah, M.Pd, M.Ed

NIP. 197402111998032002

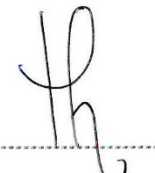
(Main Examiner)



2. Habiba Al Umami, M.Hum

NIP. 199008122019032018

(Chair)



3. Dr. Hj. Meinarni Susilowati, M.Ed

NIP. 196705031999032005

(Advisor)



Approved by

The Dean of Faculty of Humanities,



NIP. 196609101991032002

## MOTTO

فَيَايَ الْآءِ رَبِّكُمَا تُكَذِّبِينَ

So which of the favors of your Lord would you deny?

خَلَقَ الْإِنْسَانَ مِنْ صَلْصَالٍ كَالْفَخَّارِ

He created man from clay like [that of] pottery

Q.S Ar- Rahman: 13-14

## **DEDICATION**

The thesis is especially dedicated to:

My parents Ibu Jumiati, S.P. and Bapak Pirdaus, S.Hut. M.A.P.

My grandmother Ibu Sadinem, S.Pd.

My sister Zainab Nur Saidah

## **ACKNOWLEDGEMENT**

Alhamdulillah Robbil ‘Alamin, all praises to Allah SWT who gave me strength and chance to finish thesis entitled as “Woman Identity in Hillary Clinton’s Youtube Channel” as the requirements for degree of Sarjana Sastra (S.S.). Shalawat and salam to the revered Prophet Muhammad SAW, the most longed figure and who has brought the serenity religion.

The thesis would not achievable without prayers from all beloved people. The most honorable gratitudes are presented to Prof. Dr. Abdul Haris, M.Ag. (Rector of UIN Maulana Malik Ibrahim Malang), Dr. Hj. Syafiyah, M.A. (Dean of Faculty of Humanities), Rina Sari, M.Pd. (Head of Department of English Literature), and the lecturers who gave me a new insights and guiding me to complete my thesis.

The second researcher would give sincere gratitudes to my advisor Dr. Meinarni Susilowati, M.Ed and college advisor Dr. Hj. Galuh Nur Rohmah, M.Pd, M.Ed. and Habiba Al Umami, M.Hum who give me enlightenment, advisement, and guidance in finishing my thesis. Thank you for all the guidance, patient, and motivation thus made me strenght to finish my thesis journey.

The third researcher would give enormous gratitudes to my parents, Ibu Jumiaty, S.P. and Bapak Pirdaus, S.Hut. M.A.P. Then special thanks to my grandmother, Ibu Sadinem, S.Pd. and my sister, Zainab Nur Sa’idah. Thank you for the prayers and supports.

Last, the researcher would give great gratitudes to all my lovely friends: Niken Latifa, Nuruzzakiyyah Yahya, Geubrina Rizki, Ulul Karimatul Barro, Ummu Sakinah, Iswah Kamaliyah and all my friends in Department of English Literature, Sasing’ 16.

Malang, November 20, 2020

Deti Silviani



## ABSTRACT

**Silviani, Deti** (2020) *Woman Identity In Hillary Clinton's Youtube Channel*. Undergraduate Thesis, Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

**Adviser** : Dr. Meinarni Susilowati, M.Ed.

**Keywords** : Woman Identity, Critical Discourse Analysis, Representation

---

Delineation woman identity have diverged genre one another. The representation might be merely in one or more concept of woman identity. Such representation depending on the culture, religion, and social value. Moreover, every people have an immense opportunity and chance to represent theirselves digitally. YouTube platform is one of the prominent social media in representing woman identity in the form of video blog (Vlog). Through YouTube, woman identity able to describe in accordance with the sociocultural values. Woman identity viewed clearly through the language, performance, and even attributes. Hence, the study attempts to explore the representation of woman identity in the outside of gender normative system.

The methodology of the study is related to descriptive qualitative research. The researcher uses woman identity concept for examining the representation of woman in Hillary Clinton's youtube channel. The analysis of the study in the frame of three dimensions by Fairclough. It includes the textual analysis, discursive practice, and social practice. In the frame of textual analysis, the researcher attempt to take and explain the most relatable data about woman identity based on the text. The discursive practice of the study, the researcher give more elaboration about the production, consumption, and distribution of the text in the society. The social practice explain about the situation that compatible with the social issue of the text, woman identity specifically. The data were sentence, phrase, and word from four videos on Hillary Clinton's Youtube channel. There were 12 data in "The Story of Her" video, 8 data in "History Made" video, 16 data in "Fighter" video, and 7 data in "Join Woman" video.

The results of the study explained that woman identity represented in the frame of gender normativity and the outside of gender normativity system. In the frame of gender normativity system, Hillary Clinton represented as a lovely loyal wife, dedicated daughter, and outstanding mother. There are three major identity that attach on Hillary Clinton namely mother, wife, and daughter. The delineation give more feminine side and subordinator identity to Hillary Clinton. However, in the outside of gender normativity system, Hillary Clinton represented as an independent, competitive, powerful, actor, and thoughtful woman. The identity delineated more masculine and brave because of vary situation. As the base concept of identity that is not fixed and permanent. Thus the frame of culture, religion, and social values becomes really essential and forward.

For further research of the study, the researcher suggest to be able to continue the investigation about woman identity in different concept and object. Because of the vast and deep perceptivity of woman identity might have diverged in any aspect of life. Hence, the researcher have to select the compatible concept that represent woman identity in linguistically. The most relateable object for the next researcher might be blogs, news, or novel. The use of social concept in woman identity make the explanation more extensive and definite.

## ABSTRAK

**Silviani, Deti** (2020) *Woman Identity In Hillary Clinton's Youtube Channel*. Skripsi Sarjana. Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang.

**Pembimbing** : Dr. Meinarni Susilowati, M.Ed.

**Kata Kunci** : Identitas Perempuan, Analisis Wacana Kritis, Representasi

---

Penggambaran identitas perempuan memiliki genre yang berbeda satu sama lain. Ada yang menerapkan identitas perempuan hanya pada satu konsep dan ada yang mengacu pada lebih dari satu konsep. Penerapan konsep tersebut dipengaruhi oleh berbagai aspek seperti cultural, religious, and social values. Moreover, setiap orang memiliki kesempatan dan peluang yang sangat besar untuk merepresentasikan dirinya secara digital. Platform YouTube merupakan salah satu media sosial yang menonjol dalam merepresentasikan identitas perempuan, baik dalam bentuk video blog (Vlog) maupun video dokumentasi. Melalui YouTube, identitas perempuan dideskripsikan sesuai dengan nilai-nilai sosiokultural. Identitas perempuan terlihat jelas melalui bahasa, penampilan, bahkan atribut. Oleh karena itu, penelitian ini mencoba mengeksplorasi representasi identitas perempuan di luar sistem normatif gender.

Metodologi penelitian terkait dengan penelitian kualitatif deskriptif. Peneliti menggunakan konsep identitas perempuan untuk menguji representasi perempuan pada youtube channel Hillary Clinton. Analisis studi dalam kerangka tiga dimensi oleh Fairclough, mencakup analisis tekstual, praktik diskursif, dan praktik sosial. Dalam kerangka analisis tekstual, peneliti berupaya untuk mengambil dan menjelaskan data yang paling relevan tentang identitas perempuan berdasarkan teks. Dalam praktek penelitian diskursif, peneliti memberikan elaborasi lebih lanjut tentang produksi, konsumsi, dan distribusi teks di masyarakat. Praktek sosial menjelaskan tentang situasi yang sesuai dengan isu sosial teks, khususnya identitas perempuan. Data pada study ini berupa kalimat, frasa, dan kata dari empat video di channel Youtube Hillary Clinton. Ada 12 data pada video "The Story of Her", 8 data pada video "History Made", 16 data pada video "Fighter", dan 7 data pada video "Join Woman".

Hasil penelitian menjelaskan bahwa identitas perempuan direpresentasikan dalam kerangka sistem normativitas gender dan diluar sistem normativitas gender. Dalam kerangka sistem normativitas gender, Hillary Clinton direpresentasikan sebagai istri setia, anak perempuan yang berdedikasi, dan ibu yang berprestasi. Ada tiga identitas utama yang melekat pada Hillary Clinton yaitu ibu, istri, dan anak perempuan. Penggambaran identitas tersebut memberikan Hillary Clinton sisi identitas yang lebih feminin dan subordinasi. Namun di luar sistem normativitas gender, Hillary Clinton direpresentasikan sebagai perempuan mandiri, kompetitif, tegas, dan bijaksana. Identitas Hillary Clinton digambarkan lebih maskulin dan berani karena situasi yang berbeda. Sebagai konsep dasar identitas yang tidak tetap dan permanen. Dengan demikian kerangka nilai budaya, agama, dan interaksi sosial menjadi sangat esensial dan progresif.

Untuk penelitian selanjutnya, peneliti menyarankan untuk dapat melanjutkan penelitian tentang identitas perempuan dalam konsep dan objek yang berbeda. Karena luas dan mendalamnya makna identitas perempuan bisa lebih dalam di segala aspek kehidupan. Oleh karena itu, peneliti harus memilih konsep yang sesuai untuk merepresentasikan identitas perempuan secara linguistik. Objek yang paling relevan bagi peneliti selanjutnya seperti blog, berita, atau novel. Penggunaan konsep sosial dalam identitas perempuan membuat penjelasannya lebih luas dan jelas.

## المستخلص

سيلفياني ، ديتي . (2020) . هوية المرأة في قناة يوتيوب هيلاري كلينتون . بحث جامعي . قسم الأدب الإنجليزي ، كلية العلوم الإنسانية ، جامعة مولنا مالك إبراهيم الإسلامية الحكومية مالنج.

المشرفة : الدكتور مينارني سوسيلوواتي ، الماجستير .

الكلمات المفتاحية : الهوية الأنثوية، تحليل الخطاب النقدي ، التمثيل

ت تباينت هوية المرأة في تحديد النوع بعضها البعض . قد يكون التمثيل في مفهوم واحد أو أكثر لهوية المرأة . هذا التمثيل يعتمد على الثقافة والدين والقيمة الاجتماعية . علاوة على ذلك ، يتمتع كل شخص بفرصة وفرصة هائلة لتمثيل أنفسهم رقميًا . منصة اليوتيوب هي إحدى وسائل التواصل الاجتماعي البارزة في تمثيل هوية المرأة على شكل مدونة فيديو (Vlog) من خلال YouTube ، يمكن وصف هوية المرأة وفقًا للقيم الاجتماعية والثقافية . ينظر إلى هوية المرأة بوضوح من خلال اللغة والأداء وحتى الصفات . ومن ثم ، تحاول الدراسة استكشاف تمثيل هوية المرأة خارج النظام المعياري للجنس.

يرتبط منهج البحث بالبحث النوعي الوصفي . استخدم الباحثون مفهوم الهوية الأنثوية لاختبار تمثيل النساء على قناة هيلاري كلينتون على اليوتيوب . يتضمن تحليل الدراسة في إطار ثلاثي الأبعاد بواسطة Fairclough ، التحليل النصي والممارسة الخطابية والممارسة الاجتماعية . في إطار التحليل النصي ، تسعى الباحثة إلى استرجاع وشرح البيانات الأكثر صلة بهوية المرأة بناءً على النص . في ممارسة البحث الخطابي ، يقدم الباحث مزيداً من التفاصيل حول إنتاج واستهلاك وتوزيع النصوص في المجتمع . تصف الممارسة الاجتماعية الوضع وفقًا للقضية الاجتماعية للنص ، وخاصة هوية المرأة . البيانات الواردة في هذه الدراسة في شكل جمل وعبارات وكلمات من أربعة مقاطع فيديو على قناة هيلاري كلينتون على Youtube. هناك 22 بيانات عن مقطع الفيديو "The Story of Her" ، و 8 بيانات عن فيديو "History Made" ، و 21 بيانات عن فيديو "Fighter" ، و 7 بيانات عن فيديو "Join Woman".

توضح نتائج الدراسة أن هويات النساء يتم تمثيلها في إطار نظام المعيارية بين الجنسين وخارج نظام المعيارية بين الجنسين . في إطار النظام المعياري بين الجنسين ، يتم تمثيل هيلاري كلينتون كزوجة مخلصه وابنة مخلصه وأم بارعة . هناك ثلاث هويات رئيسية مرتبطة بهيلاري كلينتون ، وهي الأم والزوجة والبنة . يعطي تصوير الهوية هذا هيلاري كلينتون جانباً أكثر أنوثة وتابعة للهوية . ولكن خارج نظام المعيارية بين الجنسين ، يتم تمثيل هيلاري كلينتون على أنها امرأة مستقلة ، وتنافسية ، وحازمة ، وحكيمة . توصف هوية هيلاري كلينتون بأنها أكثر ذكورية وجراً بسبب المواقف المختلفة . كمفهوم أساسي للهوية غير ثابت ودائم . وهكذا يصبح إطار القيم الثقافية والدين والتفاعل الاجتماعي أساسياً وتقدمياً للغاية.

ولمزيد من البحث تقترح الباحثة استمرار البحث عن هوية المرأة بمفاهيم وأغراض مختلفة . لأن اتساع وعمق معنى هوية المرأة يمكن أن يكون أعمق في جميع جوانب الحياة . لذلك ، يجب على الباحثين اختيار المفهوم المناسب لتمثيل هوية المرأة لغويًا . الأشياء الأكثر صلة بالباحثين الآخرين مثل المدونات أو الأخبار أو الروايات . إن استخدام المفاهيم الاجتماعية في هويات النساء يجعل التفسير أوسع وأكثر وضوحاً

## TABLE OF CONTENTS

<b>COVER .....</b>	<b>i</b>
<b>STATEMENT OF AUTHORSHIP .....</b>	<b>ii</b>
<b>APPROVAL SHEET .....</b>	<b>iii</b>
<b>LEGITIMATION SHEET .....</b>	<b>iv</b>
<b>MOTTO .....</b>	<b>v</b>
<b>DEDICATION.....</b>	<b>vi</b>
<b>ACKNOWLEDGEMENT .....</b>	<b>vii</b>
<b>ABSTRACT .....</b>	<b>viii</b>
<b>TABLE OF CONTENTS.....</b>	<b>xi</b>
<b>CHAPTER I: INTRODUCTION</b>	
A. Background of The Study .....	1
B. Research Question .....	6
C. Objective .....	6
D. Significance.....	7
E. Scope and Limitation .....	7
F. Definition of Key Terms .....	7
G. Previous Studies.....	8
H. Research Method.....	11
a. Research Design.....	11
b. Instrument .....	12
c. Data Source .....	12
d. Data Collection.....	13
e. Data Analysis .....	14
<b>CHAPTER II: REVIEW OF RELATED LITERATURE</b>	
A. Woman Identity.....	16
B. Critical Discourse Analysis.....	22
C. Norman Fairclough's Critical Discourse Analysis .....	24

### **CHAPTER III: FINDINGS AND DISCUSSION**

A. Findings.....	28
B. Discussion .....	61

### **CHAPTER IV: CONCLUSION AND SUGGESTION**

A. Conclusion .....	70
B. Suggestion .....	71

<b>BIBLIOGRAPHY .....</b>	<b>73</b>
---------------------------	-----------

<b>CURRICULUM VITAE.....</b>	<b>77</b>
------------------------------	-----------

<b>APPENDIX .....</b>	<b>78</b>
-----------------------	-----------

## **CHAPTER I**

### **INTRODUCTION**

The chapter consists of background of the study, research problem, objective, significance, the scope of limitation, definition of key terms, previous studies, and research method.

#### **A. Background of the study**

Nowadays, the complexity of woman identity is varied terms to be investigated. As Smith (2015) explained that woman identity is described as the individual who has a role in providing services to others such as nurturing and protecting in the communal category. The delineation of woman identity is well-known in the communal commodity. They also expected to have an intense relationship with the public in the case of educating. The agentic category refers to the powerful jobs, have prestige and autonomy which more suitable for the male gender, such as doctors and lawyers. Additionally, Laney (2015) stated that the concept of woman identity is represented in the role of motherhood. In this case, a woman is expected to have an intense relationship with the family. A woman is assumed to take care of the children, man, and also do the housework. However, this study focus on representing woman identity that is not merely related to one aspect like “motherhood” but also in the case of a masculine workplace.

Furthermore, Wiggington (2015) defined that woman have the core identity of being a mother. The ideology that closed with a woman was

nurturing the children, prioritizing the family, emotionally penetrating, guided by the breadwinner, and a housekeeper. In addition, Hicks (2015) acknowledged that woman identity is based on gender roles in domestic settings. Hence the identity deputized towards a woman is the houseworker. However, the development of the contemporary era makes the woman identity problem becomes progressively complex and diverse. The interaction role that created one another and the social conditions, also the endowment of social-cultural manners was reflecting, conveying, and constructing woman identity. Therefore, a woman identity is not merely related to the individual itself, but also as the collective attributes.

The recognition of woman identity, according to Jones (2016, p.216) can be claimed through the system of normativity. The notion of system normativity refers to the set of ideas or ideologies that indicates what standard attributes to a woman. The attributes which are merely attached, such as taking care, powerless, uncompetitive. The idea of the normative system is tied up with the social-cultural expectation, which is gender order. The patterns of gender order towards woman identity invariably hook up with the power relations of men. Additionally, Butler (1990) stated the frame of a normative system such as feminine and masculine identity could be drawn in the concept of performativity, which includes cultural acts, namely language, dress, and self-representation.

The idea of woman identity can never be separated from the feminine aspect. As Bucholtz (1999) investigated the self-identity of girls

being nerds in US high schools. The researcher explained that not all the participants in US high school identify themselves as being an ideal women such as being fashionable and pretty. The study reveals that some girls have the opposite of feminine aspects. The other side of self- identified in feminine such as being unfashionable, precluding language slang, and using high culture terminology in Latin. The indicator of non- mainstream woman identity, in this case, in order to break down the normativity ideals system of a woman.

In the way to highlight woman identity, the involvement of social inequalities also has a significant role. A woman becomes marginalized specifically in the way a woman is using language in leadership or professional role. As Lakoff (2004) shows that a woman has deficient and ladylike language in a public place. Nevertheless, Mulany (2011) claimed that a woman has assertive and power to lead. The study reveals that a woman police officer in Pittsburgh was changing her voice, language, and style in order to shape woman identity in unstable femininity expectations. In the contemporary era, everyone can share their feelings, experience, or even their life on social media. Social media is a medium that connects one individual to another, namely by broadcasting and sharing. So that there can be a discussion space and broader network relations. Besides that, social media is also often used as a medium to reveal one's identity linguistically, for example, youtube. Youtube platform has become one of the most popular social media since its launch



in 2005. According to Courtois, et al (2013), youtube has become a prominent platform for sharing videos. On the youtube platform, we can easily find cultural, social, and political symbols that are presented through videos uploaded by the account owner.

The present study attempts to analyze woman identity represent in Hillary Clinton's youtube channel platform. Hillary Diane Rodham Clinton is a politician in United States who inspire people through her speech specifically about woman's issues. Besides as a politician, she is a lawyer, public speaker, and former secretary of the United States, she delivered ideas about woman identity issues currently. The uniqueness of this subject that woman identity depicts in the form of gender normative system and the outside of it. By conveying what attributes should woman achieved alongside the feminine aspect ingrained in society. Hence, it is important to reveal the covert woman identity through her platform. The analysis is based on the concept of woman identity in critical discourse analysis. The notion of normative system show in a proper display about a woman and her identity in a feminine way. Additionally, critical discourse analysis is able to generate the idea of divergent woman identity.

As Humayun, et al (2019) reveals that woman identity shared easily through social media specifically on Facebook platforms. As the data depict that a woman always does not equal to men in case of academic and non-academic. The majority of male gender users on Facebook represent a woman by using sexist remarks such as sexy, pretty,

fool, timid, weak, and so forth. It means a woman is always closed with negative perceptions. Also, males do not hesitate to register them with inappropriate pages or websites in order to tease them. The representation of woman identity is always marginalized in the patriarchal world. They are considered as people who are always weak and below standard so that their lives are only based on a system of normalization that measures in normativity system.

By the same line, El-Falaky (2015) shows woman identity in Egyptian street songs. The analysis elaborates women as sexual subjects who have improper attitudes, for instance seducing men by calling them "sweetheart", doing a party in a club, using a lot of make-up, drawing tattoos, using English in Arabic conversations, and so forth. A woman always appears as the breaker of norms and traditions in society. Such negative cases make woman identity become more downgraded. Even the close family of the woman claims that the woman is someone who has bad behavior. For example, the mother of a woman described, in this case, referred to her daughter as a "teasing girl". So it can be concluded that woman in the traditional view is still in a bad circle in society.

From the previous research, the investigation merely focuses on the representation of woman identity in domestic background. The analysis reveals woman identity through sexist markers, sexual objections, and improper attitudes. Besides that, the idea of woman identity in the gender normativity system is always viewed as being feminine, deficient, and

subordinate. However, there are only several studies that have noticed the identities in different backgrounds. The gap of this study can be viewed from the subject, which is Hillary Clinton's youtube channel.

Through Hillary Clinton's youtube channel, the analysis of woman identity is able to explain two sides. By applying Jones's concept of woman identity in critical discourse analysis, the assertions of a woman can be disentangled differently. As the concept of identity is always fluid and unstable thus, woman identity is interesting and still has a significant capacity in the representation formation of linguistics.

## **B. Research Question**

The research question to analyze woman identity stated as:

1. How is woman identity represented in Hillary Clinton's YouTube channel?

## **C. The objective of the study**

Based on the research question above, the study has an objective:

1. To identify the representation of woman identity in Hillary Clinton's YouTube channel.

#### **D. Significance of the study**

The study proposes two significant contributions, theoretically and practically. Theoretically, the study will generate empirical data to develop the knowledge of gender identity in critical discourse analysis, specifically woman identity. Lucy Jones (2016) proposes the concept of woman identity features. It is focusing examined in a three-dimensional framework of critical discourse analysis by Fairclough. Practically, the study gives new insight to the readers. It is about the idea of woman identity throughout the inside and outside of normativity system.

#### **E. Scope and limitation**

The study focus on the representation of woman identity in Hillary Clinton's platform alongside with the inside and outside of normativity system about a woman. Therefore, the researcher uses woman identity features that concentrate on Fairclough's critical discourse analysis. Furthermore, the data was conducted in Hillary Clinton's youtube platform hence the researcher is intended not to be out of woman identity.

#### **F. Definition of key terms**

##### **1. Woman identity**

Woman identity refers to the individual or collective attributes, behavior, or roles in a feminine frame.

## 2. Critical discourse analysis

Critical discourse analysis is a part of the critical theory of language that is concerned with language as the pattern of social practices.

## 3. Feminine features

Feminine features are the linguistic features that attach to a woman as a standard system in gender normativity.

## 4. Representation

Representation refers to the delineation of oneself in a certain discourse in accordance with personal or social attributes.

## **G. Previous Studies**

In the first study, Humayun, et al (2019) investigated the linguistics representation of women in the Pakistani context. The data are taken from the Facebook platform by using quantitative research. The analysis of the research used words and meanings in order to understand and interpret the social context. The researcher applied the critical discourse analysis by Fairclough to portray woman identity on Facebook platforms in the Pakistani context. Besides that, they also use Litosseliti and Sunderland's theory to show gender dominance towards woman identity. The study reveals that woman identity always appears as negative connotations in

Pakistani culture. Women are viewed as subordinate to men's world in the case of knowledge, strength, behavior, and wisdom.

In the second previous study, El-Falaky (2015) analyzed women and men depiction on Egyptian street songs named as Mahraganat through qualitative research. By using Egyptian street songs namely Mahraganat as the data, the researcher found a woman has a different association with men's realm. The researcher used Fairclough's critical discourse analysis theory to define the Egyptian street songs phenomenon. The study shows that woman has an improper attitude using seduce manners towards men. Moreover, the context in Egyptian street songs gives a potential negative frame to a woman in the case of language, power, and behavior. Woman in Egyptian street songs always avoids following the norms and traditions while men always portray as the obedient person to the normative regulations.

In the third journal, Amjad & Rasul (2017) investigated the portrayal of woman gender on Pakistani News Blogs, namely Express Tribune and Dawn. The researcher used mix-method research to gain reliable data. The qualitative research as the primer method and quantitative research as the complementary method. Fairclough's critical discourse analysis was used to uncover the representation of women in the news blog. The researcher found in the first news blog namely Express Tribun points out there are men's dominance and power towards women, for instance, over-responsibilities to women. In Pakistani society, women

are expected to have a job in the workplace publicly and also take domestic responsibility at home. Additionally, the second news blog stated women who have a high qualified education have to decrease their path if they go into marriage decisions.

Furthermore, Mustonen (2015) inquired about women delineation on television series namely the *Girls* series. The study used a qualitative method to analyze the data. The researcher applied Fairclough's critical discourse analysis for exploring the representation of woman identity in the *Girls* series. In addition, the researcher also used Litosseliti and Sunderland's theory to examine the features of gender language use. The analysis shows women often use derogatory terms to express their feelings, for instance, the term *bitch*, *the ladies*, *Victoria's Secret Angel*. In this case, women use derogatory terms for the reason of playful and fun times, while if the terms are used by men the meaning will different.

In the fifth previous study, Noberg and Falholm (2015) investigated the representation of woman identity in mining WebCorp Live. The study used a combination method, qualitative and quantitative research. The theory applied in the study is Fairclough's critical discourse analysis for conducting the representation of woman identity in the International text mining space. The analysis revealed that women become inferior in mining because of the knowledge that industry is the place where male-dominated and there is no such woman area. However, the traditional conception has broken down with the existence of women

contributing to the mining industry. The negative assumption about woman identity that was not able to associate with the machine is a misunderstanding concept that has to be decreased.

In the sixth journal, Nayef and El-Nashar (2015) investigated the delineation of woman identity in Egyptian print media. The researcher used a mixed methodology that is qualitative and quantitative research. The study used Fairclough's theory of critical discourse analysis to examine the linguistics representation of woman identity. Additionally, the researcher also uses Mill and Mullany's theory in order to acquire the visible sexism forms in Egyptian print media. The research show woman being protected, shielded, exposed to harass, security cordons in a negative image. Moreover, women depict merely as the goals not as the actors in Egyptian media. It designates the media to identify women solely as the subordinate in the other words as the complement in a cultural context.

## **H. Research Methodology**

### **1. Research design**

The research paper was determined with a descriptive qualitative method, as the aim of the study to analyze the representation of woman identity in Hillary Clinton's youtube channel. The descriptive qualitative method is chosen to give deep elaboration about the concept of woman identity. In this paper, the researcher attempt to explore the delineation of woman



identity not merely in one point of view but also include a different perspective of woman identity. Additionally, the researcher uses constructivism as the philosophical worldview of the study. The constructivist philosophical worldview has a central focus for describing the social context. In investigating the representation of woman identity, the researcher discusses about the textual context of the text in order to obtain the linguistic features of woman identity. Moreover, the researcher also interprets the social context of the text alongside with the aim application of constructivism philosophical worldview. Therefore, it will guide the researcher to explain the nature of woman identity.

## **2. Research Instrument**

The instrument is the researcher herself. As descriptive qualitative is the method thus the researcher as the central instrument in examining the data (Gay, Mills, & Airasian, 2012). In investigating woman identity, the researcher applies her understanding and interpretation in the concept of woman identity towards Hillary Clinton's platform in order to find out the outside background of woman identity representation.

### **3. Data Source**

Data of the study are four videos on Hillary Clinton's official youtube channel. The form of the data is sentence, phrase, and words. Besides that, the transcription text in the videos gives a clear understanding of woman identity. The researcher uses Hillary Clinton's official youtube channel because mostly she delivers about woman identity features that are more compatible with women affairs. Additionally, Hillary Clinton's youtube channel is one of the prominent channels that is gravely concerned about women issues such as discrimination, equality, and woman's right thus the researcher approved that it is relevant to use as the data source. The data source of the paper is retrieved from the hyperlink below:

<https://www.youtube.com/watch?v=CzCW30RnwuY&t=34s>

### **4. Data collection**

The researcher uses several stages in order to get reliable data. The first stage, the researcher used Hillary Clinton as the keyword in the YouTube platform. In the second stage, the researcher watched all the videos of Hillary Clinton that related to woman identity. The total data is four videos such as "The Story of Her", "History Made", "Fighter", and "Join Woman" that were retrieved from Hillary Clinton's official youtube channel. The

whole video specifically indicated with the representation of woman identity. The researcher applied woman identity concept in the feminine frame in order to get the data. The identity such as nurturing, serving, and protecting. A woman is represented as being feminine, deficient, and subordinate. However, the researcher does not discuss all the texts, sentences, phrases, or words because it is not related with the topic of the study. The third stage, the researcher transcribed the videos alongside observed woman identity representation. The fourth stage, the researcher selected and re-wrote in order to get a clear delineation. At last, the researcher analyzed the data that already select using the concept of woman identity in Fairclough's critical discourse analysis.

## **5. Data analysis**

In analyzing the data, the researcher attempted to classify four videos based on Fairclough's three-dimensional model and also understand deeply about woman identity specifically through Lucy Jones concept. Afterward, the researcher gives a detailed explanation of the representation of woman identity in accordance with the three-dimensional framework of Fairclough namely textual analysis, discursive practice, and social practice. The researcher uses Fairclough's three-dimensional framework of this study in order to discover the representation of woman identity

throughout the inside and the outside of gender normativity background. Lastly, the researcher gives the conclusion in order to complement the answer of the research problem.

## **CHAPTER II**

### **REVIEW OF RELATED LITERATURE**

The chapter consists of the theory that is related to the object of study and gives understanding to the topic and data. Moreover, the chapter depicts the concept of woman identity which is as a part of the feminine aspect that is relevant to the study.

#### **A. Woman identity**

There is a lot of illumination about woman identity customs and practices that are generally interrelated with the frame of femininity. Such research of feminine aspect in Jones (2016) discussed about the investigation of woman and femininity in Bucholtz, Mullany, McElhinny, Litosseliti and Sunderland, and Swann. As Bucholtz (1999) explored about self-identifying being nerds in US High School that is claimed not all white, middle-class girls followed a normative system. They are actively being nerds in school that wear unfashionable clothes, always focus on academic aspect, avoid slang language, using high-culture terminology for instance terms in the Latin language. Furthermore, Mullany (2011) investigated a woman manager merely using a deep and lower voice in order to show a higher position. In such cases might have different ramifications. Women who have deep tone voice suitable for the powerful and domineering field. It is also considered as a movement of speaking up

about women's issues. Thus women were viewed as more scary and dominant.

Moreover, McElhinny (1995) discussed about woman that breaks the traditional norms of woman identity, in other words being a not ideal woman. She studied a woman police officer in Pittsburgh which changed her voice, language, and even clothes in order to achieve the term being cool, professional, and serious. Additionally, Litosseliti and Sunderland (2002) outlined common attributes that attach to woman identity in the educational context which is being passive and quiet. Besides that, Swann (2009) explored children who were referencing couple heterosexuality to be teasing in the classroom regardless of the understanding of being gendered at a young age. In this case, the term gender differences have been introduced uneducated. This can cause negative effects for both women and men.

The concept of woman identity is in line with the assumption of James D Fearon (1999) that is able to explore in two aspects, namely personal and social aspects. The personal aspect, woman identity is identified as the individual attributes, ideas, or experiences, while the social factor is based on the public attributes. It is commonly related to a specific group or community. Thereafter, Susilowati (2013), in her study of the teacher's identity, argues that identity cannot merely be seen based on self-representation. Generally, people need broader interaction. The

development of new insight, ideas, and value built up woman identity.

Sometimes social categorization can be seen clearly because of the normalization system carried out by the public. The normalization system is based on the culture and customs system.

In the case of feminine aspect, woman is more assumed to be in the norms of the patriarchal world. Some of the categories that are often associated with the principle of woman identity that is status, physical category, and non-physical category. For the status, woman is placed usually at a lower level than the opposite gender, such as nurses, secretaries, housemaid, and so forth. The physical category, women are associated with their bodies such as height or low body size, blonde or black hair, and so forth. Non-physical category, woman represented with the vision and mission of life such as education, knowledge, life goal, and moral.

The ideology of woman can be viewing through standardization in society. Woman have a natural behavior such as nurturing, protecting, and serving the others specifically her family while the opposite gender have competitive behavior as the powerful member in society. Historically, woman as a second positions that have no authority because the assumption of woman physics and values does not fit with the role. According to the cultural expectation that woman and men have different space that can not be unified. Gender normativity system viewed woman merely for taking care of children and family, being polite, and ladylike.

Additionally, the representation of woman identity can come out of the gender normative culture such as being brave in expressing their opinions, and dissolving all minor and weak impressions of woman.

In other context, woman still have their natural identities that follow performance systems. It can be represented through the actions of the person. According to Butler, performance can become a dominant identity repeatedly. The term performance interpretes identity through significant aspects namely self-representation, dress, makeup, or language. Such engagement with the cultural context makes one's identity appear more natural so that it become as standardization. Standardized identity effects the difference social role for each gender. Differences in social roles create imbalances in society. The control frame is pinned to the male and objectified to the female that show minor aspect of woman identity.

However, the identity of woman in outside of gender ormativity system is an opportunity change for woman representation. Kahu (2007) explained that woman representation can also be described in the field of industrialization. Generally, the industrial work sector is dominated by men, so that woman do not have the opportunity in that field. However, the study of woman in double role namely as a worker and mother shows that woman also have the opportunity to work outside the domestic work sector. In this case, woman have the opportunity to gain equal power. The opportunity for equal power is as a medium that changes the system and attitudes of general oppression against woman identity.



Ogunyankin (2018) explained that women seen as poor person, less educated, victim of oppression, powerless subject in African culture. Moreover, the specification of woman identity consider in biological, nations, and cultural production. In biological concept, women represented in a secondary position. In this context, women are assumed to be weaker and gentler. Women are also more appropriate for caring and look after the children at home. Meanwhile, men are more suitable to work as breadwinner and leader. In the context of nations and culture, woman identity is more fluid and multiple. Several nation and culture provide opportunities for women to lead and wear masculine attributes so that there are no more gender differences. Women can change their identity so that they are more flexible. Thus women can have multiple identities depending on the situation.

Nkomo and Carrim (2016) argue that woman identity viewed from the formation of their families and communities. The tension of families and communities enhance the identity. Moreover, the identity can also be formed within the workplace. In this case, Carrim investigated the delineation of Indian woman that work as a manager. The study revealed that women were formed from the historical socio-political context in the family and society. In the historical context, women are the substructure of identity formation. Women as secondary in a wider and bigger scope. In patriarchal world, men become the main part of the social system. In this

case, women have a borderline with men, thus forming the result of gender differences.

Dean & Porter (2015) explained that woman identity can be determined through some context namely the support system, maternal and familial influence, and cultural context. In maternal and familial contexts, women represent their mother and childhood as the role model for identity formation. Furthermore, the representation of mother and childhood provides power to strengthen and maintain identity formation. The influence of maternal and family can navigate the formation of woman identity as a support system. In the cultural context, woman identity can be formed through social interactions and relationships in society. Such a relationship is a manifestation of woman identity. The determinations are very personal and natural so that brings out the subjectivity of the individual. In the social context, identity can be described through norms that have been made by society. The social identification of woman identity is a gender role. The role of gender for women in the field of secretary, teacher, and midwife. Meanwhile, gender roles for men in the field of being doctors, engineers, and chairs of government.

Further, Shea and Winnie Ma (2015) explained about the representation of women in multiple identities. In some aspect, women delineated as a mother that merely nurtures, serves, and taking care the family member. Women who act as a mother have an important task to prioritize children. Most of their time is spent taking care and teaching

children. For career women, they usually prioritize work matters rather than home affairs but not along leave their role as mother immediately. In this case, the household matters will be left to someone else, namely maid assistants. Moreover, in the cultural aspects of East Asia, women are prioritized to contribute to improving family finances. Women dominantly work as career women. This happens as a form of "survive" in social life.

## **B. Critical Discourse Analysis**

Critical discourse analysis is an analysis that has the main objective of analyzing the use of language. This analysis considers discourse as a phenomenon that is analyzed using the critical language paradigm. So that this phenomenon is assumed to be a descriptive discourse that is analyzed in depth. In analyzing a text using the concept of Critical discourse analysis, it does not only understand the phenomena that occur in the text but also involves deep context phenomena. The phenomenon of context can be in the form of social, political, cultural, or even economic aspects. In the case of the study, the main principle to be obtained is the use of language not only as a means of communication but also as a reflection of the social conditions that occurred at that time.

One of the main aspects of analyzing using critical discourse analysis is language. By looking at the use of language in the text, the researcher can find social problems that occur. According to Fairclough and Wodak's view, critical discourse analysis seeks to deepen and explore the

understanding of relationship between language, society, and social conditions in text. In addition, the role of language is as a medium for identifying social conditions and a means of controlling the social context. There are several principles that need to be considered in the concept of Critical discourse analysis:

- 1) The interdisciplinary, interdisciplinary critical discourse which requires a combination of the use of linguistic, social, and cultural sciences so that an appropriate understanding can be obtained in the context.
- 2) In critical analysis, discourse pays attention to the role of power in the text so that it does not only focus on linguistic aspects but there is a link between practical discourse and social aspects.
- 3) Critical discourse analysis has a major role in forming relations between language and society.
- 4) The existence of analyzing text has the main objective as an analysis of the description of linguistic aspects, interpretation, and social effects.
- 5) Critical discourse analysis is historical in nature, which requires a researcher understanding of the text and the context of the discourse.
- 6) The use of facilities as a means of public consumption or indirect delivery of texts to the public.

- 7) Critical discourse analysis requires a systematic methodology to analyze and describe text, discourse practice, and sociohistorical factors.

### **C. Norman Fairclough's Critical Discourse Analysis Concept**

The notion of critical discourse analysis is not being able to separate with the characteristics of social and cultural context. The critical analysis attempt to take depth understanding between traditional context and society in a wider scope. Norman Fairclough (1995) theory is also known as the theory of social change because of the combination of analysis between linguistics, politics, and society. The main core of critical discourse analysis is the usage of the language as the major pattern of social context. By paying attention to language, the researcher will easily understand the reflection of social change in certain discourses. In analyzing the data, Fairclough takes three interrelated processes which are:

- a. The object of the study includes visual, verbal, or visual and verbal text.
- b. The process to produce and receive the object which is speaking, reading, listening, viewing, or designing.
- c. The socio-historical conditions, moreover, Fairclough also gives detailed types of analysis namely the text analysis (description), the discursive practice (interpretation), and the social practice (explanation).

## 1. Textual analysis

In analyzing, according to Fairclough that the researcher has to observe the existence of relationship object that discussed in the text. By noticing the correlation, the researcher will easily understand to describe the text. The conceptual text analysis depends on the verbalization in the text that is related to the topics. The linguistics aspect that correlates with the vocabulary, grammar, and cohesion in the text. In the vocabulary, the researcher attempt to analyze the meaning and choice of words involved in the text. The grammar is related to the use of a clause in the sentence. The cohesion refers to the association between the clause and the sentence in the text.

## 2. Discursive Practice

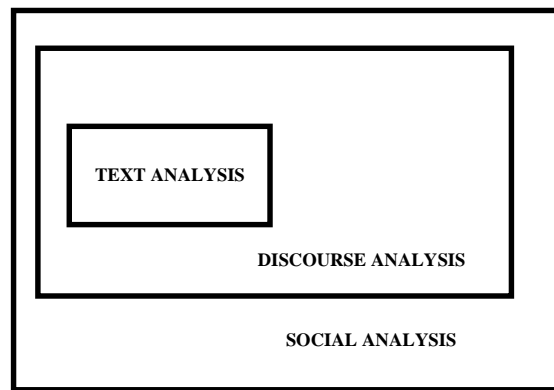
In determining discourse analysis, there are some substances that need to be considered the interdiscursivity, the intertextual chains, and manifest intertextuality. The term interdiscursivity is related to the dimension of the text in discourse altogether namely genre, tenor, mode, and the dimension of the text. It includes the context of the text. Therefore, it will show the linguistics features that in accordance of social practice. Meanwhile, the intertextual chains refer to the production and consumption of the text which has a significant basis in the text.

In addition, the manifest intertextuality leads to the interpretation of the text which means there is a layer of meaning from the text. It includes the metadiscourse, presupposition, and irony of the text. Hence there is delineation that plays in the nature of the text.

### 3. Social Practice

In social practice, the researcher has to know the scope of sociocultural aspects that are tied to the text. Additionally, the economic, political, and cultural issues which complement the explanation of the text. Even though it is not directly elucidated to the text, the researcher can understand through the layers of textual analysis and discursive practice that undergoes the text. By understanding the textual analysis and discursive practice, the ideology and power concerns about the identity delineation. Furthermore, the sociocultural practices provide a rationale for the dominant hierarchy that is involved in the text.

The following design is a simple overview of Fairclough's three-dimensional model:



In inquiring the study, Hanks (1997) stated that the critical analysis observes the concept of micro and macro context. Therefore, the researcher can get the link between the text, discursive practice, and also sociocultural aspects. In addition, there are three things that need to be considered in analyzing using critical discourse analysis, namely the existence of a clear explanation from the researcher regarding the text. In this case, the description of the text is not related to the other aspects. Moreover, the interpretation of the text is associated with discursive practice in the text. In this process, the text is not only explained according to the source of the text but there is also a connection to the aspects of the discursive practice. The third is the process of explaining the sociocultural aspect by linking the relationship between text and discursive practice.



## **CHAPTER III**

### **FINDINGS AND DISCUSSION**

The chapter gives an explanation about the findings and discussion of this study. The researcher elaborates on the representation of woman identity in Hillary Clinton's youtube channel. Additionally, the chapter has two units that are findings and discussion. In the first unit is findings. The researcher investigates and analyzes the data that rely on Fairclough's critical discourse analysis. The second is discussion. The researcher interprets the representation of woman identity in Hillary Clinton's youtube channel. The researcher gives explanations depending on the data and the concept in order to discuss this study.

#### **A. Findings**

There are four videos in this study, namely "The Story of Her", "History Made", "Fighter", and "Join Woman" that were retrieved from Hillary Clinton's official youtube channel. The video specifically indicated with the representation of woman identity. The researcher applied woman identity concept in the feminine frame to get the data. The identity such as nurturing, serving, and protecting. Moreover, a woman is represented as being feminine, deficient, and subordinate. Nevertheless, the researcher does not elaborate on all the data. Several data do not relate with the topic thus it is hard to correlate with the concept.

# 1. The first video entitled “The Story of Her”

*I went to work for the Children's Defense Fund going door-to-door on behalf of children with disabilities were denied the chance to go to school. I went to South Carolina to investigate the plight of 12 and 13 years old boys imprisoned alongside grown men who had committed serious felonies. In Alabama, I helped expose the racism of segregated academies. In Arkansas, I ran a legal aid clinic provided representation to poor families and prison inmates who could not afford it. I've been your First Lady, served eight years as a senator. Don't let anybody forget what happened. As Secretary of State, but my job titles only tell you what I've done, they don't tell you why?. My mother taught me that everybody needs a chance and a champion and I still hear her voice urging me to keep working, keep fighting no matter what. Human rights are woman's right. In America where a father can tell his daughter, yes, you can be anything you want to be even president of the United State. It's a simple but powerful idea. We believe that we are stronger together. To be great we can to be small. We have to be as big as the values that define America and we are a big-hearted fair-minded country. We teach our children that this is one nation under God, indivisible with liberty and justice for all people. Not just for people who look a certain way or worship a certain way or love a certain way, for all, indivisible.*

## a. Textual Analysis

From the data, the researcher found Hillary Clinton’s mother passed the lessons to her daughter that “*no one gets through life alone*”. Also, Hillary Clinton learned from the methodist faith “*do all the good you can, for all the people you can, and all the ways you can, as long as ever you can*”. Hillary Clinton attempt to build

up her identity. Through the process of socializing and religious values, she becomes an outstanding mother and religious person. In the data *"I went to work for the Children's Defense Fund going door-to-door on behalf of children with disabilities was denied the chance to go to school"*. Hillary Clinton delineates herself as a hard worker, breadwinner, and leader. *"I went to South Carolina to investigate the plight of 12 and 13 years old boys imprisoned alongside grown men who had committed serious felonies"*. Additionally, it is explained that Hillary Clinton cares about children's affairs and attempts to solve children's problems by working in the Children's Defense Fund and investigating the plight of 12 and 13-year-old boys imprisoned. *"In Alabama, I helped expose the racism of segregated academies"*. It is portrayed the sense of motherhood of Hillary Clinton. Even though she always focuses on the academic goals, she still notices children's affairs. *"In Arkansas, I ran a legal aid clinic that provided representation to poor families and prison inmates who could not afford it. I've been your First Lady, served eight years as a senator, as a secretary of state, but my job titles only tell you what I've done, they don't tell you why?"*. The word *children* and *boys* depict the personal identity of Hillary Clinton such as a caring and warm person related to mothering. Hillary Clinton not merely focused on family issues but also contributed for the intolerant issues like

racism. Besides observing the children's issues, Hillary also manages to solve about the moral problem in Alabama.

Additionally, the data *“my mother taught me that everybody needs a chance and a champion and I still hear her voice urging me to keep working, keep fighting no matter what. Human rights are woman's right”*. Hillary Clinton learned life values from her mom. Even women and men are different, but they have the same opportunity. In this case, Hillary Clinton's mother becomes a benchmark for Hillary Clinton's attitude. She becomes a teacher in Hillary Clinton's life to keep going and fighting for women's rights. The word *taught* explains the formation of Hillary Clinton's identity, so that she has a sense of care for gender. Furthermore, the word "work" explains that Hillary Clinton has been taught to work harder since her childhood. From these principles, Hillary Clinton's identity can be formed as a dominant masculine identity according to the normative system. In this regard, Hillary wants to clarify that being a woman working at home or outside is a special pride and not a shame workplace.

The data *"yes, you can be anything you want"* explained that previously there were restrictions on woman space. A woman is only under pressure and inability to do something outside of the gender normative system. In this case, Hillary Clinton also did not get a place for education and career. In the past, women were not

trusted to get proper education because they did not have urgent readability. Meanwhile, men are given education because they have a responsibility as a leader. However, Hillary Clinton is still pursuing her higher education for responding to such minor concerns of woman identity. Hillary Clinton got many lessons through her journey in finding out woman identity. For instance, being a mother as well as having a significant role in political work is not a big deal for a woman. Also, being a businesswoman is not a particular matter just because not in accordance with the normativity system. Women still have dignity as human beings. Such value also has to be passed on next generation so that it will be decreased the negative facade of woman identity.

#### b. Discursive Practice

The interdiscursivity of the text includes genre, tenor, mode, and dimension of the text. For the genre of the text in the form of speech. In the video, the speaker gives a speech to the audience in order to represent woman identity based on the inside and outside the normative system. It is considered as Hillary Clinton's speech to present woman identity in the frame of the outside normative system should exist in society. Also as the media for the candidacy campaign of the presidential election. The tenor of the text used neutral formal language, the speaker to the

audience, in this case, Hillary Clinton to the American. The mode of the text is in the form of spoken and written text. Thus, it is easy for the audience to understand the meaning because of the complementation of verbal and nonverbal language. The dimension topic of the text is woman identity issue. It is discussed about the inside and outside the normative system. The area of knowledge is the identification of woman identity constructed from the normative system.

For the intertextual chain, the text produced by Hillary Clinton campaign through her official youtube channel, alongside with the written text and spoken language since the genre of the text in the speech form. The text was distributed to Hillary Clinton's official youtube channel. The text was consumed by the viewers which mostly American. The manifest intertextuality aspect, the researcher found two aspects that appear, namely presupposition and metadiscourse. In the presupposition aspect, woman identity is represented in the frame of liberation movement. Such a struggle to get freedom from negative perceptions. A woman attempt to raise the identity into the double background, in the inside and outside of the normativity system. In the inside normativity system, a woman is delineated as the protector, nurturer, and server naturally in a family member, while the outside normativity system explained that a woman has a masculine

identity such as independent, powerful, ordinator, and competitive. Hillary Clinton, in this case, was able to contribute in the inside and outside of the normative system.

As the context explained that Hillary Clinton was formed as a breadwinner at a young age to support her life. Besides that, she also is tougher and less emotional in order to face a different problem in her life. Those kinds of identities were taught to Hillary Clinton so that she can grow as a wise woman. The metadiscourse aspect of the text explained about woman identity crisis. A woman attempt to defend her rights to achieve freedom. In this case, the identity crisis in question is a limitation on the space for a woman to move, academically and non-academically. In addition, a woman receives verbal and non-verbal discrimination on issues of gender equality. A woman gets a secondary position in various life problems. Hillary Clinton attempt to lower the concept of traditional identity. The act of violence and discrimination against a woman can be minimized. The problem of woman identity already exists but just some people dare for raising the issues to the surface. Hence, Hillary Clinton alongside with the cooperation woman affiliation attempted to change the recognition of woman identity in accordance with the inside and outside of the normativity system.

### c. Social Practice

For the situational social practice, Hillary Clinton represented through the outside and inside normative system. Most women have a feminine side and several have the opposite side of femininities. The complexity of woman identity is influenced by several factors such as social, cultural, and economic generally. In this case, Hillary Clinton has a crisis in her family life. She attempts to transform herself not to look down because of the crisis but she tries to increase her finances. Such a crisis has changed her life alongside with her identity. She tried to support herself and fought for her education. Moreover, the quarter-life crisis makes her realize that a woman has multiple identities in accordance with the social phenomenon. The majority delineation of woman identity in the text such as a mother, daughter, breadwinner, leader, ordinator, independent and competitive person. Furthermore, the institutional of the text use Hillary Clinton's official youtube channel for producing the representation of woman identity. Mostly, the text is in the form of a short video with a combination of pictures in order to interpret the natural situation. Besides that, the use of monologue is also as a complement to the explanation of the text. Hillary Clinton also uses the website platforms in order to deliver the representation of woman identity in accordance with the inside and outside of the normativity system. The website platform



is Onward Together. The main goal of the movement is to educate others that women and men have the same status. There is no other about gender difference that has a big purpose to discriminate one gender to another. Afterward, the researcher found that the representation of woman identity inside and outside the normative system in accordance with the social issue specifically woman affairs. In the social context of the video, woman identity is represented as a mother, daughter, and housemaid. Those identities lead that a woman has natural behavior such as nurturing, protecting, and managing the family members in a patriarchal world. A woman also represented as a leader, worker, actor that not always be in second positions towards men.

## 2. The second video entitled “History Made”

*If America is going to lead we need to learn from the woman of the world who have blazed new paths. Think of the suffragists who gathered at Seneca Falls in 1848 and those who kept fighting until woman could cast their vote. Those who think that the woman's liberation movement is a joke I disabuse you of that notion it is about equal opportunity we're really talking about humanism. The time had just come when I had been pushed as far as I could stand to be free that would have to know once and for all what right the head of human needs. To create a better world it's about putting ourselves in the shoes of people who need a voice. I am part of the new generation of suffragettes. I will not stand silence. Human rights are woman's rights and woman's rights are human rights once and for all. Komachi commits in my fireworks right but I can't do this alone while*

*we're together. This is what democracy looks like. Woman need to be represented. If even in some tiny way I get to carry on the work that she and a whole generation of woman did to give us rights that's huge. I want to help give back I've met so many other transgender people their voices haven't always been heard but I told them our time is coming we're going to change the world together. And because I'm here that has an impact on people like me who will come action. So let's learn from the wisdom of every mother and father who teaches their daughters "there is no limit on how big she can dream and how much she can achieve". Women and men, young and old, Latino and Asian, African-American and Caucasian, rich-poor and middle-class, gay and straight you have stood with me. I will continue to stand strong with you every time every place in every way that I can. The dreams we share our worth fighting for and I want to build an America that respects and embraces the potential of every last one of us.*

a. Textual Analysis

In the data *"we need to learn from the woman of the world who have blazed new paths think of the suffragists who gathered at Seneca Falls in 1848 and those who kept fighting until woman could cast their vote"* explained that women were already struggling from the past. Women are against gender differences for the sake of their voice, rights, and existence. The word *"fighting"* represents women are in an unfavorable situation that limits their ability and quality to develop. For the data *"Those who think that the woman's liberation movement is a joke, I disabuse you of that notion, it is about the equal opportunity we're*

*really talking about humanism*” elaborated that women affairs become one of the essential problems of the country. If woman’s liberation decreased then the sense of humanism and civilization will collapse. The phrase *"equal opportunity"* shows that women struggle to have the same status without any discrimination. Such representation gives women limited opportunities in certain areas.

Furthermore, in the data *“the time had just come when I had been pushed as far as I could stand to be free that would have to know once and for all what right the head of human needs to create a better world”* explained that women were easy to get abusement, humiliation, and harassment. It is the condition that women could not have free space. As the sentence *“I had been pushed as far as I could stand to be free”* is clearly a discrimination situation. It is illustrated that women only drift in an uncertain position so that there is an opportunity for the patriarchy to discriminate. In the data *“it’s about putting ourselves in the shoes of people who need a voice I am part of the new generation of suffragettes”* explained that women liberation is a part of humanism. The word *"suffragettes"* describes resistance between women and men in the frame of gender roles. The physical resistance that women take is carrying the demonstrator out on the basis of discrimination toward women identity. Besides, women

also enrich themselves with knowledge and competencies. They take part in breaking down the traditional norms.

Additionally, for the data *“Human rights are woman's rights and woman's rights are human rights once and for all”* explained woman right is a part of humanism and vice versa. The phrase *“woman's rights”* shows that there are unequal situations that make women strength to reach their equality. *“If even in some tiny way I get to carry on the work that she and a whole generation of woman did to give us rights that's huge I want to help give back”* explained that even though woman have to bear quite a heavy burden but she never forgets to return the favor and help as the natural sense of nurturing. The data *“learn from the wisdom of every mother and father who teaches their daughters there is no limit on how big she can dream and how much she can achieve”* explained woman can have any profession pursuing and gaining it without limitation. Generally, parents do not want to control their dreams in order to open transcend up the boundaries. A woman can have special abilities in dealing with domestic and non-domestic field.

#### b. Discursive Practice

The interdiscursivity of the text includes genre, tenor, mode, and dimension of the text. The genre of the text is spoken. In the

video, Hillary Clinton gives a speech to the audience in order to represent woman identity based on the inside and outside the normative system. It is considered as a speech campaign to present woman identity should exist in society and also as the media for the candidacy campaign of the presidential election. The tenor of the text used neutral formal language, in the frame the speaker to the audience. The mode of the text in the form of a monologue, spoken, and written language, also prepared. The whole form of written and spoken language alongside with the monologue which also prepared well makes the text understand easily. The dimension topic of the text is woman identity issue. It is discussed about a woman struggle to pass down the traditional concept of woman identity.

For the intertextual chain, the text produced by Hillary Clinton campaign through her official youtube channel, alongside with the written text and spoken language since the genre of the text in the speech form. The text was distributed to Hillary Clinton's official youtube channel. The text noticed by the viewers includes native and non-native Americans. In the manifest intertextuality aspect, the researcher found three aspects of the text namely metadiscourse, presupposition, and irony. The metadiscourse aspect was relatable with the social issue in the natural situation of the video. The text discussed about the struggle

of a woman for passing down the traditional concept of identity. It is really compatible with the representation of woman identity in the outside of normative system. A woman ordinary in a second position, pushed away, and has limited space rather than men. The presupposition of the text is that the normativity system has been taken for granted for some women. A woman in certain conditions has to do specific work like mothering. They always attach to the assumptions of being ladylike, weak, and uncompetitive.

In this case, the position of a woman is more suitable merely for taking care and nurturing. A woman in most cases does the housekeeper because it is expected as a woman workplace. Several women do not sympathize inside the normative system which restricts only domestic work. Thus they are willing to leave the zone. Partially women do multiply positions simultaneously because they assume that those two contributions are essentials. The irony of the text is related to the opposite part of the positive woman identity. In this case, a woman is viewed as a weak person, subordinator, and sexual marker. By showing the minor side of women, Hillary Clinton with woman affiliation "Join Woman" undertook to decrease the negative representation about a woman. Through woman affiliation, a woman is delineated as a strong person, ordinator, and leader.

### c. Social Practice

For the situational social practice, a woman is represented through the outside of the normativity system. Woman attempts to break the traditional identity into a new path. The change in the concept of traditional identity provides a balance for women to determine their identity. In this case, there is a balance of getting education and training in order to develop skill and competency. The development of role power in society for women has a prominent value in society. Women can have their time and space for improving themselves and having the opportunity about the standard prestige. Most women that have an identity in the outside normative system are formed and strengthened by the potent encouragement of their environment. Thus the complexity of woman identity separately developed. In the text, it shows that Hillary Clinton is represented as a fighter, hard worker, ordinator, mother, and leader. She attempts to put herself into disparate conditions.

The text was produced by the official youtube channel of Hillary Clinton. In the text, the speaker shows the picture of woman identity in the outside of normative system alongside with the complementation of monologue. Furthermore, Hillary Clinton utilized a website platform for conveying woman identity in accordance with the outside of the normative system. One of the

prominent websites that provide the recognition of woman identity is named Join Woman. Join Woman is a women affiliation to deal with all forms of women affairs, family, children issues. Afterward, the researcher found that the representation of woman identity through the outside system normativity in accordance with the liberation movement of women. In the text, Hillary Clinton attempts to decrease the discrimination and sexism towards gender specifically a woman. Such discrimination explained that woman does not have any free voice to speak up about their space and status. Women are always in the second status toward men. Thusly, there is a stigma in society that women are not suitable for leadership positions. In addition, women are also limited in the scope of industry, politics, and sport workplace because they are not in accordance with their physical abilities and potential in that field.

### 3. The third video entitled as “Fighter”

*What is a fighter? To me a fighter is someone who won't give up. To me a fighter is someone who's passionate about what they believe in and that will make a difference in people's lives. Before Secretary of State, Senator, First Lady of the country she was just a caring, young, bright, creative student who cared about children and those left behind. Hillary came to work for the Children's Defense Fund when we were a fledgling, beginning organization. The children I met lived harsh lives. It was so overwhelming because people were*



*being treated like they weren't even full human beings. There are no miracles in all this. It's hard work. It's sticking with it. It's perseverance. And over the years she has made a cumulative, I think significant impact for children. In September, 1995 I was at the UN conference in Beijing. The history of woman has been a history of silence. Many people in our own government and our Congress did not want me to go to Beijing. But you don't shy away from confronting human rights abuses. It is a violation of human rights when babies are denied food when babies are denied food or drowned, or suffocated simply because they are born girls. The entire conference hall exploded in this energy and enthusiasm Human rights are woman's rights and woman's rights are human rights once and for all. Hearing the words that she spoke she taught me that there were no limits to what I could achieve. Bill asked me to lead up our efforts to try to see if we couldn't get quality affordable health care for every American Now is our chance to beat the historical odds. And give the American people the health security they need. We worked really hard. We weren't successful. I was really disappointed. But you have to get up off the floor and you keep fighting. So I got to thinking Let's see what we can do to help kids. You want universal health care for children. You seem to be swimming against the tide. That's because I think the tide is not going in the right direction. I was very proud when the Children's Health Insurance Program passed. We have reports this morning that a plane has crashed. I'm very proud of being part of the recovery work at Ground Zero. One of the firefighters just said to me: "Senator, please, please don't let anybody forget what happened here. And don't let anyone forget us." I was so overcome by their courage and their compassion. I knew that I had to also pay attention to what happened to those brave men and woman. She stood up day in and day out, fighting for our medical treatment. It has made a huge difference in my life. Ladies and Gentlemen: the US Secretary of State, Hillary Rodham Clinton I was a career foreign service officer for twenty six years. The fact that she was willing*

*to work for a former rival, President Obama, restored my faith in the political process. He won and I lost, and then he asked me to be Secretary of State. And I agreed for the same reason: we both love our country. She was the most dogged, determined Secretary of State I've ever seen. She mended relationships with countries that had been frayed. But she didn't just fight for American values abroad. She fought for the families that serve the State Department. Secretary Clinton is exactly that kind of fighter. Everyone deserves a chance to live up to his or her God-given potential. That's the dream we share. That's the fight we must wage. My dad, the son of a factory worker could start a small business. My mom, who never got to go to college could see her daughter go to college. Everyday Americans and their families need a champion, a champion who will fight for them every single day And I want to be that champion. I want to get up every single day, going to work for you, standing up for you. And I think by now people know I don't quit.*

#### a. Textual Analysis

In the data “*before Secretary of State, Senator, First Lady of the country, she was just a caring, young, bright, creative student who cared about children and those left behind*” explained Hillary Clinton as a person who cares about social problems like children issues. The phrase “*Secretary of State*”, “*First Lady*”, and “*creative student*” indicates significant roles in the representation of woman identity. It is explained that Hillary occupies an important position in public. Thus the traditional representation of woman identity can be denied. Furthermore, the words “*caring*”, “*young*”, “*bright*” indicate a positive vibe on

Hillary. Hence it can be understood that the representation of woman identity is not always inferior. In this case, Hillary Clinton can establish that being a woman might have a feminine side in the outside normative or inside the normative system. For the data *“Hillary came to work for the Children’s Defense Fund when we were a fledgling, beginning organization”* explained Hillary Clinton undertake for the organization that deals with children's problems. Such caring and warm sense of mothering from Hillary Clinton attempt to help children and the family issues. The sentence is clear that Hillary Clinton's identity developed and expanded into the inside normative system of woman identity.

The data *“children I met lived harsh lives. It was so overwhelming because people were being treated like they weren’t even full human beings. There are no miracles in all this. It’s hard work. It’s sticking with it. It’s perseverance”*, Hillary Clinton outlined the children’s affairs. The word *“harsh lives”* refers to the children, women and men gender that they have difficult opportunities at a young age. In this case, Hillary Clinton help women and men to get out of their adversity zone. In the data *“and over the years she has made a cumulative, I think the significant impact for children”* explained the improvements of Hillary Clinton in dealing with children problems. The word *“cumulative”* shows the progress for Hillary Clinton to

improve the lives of low-income children and families. In this case, Hillary Clinton's identity is very visible that cherishing and protecting children and family is a strong instinct of a mother.

The data *"In September 1995, I was at the UN conference in Beijing. The history of woman has been a history of silence"*. The word *"silence"*. Silence represents the traditional assumption of woman identity. However, this characteristic is relative because it can occur in both gender, woman and men. The problem only became imaginary to be solved because there was no courage for a woman. Thus the period was known as the history of silence. The data *"many people in our own government and our Congress did not want me to go to Beijing. But you don't shy away from confronting human rights abuses"* described Hillary Clinton's encouragement in raising the topic of women issues. The word *"shy away"* represented woman identity in a negative way of normative system. Thus, Hillary Clinton breaks the negative side by changing the attitude of brave in talking about the injustice in human rights, including women's affairs. It is slightly different from the characteristic woman identity in the negative normative system. The data *"It is a violation of human rights when babies are denied food or drowned, or suffocated simply because they are born girls"* still explained the negative representation of woman identity. The words *"violation"*, *"denied"*, *"drowned"*, and

“suffocated” give lower positioned for women as the object that they are easy to discriminate and treated badly. The data *“Human rights are woman’s rights and woman’s rights are human rights once and for all. Hearing the words that she spoke she taught me that there were no limits to what I could achieve”* explained Hillary Clinton's spirit about women freedom. She makes a breakthrough for other women to hone their knowledge and ability. The phrase *“woman's rights”* empowers other women to be strong. Through this phrase, a woman stated that gender differences were no longer valid. Women and men have the same opportunity and space. The data *“I knew that I had to also pay attention to what happened to those brave men and women. She stood up day in and day out, fighting for our medical treatment. It has made a huge difference in my life”* explained the role of women and men in the development and cultivation of the country. The sentence *“I had to also pay attention to what happened to those brave men and woman”* explained gender differences need to be replaced into gender equality so that there is no discrimination for one party. The word *“brave”* represented woman identity the outside of normative system. In this case, Hillary Clinton gives other women the power that they have their own rights to be brave like men so that they have the same space. The data *“the fact that she was willing to work for a former rival, President Obama, restored my faith in the*

*political process*” explained Hillary Clinton's attitude at working in the political field. Also advancing the nation with President Obama's teamwork to provide a high value of trust and pride for the community.

The data *“he won and I lost, and then he asked me to be Secretary of State. And I agreed for the same reason: we both love our country”* explained that Hillary Clinton accept to work as Secretary of President Obama even though she know that President Obama is her rival in political workplace. In the sentence *“He won and I lost, and then he asked me to be Secretary of State. And I agreed”* explained Hillary Clinton can control her feeling and emotion that there are no job differences for women and men separately. Women and men can have a job as a secretary, doctor, or lawyer. The data *“she was the most dogged, determined Secretary of State I’ve ever seen. She mended relationships with countries that had been frayed. But she didn’t just fight for American values abroad. She fought for the families that serve the State Department. Secretary Clinton is exactly that kind of fighter”* described Hillary Clinton as a secretary who excels in solving several problems in her country. The words *“dogged”* and *“fighter”* represented woman identity normatively on the outside. She is called a brave woman and becomes the exemplary of woman identity. Hence, a woman is not always

associated with the negative assumptions.. In that word, woman can break the traditional stigma about negative side of identity.

The data *“my dad, the son of a factory worker could start a small business. My mom, who never got to college could see her daughter go to college”* explained that women and men can be successful by working hard. Hillary Clinton believes that women and men can do anything they want. She does not confirm statements about gender differences or stereotypes. For instance, men have lower status than women, vice versa. Everyone has the right to be successful in their own way. The data *“and I want to be that champion. I want to get up every single day, going to work for you, standing up for you. And I think by now people know I don’t quit”* explained Hillary Clinton is a person who works hard and disciplines to change the traditional norm of woman identity. It is the same with the statement "human rights are woman's rights and woman's rights are human rights" that Hillary Clinton wants to constitute the negative side assumption of a woman in society.

#### b. Discursive Practice

The genre of the text in the form of speech. In the video, the speaker give a speech to the audience in order to represent woman identity based on the inside and outside normative system. It is considered as Hillary Clinton speech campaign to present woman

identity should exist in society and also as the media for the candidacy campaign of presidential election. Hillary Clinton represented not merely as a mother, daughter, grandmother, wife, but also as a secretary, senator, First Lady of the state. The tenor of the text used neutral formal language, the speaker to the audience. The mode of the text in the form of monologue, spoken, and written language, also prepared. Therefore, it is easy for the audience to understand the text because of the complimentation of the verbal language and gesture. The dimension topic of the text is empowering other woman with the outside identity of normative gender. The representation of Hillary Clinton in the text as caring, young, bright, and creative student who cared about children and low-income family, also as a independent person. The area of knowledge is the identificantion of woman identity constructed from the inside through the outside normative system.

For the intertextual chain, the text produced by Hillary Clinton campaign through her official youtube channel, alongside with the written text and spoken language since the genre of the text in the speech form. The text distributed through Hillary Clinton official youtube channel. It is seen by the viewers. In the manifest intertextuality aspect, the researcher found two text aspects that appear, namely presupposition and metadiscourse. In the presupposition aspect, women is represented tough and brave way. Hillary Clinton has identity as a woman who able to open up about woman affairs. Gender



boundaries between women and men in the concept of differences limit women skills and abilities. Some of the movement of women reflected in Hillary Clinton that she become daring to work in the political, social and economic fields. Moreover, metadiscourse aspects of the text discuss the breaking the spirit of women to declare changes against discrimination. Some of the acts of discrimination against women are clearly visible and some are hidden. Hillary Clinton with woman affiliations together create a breakthrough and new enthusiasm for other women so that discrimination do not happen again. The implementation of such solution has been carried out to the public in order to open up and transparent the problem. However, it is possible that there are still people that unknown about the knowledge of woman identity. Beside that, the limitation in determining the identity of women, it causes a woman's self-confidence to be lost. From this small problem it can lead to other problems such as family welfare and gender differences.

c. Social Practice

In the text explained about the representation of woman through the outside of normativity system. Woman is assumed to be able to do certain jobs that have been determined by society. In this case, woman is often placed in positions that are irrelevant to their abilities, resulting in restrictions on freedom of expression. In addition, woman is always assumed to be inappropriate in leading a group because not match with

woman competencies. The text explained that Hillary Clinton got a lot of pressure from various parties. Hillary Clinton is considered as a woman who deserves to work at home as a housekeeper, taking care of her children and husband. However, Hillary Clinton can break these traditional assumptions to state that woman also have the ability to lead, an assertive, tough, and courageous. In the context of fighter, Hillary Clinton has proven to the public that woman can get out of the minor normative system. Hillary Clinton can assume an important position in the field of politics, namely as senator, lawyer, secretary and First Lady of the United State.

In addition, it also represent women in the backwards level, covered, oppressed, and weak person. Such explanation pictures in the Children's Defense Fund where Hillary Clinton work. It not only helps develop her own competency and personality, but also formed her emotional level towards women and children as a victim of discrimination. Moreover, women label as a subject for men, women also restricted in accordance with the cultural value in family, and isolated due to the limitation in the scope of personal development, such as education, culture, and existence in society. In dealing with this negative border, Hillary Clinton has made positive achievements and goals in the political, economic, social and cultural fields. The done to break the thoughts that women are not in line with competitive and enthusiasts identity.

The institutional social practice is included as the production of the text. It was produced by the official youtube channel of Hillary Clinton. In the text, the speaker discussed the struggle of woman in order to subvert the normativity system. Hillary Clinton still arrange to get higher education even though there is a lot of negative stigma on educated woman. Not only education, she is also able to provide protection and also teach other women who are not qualified to get a proper education. She learned to forge her emotion and resilience to be able to take on more challenging problem. Furthermore, the representation of woman identity is also distributed through the website platform for conveying woman identity. On the platform, Hillary Clinton explained that women are also humans who have the lowest or bad points so they must have the desire to change for better self. In addition, the social context of fighter can interpret women as the foremost principle of marginalization in the frame of woman identity.

#### 4. The fourth video entitled as “Join Woman”

*We know how it feels to be knocked down. All of us, we've been fighting for such a long time. Inching forward in shoes that pinch our feet. Really great shoes! We tell our daughters you can be anything you want when you grow up. This is our country. The American promise. That's ours too! We want to know it. We want to wake up every morning knowing that it's ours. Because we nail the exam. Then pick up the kids. We work hard for our families and make decisions for ourselves. We pass down traditions, build new lives, get through the hardest moments, and keep going! We're the coach and the cheerleader. The knight in shining armor. We don't fit into*

*boxes! And we won't stay trapped beneath glass. We're going to battle and climb! Strive and soar! And lift each other up! For our mothers, for the abuelitas who hold our families together, for our teachers, for our sisters, for the friends who know us better than we know ourselves, for our daughters, for every daughter who dreams that someday, she'll be president. Join Woman For Hillary! Be a part of this!*

a. Textual Analysis

The data *"We know how it feels to be knocked down. All of us, we've been fighting for such a long time. Inching forward in shoes that pinch our feet"* described woman struggle to get their equal opportunity. Even though it is hard, they still believe the freedom. Therefore, woman is still continue the struggle of woman identity movement. The data *"we tell our daughters you can be anything you want when you grow up"* explained that parents do not limit their daughter competencies and abilities. The phrase *"you can be anything"* shows that there is no limitation on the position of woman roles in society. However, Hillary Clinton together with woman association, Join Woman, deliver new assumptions in order to build up free space for woman. The data *"we pass down traditions, build new lives, get through the hardest moments, and keep going"* explained about the movement of women freedom. Woman have a strong struggle thus it can open new pages the concept of gender equality. The phrase *"pass down"* described woman identity in the outside normative system. She is brave in

changing and putting up a new label about woman identity. In discussing woman identity, gender difference often used as a benchmark for limiting the identity. The existence gender difference should be decreased because it is not fair with human rights. Additionally, the phrase "*get through*" and "*keep going*" shows the spirit of woman to build their freedom. Women develop their competitive nature in order to achieve their dreams.

The data "*we're the coach and the cheerleader. The knight in shining armor. We don't fit into boxes! And we won't stay trapped beneath glass*" explained that woman is the coach and cheerleader. Woman can be a leader and employee. Woman can also become the knight. The concept of woman identity is fluid. She can be a breadwinner and housemaid. The identity is not determined under the normativity system. The words "*coach*" and "*cheerleader*" indicate that there are no position restrictions for woman. Woman can be in the second position or the first position. They can be leaders or subordinates. The main thing that woman can suit themselves to work both academically and non academically. The data "*we're going to battle and climb! Strive and soar! And lift each other up!*" explain that a woman will not give up to continue fighting for their rights so that there are no restrictions on work. The words "*battle*", "*climb*", "*strive*", and "*soar*" indicate the enthusiasm and competitive nature of woman. In this case, a woman can carry out a movement

for change in order to achieve common goals and values. The data *“For our mothers, for the abuelitas who hold our families together, for our teachers, for our sisters, for the friends who know us better than we know ourselves, for our daughters, for every daughter who dreams that someday, she’ll be president”* explained that the struggle for freedom is intended for all women not based on any conditions so that the mutual welfare can be achieved.

b. Discursive Practice

The interdiscursivity of the text include genre, tenor, mode and dimension of the text. The genre in the form of speech. In the video, Hillary Clinton gave a speech to the audience about the following women affiliation. Women affiliation is a forum for women to develop and motivate women’s life. Mostly, women got violence experience in verbal and non verbal aspect. The association is also intended as a medium for open up the outside traditional identity about women representation in society. In addition, the text is considered as a speech campaign to present woman identity. Hillary Clinton deliver that woman identity is not merely focus on one subject. It can be multiple as well as the concept of identity fluidity. The tenor of the text used neutral formal language, in the frame the speaker to the audience. The mode of the text in the form of monologue, spoken, and written

language. The dimension topic of the text about the movement of woman in order to eliminate minor perceptions towards women. The stigma that denigrates women is subjugated, not intelligent, and victimised. In this text, Hillary Clinton invites all people to be more open and comprehend about the knowledge of woman identity. Woman identity, in the text, is the qualification of women representation in merely single determination. In reality, the concept of identity itself always attach on the various aspect in life. For the intertextual chain, the text produced by Hillary Clinton through her official youtube channel, alongside with the written and oral language since the genre of the text in the speech form. In this case, Hillary Clinton use official youtube channel alongside with the website platform to deliver the representation of woman identity.

The use of youtube and website platform as the supporting media to explain woman identity in the inside and outside of normative system. Such declaration given to the public for the latitude of women choice and opinion. The text consumed by the audience. It includes native and non-native American. In the manifest intertextuality aspect, the researcher found two aspects namely metadiscourse and presupposition. The metadiscourse aspect of the text explained about the struggle of woman to get equal rights significantly. In this text, Hillary Clinton states various

kinds of firm actions to counter minor perspectives in accordance with the normative system. Hillary Clinton with the women affiliation often give the knowledge through her social media platform, discussion forum, and speech that women have their opportunity to do what they want, even it is related with the identity that concern in the outside normative system. Women have the rights to apply job, have a successful carrer, and even have a higher education rather than the opposite gender. Besides that, Hillary Clinton also created the opportunity for women to express and cultivate their ability in order to break down the stereotype. Furthermore, the presupposition aspects discussed about the feminine aspect that are merely brought weaknesses in women life. In this case, women still do not have their own power to pull such discrimination down. The effect of negative circulation in the society might impact women specifically. Thus, Hillary Clinton and women affiliation make a certain forum to discuss about the woman affairs and the solution to avoid such worst moment happen again in the next generation. Even there are still women that being quite and ladylike, some other women struggle to pass the traditional assumption. They are more concerned about their education, carrer, and competency. In addition, women have strong position with the outside normative system because of the amount supporting system that counter them.



### c. Social Practice

The social practice, a woman represented through the outside of normativity system. The normative system that really common in society, specifically in the concept of feminine. Women that have their capability to survive and fighting in the inside normative system become one of the leader that empower other women. In the context, Hillary Clinton make such achievement on the journey of woman identity. Hillary Clinton give a new opportunity for other women to be able to enjoy the freedom of their life. The movement to be forward and obverse always exist as the biggest achievement for women. This is Hillary Clinton's endeavor thus marginalization can be overcome, although there is still woman affairs that remain unsolved.

For the institutional, the text was produced by the official youtube channel of Hillary Clinton. In the text, the speaker discussed about the woman attribute in a double background. However, sometimes women can stable the double role because of the natural competencies of human being that have to focus on one aspect. Consequently, women need an assistance to take over her role, for instance in this case housekeeper assistance. For the text, Hillary Clinton give a view of women in double background complete with the struggle that they face. Such background give a detail picture towards woman representation. Hillary Clinton

distribute the concept of woman identity in the frame of outside normative system. It is aimed that women can decrease the minor assumption in society. Afterwards, the researcher found that Hillary Clinton can throw away the negative assumption through her ideology, spirit, and achievement. As Hillary Clinton become brave enough to speak up about woman affairs in United Nation forum. Even there are a lot of people did not agree with her because it is related with her risks. Through Hillary Clinton speech, she attempt to constitute women in accordance with woman rights. Furthermore, Hillary Clinton slanted about the negative assumption of woman identity. Also, she garnered the confidence and power for women in the frame of open up the system that restrain women. It lead Hillary Clinton work with woman affiliation to tackle marginality in society.

## **B. Discussion**

In the discussion section, the researcher will provide an explanation of the analysis of woman identity representation. The analysis in accordance with the research question presented at the beginning of the chapter. In analyzing the representation of woman identity, the researcher used Fairclough's three-dimensional model that includes textual analysis, discursive practice, and social

practice. Additionally, the researcher also uses woman identity concept as part of the normative classification system.

In the first video, "The Story of Her", the researcher gets an explanation that there are two descriptions of woman identity. The

depiction of woman identity is seen in Hillary Clinton. Hillary Clinton shapes her identity through her mother and her childhood environment. In this case, Hillary Clinton is described as a woman who has been taught about toughness, discipline, and independent identity. Hillary Clinton got the reflection through her mother, that is Dorothy Rodham. At a young age, Hillary Clinton has learned to

be assertive and powerful. The journey of her life builds up her brave identity in order to open a negative side of normative system.

The structure is not suitable for women. In this context, a woman is more oppressed in the space of the workplace so that

marginalization can be increased. Hillary Clinton, who followed her mother's identity, was able to complete her study until in high

education. She is also able to take apart into a political subject which incidentally assumption in society is the field of masculinity.

Since Hillary Clinton was a child, her mother was not limited her

space to expressing herself. Also, she has been taught that women have no threshold in society. As has been developed that

women and men are limited by the line of gender differences. In

this case, Hillary Clinton takes a position as a woman in a

double background in the frame of normative system. At home, Hillary Clinton becomes a lovely mother who cares about her children and a loyal wife that help her husband to do his job. She is also a career woman that has a significant responsibility in politics and public relations. It is compatible with the study of identity and gender that explain identity can be fluid and unstable in accordance with society. Preece (2016) study on identity transformation explained that identity is unstable due to cultural, social, and economic factors. The identity of Hillary Clinton stands in the double background of the normative system. She was taking care, protecting, and teaching about the value of identity to her children. She also is warm, obedient, and polite towards her family member. However, the researcher conceived that Hillary Clinton has a more dominant identity outside of the normative system. Hillary Clinton in the political workplace, for instance, is more powerful, independent, and assertive.

Moreover, Hillary Clinton has a tough and less emotional identity due to the work environment that forms it. In her position as a senator, secretary, lawyer, and First Lady of the United State have an essential role in society. She has a high privilege in the media and public places. Hillary Clinton has previously been discriminated for being brave and educated. The system against women being more dominant and not under the control of men. In

this case, Hillary Clinton can change the negative structure with encouragement, determination, and motivation. Hillary Clinton who by her mother break the stereotype about women that always weak, subordinate, and uncompetitive. In the study on women by Mullany (2011), it was explained that women can change their feminine identity according to their scope. In this case, Hillary Clinton is depicted as a woman who contributes in different scope. She works as a politician as well as a lovely mother. A woman often changes her identity to be more masculine, cool, and tough that represent her significant responsibility. In addition, the alteration language use also for showing powerful, assertive, dominant, and scary identities.

The second video is "History Made". In this context, Hillary Clinton has served as a senator, secretary, politician, lawyer, and First Lady identity. Besides that, she is an outstanding mother, a loving loyal wife, and a dedicated daughter at home. In her identity as a mother, wife, and daughter more polite and gentle. As Lakoff (2004) explained that women emphasize the deficient and uncompetitive identity in the domestic sphere. Apart from positivity, it leads the negative aspects for women such as discrimination and marginalization. Although she had received verbal discrimination, she can resolve it. Hillary Clinton has a courageous identity that has grown in her early life. So that she is

able to stabilize her identity. McElhinny (1995) explained that women got respect and opportunities when adopting and accepting their surroundings. In addition, the supporting system for instance like family, friends, and people around you gradually erodes the structure of the system that is detrimental for a woman. Additionally, Hillary Clinton together with women's affiliation built the movement in society that women do not have to comply with the traditional assumption. In woman's articles, it is clear that women can have a masculine identity in accordance with environmental work. The scope of masculine identity for instance politics, sports, mechanical, and industrial. However, in this case, Hillary Clinton emphasizes that women are able to take a part in the masculine workplace. Hillary Clinton dared to make the movement divine into the masculine workplace, in the context, politics workplace. As in the situation, Hillary Clinton has silenced her opportunity to vote at an event about women. She is not allowed to attend the event just because she does not have a crucial interest. In addition, it assumed that women's issues considered do not have a serious impact on aspects of life. However, Hillary Clinton still realizes the essential of protecting and maintaining the rights of women.

Furthermore, the third video is "Fighter". In this context, Hillary Clinton is described as a woman who is tough,

independent, and wise. In some cases, Hillary Clinton was also depicted as a fighter. The word fighter shows a resistance to the identity of the minor identity. The picture of injustice committed by patriarchs. They are against a woman in the frame of space and having a job. Hillary Clinton faced many failures in fighting for her rights as a woman. Hillary Clinton attempt to help people, especially women and children who need help through the Children's Defense Fund. Hillary Clinton gives an opportunity for women and children to transcend gender differences. In the application, gender differences prioritize men over women. This has led to inequality for women so that there is a gender equality movement. Hillary Clinton bravely opens the standard system of normativity to the public. She was thus passing down about the traditional norms of woman identity. In several aspects, it is assumed that women cannot be equal to men, because of their limited physical and non-physical abilities. Based on the feminine aspect, women are described as individuals who can only have a secondary position than men. This is because women do not have physically qualified as men who are more powerful and strong in leading the society. However, in this context, Hillary Clinton was able to become a leader. It opens leadership barriers for women. Further, she implements a normative system of freedom for women. This is intended to provide the maximum space and

opportunity for women to be able to contribute to the leadership sphere. In terms of education, Hillary Clinton dared to go to college to pursue higher education. So that, she can continue her career to become a senator, secretary, lawyer, and political activist. In the context of "Join Woman". Hillary Clinton is delineated as a woman who has more power and courage to decrease the minor impression and negative attitudes that have been attached to a woman. As Hillary Clinton already become a senator, politician, lawyer, secretary, and public speaker that placing her position on a social status more dominant than others. In addition, Hillary Clinton invited other women to participate in different fields. Hillary Clinton who has been equipped with self-confidence and a strong spirit attempt to foster it in other women. Through woman affiliation, Hillary Clinton together with other women creates the awareness about transcending minor woman identity that is bound and ingrained in society. Hillary Clinton is not only able to become a woman who has a feminine side such as being diligent, neat, and polite, but she is able to be more assertive, straightforward, and powerful. Mullany (2011) explained that women who serve the society and have a position as a leader, she easy to adapt in her environment. The adjustment was made in order to receive respect and proper position towards the other. In addition, a woman also finds the space to gain power for the



position. Because of Hillary Clinton already understand about the woman oppression and treated unfairly in several aspects. Therefore, Hillary Clinton made an essential breakthrough towards the negative identity about woman.

As Seneca Falls in 1848 provide the woman's picture has fallen up and down in order to fight the woman identity. From the situation, Hillary Clinton learned about the woman struggle, spirit, and movement in order to defend their rights. In addition, Butler explained that someone who has the same performance repetitively gains a dominant identity. Thus the formation spirit of woman identity still develops and continue in order to find out the free identity for a woman.

Furthermore, Hillary Clinton represented as a coach and cheerleader. Being a coach requires being firm, disciplined, and less emotional identity. Hillary Clinton received the identity through the direction of her mother. She was supported and given detailed elucidation that women do not always as subordinated. Hillary Clinton acquires to be more independent. Hillary Clinton was able to get through these problems by cultivating and managing her identity. In addition, Hillary Clinton also represents herself as a cheerleader. The parable explained that she can also be a wife, daughter, and mother. Besides that, Hillary Clinton is not always independent when she is with her children and husband.

She organizes and adjusts in order to respect the other people. In the study of teachers' identity, Susilowati (2013) explained that identity cannot merely be seen through self-representation. Because of the fluidity and instability, the representation of woman identity significantly leveraged in terms of interaction. Through the interaction, the woman broadens her insight and identity that repeat continuously become dominant.

## **CHAPTER IV**

### **CONCLUSION AND SUGGESTION**

In the chapter, the researcher propose a conclusion rely on the findings and discussion in the previous chapter. Moreover, the researcher present a suggestion for further study who acquires to investigate woman identity.

#### **A. Conclusion**

Based on data analysis and discussion, the researcher found two major areas in representing woman identity. The representation of woman identity in the frame of inside and outside normativity system. In the context of normativity, Hillary Clinton was delineated as a loyal wife, lovely also obedient daughter, and responsible mother. Hillary Clinton as a wife has a soft, calm, and submissive identity. A woman, in this identity, has an inferior position and space rather than a man. In addition, a man has more power in society. From this point of view, a woman becomes the subordinator and negligible. Designation of gender differences between a woman and a man make a viscous barrier that renders dissimilarity. Hillary Clinton, in this case, was thrust aside for maintaining her identity and rights. By bracing and keeping the spirit up, Hillary Clinton gives herself and other women opportunity and space to express the woman identity. Such boundaries between Hillary Clinton and other women that affiliate with the woman organization make the relation more powerful and massive on the movement of woman identity.

Besides that, the representation of Hillary Clinton's identity in the outside of normativity system delineated as a leader, senator, lawyer, public speaker, secretary, and First Lady of the United State. As the cultivation of identity becomes fluid and complex, the demanding workplace relation and colleagues are broader. Also explained that the representation of woman identity is not merely viewed as a fixed and permanent identity. Thus the identity of Hillary Clinton becomes more forward and multiple depending on the cultural, religious, and social values. The cultural value give a significant impact on the development of Hillary Clinton's identity, as well as the religious and social values. In this case, Hillary Clinton is represented as a tough, independent, and firm person in her workplace. Such values in the establishment of identity gain the extensive and definite elaboration of woman identity.

## **B. Suggestion**

The investigation of woman identity in critical discourse analysis theory is irresistible. In discussing woman identity, the researcher focused on analyzing the text. Additionally, the researcher is also concerned about the discursive practice and social practice. Thus, the explanation of the study takes the sensibility and understanding of the concept that related to woman identity. For further research, it can conduct on divergent subjects such as blogs, news, novel, or movie. Hence, there is a broader scope in explaining woman identity representations. Additionally, the use of

different concepts of woman identity will be more interesting. The researcher hopes that the study can be useful as a reference and new insight. Also, as the knowledge for people who are interested in identity, woman identity in linguistics especially. Further research related to woman identity is needed in order to provide a comprehensive and detailed explanation.

## BIBLIOGRAPHY

- Amjad, H., & Rasul, S. (2017). Female Gender Portrayal through News Blogs: Analysing the Ideological Representation of Pakistani Working Women. *FWU Journal of Social Sciences*.
- Ary, D., Jacobs, L. C., & Sorensen, C. (2009). *Introduction To Research In Education* (8th ed.). USA: Wadsworth.
- Bucholtz, M. (1999). ““Why be normal?” Language and identity practices in a community of nerd girls’. *Language in Society*.
- Butler, J. (1990). *Gender trouble: feminism and the subversion of identity*. London: Routledge.
- Courtois, C., Mechant, P., Ostyn, V., & Marez, L. D. (2013). Uploaders' Definition of The Networked Public on YouTube and Their Feedback Preferences: A Multi-Method Approach. *Behaviour & Information Technology*, 612.
- Dean, C. J. (2015). Making Meaning: Identity Development of Black Undergraduate Women. *NASPA Journal About Women in Higher Education*, 125-137.
- El-Falaky, M. S. (2015). The Representation of Women in Street Songs: A Critical Discourse Analysis of Egyptian Mahraganat. *Advances in Language and Literary Studies*.
- Fairclough, N. (1995). *Critical Discourse Analysis: The Critical Study of Language*. New York: Longman.
- Fearon, J. D. (1999, December). *Research Gate*. Retrieved September 1, 2020, from Research Gate:  
  
[https://www.researchgate.net/publication/229052754\\_What\\_Is\\_Identity\\_As\\_We\\_Now\\_Use\\_the\\_Word](https://www.researchgate.net/publication/229052754_What_Is_Identity_As_We_Now_Use_the_Word)
- G.P., R., & Unnithan, A. B. (2017). Self and Identity of Being an Ideal Woman: An Exploratory Qualitative Study. *IIM Kozhikode Society & Management*, 33.
- Gay, L., Mills, G., & Airasian, P. (2012). *Educational Research: Competencies For Analysis And Applications* (10th ed.). USA: Pearson Education, Inc.

- Hicks, D. L., Santacreu-Vasut, E., & Shoham, A. (2015). Does mother tongue make for women's work? Linguistics, household labor, and gender identity. *Journal of Economic Behavior & Organization*.
- Humayun, Sahmim; Shabana Sartaj; and Waqar Ali Shah. (2019). Exploring Linguistic Representation of Women on Facebook: A Study in Pakistani Context. *Advances in Language and Literary Studies*.
- Janks, H. (1997). Critical Discourse Analysis as a Research Tool. *Discourse: studies in the cultural politics of education*.
- Jones, L. (2016). Language and gender identities. In S. Preece, *The Routledge Handbook of Language and Identity* (pp. 216-217). New York: Routledge.
- Jones, L. (2016). Language and Gender Identities. In S. preece, *The Routledge Handbook of Language and Identity* (p. 216). New York: Routledge.
- Joseph, J. E. (2016). Historical perspectives on language and identity. In S. Preece, *The Routledge Handbooks of Language and Identity* (p. 22). New York: Routledge.
- Joseph, J. E. (2016). *Historical Perspectives On Language And Identity in S. Preece (ed) The Routledge Handbook Of Language And Identity*. Abingdon: Routledge.
- Kahu, E., & Morgan, M. (2007). A critical discourse analysis of New Zealand government policy: Women as mothers and workers. *Women's Studies International Forum* 30, 134–146.
- Karimi, S. (2015). Iranian Women's Identity and Cyberspace: Case study of Stealthy Freedom. *Journal of Social Science Studies*, 222-223.
- Lakoff, R. T. (1975). *Language and woman's place*. New York: Harper and Row.
- Lakoff, R. T. (2004). *Language And Woman's Place: Text And Commentaries Revised And Expanded Edition*. New York: Oxford University Press, Inc.
- Laney, E. K., Halla, M. E., Andersona, T. L., & Willinghamama, M. M. (2015). Becoming a Mother: The Influence of Motherhood on Women's Identity Development. *Identity: An International Journal of Theory and Research*.
- Litosseliti L and J Sunderland. (2002). Gender identity and discourse analysis: theoretical and empirical considerations. In L. Litosseliti, & J. Sunderland, *Gender identity and discourse analysis*. Amsterdam: John Benjamins.

- McElhinny, B. (1995). Challenging hegemonic masculinities: female and male police officers handling domestic violence. In S. Preece, *The Routledge Handbook of Language and Identity* (p. 216). New York: Routledge.
- Moran, L. K. (2019). *Belonging And Becoming In A Multicultural World [e- book]*. Retrieved from  
<https://books.google.co.id/books?id=njLDDwAAQBAJ&pg=PT106&lpg=PT106&dq=identity+as+respond+to+others&source=bl&ots=33bCdpY2Vl&sig=ACfU3U1mBe3nMe61MZXHElfUbv7lJcUs3g&hl=id&sa=X&ved=2ahUKEwj-4I-xkLzoAhWQIEsFHdgiDVwQ6AEwDXoECACQAQ#v=onepage&q=>.
- Mullany, L. J. (2011). Discourse, gender and professional communication. In J. G. Handford, *The handbook of discourse analysis*. London: Routledge.
- Mustonen, T. (2015). *University of Jyväskylä*. Retrieved September 1, 2020, from [jyx.jyu.fi:  
https://jyx.jyu.fi/bitstream/handle/123456789/45911/URN%3aNBN%3afi%3ajyu-201505161869.pdf?sequence=1&isAllowed=y](https://jyx.jyu.fi/bitstream/handle/123456789/45911/URN%3aNBN%3afi%3ajyu-201505161869.pdf?sequence=1&isAllowed=y)
- Nayef, H., & El-Nashar, M. (2015). "Who is the culprit: The structure or the culture?" Indirect sexism: Linguistic representation of women in Egyptian print media. *International Journal of Linguistics and Communication*.
- Nkomo, N. M. (2016). Wedding Intersectionality Theory and Identity Work in Organizations: South African Indian Women Negotiating Managerial Identity. *Gender, Work and Organization*, 261-274.
- Norberg, C., & Färltholm, Y. (2018). "Learn to blend in!" A corpus-based analysis of the representation of women in mining. *An International Journal*.
- Ogunyankin, S. B. (2018). (Un)African women: identity, class and moral geographies in postcolonial times. *African Identities*, 1-13.
- Preece, S. (2016). *The Routledge Handbook of language and identity*. New York: Routledge.
- Shea, P.-W. W. (2015). Work and Gender Roles among East Asian Immigrant Women in the United States. In O. M. Dottolo, *Gendered Journeys: Women, Migration and Feminist Psychology* (p. 83). New York: Palgrave.



- Smith, J. L., Brown, E. R., Thoman, D. B., & Deemer, E. D. (2015). Losing its expected communal value: how stereotype threat undermines women's identity as research scientists. *Soc Psychol Educ.*
- Susilowati, M. (2013). Representation of Teachers' Identity in EFL Classroom. *Pendidikan Humaniora.*
- Swann, J. (2009). Doing gender against the odds: a sociolinguistic analysis of educational discourse. In S. Preece, *The Routledge Handbook of Language and Identity* (p. 216). New York: Routledge.
- Vanderstoep, S. W., & Johnston, D. D. (2009). *Research Methods For Everyday Life Blending Qualitative And Quantitative Approaches*. San Francisco: Jossey Bass A Wiley Imprint.
- Wigginton, B. (2016). How do women manage the spoiled identity of a 'pregnant smoker'? An analysis of discursive silencing in women's accounts. *Feminism & Psychology.*

## **CURRICULUM VITAE**



Deti Silviani was born in Nunukan on Mei 05, 1998. She graduated from SMAN 1 Nunukan in 2016. She started her Higher Education in 2016 at English Literature Department in UIN Maulana Malik Ibrahim Malang and finished her study in 2020. During her study, she joined Archery Community at Jabal Uhud archery club and Al-Ghifari archery club. Moreover, alongside with her undergraduate degree, she had also worked as a graphic designer.

## APPENDIX

### 1. The Story of Her

00:00	the plight of 12 and 13 year old boys
my mother Dorothy was abandoned	00:53
by her	imprisoned alongside
00:02	00:55
parents as a young girl she ended up	would committed serious felony
on	00:58
00:06	in Alabama I helped expose the
her own at 14 working as a	racism of
housemaid she	01:01
00:11	segregated account
was saved by the kindness of others	01:02
the	in Arkansas I ran a legal aid clinic
00:15	01:05
lessons she passed on to me stuck	provided representation to poor
with	families
00:18	01:07
me no one gets through life alone	and prison inmates who could not
and	afford
00:22	01:10
she made sure I learned the words	it
from	01:13
00:26	I've been
our methodist faith do all the good	01:17
you	eight years as a senator don't let
00:29	01:19
can for all the people you can and all	anybody forget what happened
00:32	01:21
the ways you can as long as ever you	as Secretary of State but my job titles
can	01:26
00:37	what I've done they don't tell you
so I went to work for the Children's	why
00:39	01:31
Defense Fund going door-to-door on	my mother taught me that everybody
00:42	needs
behalf of children with disabilities	01:34
00:45	a chance and a champion
we're denied the chance to go to	01:37
school	and I still hear her voice urging me to
00:47	01:40
I went to South Carolina to	keep work
investigate	01:41
00:50	for right no matter what human rights
	01:44 are woman's right
	01:48

I wish my mother could have been  
 with us  
 01:49  
 longer I wish you could have seen  
 01:51  
 Chelsea become a  
 01:53  
 I wish she could have seen the  
 America  
 01:56  
 weird  
 01:58  
 and America  
 02:01  
 his daughter yes you can be anything  
 you  
 02:06  
 want to be even president of  
 02:13  
 it's a simple but powerful  
 02:17  
 we believe that we are stronger  
 together  
 02:21  
 [Music]  
 02:25  
 to be great we can to be small we  
 have  
 02:29  
 to be as big as the values that define  
 02:33  
 America and we are a big-hearted  
 02:37  
 fair-minded country we teach our  
 02:40  
 children that this is one nation under  
 02:43  
 God indivisible with liberty and  
 justice  
 02:50  
 for people who look a certain way or  
 02:54  
 worship a certain way or love a  
 certain  
 02:57  
 way

03:04  
 in history I see that this has always  
 03:07  
 been a country of we  
 03:09  
 [Music]  
 03:10  
 e pluribus  
 03:14 one ever since 13 squabbling  
 colonies  
 03:19  
 would aside their disagreements and  
 03:21  
 United because they realized they  
 were  
 03:24  
 going to rise together or fall  
 03:27  
 separately what are you going to do  
 03:29  
 about all that bullying this election  
 03:31  
 really is about who we are as a nation  
 I  
 03:34  
 care about people and it's about  
 03:38  
 millions of Americans coming  
 together to  
 03:41  
 say we are better than this we won't  
 let  
 03:45  
 this come here then I'll do everything  
 I  
 03:53  
 can and I'll fight for you as hard as I  
 03:56  
 can and if you agree whether you're a  
 03:58  
 Democrat Republican or independent  
 I  
 04:01  
 hope you will join us  
 04:03  
 if you believe diversity is America's

04:05	[Applause]
strength not America's burdens join	05:16
us	a jackpot
04:11	05:24
[Applause]	[Applause]
04:15	05:31
Bing wait join us	
04:18	
no one working full-time	
04:20	
should have to raise their children	
and	
04:22	
poverty join us	
04:24	
if you	
04:26	
is real join us we will defend all our	
04:31	
rights civil rights Human Rights and	
04:33	
voting rights woman's rights and	
workers	
04:36	
rights LGBT rights and the rights of	
04:40	
people with disabilities	
04:45	
that every man woman and child in	
04:48	
America has the right to affordable	
04:50	
quality health care join us if you	
04:54	
believe we should finally guarantee	
04:56	
equal pay for woman	
04:57	
[Applause]	
05:02	
is watching what we do	
05:05	
America's destiny	
05:09	
let's be stronger together my fellow	
05:13	

## 2. History Made

00:01  
 America is going to lead we need to  
 00:03  
 learn from the woman of the world  
 who  
 00:05  
 have blazed new paths think of the  
 00:08  
 suffragists who gathered at Seneca  
 Falls  
 00:10  
 in 1848 and those who kept fighting  
 00:14  
 until woman could cast their vote  
 those  
 00:16  
 who think that the woman's  
 liberation  
 00:18  
 movement is a joke I disabuse you of  
 00:21  
 that notion it is about equal  
 00:23  
 opportunity we're really talking  
 about  
 00:25  
 humanism the time had just come  
 when I  
 00:28  
 had been pushed as far as I could  
 stand  
 00:30  
 to be free that would have to know  
 once  
 00:32  
 and for all what right the head of  
 human  
 00:34  
 needs to create a better world it's  
 00:36  
 about putting ourselves in the shoes  
 of  
 00:38

people who need a voice I am part of  
 the  
 00:42  
 new generation of suffragettes I will  
 00:45  
 not stand for human rights are  
 woman's  
 00:49  
 rights and woman's rights are human  
 00:53  
 rights once and for all  
 00:55  
 Komachi commits in my fireworks  
 right  
 00:58  
 but I can't do this alone while we're  
 01:00  
 together  
 01:02  
 this is what democracy looks  
 01:05  
 i'ma need to be represented Ginger  
 01:08  
 Rogers did everything that Fred  
 Astaire  
 01:11  
 did she just did it backwards it in hi  
 01:14  
 if even in some tiny way I get to  
 carry  
 01:18  
 on the work that she and a whole  
 01:20  
 generation of woman did to give us  
 01:22  
 rights that's huge  
 01:24  
 I want to help give back I've met so  
 01:25  
 many other transgender people their  
 01:27  
 voices haven't always been heard but  
 I  
 01:29

told them our time is coming we're  
 going  
 01:32  
 to change the world together and  
 because  
 01:34  
 I'm here that has an impact on people  
 01:37  
 like me who will come action so let's  
 01:41  
 learn from the wisdom of every  
 mother  
 01:43  
 and father who teaches their  
 daughters  
 01:46  
 there is no limit on how big she can  
 01:49  
 dream and how much she can  
 achieve I'm a  
 01:52  
 little feminist growing up to help all  
 01:53  
 woman with equal rights I hope you  
 could  
 01:56  
 be the first woman president of the  
 01:58  
 whole United States dare to compute  
 mrs.  
 02:00  
 Clinton dare to compete woman and  
 men  
 02:03  
 young and old Latino  
 02:07  
 african-american and middle-class  
 02:12  
 gay and straight  
 02:14  
 [Applause]  
 02:17  
 and I will continue to stand strong  
 with  
 02:20

you every time every place in every  
 way  
 02:23  
 that I can the dreams we share our  
 worth  
 02:26  
 fighting for and I want to build an  
 02:28  
 America that respects and embraces  
 the  
 02:31  
 potential of every last one of us.

### 3. Fighter

00:01

What is a fighter?

00:05

To me a fighter is someone who  
won't give up.

00:07

To me a fighter is someone who's  
passionate about what they believe in  
00:10  
and that will make a difference in  
people's lives.

00:17

Before Secretary of State, Senator

00:20

First Lady of the country

00:24

she was just a caring, young, bright,  
creative student

00:28

who cared about children and those  
left behind.

00:34

Hillary came to work for the  
Children's Defense Fund

00:36

when we were a fledgling, beginning  
organization.

00:38

The children I met lived harsh lives.

00:42

It was so overwhelming because

00:45

people were being treated

00:47

like they weren't even full human  
beings.

00:50

There are no miracles in all this. It's  
hard work.

00:53

It's sticking with it. It's  
perseverance.

00:55

And over the years she has made a  
cumulative,

00:58

I think significant impact for  
children.

01:04

In September, 1995

01:05

I was at the UN conference in  
Beijing.

01:08

The history of woman has been a  
history of silence.

01:13

Many people in our own government  
and our Congress

01:15

did not want me to go to Beijing

01:17

But you don't shy away from  
confronting human rights abuses.

01:22

It is a violation of human rights

01:26

when babies are denied food

01:28

when babies are denied food

01:29

or drowned, or suffocated

01:31

simply because they are born girls.

01:35

The entire conference hall exploded  
in this energy and enthusiasm

01:42

Human rights are woman's rights

01:43

and woman's rights are human rights  
once and for all

01:46

Hearing the words that she spoke

01:49



she taught me that there were no limits to what I could achieve.

01:56

Bill asked me to lead up our efforts to try to see if we couldn't get

01:59

quality affordable health care for every American

02:02

Now is our chance to beat the historical odds.

02:06

And give the American people the health security they need.

02:09

We worked really hard. We weren't successful.

02:11

I was really disappointed.

02:13

But you have to get up off the floor and you keep fighting.

02:16

So I got to thinking

02:17

Let's see what we can do to help kids.

02:20

You want universal health care for children.

02:23

You seem to be swimming against the tide.

02:25

That's because I think the tide is not going in the right direction.

02:28

I was very proud when the Children's Health Insurance Program passed.

02:37

We have reports this morning that a plane has crashed.

02:41

I'm very proud of being part of the recovery work at Ground Zero.

02:46

One of the firefighters just said to me:

02:48

"Senator, please, please don't let anybody forget what happened here.

02:52

And don't let anyone forget us.

02:54

I was so overcome by their courage and their compassion.

02:58

I knew that I had to also pay attention to what happened to those brave men and woman.

03:04

She stood up day in and day out, fighting for our medical treatment

03:08

It has made a huge difference in my life.

03:12

Ladies and Gentlemen: the US Secretary of State, Hillary Rodham Clinton

03:15

I was a career foreign service officer for twenty six years.

03:18

The fact that she was willing to work for a former rival,

03:22

President Obama, restored my faith in the political process.

03:26

He won and I lost, and then he asked me to be Secretary of State.

03:29

And I agreed for the same reason: we both love our country.

03:33

She was the most dogged, determined Secretary of State I've ever seen.

03:38

She mended relationships with  
countries that had been frayed.

03:41

But she didn't just fight for  
American values abroad.

03:45

She fought for the families that serve  
the State Department.

03:47

Secretary Clinton is exactly that kind  
of fighter.

03:53

Everyone deserves a chance to live  
up to his or her God-given potential.

03:58

That's the dream we share. That's  
the fight we must wage.

04:04

My dad, the son of a factory worker  
could start a small business.

04:07

My mom, who never got to go to  
college could see her daughter go to  
college.

04:11

Everyday Americans and their  
families need a champion,

04:14

a champion who will fight for them  
every single day

04:17

And I want to be that champion.

04:19

I want to get up every single day,

04:21

going to work for you, standing up  
for you.

04:25

And I think by now people know I  
don't quit.

#### 4. Join Woman

00:00

We know how it feels to be knocked  
down.

00:03

All of us, we've been fighting for  
such a long time.

00:08

Inching forward in shoes that pinch  
our feet.

00:11

Really great shoes!

00:12

We tell our daughters you can be  
anything you want when you grow  
up.

00:19

This is our country.

00:21

The American promise. That's ours  
too!

00:24

We want to know it. We want to  
wake up every morning knowing that  
it's ours.

00:30

Because we nail the exam.

00:32

Then pick up the kids. We work hard  
for our families and make decisions  
for ourselves.

00:38

We pass down traditions, build new  
lives, get through the hardest  
moments,

00:43

and keep going!

00:46

We're the coach and the cheerleader.  
The knight in shining armor. We  
don't fit into boxes!

00:51

And we won't stay trapped beneath  
glass.

00:54

We're going to battle and climb!  
Strive and soar! And lift each other  
up!

01:01

For our mothers, for the abuelitas  
who hold our families together, for  
our teachers, for our sisters,

01:08

for the friends who know us better  
than we know ourselves, for our  
daughters,

01:12

for every daughter who dreams that  
someday, she'll be president.

01:20

Join Woman For Hillary!

01:22

Be a part of this!