ARGUMENTATION STRATEGIES USED IN THE TWEETS OF #INTERNATIONALWOMENSDAY HASHTAG: A CRITICAL DISCOURSE ANALYSIS

THESIS

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MALANG
2022

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THESIS

Presented to
Universitas Islam Negeri Maulana Malik Ibrahim Malang
in Partial Fulfillment of the Requirements for the Degree of *Sarjana Sastra* (S.S)

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MALANG
2022**

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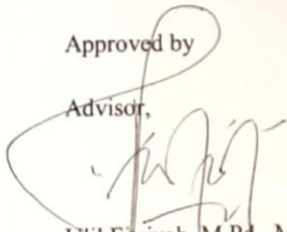
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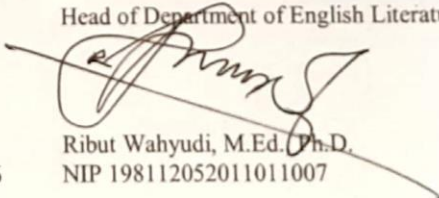
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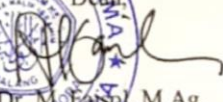
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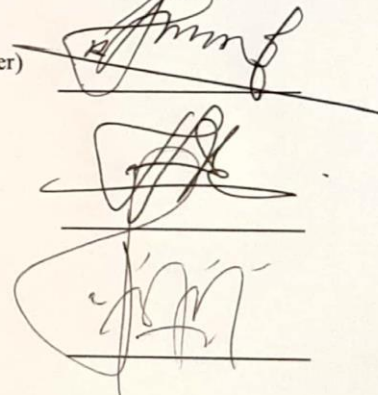
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MOTTO

"When injustice becomes law, resistance becomes duty." — Thomas Jefferson

DEDICATION

I dedicate this thesis to my beloved parents, Bapak H. Umar Fauzi and Ibu Hj. Rusmatun Fadilah. I also dedicate this thesis to my beloved and my only sister, Nihayatul Masykuroh. You are all the reason why I survive. You all gave me the whole never-ended supports and prayers for the goodness in my life, especially to finish my study at UIN Maulana Malik Ibrahim Malang.

Besides, I also dedicate this thesis to my beloved friends who have become my home while facing any confusing things. They also have become the best circle surrounding me full of zest and happiness.

Last but not least, I also dedicate this thesis to all teachers giving me fruitful knowledge and experiences, especially Ma'am Ulil as my thesis advisor and Ma'am Mei as my academic advisor.

ACKNOWLEDGMENTS

Alhamdulillahirabbil'alamin, all praises to Allah SWT, God of the universe who has given me his blessing and mercies, so that I can finish the thesis entitled "Argumentation Strategies used in The Tweets of #InternationalWomensDay Hashtag: A Critical Discourse Analysis" as partial fulfillment of the Sarjara Degree requirements. *Sholawat* and *salam* may be poured upon Prophet Muhammad SAW, who has brought and guided the muslims from the darkness to the lightness. I believe that this thesis will not be well accomplished without the support, motivation, and help from others. Besides, I want to thank those, whether directly or indirectly, who helped me in preparing, conducting, and finishing the whole process of my thesis.

First, I would like to extend my deepest gratitude to Dr. M. Faisol, M.Ag., as the dean of Faculty of Humanities of Universitas Islam Negeri Maulana Malik Ibrahim Malang. Second, to Ribut Wahyudi, M.Ed., Ph.D., as the head of the Department of English Literature. Then, my deepest gratitude to Ulil Fitriyah, M.Pd, M.Ed., as my thesis advisor who has been guiding, advising and helping me during this time. Last but not least, all respectful lectures of the Department of English Literature for their insightful knowledge, teaching, guidance, discussion, and inspiration they have shared throughout my study at the university. Then, my deepest gratitude to Ribut Wahyudi, M.Ed., Ph.D. and Mazroatul Ishlahiyah, M.Pd., as my thesis examiners. Those suggestions have changed my thesis better.

Finally, I also realized several drawbacks within this thesis. Thus, any criticism and suggestions are welcomed, especially to be better research for the next researcher. Hopefully, this study can provide an insight for students of the Department of English Literature and to open up a brand new academic discussion to conduct similar studies with different viewpoints.

Malang, 28 June 2022

The researcher,

Nur Alfiana Isnaini

ABSTRACT

Isnaini, Nur Alfiana (2022). *Argumentation Strategies Used In The Tweets Of #InternationalWomensDay Hashtag: A Critical Discourse Analysis.* Undergraduate Thesis. Department of English Literature, Faculty Of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Advisor Ulil Fitriyah, M.Pd., M.Ed.

Keywords: Argumentation strategies, ideological Squares, Hashtag #InternationalWomensDay, Critical Discourse Analysis

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The struggle or the demonstration against particular issues has been done on the road directly. However, as a result of technology, the demonstration can be done simply by proposing an argumentation on social media, such as Twitter. This phenomenon is reflected from the tweets used in hashtag #InternationalWomensDay as the campaign that has 3 basic purposes, such as women's achievements, feminism awareness, and equity. This study has purposes to scrutinize and delineate argumentation strategies used by Twitter users in tweets using the hashtag #InternationalWomensDay and ideological squares show feminism ideology using Critical Discourse Analysis approach. This research focused on the types of argumentation strategies and ideological squares on Twitter using #InternationalWomensDay hashtag. This present research employs theory of argumentation strategies by Teun A. Van Dijk (2000) to see the types of argumentation strategies used in the tweets and ideological squares by Teun A. Van Dijk (2000) to see the ideology behind the tweets using the #InternationalWomensDay hashtag. The results reveal argumentation strategies and ideological squares used in the tweets using #InternationalWomensDay hashtag. From the data analysis, 57 argumentation strategies and 11 ideological squares were found in total with 8 data of number game strategies and 4 data of De-emphasize positive thing (US) from ideological squares as the most used strategy in tweets using the hashtag #InternationalWomensDay. Finally, it can be concluded that every tweet made on Twitter using a particular hashtag will show the ideology that the writer assured.

المستخلص البحث

إثنيني ، نور ألفيانا (2022). استراتيجيات الجدال المستخدمة في تغريدات هاشتاغ #اليوم العالمي للمرأة: تحليل خطاب نقدي. البحث الجامعي. قسم الأدب الإنجليزية. كلية العلوم اللإنسانية. جامعة مولانا مالك إبراهيم مالانج. المشرف: أولي الفطرية الماجستر.

الكلمات الأساسية: إستراتيجية الجدال, المريعات الإيديولوجية, هاشتاغ #اليوم العالمي للمرأة, تحليل الخطاب النقدي.

لقد جرت المعارك والمظاهرات بعض القضايا في الشارع مباشرة. ولكن الآن في زمن التكنولوجيا لا يمكن إجراء المظاهرات إلا من خلال تقديم الحجج على وسائل التواصل الاجتماعي ، مثل تويتر. تنعكس هذه الظاهرة في استخدام هاشتاغ عبر هاشتاغ #اليوم العالمي للمرأة. كحملة لها ثلاثة أهداف أساسية، وهي إنجازات المرأة، والوعي بالنسوية، والمساواة. وأما هدف هذا البحث هو فحص ووصف استراتيجية الجدل التي يستخدمها مستخدمو تويتر في التغريدات عبر هاشتاغ #اليوم العالمي للمرأة. والمربعات الأيديولوجية التي توضح أيديولوجية النسوية باستخدام نهج تحليل الخطاب النقدي. يركز هذا البحث على أنواع الاستراتيجيات الجدلية والمربعات الأيديولوجية على تويتر عبر هاشتاغ #اليوم العالمي للمرأة. تستخدم هذه الدراسة نظرية إستراتيجية الجدل التي كتبها توين فان دايك (2000) لمعرفة أنواع استراتيجيات الجدل المستخدمة في التغريدات والمربعات الأيديولوجية بواسطة توين فان دايك(2000) لمعرفة الأيديولوجية الكامنة وراء التغريدات عبر #هاشتاغ اليوم العالمي للمرأة. وأما نتائج هذا البحث تكشف عن الاستراتيجيات الجدلية والمربعات الأيديولوجية المستخدمة في التغريدات عبر هاشتاغ #اليوم العالمي للمرأة. من تحليل البيانات، تم العثور على سبعة وخمسين إستراتيجية جدلية و إحدى عشر صندوقًا أيديولوجيًا بإجمالي ثمانية بيانات إستراتيجية للعبة من إستراتيجية الجدل و أربعة بيانات إلغاء التأكيد على الأشياء الإيجابية (نحن) من المربعات الأيديولوجية باعتبارها الإستراتيجية الأكثر استخدامًا في التغريدات باستخدام علامة التصنيف # يوم المرأة العالمي. أخيرًا ، يمكن الاستنتاج أن كل تغريدة يتم إجراؤها على تويتر باستخدام علامة تصنيف معينة ستظهر الأيديولوجية التي يؤمن بها المؤلف.

ABSTRAK

Isnaini, Nur Alfiana (2022)**.** *Strategi argumentasi yang digunakan dalam tweets dengan Hashtag #InternationalWomensDay: Analisis Wacana Kritis.* Skripsi. Jurusan Sastra Inggris, Fakultas Humaniora, Universitas Islam Negeri Maulana Malik Ibrahim Malang. Pembimbing Ulil Fitriyah, M.Pd., M.Ed.

Keywords: Strategi Argumentasi, Kotak Ideologi, Hashtag #InternationalWomensDay, Analisis Wacana Kritis

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Perjuangan atau unjuk rasa terhadap isu tertentu telah dilakukan di jalan secara langsung. Namun seiring dengan perkembangan teknologi, demonstrasi dapat dilakukan hanya dengan memberikan argumentasi di media sosial, seperti Twitter. Fenomena ini tercermin dari tweet yang menggunakan tagar #InternationalWomensDay sebagai kampanye yang memiliki 3 tujuan dasar, yaitu pencapaian (prestasi) perempuan, kesadaran feminisme, dan kesetaraan. Penelitian ini bertujuan untuk mengkaji dan menggambarkan strategi argumentasi yang digunakan oleh pengguna Twitter dalam tweet yang menggunakan hashtag #InternationalWomensDay dan kotak ideologis yang menunjukkan ideologi feminisme menggunakan pendekatan Analisis Wacana Kritis. Penelitian ini berfokus pada jenis-jenis strategi argumentasi dan kotak ideologis di Twitter dengan menggunakan hashtag #InternationalWomensDay. Penelitian ini menggunakan teori strategi argumentasi oleh Teun A. Van Dijk (2000) untuk melihat jenis-jenis strategi argumentasi yang digunakan dalam tweets dan ideologi squares oleh Teun A. Van Dijk (2000) untuk melihat ideologi di balik tweet yang menggunakan hashtag #InternationalWomensDay. Hasil penelitian mengungkapkan strategi argumentasi dan kotak ideologis yang digunakan dalam tweet menggunakan hashtag #InternationalWomensDay. Dari analisis data, ditemukan 57 strategi argumentasi dan 11 kotak ideologis dengan total 8 data strategi permainan angka dari strategi argumentasi dan 4 data De-emphasize positive thing (Kami) dari ideologi squares sebagai strategi yang paling banyak digunakan dalam tweet menggunakan hashtag #InternationalWomensDay. Akhirnya dapat disimpulkan bahwa setiap tweet yang dibuat di Twitter dengan menggunakan hashtag tertentu akan menunjukkan ideologi yang penulis yakini.

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CHAPTER 1

INTRODUCTION

This chapter outlines several sessions related to the research. Those are background of the study, research questions, significance of the study, scope and limitation, and definition key of terms.

A. Background of the Study

Nowadays, the struggle is not always about taking action orally on the highway directly. Conversely, it also can be done simply by giving an argument through social media platforms. One of them is by using Twitter. Twitter is a micro-blogging sharing ideas or thoughts, finding information related to the past or sometimes distant past. Through Twitter, people can share their feelings, argue, and share their opinions constructed from anger, sadness, happiness, guilt, etc. Besides, it provides a substantial space where discourse and ideology are formed and applied (Mistry in Maclean et al., 2013; Dyson & Gorvin, 2017; Goswami, 2018; Quan-Haase et al., 2021; and Scott, 2022).

The discourse and ideology were also created through tweeting activism in the form of the hashtag. In addition, it is the Twitter users' activities which someone made, and it is not only information transmission about the emotional state. Besides, creating a practice of supporting social or political cases through social media or online petitions, especially on Twitter, was defined as involving a little effort or commitment (Goswami, 2012). Overall, tweeting activism is a fun activity that is strongly related to the argument using the hashtag.

According to Goswami (2018), hashtag activism has stolen a lot of attention and contributions from netizens to voice issues such as raising funds, campaigning in politics, seeking justice for victims, and destroying human rights. Furthermore, the hashtag used in tweets show Twitter users' emotions and portray their arguments or struggles (Scott, 2022). Many people, especially the Twitter users, express their arguments in different ways. Some of them may have their preferences to argue orally, but others may prefer to debate in writing. Briefly, Twitter allows its users to apply the hashtag while tweeting an argument in writing, especially calling for action. Therefore, the great arguments while tweeting need guidance, namely argumentation strategies as a linguistic tool because the way constructing the arguments using the hashtag will affect others' attention, feelings, even minds.

The argumentation strategy is characterized as one of the categories to find the ideological discussion by Van Dijk, which separates into several kinds. There are many argumentation strategies, such as authority, comparison, legality, etc. In addition, argumentation strategies can control the arguments in order well-constructed and delivered. Thus, the arguments posted without paying attention to those previous strategies are nonsense. In other words, the argument posted by a particular person cannot gain its purpose. The example of deprivation of human rights in Central Africa appeared through tweeting argumentation using hashtag #Kony2012. Tweeting the government critics is nonsense without mentioning them using @ (one of Twitter government accounts). The previous example is one of the argumentation strategies usage, namely authority. It means addressing other

people who have a higher social status and are responsible for specific issues. Moreover, one of several arguments on Twitter using a particular hashtag is social inequality in several fields, such as gender, social, economic, and rights. In addition, most campaigns are also conducted by creating tweets on Twitter, such as the international women's day campaign.

In early 2022, Twitter was toned up by several tweets made on international women's day celebrations. Three factors made this phenomenon enlivened. The first factor is this hashtag celebrating the political, social, and economic fields of women's achievements. Secondly, the hashtag became a global day done to raise awareness against feminism. Thirdly, this celebration takes action for equality. Finally, analyzing tweets using this hashtag is interesting because argumentation strategies constructed in a campaign specifically on Twitter will be salient to seek public attention. These three basic reasons are supported by Cullen (2013). Cullen stated that basically an internet (including Twitter) was not a safe space for women because they faced oppression whether in online or offline.

Equally important, the tweets using argumentation strategies on social media should be adjusted as the ideological analysis categories describing the ideology behind the text construction. Hence, argumentation strategies are significant to know how the thoughts are conveyed using language, especially to make an action. Flume et al. (2020) expressed that everybody is capable of their thoughts or claims, such as battling inclination, challenging generalizations, or celebrating women's promotion. Additionally, the tweets using argumentation

strategies show how inequality is constructed linguistically via writing. Therefore, this study is salient to be conducted as the tweets using #InternationalWomensDay hashtag as its object.

Some researchers have already conducted an issue of tweets using particular hashtags on Twitter (Dyson and Gorvin, 2017; Bouvier, 2019; Gonsalves et al., 2021; Soares and Recuero, 2021; Quan-Haase et al., 2021; Mondragon et al., 2022). All of the previous studies have a similarity where they discussed several issues regarding the creation of tweets using particular hashtags to make the campaigns. Indeed, those issues of campaigns are psychological, racism, health, political, sexual violence, and child abuse cases. These studies seek to find out how a hashtag uses arguments against a particular issue. All of them are also different in the methods the researchers used. Most of them applied critical discourse analysis theory but by disparate scholars. Only two of those researchers used distinct methods, such as synthesis review and lexical analysis (Quan-Haase et al., 2021 and Mondragon et al., 2022).

In addition, some researchers have already conducted discursive strategies or ideological analyses (Susanto and Zhang, 2017; Aini, 2019; Degaf et al., 2019; Masroor et al., 2019; Krobová and Zàpotocký, 2021; Lin, 2021; Sagredos and Nikolova, 2021; and Syadlili, 2021). Most of those previous studies have a similarity of the research object, and it is an online mass media. In the end, they also found that several strategies used on online mass media varied, such as passivation, anonymity, rhetorical devices, etc. In contrast, three of those previous researches have different research objects, and it is social media, such as on

Twitter done by Masroor et al. (2019) and Syadlili (2021), on YouTube done by Sagredos & Nikolova (2021), and on Facebook has done by Krobová & Zàpotocký (2021). They also found some strategies used in argumentation, such as authority, cognitive binary, and rhetorical fallacies. Furthermore, there is a difference between them in choosing the theory. Most of them used the CDA as the theory. However, only one research used analytical software as the research method (Krobová & Zàpotocký, 2021).

Overall, from those aforementioned previous studies, there is a difference between them and this present study. Those prior studies on Twitter focused on the tweets using the hashtag about political issues, unfair treatment towards women, health issues, political issues, etc. In addition, there's a lot of research on the women's movement. However, a deeper discussion on #InternationalWomen'sDay is rarely discussed. Therefore, this present research will discuss tweets deeply using the international women's day hashtag known as the global day seeking more attention in the broad field. Besides, IWD is impactful on the movement either locally or globally. In creating a novelty, this present study also examines the tweets based on the ideological square to unravel the feminist ideology behind the tweets using the #InternationalWomensDay hashtag.

Accordingly, from those previous studies about ideological analysis or discursive strategies, this present study is not about political, style, topos, meaning, and so on, but this present study will only discuss two of Van Dijk's theories, such as the argumentation strategies and ideological square. Thus, the

data will remain credible and focus on a purposive topic, namely argumentation strategies. Besides, many people put forward their argumentations without knowing what kind of strategies they used. Then, to ease them, this research exists to classify those argumentation strategies, specifically to discuss the public topic.

In brief, the tweets containing the hashtag #InternationalWomensDay became salient to be discussed linguistically as the celebration day. It is beneficial since the way individuals contend on tweets utilizing the hashtag isn't as it were approximately the brief messages that contain the feeling, thoughts, or commands. However, tweets etymologically have the control to decide the positive or negative representation and the ideology that the author guaranteed. Besides, conveying an argument on Twitter through writing functioned as the alternative of speaking up on Twitter, especially for those who have no bravery to perform in public.

Moreover, this research has solid uniqueness since the tweets utilizing the hashtag #InternationalWomensDay can alter the behavior in society. Additionally, an argumentation joined with the hashtag could be a language phenomenon, which is exceptionally capable of showing an imbalance or campaign for equity, etc. Furthermore, this research is expected to give us new insight into how argumentation is used on Twitter based on argumentation strategies by Van Dijk. Again, Twitter users will know how the tweets containing a particular hashtag will represent the ideology behind the text.

Overall, this present research uses the argumentation strategies theory proposed and ideological squares by Van Dijk (2000) to scrutinize the tweets as

the first research question. However, the feminism issue that has been discussed, especially in critical discourse analysis, is the theory proposed by Lazar (2007). Lazar (2007) stated that feminist critical discourse analysis focuses on social and political questions, its methodology is interviews and participant observation, and it collaborates with interdisciplinary publications. Moreover, the data of feminist CDA are spoken and written language combined with semiosis forms such as visual images, layout, gestures, and action in texts and talk (Lazar, 2007). Therefore, the researcher used the theory proposed by Van Dijk (2000) because he proposed the type of argumentation strategies used by Twitter users. In contrast, Lazar (2007) captured feminism ideology only without any argumentation strategies which become the main purpose of this present research.

Furthermore, to ease this analysis, this research will use three dimensions of the text, such as macro-structure, super-structure, and microstructure. Besides, using the ideological squares theory will ease an analysis of the ideology behind the tweets consisting feminism issue as the second research question. Furthermore, this research applied the CDA approach, and to make it critical, this research will provide the historical, institutional, and social aspects of the phenomenon. Ehrlich and Romaniuk (2014:261) and Rahardjo (2018:3) also stated that CDA is used to understand ideologies and power struggles.

In addition, this topic is salient because the study of critical discourse analysis through argumentation strategies with a global case such as the celebration of international women's day is rarely discussed. The present study emphasizes scrutinizing argumentation strategies to show the tweets' power for

those having no bravery to perform in public. Besides, it also accentuates how Twitter users share arguments, ideas, feelings, or thoughts precisely about feminism awareness, equity, and celebration of women's achievements using the IWD hashtag based on argumentation strategies and ideological squares.

B. Research Questions

According to the previous description, the research questions have been formulated as follows:

1. What are argumentation strategies used by Twitter users in tweets using hashtag #InternationalWomensDay?

2. How are argumentation strategies used by Twitter users in tweets using hashtag #InternationalWomensDay show feminism ideology?

C. Significances of the Study

Theoretically, this research can make the readers aware, whether the theory of argumentation techniques utilized in tweets on Twitter as social media are applicable or not. Besides, it reveals and interprets the ideology behind the tweets through the hashtag (#InternationalWomensDay). Moreover, the potential finding of this research will create an improvement of critical discourse analysis, particularly on argumentation strategies. Furthermore, this present study can be a source of another researcher's idea. Additionally, this research can be utilized to enrich people's knowledge or by future researchers curious about examining the same point.

Whereas practically, the findings of this study can be productive for those readers or other researchers to include and improve their knowledge related to

argumentation strategies. Equally important, this present research will make mindfulness towards the Twitter users about the presence of certain ideologies behind the content, particularly as the college of the English literature department. This research will be beneficial and can be used as a reference within the critical discourse analysis field, particularly in argumentation strategies and ideological square either by speakers or college students of the English Literature Department. Again, it makes a difference when individuals realize how to form and share contentions or thoughts based on the argumentation procedures proposed by Van Dijk.

D. Scope and Limitation

The data were chosen from March 2022 when the tweets on hashtag #InternationalWomensDay became a trending topic on Twitter. Restricting the research's data is also salient to create the data more valid. In addition, the analyst also confines the theory. The present study applied critical discourse analysis (CDA) using argumentation strategies and ideological squares by Teun A Van Dijk models (2000). Additionally, the present study limits 13 argumentation strategies. Those strategies are reasonableness, pseudo-ignorance, openness and honesty, number game, legality, illegality, generalization, fallacies, explanation, example illustration, counterfactuals, comparison, and authority. Thus, the data will remain well-structured.

Moreover, this present study will give a few illustrations of argumentation strategies on the tweets using the hashtag #InternationalWomensDay. However, the research will become more complex and provides a satisfying understanding if

it employs a comparative hashtag, such as #InternationalWomensDay and #MothersDay. Because the analyst includes time and occasion constrain, the analyst limited the study and centered only on one tweet using the hashtag and argumentation strategies utilized in tweets of #InternationalWomensDay.

E. Definition of Key Terms

This section contains the main words along with definitions used in research, including:

1. Argumentation strategies: are several strategies proposed by Van Dijk used to create an argument, either written or oral.

2. Critical discourse analysis: is one of several ways to unravel the ideology or power practice on language and discourse activity. It also proposed an inequality in society.

3. Feminism: is an ideology that became a trending topic on Twitter with the hashtag #InternationalWomensDay as the public argumentation.

4. Hashtag: is a metadata tag that is placed before the words or phrases to sign it as a particular discussion.

5. #InternationalWomensDay: is the trending hashtag contains several purposes called a motto, such as showing women's achievements, feminism awareness, and equity.

6. Tweets: are piece of information, such as feeling, thoughts, or ideas combined with the hashtag #InternationalWomensDay.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter will consist of two kinds of theories which are relevant to this study which involve CDA, argumentation strategies by Teun A Van Dijk (2000), ideological squares by Teun A Van Dijk (2000), language in social media, and feminism.

A. Critical Discourse Analysis

Dijk (1993) stated that critical discourse researchers discuss the structure, strategy, and properties of texts, speeches, verbal interaction, or communication events. Consequently, those researchers' focuses are the global and the discursive strategies in enlarging inequality. In addition, modern linguistics analyze the language in smaller bits. Those are the sounds including phonetics and phonology, words including morphology, meaning including semantics, and word order in the sentence including syntax (Irham and Wahyudi, 2012). In addition, there is a strong relationship among texts, speeches, social cognition, power, society, and culture. In the power case, those marginalized groups are immigrants, refugees, those minorities who experienced those prejudices, discrimination, racism, men's dominance against women, sexual violence, and sexual harassment (Dijk, 1993). In addition, several domains will be marginalized, such as gender, class, status, religion, language, political views, and worldview.

Besides, Dijk (1993) stated that other power occurs in the society known as social power. Those powers are wealth, coercion, income, position, status,

group membership, education, and knowledge. In addition, power will strongly relate to control. Power also controls other actions and cognition. Additionally, a strong group will limit other acts even if they may influence other thoughts. In addition, those strong people may also change other thoughts to become in line with that powerful one. Furthermore, dominance is created continuously, and it occurs naturally in the forms of texts and speeches (Dijk, 1993). Dominance also appears on the censored voices, unheard sound, and marginalized perspective.

According to the critical discourse analysis paradigm, language is not a neutral medium. Accordingly, critical discourse analysis is salient to be improved to dig an ideology, the importance, and power practice through language and discourse activity. Besides, discourse is used as a tool to control another's mind. Meanwhile, other people also practiced their discourse to resist or rebel against other discourse. In addition, Van Dijk has three focuses to analyze the discourse. Those are text, social cognition, and social context. In addition, the dimensions proposed by Van Dijk are macro that is related to the thematic structure, super that is related to the text structure, and micro that is related to lexical choice, language structure, and semantic features.

However, there are some critiques towards the theory of critical discourse analysis. Widdowson in Haig (2004) stated that there are critiques towards CDA proposed by Fairclough. Those critiques provided that CDA is used as an interpretation to support a belief. Additionally, CDA also provided the bias in ideology tends to the meaning rather than out of the text. Another critique is selections are only to the text supporting the analyst's belief and the differences in

the interpretation. Therefore, the critique towards the critical discourse analysis remains questionable whether CDA produces legal knowledge or not.

Feminists' Critical discourse analysis (FCDA) also proposes the critical discourse analysis focused on feminism ideology (Lazar, 2007). In addition, Lazar (2007) stated that feminist critical discourse analysis focuses on social and political questions, its methodology is interviews and participant observation, and it collaborates with interdisciplinary publications. Moreover, the data of feminist CDA are spoken and written language combined with semiosis forms such as visual images, layout, gestures, and action in texts and talk (Lazar, 2007). In addition, the political issues based on empirical studies are significant for feminist CDA.

The critical feminist analysis has a particular principle, and it is gender rationality. In addition, gender rationality proposed two primary relationships. The first is co-constructing the way of being and doing women and men in certain community practices (Lazar, 2007). The second is the focus on the movement between masculinity's forms. Besides, gender performativity examining individual talks is also worthwhile, especially for discussing gender and language. Moreover, Lazar (2007) stated that feminist critical discourse analysis also examines the structure of social changes in gender oppression, awareness, and attitudes for both women and men. Therefore, the researcher used the theory proposed by Van Dijk (2000) because he proposed the type of argumentation used by Twitter users to express their ideas. However, Lazar (2007) captured feminism

ideology only in which interviews and observation became the research methodology.

B. Argumentation Strategies in Critical Discourse Analysis

Dijk (2000:62) has proposed several kinds of ideological categories, and there are twelve characteristics of ideologies. Those kinds are divided into move, norm expression, style, interaction and context, semantic macro-strategy, macro-strategy, rhetoric, lexicon, political strategy, argumentation, topos, and meaning. The visualization of ideological square's theory is portrayed in the following table:

	No	Categories	Types
Ideological Analysis Categories	1	Meaning	Actor description, Categorization, Disclaimers, Empathy, Implication, Vagueness, Victimization, Presupposition, National self-glorification, Polarization Us-them categorization, Distancing, Euphemism, Situation, description, Counterfactuals, Comparison, Evidentiality, Generalization, Pseudo-ignorance, Explanation
	2	Lexicon	Distancing
	3	Rhetoric	Euphemism, Nuber game, Dramatization, Hyperbole , Metaphor, Irony, Repetition
	4	Argumentation	Counterfactuals, Comparison, Evidentiality, Generalization, Pseudo-ignorance, Explanation, Authority, Example/illustration, Fallacies, Illegality, Legality, Number game, Openness honesty, Reasonableness
	5	Semantic macro strategy	Negative other-presentation, Positive self-presentation
	6	Topos	Burden, History as lesson, Humanitarianism
	7	Macrostrategy	Humanitarianism
	8	Political	Populism and consensus
	9	Style	Lexicalization
	10	Move	Reasonableness
	11	Interaction and context	-
	12	Norm expression	-

2.1 Table of Ideological Analysis Categories by Teun A. Van Dijk (2000)

Moreover, argumentation consists of several types. Those are reasonableness, pseudo-ignorance, openness and honesty, number game, legality,

illegality, generalization, fallacies, explanation, example illustration, counterfactuals, comparison, and authority. Van Dijk's strategies (2000:62) will capture either positive or negative values. Besides, finding an ideology in text and talk, ideological structures are very fruitful. There are 13 strategies regarding the arguments, and those are:

1. Authority

It means mentioning the authorities to look for support and attention from the company which has a high social class. Authorities also can be proposed and portrayed in the organizations or people engaged in party politics. In addition, moral leaders and international organizations also have the authority to strengthen the argument posted by a writer. Example: (United Nations or Amnesty), scholars, the media, the church or the courts often have that role" (Dijk, 2000, p.63). The previous sentence is categorized as authority strategy because it mentioned "United nation" along with the sentence. In addition, "United nation" means an intergovernmental organization. It proposed several purposes, such as maintaining peace, improving the substantial relations among those nations, cooperating internationally, etc.

2. Comparison

Usually, it happens for those minorities. In addition, comparison also compares those from in groups and out-groups. Therefore, the bad values will be faced by the minorities even if one group will derogate another group. In summary, the comparison will portray some differences. Example: "Many soldiers who were tortured during the second world war found it difficult to talk about

their experiences for years. That is no different from the position of people who have been tortured in Iran, Iraq, West Africa, or anywhere else. The issue is not simple. They feel a sense of failure, a sense of humiliation, and a sense of defeat. (Corbyn)" (Dijk, 2000, p.65). The sentence "there is no different found …" means that the sentence tried to give a comparison of their experiences during world war.

3. Counterfactuals

It means conceiving if something does not happen. Thus, the strategy is used for political debates. In addition, this strategy can omit empathy where someone is in another position. The formulation of this strategy is "what would happen, if …". Example: "Even if we accepted the Government's view-which I do not-that only a tiny proportion of people who claim asylum are genuine refugees, we cannot defend a policy that leaves genuine refugees destitute (Gerrard)" (Dijk, 2000, p.67). The use of "if-clause" in the sentence delineated that the sentence is counterfactual and it tried to make a statement that if-clause means a better or worse situation might happen.

4. Example/illustration

It means giving a particular example, such as a short story. This strategy also prefers to make a specific understanding. The example provided in the text is not only about the truth being easy to be depicted or imagined. Meanwhile, giving a real example will make the conversations alive. This strategy also provides other negative-presentation and eases the cognitive, semantic, argumentative, and political functions. Example: "The Daily Mail today reports the case of a woman from Russia who has managed to stay in Britain for five years. According to the

magistrates court yesterday, she has cost the British taxpayer £40,000. She was arrested, of course, for stealing (Gorman)" (Dijk, 2000, p.70). The previous sentence used the example illustration strategy because it creates more understanding for the readers about the daily mail and the magistrate's court case.

5. Explanation

It means describing more negative actions from our groups. Thus, in the in-group, the negative actions are done by us. However, in the out-group, negative actions happen because of the nature of our traits. Example: "If one has grown up in Iraq and has always been completely terrified of anyone wearing any type of uniform, it is fairly unlikely that after managing to steal oneself out of Iraq, possibly using false documentation, aliases, guides and other measures--one will trust a person wearing a uniform whom one encounters when first arriving at the airport. It is more likely that one would first get out of the airport and then think about the next step (Corbyn)" (Dijk, 2000, p.71). This example used the explanation strategy because it tried to propose an explanation of the Iraq situation about the wearing of uniforms in Iraq.

6. Fallacies

It means that the sources are quoted and referred to the one who has the high power who proposed those ideas, and it does not automatically become true. Besides, there is a relation between a premise in which the conclusion may cause fallacy. Sometimes, the fallacy is shaped in an extreme form or as hyperbole. Example: "I am sure that many of them are working illegally, and of course, work is readily available in big cities (Gorman)" (Dijk, 2000, p.71). This sentence used

the fallacies strategy because it functioned to strengthen the writer's argumentation, especially to convince the readers. Using the word "sure" apparently affected the readers.

7. Generalization

It means generalizing a concrete event. In addition, the cognitive relation is portrayed between a concrete event and a public opinion such as an ideology. Moreover, the generalization form is shaped through quantifiers. For instance, 'most and all' are 'time' and 'always' expressions and 'constantly' are frequency and 'everywhere' as the expressions of place. Generalization also shows a negative side, especially in the news texts. In addition, when negative news is generalized, it will become a common belief. Then, it will become a stereotype and prejudice if it provokes excessively. Example: "In the United Kingdom there has been a systemic erosion of peoples' ability to seek asylum and to have their cases properly determined (Corbyn)" (Dijk, 2000, p.72). This sentence used a generalization strategy because it used the phrase (United kingdom), which referred to the whole citizens of (Europe). However, it happened to some citizens (not all citizens). Therefore, using generalization affects the reader's mind.

8. Illegality

It means looking for a negative other-presentation. Illegality also can be seen through the criminal aspects. Besides, this strategy becomes the way to create minority characteristics. Example: "I am sure that many of them are working illegally, and of course, work is readily available in big cities (Gorman)" (Dijk, 2000, p.74). This sentence used an illegality strategy because strategy is

used to look for the negative other presentation. In this sentence, it tried to create a negative representation of "them" who have worked illegally.

9. Legality

It means that this strategy has a purpose supporting the contrast knot. Legality may happen in tangible cases, such as immigration. Thus, the group will accept the immigration actions. Example: "(…) there is a procedure whereby people can legitimately become part of our community (Gorman)" (Dijk, 2000, p.76). This sentence used a legality strategy because it tried to make a legalization act. This sentence described the procedure, which is eligible for people to become a part of a particular community.

10. Number game

It means looking at the credibility with the movement to objectivity. Furthermore, the primary things to be considered, especially to apply objectivity persuasively are numbers and statistics. Additionally, this strategy does not only focus on opinion and impression. Meanwhile, it also focuses on the facts. Moreover, the use of numbers is done mostly by many people. Example: "It would open the floodgates again, and presumably the £200 million a year cost that was estimated when the legislation was introduced (Gorman)" (Dijk, 2000, p.79). This sentence used the number game strategy because it tried to look for credibility. Therefore, mentioning the phrase "£200 million" means that the writer looked for credibility by addressing the number. In addition, other number game strategies also appeared in the form of percentages and quantities.

11. Openness and honesty

It means avoiding making a negative impression on the recipients by dishonesty or mitigation. This strategy tends to have a positive value. Usually, this strategy is also satisfying. Example: "It is equally important that abuse of the asylum rules by the large number of people who make asylum applications knowing that their position as illegal immigrants has no bearing on the Geneva convention should be debated openly so that it is fully understood and tackled. (Wardle)" (Dijk, 2000, p.80). The previous sentence used the openness and honesty strategy because it is used to seek the readers' attention. Openness and honesty strategies in this example appeared in the praise form of asylum. Moreover, several sentence forms also appeared in tribute.

12. Pseudo-ignorance

It means making the question that is not needed to be proven. This strategy is known as the fallacy in which the but-clause is expected to be true. In addition, this strategy is used to derogate other groups. Furthermore, this strategy can be followed by both the rhetorical question and the accusation of irony. Example: "In addition to the breakfast that comes with the bed-and-breakfast accommodation, they have to be given a packed lunch, presumably in case they decide to go shopping in the middle of the day or to do a bit of work on the black economy-- who knows? (Gorman)" (Dijk, 2000, p.83). The previous sentence used the pseudo-ignorance strategy because it is used to make satire. The sentence "who knows" means that the writer tried to ask the readers regardless if the writer already knew the answer.

13. Reasonableness

It means making a positive self-presentation. This strategy is also used when someone's argumentations are irrational. Example: "(...) those people, many of whom could reasonably be called economic migrants (Gorman)" (Dijk, 2000, p.83). In the previous sentence, it used the reasonableness strategy because it is used to create a positive image. A positive representation appeared in the economic migrants.

C. Ideological Squares

Dijk (2000:42) stated that discourse is tricky and engages the ideology. In addition, the ideology may be expressed whether directly or indirectly, easy to detect or concealed, also explicitly or implicitly. Besides, the ideology may occur in all the text or talk's structure. However, other structures delineating the ideology are word-formation (morphology) or sentence-formation (syntax). Since the discourse is knotty, another method to determine ideology in the text and talk is done through 'heuristic' practice connected to the basic self-schema's group. The function of 'heuristic' practice is to find how group members are identified and categorized. Besides, Dijk (1998:69-70) stated that the categorization of group members is organized in the form of resources, position and group relations, values/norms, aims, activities, and membership. In summary, all of these categorizations are about 'Us' vs. 'Them'.

The visualization of ideological square's theory is portrayed in the following table:

	No	Types
IDeological Squares	1	Emphasize positive things (Us)
	2	De-emphasize negative things (Us)
	3	Emphasize negative things (Them)
	4	De-emphasize positive things (Them)

2.2 Table of Ideological Squares by Teun A. Van Dijk (2000)

The analysis of ideology will determine whether we are in a dominant position or dominated and respected, or marginalized. The ideological discourse proposed 'us' representing positive things and 'them' representing negative things about. Thus, both two purposes mean showing self-presentation (positive) and other-presentation (negative). Both positive and negative presentations are also related to the way we describe ourselves and others. Equally important, since the strategy is still too general, these are modified into four principles. Those principles are ideological squares. Those principles emphasize positive things (Us), negative things (Them), de-emphasize negative things (Us), and de-emphasize positive things about (Them). Thus, the discourse structure's levels will apply an ideological square. Overall, there are several ways to use either 'emphasize' or 'de-emphasize' whether briefly or length, explicit or implicit, hyperbole or euphemism, and others (Dijk, 2000:44).

D. Language in Social Media

Nowadays, web-based platforms such as social interaction and user-generated content are well-known in society. Tannen and Trester (2013) stated that in the 1990s, the websites were single-authored, static, providing an individual homepage, and FAQs. However, it has improved well by the additional features such as being more interactive and dynamic. Computer-mediated discourse also becomes a practice of theoretical and practical human discourse,

for instance, text, video, audio, and image (Herring, 2013). However, email, chat, and discussion forums are the forms of older computer-mediated discourse (CMD). Besides, the practice of discourse emerged on several webs 2.0, such as YouTube, Flickr, Facebook, and Twitter.

Language and language use will produce discourse. The way to analyze language and language use in computer-mediated communication (CMC) is CMDA (computer-mediated discourse analysis). Herring (2013) proposed four levels of CMDA. Those are structure, meaning, interaction management, and social phenomenon. Besides, the critical discourse analysis method focuses on social phenomena levels. Besides, social phenomena will focus on discourse styles and for the issue, it focuses on power, identity, cultural difference, etc. Furthermore, CMDA raises many issues which analyze new types of content.

Those contents include status updates, text annotation, sites, edits, and tags (Herring, 2013).According to Androutsopoulos (2013), language in use or the spoken language that occurs naturally in the social context is defined as discourse. Besides, social practice is also discourse. According to Gee, discourses are ways of combining and integrating the language, ways of thinking, actions and interactions. Besides, discourses are defined as believing, valuing, and using of many symbols, tools, and objects.

E. **Feminism**

According to Friedman et al (1987), feminism means where women are aggressive, afraid of men, and even seeking protection from the company they built. The feminist company has existed resulting from women's oppression and

exploitation faced by them, usually from men. Moreover, feminism has resulted from the capitalism phenomenon and the labor force done by women, and they do several home's needs and pieces of stuff. In addition, feminism could be described as an individual, organization, and even an ideology (McBride and Mazur, 2008). Therefore, tension appeared in women's lives, and also like the women who have the right, they want to repair their images and lives. In the 1960s, there were some capitalist values around the society, such as competition, inequality, and consumerism.

However, feminism historically means changing women's position in society (Delmar, R. 2018). Delmar, R (2018) also stated that the existence of feminism is resulted from carrying out women's discrimination because of their sex and several needs require a change radically. Women's actions are also structuring the company, namely feminist. Besides, even though they do not have expertise in feminism field, focusing on women's issues and developing their interests are categorized as feminist. Moreover, feminism was divided into several kinds, such as liberal, radical, Marxist, social, and feminism in the third world.

The first feminism is liberal feminism that believes that the existence of capitalism will give them an equal opportunity to get the job even though they should try harder (Friedman et al., 1987:4-7). Liberal feminism also believes that everyone has different competence, but they have similar resources where they would be valued based on their efforts. Finally, liberal feminists' purposes are to create and encourage women to dig and improve their skills on and on to get an equal position for competing in society. The second feminism is radical feminism

that acted emotionally, such as dreaming men's absence will be fruitful for them. In this case, women believed that they are sexual slaves. Friedman et al (1987:8-11) stated that radical feminism also wanted to create "Safety", such as women-only bars, organizations, business, culture, and resistance without men's participation. By doing this, radical feminists easily take control of their lives. Finally, radical feminist's purpose is to bring their children either girls or boys in distinctive ways and even they believe that solving the problem may be done through violence.

The third feminism is Marxist feminism that believed in the analysis of women's experiences and reject that their enemies were the patriarchy. In addition, according to Marxists, women believed that under socialism everything would work well and better. However, under socialism, equality in society will work and it changes everyone's lives (Friedman et al., 1987:11-15). The fourth feminism is socialist feminism stated that freedom means social and individual achievement. As socialists' feminism, they also should fight both exploitation and male dominance. Furthermore, Friedman et al (1987:15-20) stated that women are isolated from men as the view of society that both masculinity and femininity show the opposite binary, such as passive or assertive, weak or strong, and intellectual/intuitive.

The last feminism is feminism in the third world. It discussed that women in this era tended to be seen as the minority, especially from productive work. In the third world of feminism, there are some relations between labour, productivity, also domestic. Friedman et al (1987:20-23) stated that in this third

world of feminism, it is stated clearly that women are inferior rather than men. In addition, the economic field is limited for women also in their politics. Besides, women are also categorized as incapacitated persons. Thus, this issue tends to create oppression towards them.

In addition, the ideas of feminism on Twitter have been proposed by Cullen (2013). Cullen (2013) stated that accessing and searching any data published on the side is Twitter work. It can also be seen by the followers. Besides, it is also stated that social media works and plays a role in changing society through hashtags. Therefore, the social movement came from the struggle to seek equality. The existence of the internet has become a well-known and significant platform to shout unheard voices (Cullen, 2013). Tweeting activism is intertwined with cyberactivism which has three basic categories. Those are awareness, organization, and action. Awareness means that many people are aware of social issues. Besides, they also try to solve them. Then, organization means that after the existence of awareness against a particular issue, many people should act either through offline or online activism. Then, action means the way people respond and react to the issues (Cullen, 2013).

Cullen (2013) added several reasons why women used Twitter. Those reasons are Twitter as the active tool to shout out education, expression, and women empowerment. In addition, Twitter is used to make a social movement and social change, such as signing a petition. Then, Twitter is used to counter the stereotype. Lastly, Twitter is used as a vehicle to show their unheard voice, women's rights, and prejudices against women. Overall, women in the world have

experienced discrimination wherever they dwell. Cullen (2013) also stated that online activism changed offline activism.

F. Feminism in Islamic perspective

In addition, feminism also proposed an Islamic perspective, for instance, from K.H. Husein Muhammad's ideas as a feminist *Kyai*. Rahman (2017) stated that K.H. Husein known as Buya Husein has examined gender equality cases critically through interpreting the Qur'an, *hadith*, *Kitab Kuning* (classical books), and Islamic jurisprudence (*fiqh*). Buya Husein defined feminism as the awareness of women's discrimination and how women survived to change or omit the oppression (Rahman, 2017). An Islamic boarding school (*pesantren)* has highlighted women's issues subject. Buya Husein also stressed that he found two different perspectives. The first is women as an object of sex. The second is women above men, as cited in the *hadith* "the paradise under the mother's feet", which means that women have an equal position with men.

Moreover, Buya Husein also showed that some discriminations faced by women are varied. These are the wife has to obey her husband, be ready where her husband needs her, forbidden to go outside without the husband's permission, and men's allowance to hit his wife (Rahman, 2017). However, according to Rahman (2017), Buya Husein also proposed that the equation defined as the unity of God (*tauhid*) means that all human kind having different backgrounds have come from similar sources (Rahman, 2017). In addition, since those human kinds are equal, they should obey God. Therefore, there is no superior human because all human kinds are similar.

Accordingly, Buya Husein stated that *Tauhid*'s principles in gender equality are justice, equality, tolerance, and peace. In another perspective, the rights principles are the right to religion, physical well-being and life, knowledge or opinion, descendent/reproductive, and wealth/social welfare rights (Rahman, 2017). Besides, Rahman (2017) stated that all of the verses in the Qur'an described justice and equality for all people. The Qur'an verses in 49:13 have portrayed the equality of all human beings regardless of race, sex, and ethnicity. Overall, Buya Husein is a feminist, and he has created several works entitled feminism. He also actively participated in social and movement activities, such as education and profession. Therefore, the references to ideology used in the tweet using the #InternationalWomensDay hashtag are Friedman's ideas because he proposed the type of feminism. However, Rahman (2017) captured feminism definition from an Islamic perspective without any sub-categorizations of feminism.

CHAPTER III

RESEARCH METHODOLOGY

This section will contain much information about the research method consisting of research design, research instrument, data and data source, data collection, and data analysis.

A. Research Design

According to Rose et al. (2019:2), a research design covers the methodological structure of the study portraying the research approach. Research design does not cover how data are collected, but it gives the system and the logic inside the data. Additionally, this research applied the descriptive qualitative approach using Teun A. Van Dijk's theories, such as argumentation strategies and ideological squares which are the critical discourse analysis theories examining the social phenomenon through argumentation.

This present study also utilized a basic ethnography as the research design. Critical ethnography is strongly related to critical discourse analysis since the research is conducted utilizing CDA. Appropriately, the present study will look at the control relationship among individuals represented in their languages which is done by the descriptive qualitative approach. It is in line with the purpose of the study that understanding and describing in detail about the phenomenon. Equally important, this research is qualitative because the writer is one of human agents who got involved in research on language (Eckert, 2013).

Additionally, the criticism occurs to conceal the power struggle within the tweets using the hashtag #InternationalWomensDay. This study aims to know and

describe the text through critical discourse analysis in the tweets using the hashtag #InternationalWomensDay on Twitter. In addition, according to Syadlili (2021), the researcher who applied the argumentation strategies and ideological square will use critical discourse analysis to examine the complex social phenomenon. However, the method in this present research is text analysis using three dimensions of text by Van Dijk. According to Rose et al. (2019:207), text analysis is used when the discourse analysis scrutinizes the written text focused on linguistic patterns. In summary, since the ideology is latent, to unravel it is through critical discourse analysis.

B. Research Instrument

Rahardjo (2010) expressed that the instrument's essential data in qualitative research is the researcher itself. The analyst will show the entire process. Therefore, the research quality depends on the researcher's quality, especially the experience in doing a research. In addition, qualitative research consists of the stages, such as collecting, analyzing, and concluding the result of the study.

C. Data and Data Source

The data of the research uses chosen tweets of the hashtag #InternationalWomensDay. The reason for selecting this hashtag is that it comes into consideration on a universal scale. Other than that, this hashtag remains in use nowadays. In addition, there are two sorts of data, such as primary and secondary data sources. In this research, the data is the written content (tweets) on Twitter utilizing the hashtag #InternationalWomensDay demonstrating qualitative data.

These data also give the argumentation strategies employed by society in social media based on feminism issues. Moreover, regarding the two sorts of data, the primary data source in this research are the tweets or writings (words, expressions, clauses, or sentences) utilizing the hashtag in 2022. In addition, the secondary data source is from pictures or other texts.

The chosen data was from March 2022 in which the tweets of #InternationalWomensDay hashtag became a trending issue on Twitter. The data are reached based on the recent updated tweets using the hashtag #InternationalWomensDay. Restricting the data is significant to form the data more credible. Besides, the data of the research are the newest one. In addition, data from the research are taken from the tweets containing specific keywords, such as gender, stereotype, support, promote, discrimination, violence, equality, justice, celebrate, bias, female, her, movement, power, empowering, awareness, protect, girls, and women. This is because by providing the keywords, it will cover the data's needs.

D. Data Collection

Rose et al. (2019:2) stated that the actual methods in gathering the data for analysis were covered by the data collection. The data are taken from 25-28 of March 2022. There are around 57 tweets that are found in the tweets using the #InternationalWomensDay hashtag. In addition, since the research design is qualitative, the data in this research are in the forms of sentences, clauses, phrases, and words. Besides, reflection on human activity and behavior, interpretation, recording, and watching action are kinds of observation activities in social

research (Rose et al., 2019:92). In addition, field notes are the most frequently used in data collection of interpretive observation. Furthermore, in obtaining the required data, these steps were done as the following:

1. Reading the whole trending tweets made by the Twitter users using the #InternationalWomensDay hashtag.

2. Selecting the tweets consisting of certain keywords, such as gender, stereotype, support, promote, discrimination, violence, equality, justice, celebrate, bias, female, her, movement, power, empowering, awareness, protect, girls, and women.

3. Focusing to scroll on tweets containing feminism issue and the celebration of international women's day.

4. Listing the link describing the tweets using argumentation strategies found in the tweets and rewriting them with its account's names.

E. Data Analysis

In analyzing the data, this research applied the argumentation strategies and ideological square proposed by Van Dijk to understand the tweets used in Twitter. This research also wants to unravel the ideology behind the tweets. Furthermore, in analyzing the required data, these steps were done as the following:

1. Preparing and reviewing the data

The researcher needs to prepare the tweets containing #InternationalWomensDay hashtag before doing an analysis. After that, the researcher reviewed the data found on Twitter.

2. Grouping the data into the table (tabulation)

The data that have been identified will be classified into two groups (argumentation strategies and ideological square and sum of data using #InternationalWomensDay) through the table.

3. Categorizing and describing the data (classification)

The researcher made the categorization from the tweets containing the argumentation strategies which are divided into 13 types. Then, the researcher describes the data based on the macro-structure, super-structure, and microstructure, such as rhetorical, lexical, stylistic, semantic, and syntax. Next, The researcher also describes and states how the examples found on Twitter can be categorized into those 13 argumentation strategies.

No	Types	Sum of data

3.1 Examples of Argumentation Strategies and Ideological Squares table

4. Coding

The research findings are displayed based on three codes. The first code refers to the number of appendixes. The second code refers to the number of strategies, such as authority, comparison, etc. Then, the third code refers to the number of the data. Furthermore, several data found in this research occur in the different appendixes (appendix A for argumentation strategies and appendix B for ideological squares). Thus, these codes will ease the readers in understanding the finding and discussion.

5. Interpreting the data

After investigating the types of argumentation strategies, the researcher attempts to find feminism ideology behind the tweets using the hashtag

#InternationalWomensDay by scrutinizing the ideological square and by providing the historical background of the phenomenon.

F. Data Triangulation

According to Creswell (2002:259), he stated that validating findings to reach the accuracy and credibility defined as triangulation. According to the critical discourse analysis paradigm, language is not a neutral medium. Therefore, every tweet on Twitter was not neutral and must have its tendency against a particular ideology. In addition, interviews, observation, and document analysis are several sources when collecting the data and it is used to strengthen the accuracy (Creswell et al., 2017:259). In this present study, text observation, document analysis, and audiovisual are applied.

1. Text observation

In this present study, text observation on Twitter appeared on the use of language and text, specifically tweets using the hashtag #InternationalWomensDay. This research also scrutinizes how Twitter users proposed the issue. Besides, investigating how the timeline of this case became the trending topic in 2022 as an indication of the pivotal issue.

2. Documentation

Rose et al. (2019:196) stated that the documents are those written texts that can be read and provide some messages. Besides, electronic text, media text, personal correspondence, students' writing, and poems are other documents from the language used within people. Additionally, social media posts are the second type referring to the text or tweets on Twitter (Rose et al., 2019:199-200).

3. Note taking

Rahardjo (2010) stated that to support the research, there are the physical forms of evidence such as digital traces through re-writing activity. The physical forms of evidence or the digital traces can be in the forms of links.

CHAPTER IV

FINDING AND DISCUSSION

This chapter covers the data consisting of tweets using the hashtag #InternationalWomensDay for analysis. The findings contain the tweets applying argumentation strategies and ideological squares by Van Djik. However, the discussion describes the further analysis of the findings and some similarities or comparisons with the previous studies conducted by the researchers.

A. Finding

The finding section in the present study is divided into two sub-chapters, namely argumentation strategies joined with the three dimensions of text (micro-structure, super-structure, and macro-structure). The first sub-chapter will be delineated based on thirteen argumentation strategies by Van Dijk (2000). Besides, the second sub-chapter represents the ideology behind the tweets using the hashtag #InternationalWomensDay based on the ideological square by Van Dijk (2000). The following tables are the finding of this study:

Strategies	Sum of data
Authority	6
Comparison	5
Counterfactuals	4
Example illustration	4
Explanation	5
Fallacies	4
Generalization	6
Illegality	4

Legality	3
Number game	8
Openness and honesty	4
Pseudo-ignorance	1
Reasonableness	3
Total: 57	

4.1 Table of Argumentation Strategies found in the tweets

The data found on 25th March 2022 are found around 27 data. For 26th March 2022 are found around 22 data. For 27th March 2022 are found around 7 of data. Then, on 28th March 2022 is found around 1 datum. Furthermore, below the analysis of the data:

1. **Argumentation strategies**

a. **Authority**

Datum 1

@**IFES1987**: In August 2021, IFES facilitated a MediaLab on "Promoting #GenderEquality and Civic Activism" in #Kyrgyzstan, which focused on ways to counter gender stereotypes & promote women's representation in social and political life. #InternationalWomensDay #BreakTheBias @IFESGender

In this tweet, @IFES1987 tried to give an argument about facilitation. It was the media lab which is used to promote gender equality and civic activism. Besides, other purposes of a media lab from IFES were used to omit the gender stereotypes and to show women up either in social or political. These purposes indicated that women in Kyrgyzstan must have a similar position in several fields. Therefore, the media lab is important to shout out gender equality and women's representation. Besides, this tweet used the authority strategy by mentioning the

account @IFESGender. IFES means an independent non-governmental and nonprofit organization (NGO) promoting sustainable democracy and giving people a voice in the way they are governed.

In this tweet, @IFESGender refers to one of @IFES1987's programs which promotes equal and meaningful participation of all genders in elections and politics. Thus, this account became powerful because of its authority to create equality among all genders. Besides, mentioning this account will give a strong argumentation because the media lab as the facilitation given by @IFES1987 has a similar purpose to @IFESGender, such as equality of gender participation. Thus, this tweet mentioned the @IFESGender account to convince the readers and make them notice that @IFESGender has a powerful status in society which can show women up. The #InternationalWomensDay hashtag emerged because women in Kyrgyztan still suffered from the discrimination such as excluding women in decision making and spreading violence against women (bride kidnapping, physical abuse, early marriages, and trafficking).

This tweet also used keywords such as stereotype, promoting, and women. Besides, using this tweet affects the argumentation because those keywords are indicating women and feminism which is in line with the purpose of this present research. However, using other keywords will indicate other topics. In addition, this tweet also used complex sentences to explain the media lab purpose and make the idea of the tweet become obvious. Therefore, @IFES1987 creates a positive perspective to help women have a similar opportunity in social and political fields by mentioning @IFESGender.

In addition, a similar analysis was also found in the data 1.1.2, 1.1.3, 1.1.4, and 1.1.6 (See appendix A). However, in the data 1.1.5 (See appendix A), @WomenSalesPros mentions @ReferralSales as a woman passionate about referrals for #B2B account-based #Sales teams. This tweet is different from the previous tweets because this tweet tried to mention an individual, Joanne Black. This tweet stated that Joanne Black has paid tribute to women pioneers who paved the way for women in sales, entrepreneurship, law, and other male-dominated professions. Mentioning this account indicated that the tweet maker tried to portray a positive perspective about Joanne Black who has brought an advantage for women, especially in the sales field.

Overall, the use of authority strategy is significant, especially to look for fairness and helps to solve any problem. Besides, as an ordinary human, mentioning the company or someone having higher social status than us means that a tweet maker is a person who has no authority either to make a decision or to provide any solutions for several problems faced by those tweet makers. Thus, using the authority strategy can be an alternative way to mention those who have more authority than the tweet maker. In addition, these tweet makers also realized that they are more powerless than those who are powerful.

b. **Comparison**

Datum 2

@PChibuchiN: To the Women of the World! You are celebrated! To the women going through abuse! Get your freedom today, you deserve a better life. To the Women that are late, we honour your memories they. Are beautiful. Mothers Day #InternationalWomensDay #women #HappyMothersDay

In this tweet, @PChibuchiN tried to show that women in the world are celebrated, and women get freedom and an even better life. The tweet portrayed that their memories are beautiful. @PChibuchiN also used the phrase, such as "better life" which delineated that women had different conditions in their life before the celebration came. The comparison strategy appeared obviously through the comparative phrase. Using a comparison strategy, such as the phrase "better life" showed that comparing women's conditions affects the readers' sympathy.

In addition, readers also tried to imagine how worse their situation was before the celebration day (international women's day). Besides, omitting this strategy will make the tweet like an ordinary tweet. Omitting "better" also indicated that there is no comparison between before and after the existence of international women's day. The #InternationalWomensDay hashtag emerged with #HappyMothersDay hahstag. It happens because in mother's day celebration, mothers are eligible to show that fighting for discrimination is important. Besides, describing why dad worked and mom (did not) is a discrimination form that should be clearly delineated.

This tweet also used keywords, such as "women and celebrate". Using those words affects the argumentation because those keywords are indicating women and feminism. However, using other keywords also discusses other topics. Moreover, this tweet used simple sentences, and some of these sentences ended with the exclamatory sign indicating the imperative sentences. An exclamatory sign functions as an imperative sentence that affects the readers to act directly. Therefore, @PChibuchiN creates a positive perspective to portray women's life

after celebrating international women's day through a comparison strategy. Furthermore, a similar analysis was also found in the data 1.2.5 (See appendix A).

However, in the first tweet (1.1.1), @advancedflea tried to give an argument that the violence made by females toward men and boys is unstoppable (See appendix A). It also means that the opposite (violence against women by men) is stoppable. From the context, the comparison strategy in this tweet appeared implicitly. This tweet has no comparative words or phrases, but the implied meaning showed the comparative sentence. This strategy affects the readers' awareness because every person has a different ability in understanding the sentences. Therefore, this is the uniqueness of the comparison strategy which can be done obviously or implicitly. A similar analysis was found in the data 1.2.3, and 1.2.4 (See appendix A).

Overall, the use of the comparison strategy is salient to prove any similarities or differences that happened in the society critically. Voicing the social problems will be more valuable by using any similarities or differences as the tangible phenomenon. Besides, the comparison strategy usually provides that the "us" position is the one that looks for sympathy. In other words, the "us" position will show that what they faced will be bigger than what other groups encountered. In addition, the comparison strategy sometimes creates comparative sentences by adding the suffix –er, such as better. However, the comparison strategy also makes the sentence implicit. Therefore, the tweet maker states the case, which affects the occurrence of the opposite case.

c. **Counterfactuals**

Datum 3

@JenniferGarrett: Believe them – if you dismiss a woman who says that she is experiencing bias in the workplace, you've missed an opportunity for change. https://buff.ly/3imNcCi
@womensday #breakthebias #IWD2022 #InternationalWomensDay

In this tweet, @JenniferGarrett stated that women's experiences must be kept. If it is not, women will lose the opportunity. The tweet context also showed how the tweet maker tried to lead the readers to believe in women experiencing bias in the workplace. Furthermore, women experienced bias in several public places, including the workplace. This account tried to build readers' beliefs and begin to keep women's rights. The tweet maker also answers that the readers who ignored or missed the chance to know the women experiencing bias will miss the opportunity to change, especially in the workplace. Therefore, the bias is still alive wherever and whenever even in public places.

This tweet used the counterfactuals strategy because it provided the use of if-clause. Besides, this tweet applied the if-clause in an obvious form which affects the readers' curiosity because the sub-clause will be the answer to the if-clause. The #InternationalWomensDay hashtag emerged with #breakthebias hashtag because the tweet promotes that there are around 31 ways to break the bias, especially in the workplace. These 31 ways emerged with the link inserted by the tweet maker.

In addition, the tweet used the keywords women and bias. These keywords lead to the feminism topics. Choosing other keywords may represent other topics that are irrelevant to this present research. In addition, this tweet used compound

sentences indicating the use of if-clause and the sub-clause. Using if-clause sentences will give the effect of if-clause. Therefore, the compound sentence becomes suitable to form an if-clause sentence. Using the counterfactuals strategy creates a positive perspective for the tweet maker, and it is because the tweet maker tried to support the "Us" position/women.

A different analysis was found in the data 1.3.1 which forms the if-clause sentence implicitly (See appendix A). The tweet maker tried to show an implicit counterfactual strategy. @womandlaorg stated that the bias becomes broken if the boys and girls lead the problem. The context of this tweet also showed that the bias occurred in the society, and the way to put it away is under the boy and girl's leadership. Besides, the existence of future feminism also helped people to keep the gender equity group which is free and accommodative. This tweet used some keywords, such as girls, bias, gender, and equity which indicated the feminism topic. Besides, this tweet used compound sentences to overview an implied if-clause sentence.

This tweet used a counterfactual strategy even though it did not prove the if-clause sentence directly. However, this sentence implied the if-clause where the if-clause is placed in the sentence "we can #BreakTheBias" and the sub-clause is placed in the sentence "by having #girls and #boys led the cause". Using implicit counterfactuals affected the readers because the readers felt what the writer felt. Thus, reading this tweet may affect the readers' thoughts. A similar analysis was also found in the data 1.3.2 and 1.3.4 (See appendix A).

Overall, using a counterfactual strategy is salient to make the if-clause strategy. In addition, the if-clause means that a better or worse situation might happen. Besides, the use of counterfactuals is also significant to make the readers beware of the circumstance that will occur. Moreover, sometimes, this strategy appeared explicitly and implicitly. For implicit sentences, the sentence has no if-clause, but it has a similar meaning to if-clause usage. Besides, implicit sentences are in the first 1.3.1, second 1.3.2, and fourth tweets 1.3.4.

d. Example illustration

Datum 1

@ILXGroup: As part of our #InternationalWomensDay celebrations last week we interviewed two inspiring women from Colt Technology Services, leading the way with the Network 25. Read the interview, here: https://buff.ly/3thFMXg #thoughtleadership #IWD2022

In this tweet, @ILXGroup showed that the context of this tweet is about the two inspiring women having the interview. This account described clearly how the account celebrated international women's day last week. The ILX group also showed two inspiring women from colt Technology services who are passionate about leading the way for network 25. This account also provided a detailed link about how the interview runs. This tweet used an example illustration strategy because the argumentation was formed and structured with adequate information about the situation. In addition, example illustration sentences are formed through short stories and simple sentences. Thus, those tweets are a simple illustration of how the tweets are created and familiarized. The #InternationalWomensDay hashtag emerged because the network 25 tried several activities supporting women, such as financial planning and investment for

women in Asia. Then, another activity is the charity to prepare small business in India. The review emerged with the link inserted by the tweet maker.

In addition, the @ILXGroup used some keywords such as women and celebrations. These tweets are chosen because they indicated feminist topics. However, using other keywords may lead to other different topics. This tweet used simple sentences. The simple sentences used in this tweet affect the readers' illustration. The more simple the sentence, the easier the readers understand the context. Therefore, a simple sentence is significant to create the example illustration sentence. This tweet also created a positive perspective because it captured how women are interviewed as inspiring women. Furthermore, a similar analysis was also found in the data 1.4.2, 1.4.3, and 1.4.4 (See appendix A).

Overall, the example illustration strategy is salient to create more understanding for those readers or Twitter users. In addition, this strategy occurred in several forms, such as a short story, an explanation, or a portrayal of a particular situation. This strategy also eases the readers to make the portrayal of a specific circumstance. Thus, the readers can feel what the tweet makers perceive at the time. This strategy also shows that telling the experience through a simple illustration or short story can create an almost similar experience as the tweet makers felt. Thus, by reading the tweet using this strategy, we are brought to feel what the writer felt indirectly.

e. **Explanation**

Datum 1

@HockeyCanada: "Having the support of women around you is really vital in having a career like I do." From Thunder Bay to TSN, @juliatocheri is showing what women can accomplish in the broadcasting world. #InternationalWomensDay | @OHFHockey| @HNOHockey| @TSN_Sports

In this tweet, @HockeyCanada described that the context of this tweet is about the supportive circle. This tweet explained that having a supportive environment and women around us is significant because good surroundings will affect our profession. In addition, this tweet also stated that women have the ability in the broadcasting field. This tweet used an explanation strategy because the writer tried to explain the phenomenon. This strategy affects the readers' thoughts because the writers shared their experiences to become a lesson for the readers. From the tweet, the readers may learn about several experiences which are significant to them. The #InternationalWomensDay hashtag emerged with the broadcasting case. Basically, broadcasts are proposed and developed by women. Therefore, through broadcasting tools, searching for supportive women as the advice for women can be spread through the whole world.

This tweet also used some keywords such as support and women. These keywords indicated the feminism topics. However, using other keywords may lead to another discussion. Besides, this tweet used a simple sentence. The simple sentence is suitable to form the explanation strategy because the complex sentence will create confusion, especially when describing the phenomenon. In addition, @HockeyCanada gave a positive perspective to convince the readers about the

inspiring women. Therefore, this perspective also showed how women can become role models, especially supportive women. Furthermore, a similar analysis was also found in the data 1.5.2, 1.5.3, 1.5.4, and 1.5.5 (See appendix A).

Overall, using an explanation strategy is salient in giving an argumentation. This strategy is used to propose a reason regarding the problem or an explanation of the situation. This strategy is different from the example illustration strategy of how the tweet makers created the sentences. The example illustration was created using the short story to strengthen the readers' understanding. In addition, it was also created in the form of an event arrangement. However, an explanation strategy was created using the reason for a particular case. An example of an explanation of the situation has been portrayed in the third tweet 1.5.3 (See appendix A).

f. Fallacies

Datum 2

@itsallyouboo: "We do not need magic to change the world, we carry all the power we need inside ourselves already" ― J.K. Rowling. Click here for 48 inspirational quotes for women. #WomensDay #WomensDay2021 #IWD2021 #InternationalWomensDay

In this tweet, @itsallyouboo tried to argue how someone can change the world. The context of this tweet portrayed that changing the world needs no magical power. However, someone can change the world through our power inside ourselves. This account tried to capture the use of hyperbole sentences. Besides, using hyperbole sentences affects the readers seriously. The writer tried to convince us that our power is more powerful than magical power. Thus, believing in ourselves became one of several ways to change the world for the

better one. In addition, this tweet used a fallacies strategy because the writer used hyperbole sentences as one of the fallacies characteristics. Using this strategy is salient to convince the readers to make them assured about the way to change the world through their totality. The #InternationalWomensDay hashtag emerged because the tweet tried to make sure that changing the world can be done through the simple way (believing in self-power) without paying attention to magical power.

This tweet also used some keywords such as power and women. These words are indicating the women's issue. Mentioning other keywords may lead to other topics unrelated to international women's day. In addition, this tweet also used compound sentences to ease the reader's understanding of the tweets. The compound sentence made the sentence like the argumentation chain. Therefore, the sentence is interconnected with one another. Finally, @itsallyouboo created the negative perspective about changing the world through magical power. However, the writer supported the women to change the world through their power.

A similar analysis was found in the data 1.6.4 (See appendix A). @MSBSolicitors stated the context of the tweet is about power. This account stressed that the highest power is self-belief. In addition, this argumentation did not come from the writer itself. However, it came from a quotation belonging to Bethany McKeown. Besides, this tweet used a fallacies strategy because using a quotation is in hyperbole form. Using quotation strategy has a drawback. It is because those quotations taken from other people may be wrong.

The analysis is different in the data 1.6.1 and 1.6.3 (See appendix A). These tweets used another form of fallacies strategy, namely using authority. In the data 1.6.1, @aanandsivaraman stated that the context of the tweet is about the quotations made by @aanandsivaraman research and @AssetTVUS discussion may be correct. @aanandsivaraman mentioned @HarvardBiz as the best ideas in business and management to help people, organizations, and economies work better. Besides, @AssetTVUS mentioned @TrilliumAM as an account that offers investment strategies and services that advance humankind towards a globally sustainable economy, a just society, and a better world.

The quotation and authority strategies are similar in the form of taking others' ideas to strengthen the argumentation. However, the quotation is formed by quoting the name, and the authority is formed by mentioning the account. Besides, this tweet used a fallacies strategy because using authority is another form of hyperbole. Using an authority strategy has a drawback. It is because mentioning other accounts to strengthen the argumentation taken from other people may be wrong. These tweets also used keywords such as women, bias, and equity. Using these keywords meant that this tweet discussed the feminism issue, and mentioning another tweet may lead to another different discussion. Moreover, this tweet used the compound sentence to ease the reader's understanding of the tweet. A similar analysis was also found in the data.

Overall, using the fallacies strategy is salient in giving an argumentation. It is used to strengthen the writer's argumentation, especially to convince the readers. In addition, the use of quotations in proposing an argument will affect the

reader's conviction that the tweets are true, especially if the quotation is from a well-known writer, influencer, TV channel, etc. However, the fallacies strategy sometimes may provide hyperbole sentences indicating that the tweet may decrease the sentence's credibility. In addition, the use of the fallacies strategy may lead to being false or true because the readers have their own beliefs about particular topics.

g. Generalization

Datum 6

@h_markarian: This #InternationalWomensDay, Citizens Bank leaders have joined the movement to #BreakTheBias. They're leading by example, because we all believe in creating a more equitable, inclusive and diverse world — one where everyone is seen, heard and respected. #WomensHistoryMonth

In this tweet, @h_markarian stated that the context of this tweet is about the involvement of the citizen bank to break the bias. Those citizens tried to position themselves as the role model of the leader. This tweet also described that many people in this world should have equal treatment. This tweet used a generalization strategy by mentioning the word "all". Mentioning "all" meant that this tweet used wholeness words such as "every, these, everything, everyone, whole, and so on". In addition, using a generalization strategy affects the readers' behavior because it means one idea should be believed by others or generalized into common sense. Besides, by omitting the wholeness words, the tweet became an ordinary tweet, and it did not affect the daily readers' behaviors. The #InternationalWomensDay hashtag emerged with the #BreakTheBias hahstag

because the tweets provide several images regarding the way the leaders of the citizen bank tried to celebrate IWD.

This tweet also used keywords, such as bias and movement to indicate feminist issues. However, mentioning other keywords may lead to another discussion. In addition, this tweet used compound sentences to strengthen the sub-clause proposing the wholeness word. Therefore, the citizen bank became the leaders of the movement because they trusted that they can support equality in which everyone is seen, heard, respected, and there are no more exceptions, especially in the gender context. In addition, @h_markarian created a positive perspective about the leaders of the citizen bank who have joined the movement to break the bias. Furthermore, a similar analysis was found in the data 1.7.1, 1.7.2, 1.7.3, 1.7.4, and 1.7.5 which mentioned the wholeness words to create a generalization strategy (See appendix A).

Overall, using a generalization strategy is salient for those tweet makers to convince the readers' beliefs. Using a generalization strategy indicated that the writer applied the wholeness strategy, such as using the words (all, these, many, every, everything, and everyone). This strategy will affect the readers because the sentences using the generalization strategy lead readers to believe in it and generalize all situations. Besides, generalization is salient to seek credibility. Therefore, the wholeness strategy indicated that many people also believe and do what the tweet makers wrote.

h. Illegality

Datum 2

@GlassboxDigital: #InternationalWomensDay was March 8, and in celebration we have been highlighting some of the women at Glassbox all month long. Today, we're highlighting Elin Mathers, Insight Consultant. Here is some advice that she has for young women today.

In this tweet, @GlassboxDigital stated that the context of this tweet is about the insight consultant is highlighted for women, and it does not show men's consultants. In addition, through this context, it can be concluded that a women's consultant is more valuable than a men's consultant. Besides, this tweet used an illegal strategy because this tweet tried to portray a negative representation of others. In this tweet, men got negative representation because they are considered incapable people to be consultants while celebrating international women's day. The glass box digital company also preferred to highlight Elin Mathers as the insight consultant who proposed some advice for today's young women. The #InternationalWomensDay hashtag emerged because the tweet tried to portray women's achievement, especially while being the insight consultant.

In addition, this tweet also used some keywords such as celebrate and women to indicate the discussion about feminism. Therefore, mentioning other keywords may also lead to another different discussion. Moreover, this tweet used simple sentences rather than compound sentences to ease the readers in getting the point of the tweet. The simple sentences are combined and it creates many sentences like the sentence chain. Thus, using simple sentences also leads the readers to understand the sentences consecutively. Finally, @GlassboxDigital created a positive perspective of how women became the insight consultant and

how Elin Mathers gave some advice for today's young women. Moreover, a similar analysis was also found in the data 1.8.1, 1.8.3, and 1.8.4 (See appendix A).

Overall, using an illegality strategy is used to look for the negative other presentation. Illegality also portrays how the writer created a negative image of others. Some tweets may depict illegality by comparing "us" and "them". An example of illegality in comparison is in the second tweet. In this tweet, the writer tried to lead the readers to convince them that the insight consultant is portrayed by women and is not men. In addition, illegality strategy also occurred in the criminal aspects, such as discrimination, etc.

i. Legality

Datum 3

@T_A_Omoroga: An Amazing Day to appreciate MOMs! Not just showcase her on online, Have a Short Prayer, Message them and if you Can HUG THEM, Please do! HAPPY MOTHER'S DAY! I have got an Amazing Woman and Goddess! #InternationalWomensDay #MothersDay2022 #MothersDay

In this tweet, @T_A_Omoroga stated that the context of the tweet is to allow and ask the readers to hug their moms. This tweet also described how women are appreciated on international women's day. The writer stated that the appreciation of international women's day is not about online appreciation. However, it can be in the form of a short prayer for them and a message. The writer also added that someone should hug their moms as the greatest woman in this world. This tweet used a legality strategy because the use of some sentences allows the legalization. Therefore, it affected the reader's thoughts and it may lead

the readers to do what the writer said through the tweet. The #InternationalWomensDay hashtag emerged with #HappyMothersDay hahstag. It happens because in mother's day celebration, mothers are eligible to show that fighting for discrimination is important. Besides, it is important to describe that mother's day is the celebration celebrated as a global day. In addition, giving them appreciation (short prayer or hug) means a lot for them.

In addition, it also affected the reader's emotion because a discussion about mothers must be the relevant topic which may alarm us to appreciate our mothers and take care of them wherever and whenever. The #InternationalWomensDay hashtag emerged with #HappyMothersDay hahstag. It happens because in mother's day celebration, mothers are eligible to show that fighting for discrimination is important. Besides, describing why dad worked and mom did not is a discrimination form that should be clearly delineated.

This tweet also used keywords such as "women and appreciate" that indicate the feminism issue. Mentioning other keywords may lead to another different discussion. In addition, this tweet used a compound sentence. The compound sentence appeared using conjunction words such as "and". Besides, the compound sentence also functioned to show several sentences distinguished by a comma that indicates many points. @T_A_Omoroga has a positive perspective about how a mother should be treated as well as possible. @T_A_Omoroga also provided several actions to show and celebrate international women's day. Furthermore, a similar analysis was also found in the 1.9.1 and 1.9.2 (See appendix A).

Overall, using a legality strategy is significant to making a legalization act. Besides, the legality strategy indicated the allowance to do and act regarding the tweet content. In addition, by using the legality strategy, the writers lead the readers and allow them to do what they have written on the tweet. Furthermore, the readers believe that the allowance also affects the readers' actions. Moreover, this strategy is salient to become the reference in doing something.

j. **Number game**

Datum 2

@phil_together: Did you know that 70% of #GivingCircles are led by women? Check out the Global Giving Circle Directory to find hundreds of giving circles (primarily women-led!) who support women & girls in their local communities https://bit.ly/3t7iDFJ #InternationalWomensDay

In this tweet, @phil_together stated that the context of the tweet is about the percentage in showing the women have created lots of things under their leadership. This context also showed that women can lead the circles even if they reach 70%. This tweet described how women can be great leaders, especially in the global giving circle directory. This tweet used a number game strategy because it used the percentage to argue. In addition, using the percentage strategy as the data affected the readers' beliefs. They responded emotionally to how many women have become leaders in great circles. By omitting the percentage strategy, it decreased the reader's conviction. Therefore, using this strategy strengthens the argumentation and makes the data more credible. The #InternationalWomensDay hashtag emerged because the tweet tried to portray that women are suitable to be a leader. Moreover, the statement is supported by the existence of a percentage to strengthen the argument.

In addition, this tweet used some keywords such as women, support, and girls to indicate feminism issues. Conversely, using different keywords may lead to another different discussion. Besides, this tweet used a simple sentence. The simple sentence functioned to ease the readers and make them understand clearly about the case. Therefore, using simple sentences is significant to support the number game strategy. In addition, @phil_together has a positive perspective on women's leadership. @phil_together even added the number game strategy to convince the readers that women have leadership capability. A similar analysis was also found in the data 1.10.6 (See appendix A).

However, different analyses appeared in the data 1.10.1, 1.10.3, and 1.10.5 for state-specific situations. Besides, the number of years made the readers throw their memories back to the past (See appendix A). Moreover, the data 1.10.4 indicated the number quality that used the number of uncountable nouns, such as "much" (See appendix A). The data 1.10.7 and 1.10.8 indicated the use of a number to make the detailed information (See appendix A). Therefore, the readers' thoughts may be affected since the tweets were created by adding strong data.

Overall, using the number game strategy is significant to look for credibility. In addition, the number game strategy is also used to convince the readers about the tweets. Thus, providing the number game strategy such as percentage, numbers, and quantity is salient to approve the data. It also indicated the writer's ability to provide evidence in the tweets. Besides, the use of the number game strategy pointed to the tweet makers' comprehension of what they

wrote. Thus, the credibility of the tweets increased the writer's ability to lead the readers to believe in the tweets.

k. Openness and honesty

Datum 2

@RoseWoodVillage: Thank you to the Davis Bradley bluegrass band for helping us celebrate ALL women during #InternationalWomensDay!!! 🎶💜⚢❤️ #Hollymead

In this tweet, @RoseWoodVillage stated that the context of the tweet is about openness in the form of a praise sentence. The tweet also described that the writer showed honesty by thanking the Davis Bradley Bluegrass band, especially in celebrating the international women's day. Therefore, it can be concluded that the Davis Bradley bluegrass band has helped many things, particularly during international women's day. This tweet used an openness and honesty strategy to affect the readers and praise Davis Bradley's bluegrass band too. Using this strategy unconsciously gets the readers' attention and portrays the positive image of the Davis Bradley bluegrass band. The #InternationalWomen'sDay emerged because the tweet tried to portray the existence of the Davis band has brought happiness, especially in celebrating this day.

This tweet also used keywords such as celebrate and women indicated the feminism issue. Using other keywords may lead the tweet to another different issue unrelated to this present research. In addition, this tweet used simple sentences to praise Davis Bradley's bluegrass band directly. Therefore, praise may decrease credibility and lead to a hyperbole sentence. Finally, @RoseWoodVillage has a positive perspective because the tweet maker behaves

like an honest person to thank Davis Bradley's bluegrass band. In addition, a similar analysis was found in the data 1.11.4 where the tweet is formed through a praise sentence (See appendix A).

However, another analysis may create the differences, such as in data 1.11.1 and 1.11.3 (See appendix A). In these tweets, both @AfricanBizMag and @BlkDiamondGrp tried to use openness and honesty strategy in the form of indirect praise. Thus, the praise occurred as the implied meaning. In addition, these tweets also used some keywords such as female, discrimination, and women indicating feminist issues. These tweets used compound sentences to affect the readers. Using compound sentences matters because the tweet maker portrayed indirect praise. Thus, long sentences did not matter and did not lead to hyperbole forms.

Overall, using an openness and honesty strategy is salient to seek the readers' attention. The openness and honesty strategy will catch more attention because the readers feel appreciated. In addition, this strategy may affect the readers' attention to how the writers proposed their thoughts. Openness and honesty strategies may appear in several sentence forms, such as praise, tribute, etc.

l. **Pseudo-ignorance**

Datum 1

@amsivemarketing: What is something you have learned from a woman in the workplace? #WomensDay #WomensHistoryMonth #IWD2022 #InternationalWomensDay

In this tweet, @amsivemarketing stated that the context is about the curiosity felt by the writer to know something that the readers learned from women in the workplace. This tweet used a pseudo-ignorance strategy to make the rhetorical sentence indicate a derogation strategy. The rhetorical sentence was made even though the tweet maker already knew the answer. Therefore, the implied meaning of this tweet is that either a woman or man in the workplace, should and must do several things and goods to make them survive and get a substantial assessment from the boss or other employees. The #InternationalWomensDay hashtag emerged because the tweet tried to question women's achievement (unconsciously to derogate women), especially in the workplace field.

These tweets also used some keywords such as women indicating feminist issues. Using this keyword leads the discussion to the feminism issues. However, mentioning another different keyword leads to a different discussion. In addition, this tweet used a simple sentence ending with the question mark indicating the question needs a particular answer. However, it does not matter the answer because the purpose of this strategy is to derogate other people. Therefore, @amsivemarketing has a negative perspective about women because @amsivemarketing believes that women's skill in the workplace is still questionable.

Overall, using a pseudo-ignorance strategy is significant to making the satire. The pseudo-ignorance also emerged in the rhetorical sentence. This strategy is used to provide a question that has no answer. It occurred because the

writer used this strategy and already knew the answer. Therefore, it leads the readers to feel the satire.

m. Reasonableness

Datum 1

@TheIsmaili: Join us on #TheIsmailiTV this weekend to #BreakTheBias and commemorate #InternationalWomensDay Gala 2022! Get ready to be inspired by five amazing women breaking down barriers and leading the way in their fields. Tune in at http://tv.ismaili #Ismaili #IWD2022

In this tweet, @TheIsmaili stated that the context is about the call to join the television program which breaks the bias and celebrates international women's day this weekend. This tweet also described that this television program provided five amazing women to inspire the television program's viewers, especially those five great women who break barriers and lead their fields. This tweet used a reasonableness strategy because the @TheIsmaili account tried to portray a positive image. The #InternationalWomensDay hashtag emerged with #BreakTheBias hashtag because the tweet tried to show and prove that women are amazing. Furthermore, women are also able to be the leader.

This tweet also used particular keywords such as bias and women indicating feminism issues. Using these previous keywords leads the tweet to discuss the feminism case. However, using different keywords leads to different topics. In addition, this tweet used a compound sentence. Using compound sentences indicated that the positive image should be described in detail. The reasonableness strategy fits the compound sentences. Finally, this tweet has a positive perspective because the tweet maker leads the readers to praise the writer. Therefore, the television program #TheIsmailiTV is significant to making the

positive self-representation of the writer. In summary, a similar analysis was found in the data 1.13.2 and 1.13.3 (See appendix A).

Overall, using a reasonableness strategy is significant for making a positive image. In addition, a positive image is salient to make the readers feel sympathy. Furthermore, the way someone argues on social media will affect the readers. Therefore, everyone should know several argumentation strategies based on the needs and the purposes of creating the tweets.

2. Ideological squares

Types	Sum of data
Emphasize positive thing (US)	3
De-emphasize negative thing (US)	4
Emphasize negative thing (THEM)	3
De-emphasize positive thing (THEM)	1
Total: 11	

4.2 Table of Ideological Squares found in the tweets

The data found on 25th March 2022 are found around 27 data. For 26th March 2022 are found around 22 data. For 27th March 2022 are found around 7 data. Then, on 28th March 2022 is found around 1 datum. Below, are the analysis of the data:

a. Emphasize positive thing (Us)

Datum 1

@PChibuchiN: To the Women of the World! You are celebrated! To the women going through abuse! Get your freedom today, you deserve a better life. To the Women that are late, we honour your memories they. Are beautiful. Mothers Day #InternationalWomensDay #women #HappyMothersDay

In this tweet, @PChibuchiN stated that the context is about the women in this world should know that they have a celebration day and that women are free from any abuses even if they should have a better life. In addition, @PChibuchiN also stated that this account tried to honor Women's memories because those memories are great. This tweet affected the readers because it provided the freedom needed by the readers that have already existed, particularly for women. According to the context, women have exceeded several cases of abuse. Furthermore, this tweet used a comparison strategy where the phrase "better life" emerged in the middle of the tweet. It has been mentioned in the first finding (Argumentation strategies), that the phrase "better life" indicated that women had different conditions in their life before the celebration came.

This tweet used some keywords such as women, celebrate, abuse, and freedom. Using these keywords indicated that it discussed feminism issues. However, using other keywords may lead to another different discussion. This tweet also used a simple sentence to make an imperative sentence. The use of imperative sentences meant that the women in this world should know that they were celebrated through international women's day and that they were free from any abuses. The tweet maker even stated that they should have a better life. The imperative sentence implied the meaning that women should act based on what the tweet maker wrote in the tweet.

Moreover, this tweet emphasized positive things (Us) because @PChibuchiN used words such as "we and you". The "you" in the first tweet 2.1.1 meant that as women, they deserve to have a better life and be free from any

discrimination. Here, the tweet maker tried to portray itself as the one supporting the women. Thus, the struggle to give support to women indicated that the writer's ideology is Radical feminism. Besides, safety is one of radical feminism's purposes. This tweet also has a positive perspective about international women's day because this tweet stressed women's freedom. Besides, a similar analysis was also found in the data 2.1.2 and 2.1.3 using emphasizing the positive thing (Us) strategy through the words "our, we, your, and you" (See appendix B). From this previous analysis, it can be concluded that the use of ideological squares "emphasizing positive things (us)" was applied to comparison and explanation strategies.

Overall, emphasizing positive things (Us) strategy is significant to creating a positive image of (Us). A positive image in the tweets was created by giving freedom to others and giving praise. In addition, giving them commendations is the primary form of emphasizing positive things (Us). It happens because praising others is not an easy thing to do, especially for certain people. Therefore, emphasizing the positive things (Us) strategy can be done by glorifying others. Moreover, another form of emphasizing positive things (Us) strategy is by giving any support to others. This strategy can be done by positioning ourselves as certain groups.

b. **De-emphasize negative thing (Us)**

Datum 2

@HockeyCanada: "Having the support of women around you is really vital in having a career like I do." From Thunder Bay to TSN, @juliatocheri is showing what women can accomplish in the broadcasting world. #InternationalWomensDay | @OHFHockey| @HNOHockey| @TSN_Sports

In this tweet, @HockeyCanada stated that the context is about how women should support other women since a supportive environment is pivotal in working. Besides, this tweet indicated that the tweet maker has worse and unsupportive surroundings in having a career. The writer also asked the reader to look for a supportive environment. In addition, this tweet affected the readers because it may lead the readers to behave and imitate directly what the tweet maker wrote through the tweet. It also led the readers to look for the supportive environment around them, and they tried to protect themselves from an unsupportive environment. This tweet used an explanation strategy indicating that the tweet maker tried to explain and portray the advantage of a supportive environment especially to help their careers.

This tweet used some keywords such as support and women indicating that this tweet discussed the feminism issue. However, using other keywords may lead the tweet to another different issue. In addition, this tweet used simple sentences to ease the readers in understanding the context. Using the simple sentence also eases the readers to imagine and realize the explanation proposed by the tweet maker. Furthermore, this tweet is categorized as de-emphasizing negative things (Us) because the "I" has no supportive environment to seek the

job. Thus, it indicated the weakness of the tweet maker that, unfortunately, made the readers feel sympathy for their desire to look for a supportive environment. Thus, @HockeyCanada's ideology is the third world of feminism because it implied that women are a minority, especially in the career field.

This tweet also has a positive perspective about the supportive environment in our lives because this tweet proposed that a great environment helped women to seek a career. Besides, a similar analysis was also found in the data 2.2.1, 2.2.3, and 2.2.4 using de-emphasize negative thing (Us) strategy through the words "I and we" (See appendix B). In summary, emphasizing positive things (Us) was applied in counterfactual, explanation, and illegality strategies.

Overall, de-emphasize the negative things (Us) strategy is significant to avoid the negative image of (Us) position. Nevertheless, while the (Us) position made the negative things, it will be portrayed as hardly clear cut. This strategy can be done through the sentences of certainty. This strategy is the primary way to de-emphasize negative things (Us). An example of this strategy is portrayed in the first tweet 2.2.1 (See appendix B), the sentence of certainty became the main clause, and the sub-clause became the answer to the main clause. In addition, other forms of de-emphasizing negative things (Us) are through reasoning and praising forms, as portrayed in the third and fourth tweets 2.2.3 and 2.2.4 (See appendix B).

c. Emphasize negative thing (Them)

Datum 3

@amsivemarketing: What is something you have learned from a woman in the workplace? #WomensDay #WomensHistoryMonth #IWD2022 #InternationalWomensDay

In this tweet, @amsivemarketing stated that the context of women's contribution to the workplace is still questionable. This tweet implied that women have no competence in the workplace because asking what we have learned from women indicated that @amsivemarketing was not sure about women's capabilities. However, knowing women's abilities in the workplace can be done through attitude or performance assessments. This tweet affected the readers' thoughts because it tried to make women's abilities questionable. Therefore, the readers may lose their respect for the writer because questioning women's abilities may lead to convincing the readers that the writer was not neutral. The last tweet 2.3.1 used a pseudo-ignorance strategy and attempted to ask the readers about the experiences given by women in the workplace (See appendix B).

This tweet used some keywords such as women indicating feminist issues. However, using other keywords may also lead the tweet to another different issue. In addition, this tweet used simple sentences to ease the readers in understanding the context of the tweet. In addition, using a simple sentence with a question mark will make the reader's thoughts work harder to answer the question. Besides, the tweet emphasizes negative things (Them) because the words "what" tended to state that other people derogate the "us" group. Besides, it means "you" indicated that the writer supported men and delineated that men's contribution is

unquestionable, unlike women. Thus, @amsivemarketing's ideology is feminism in the third world because this tweet believed that women are valuable even in productive work.

This tweet also has a negative perspective on women's abilities because this tweet stressed that women's abilities are still questionable. Besides, a similar analysis was also found in the data 2.3.1 and 2.3.2 using emphasize negative thing (Them) strategy through the words "They and you" (See appendix B). In summary, it can be concluded that ideological squares emphasizing negative things (Them) were applied through counterfactuals, number games, and pseudo-ignorance strategies.

Overall, emphasizing negative things (Them) strategy is used to create a negative image of others. This strategy also used other pronouns, such as you. The sentence forms of emphasizing negative things (Them) are through giving the imperative sentences. The example of imperative sentences is portrayed in the first and the second tweet 2.3.1 and 2.3.2 (See appendix B). In addition, another sentence form of emphasizing negative things (Them) is through creating the rhetorical sentence, such as the pseudo-ignorance strategy in argumentation strategies. Therefore, a negative image of them will occur through creating those previous sentence forms.

d. De-emphasize positive thing (Them)

Datum 1

@IFES1987: In August 2021, IFES facilitated a MediaLab on "Promoting #GenderEquality and Civic Activism" in #Kyrgyzstan, which focused on ways to counter gender stereotypes & promote women's representation in social and political life. #InternationalWomensDay #BreakTheBias @IFESGender

In this tweet, @IFES1987 stated that the context is about giving an argument about facilitation. It was the media lab which is used to promote gender equality and civic activism. Besides, other purposes of a media lab from IFES were used to omit the gender stereotypes and to show women up either in social or political. These purposes indicated that women in Kyrgyzstan must have a similar position in several fields. Therefore, the media lab is important to shout out gender equality and women's representation. @IFES1987 used authority strategy indicating a description of the authority strategy by mentioning @IFESGender works, helps, and has a higher social status, such as a wealthy organization. Besides, this tweet used the authority strategy by mentioning the account @IFESGender. IFES means an independent non-governmental and nonprofit organization (NGO) promoting sustainable democracy and giving people a voice in the way they are governed.

In this tweet, @IFESGender refers to one of @IFES1987's programs which promotes equal and meaningful participation of all genders in elections and politics. Thus, this account became powerful because of its authority to create equality among all genders. Besides, mentioning this account will give a strong argumentation because the media lab as the facilitation given by @IFES1987 has

a similar purpose to @IFESGender, such as equality of gender participation. Thus, this tweet mentioned the @IFESGender account to convince the readers and make them notice that @IFESGender has a powerful status in society which can help to show women up.

This tweet also used keywords such as gender, equality, stereotype, promoting, bias, and women. Besides, using this tweet affects the argumentation because those keywords are indicating women and feminism which is in line with the purpose of this present research. However, using other keywords will discuss another topic. In addition, this tweet also used complex sentences to explain the media lab purpose and make the idea of the tweet become obvious. Therefore, @IFES1987 creates a positive perspective to help women have a similar opportunity in social and political fields by mentioning @IFESGender. This tweet De-emphasize positive things (Them) because IFESGender has facilitated women to promote a representation of women in society. The writer created this tweet to portray the "them" image. Besides, the illustration of "them" gains sympathy from readers since the tweet maker led the readers to depict the struggle made by the tweet maker. Thus, it can be concluded that @IFES1987's ideology is liberal feminism. In addition, @IFES1987 has a positive perspective because @IFES1987 believed that the media lab by IFESGender has represented women in social and political fields and ignored gender stereotypes. In summary, it can be concluded that ideological squares de-emphasizing positive things (them) were applied through authority strategy.

Overall, de-emphasizing positive things (Them) strategy is used to avoid a positive image (Them). Unless their position made the positivity, the writer used this strategy to try to hide this positivity. Therefore, the positive thing (Them) is hidden. Besides, this strategy can be done through the praise sentence. However, the praise sentence made by the writer did not give any stress about their positive image of them. The sentence portrayed positive things but without any stress as apparent praise. This sentence created this strategy to make the readers aware and put their sympathy, but their positive thing is not stated obviously.

B. Discussion

The findings discussed in the previous paragraphs have their discourse, purposes, and ideologies. Besides, there are some contradictions and similarities between these findings and previous studies. Therefore, some contradictions and similarities will be scrutinized.

1. Argumentation strategies in the tweets using the #InternationalWomensDay

The argumentation strategies found in this study are 13 strategies that appeared through hashtag activism #InternationalWomensDay. Some similarities are found in several strategies. Those strategies are comparison, counterfactuals, example illustration, illegality, generalization, number game, and openness and honesty. The first is a comparison that tries to portray the minorities or compare both out-group and in-group. The finding of this study stated that the violence against men and boys never ended. Unconsciously, the tweet maker restated that the male ended the violence against females. In addition, the expectation of

women's lives is better than before, especially during the celebration. Besides, it is similar to the comparison according to Dijk (2000) stating that the comparison is an argumentation between out-group and in-group (refugee). Moreover, comparing both "black people" and "officers" was found to portray a negative image (Syadlili, 2021).

A similar discussion also occurred in the second strategy, namely counterfactuals. This strategy tries to portray an if-clause or expecting something to not happen. The findings have shown that women can break down the barriers if they ignore the limits. Besides, the women have a lopsided experience in the workplace, but we pass it, which means that we have passed through the opportunity to make changes. Moreover, counterfactual strategy is also used to voice the women's feelings where they will act other behaviors to be successful people if they are not respected and appreciated. Syadlili (2021) provided a similar idea where counterfactuals are used as if-clauses (conditional sentences).

The third strategy is an example illustration that tried to give a short story delineating the event that developed in the tweet using the hashtag #InternationalWomensDay. Besides, it found the tweets showed the story using the time signal, such as last week, while, etc. The tweet made by the writer talked about the moment that happened and how it had been encountered. Besides, according to the finding of Van Dijk (2000), example illustration was used to imply the issue which was told typically, even generally. In addition, the use of examples provided to asylum seekers which are debated in many fields, such as cognitive, semantic, argumentative, and political.

A similar finding was found in the fourth strategy, namely the illegality strategy. It tried to portray the negative representation of others. The present study found that the tweets made by the writers explain the criminal issues, such as discrimination, advancing peace, etc. Furthermore, Van Dijk (2000) found that illegality occurs in the refugees. The illegality also portrays a negative other presentation, especially criminalization. For instance, the prejudice against racism *"… because there are many attempts at illegal immigration using asylum technique, fraudulent…"*

The fifth strategy is generalization. The finding provides that generalization used to apply the wholeness strategy, such as using the words (all, these, many, every, everything, and everyone). In addition, it is in line with Kusumaningrum (2014). Kusumaningrum (2014) also proposed the similar finding where generalization strategy is functioned to submission of public opinion on specific matters. The sixth strategy is number game. The finding in this study stated that the number game is used to look for credibility. The number game strategy is also used to convince the readers about the tweets. The finding is in line with Kusumaningrum (2014). Kusumaningrum (2014) stated that number game strategy is used to make an evidence of the data. Mentioning the percentage functioned to strengthen the evidence and to convince others to believe in what we believed.

The seventh strategy is openness and honesty. The finding provides that this strategy is used as an honest expression and freedom or open-mindedness. Then, Van Dijk (2000) used this strategy to avoid a negative impression. Thus, by

using this strategy, a positive presentation will appear. It is portrayed in the sentence "…*that their position as illegal immigrants has no bearing on the Geneva convention should be debated openly, so that it is fully understood and tackled. (Wardle)*".

Those previous paragraphs proposed the discussion between the results and the theory used in this present research. However, different discussions were also found through the analysis. Those strategies are authority, counterfactuals, explanation, example illustration, fallacies, generalization, legality, number game, pseudo-ignorance, and reasonableness. The first strategy is the authority which is used to mention the company or people having a higher position or rights above us. In the present study, the authority strategy omitted discrimination against women and feminism awareness. The results were different, and it probably happened because the data between these researches are diverse. However, in the previous study, authorities worked to stop racism. Syadlili (2021) has found that there are three data using authority strategy to make an argumentation through the #justiceforcaseygoodson hashtag. Kusumaningrum (2014) also stated that authority strategy is a function of political issues.

The second strategy is counterfactuals, tries to portray an if-clause or anticipate something to not happen. The findings have shown that women can break down the barriers if they ignore the limits. Besides, the women have a lopsided experience in the workplace, but we pass it, which means that we have passed through the opportunity to make changes. Moreover, counterfactual strategy is also used to voice the women's feelings where they will act other

behaviors to be successful people if they are not respected and appreciated. In addition, Kusumaningrum (2014) also proposed the different idea where comparison strategy is used to discuss the political issue about the leadership. The positive portrayal appeared in the in-group, but the negative image appeared in the out-group.

Unlike Aini (2019), counterfactuals are used to express the opposite of the truth. In the previous finding, Aini (2019) found the example where the tweet indicating the counterfactuals has provided the reversal fact functioned as an insult against Boyolali since there is no proof that Boyolali enabled to enter the hotel. In addition, Kusumaningrum (2014) found a similar finding in which counterfactuals used to counter the party against the president and functioned as the question need no answer.

The third strategy is an explanation that tries to give a clarification based on a phenomenon. In this present research, it was found that the tweets showed some experiences by the writer where all phenomena are well-described using the pronoun self-presentation. Moreover, the finding proposed by Van Dijk (2000) stated that the explanation strategy tended to distance in-group members and explain negative acts of the out-group as other people, such as the criminal.

The fourth strategy is example illustration which tries to give more understanding for those readers or Twitter users. In addition, this strategy occurred in several forms, such as a short story, an explanation, or a portrayal of a particular situation. However, Kusumaningrum (2014) proposed the different usage of example illustration, and it is functioned to strengthen the argumentation.

In this way, strengthening the argumentation appeared in the example of economic and political problems.

The fifth strategy is fallacies which try to give a substantial quotation, such as quotations made by people, quotations made by the program, and research. In this present research, it was found that tweets are created to improve reliability. However, Van Dijk (2000) proposed that the use of fallacies is one of the argumentative strategies which concentrated to be faulty because what others mentioned by claiming the support is not exactly true. In addition, fallacies are also used while violating the argumentation principles, such as giving false analogies, affecting pulse, and accusing sacrifice (Indah and Khoirunnisa, 2018).

The sixth strategy is a generalization that tries to make that if something happened to some groups, thus it must happen to the whole people and a particular time. The expressions used in generalization like "always, constantly, most, and all ". This study finds that the tweets used generalization expressions to make wholeness sense. The finding of Van Dijk (2000) stated that over-generalization made by the writer tended to make the prejudices or stereotypes basis. However, the beneficial acts made the positive self-presentation. Besides, the primary presupposition found in Van Dijk (2000) was the use of continuous serves such as *"Such things go on and they get up the noses of all constituents"*. However, the generalization strategy was utilized to produce a negative image of wholeness (Syadlili, 2021). Then, generalization functioned to make general attitudes or basic ideology (Indah and Khoirunnisa, 2018).

Another strategy proposed in a similar discussion is legality which tries to portray the opposite thing believed by the writer. This research found that legality is used to allow sharing of women's experiences, women's biases, and actions to hug mothers. However, the legality in Van Dijk (2000) stated that the legality was used to oppose an immigration law. It is depicted in the sentence "… *there is a procedure whereby people can legitimately become part of our community (Gorman).*

In addition, the next strategy proposing a different discussion is the number game. The finding of this study stated the number game strategy was applied to propose the quantity such as years, percentage, months, much, and numbers. Besides, in Van Dijk (2000), the number game is used to make credibility-produced objectivity. In addition, Van Dijk (2000) also used numbers and statistics to have a role in creating objectivity. Besides, numbers and statistics tended to make facts instead of argumentation only. It is portrayed in the sentence *"… and presumably the £200 million a year cost that was estimated when the legislation was introduced (Gorman)".* In contrast, Syadlili (2021) found that to strengthen the tweet, the writer can use the number game strategy.

The next strategy is pseudo-ignorance. The finding provides that this strategy is used to make a rhetorical sentence or a question that needs no response. In contrast, Van Dijk (2000) stated that this strategy is used to create a derogation of asylum seekers without any proof. Furthermore, this strategy is also used to make an argument without knowledge. It is portrayed in the sentence *"… they have to be given a packed lunch, presumably in case they decide to go shopping in*

the middle of the day or to do a bit of work on the black economy--who knows? (Gorman)". The last strategy is reasonableness. In this study, the finding provides that this strategy is used to make a positive self-presentation. The positive representation appears on television stations, networks, and panels. However, Van Dijk (2000) found that this strategy is used to prove that the speaker's idea may be irrational or involve prejudice or bias. Therefore, the writer tries to make a reasonable sentence to create a positive self-presentation. It is portrayed in the sentence "*... those people, many of whom could reasonably be called economic migrants (Gorman)"*.

2. **Ideological Squares in the tweets using the #InternationalWomensDay**

Historically, feminism's purpose was to end the discrimination against women. Feminism's purpose was also equality between women and men's positions in the society having the patriarchy's viewpoint. Feminism appeared as the result of the struggle of the women who were seen as weak people, emotional, and irrational. In addition, Suwastini (2019) also stated that women's struggles were done in three ways, for instance, revising the church's learning, battling the book limiting women, and building solidarity among women's writers. Feminism was also seen as the approach, outlines, and viewpoint describing women's discrimination and how those terms can be solved. It is in line with the previous study that the international women's day where this celebration was on the 23rd of February and the 18th of March in Europe. However, in the long run, it was held on the 8th of March in the west till now (Kaplan, 1985).

Capturing ideology can be seen through the ideological squares by Van Dijk (2000). In this present study, ideological squares have occurred in various examples. There are some similarities between the results and the theory used in this research. Those similarities are found in some strategies, such as emphasizing positive things (Us), de-emphasize negative things (Us), and emphasizing negative things (Them).

The first is the strategy to show positive things (Us). This strategy is portrayed in the instance made by @MisionONUCol, which also used an explanation strategy. It used the word "we" to interpret that the writer is a woman. The portrayal of @MisionONUCol was positive since the writer supported women. In addition, according to Dijk (2000), emphasizing positive things (Us) also means assuming ingroup favoritism. @MisionONUCol also put itself as an ingroup of women. This finding is in line with Syadlili (2021), who found that emphasizing our good things is used to describe positivity in the inner group. Besides, Kusumaningrum (2014) found that emphasizing positive things (Us) is used to portray positivity in political issues. Therefore, a similar finding happened because of the same function of this strategy in giving a positive portrayal of "Us".

The next strategy of ideological squares is de-emphasizing negative things "Us". This strategy is portrayed in the example made by @HockeyCanada, which also used the explanation strategy. It used "I" to indicate the position of "us". It denoted the weakness of the tweet maker that, unfortunately, made the readers feel sympathy for their desire to look for a supportive environment. Therefore,

although it has a deficiency, the image of "Us" got good value. This finding is in line with Syadlili (2021) who stated that de-emphasizing negative things "Us" is used to lead the reader's opinion to avoid negative evaluation of "Us".

Then, the last strategy is emphasizing the negative things about "Them". This strategy is portrayed in the example made by @JenniferGarret that used a counterfactual strategy. The imperative and compound sentence appeared on this tweet that indicated that men or other people have no respect and appreciation towards difference which made women should become and act like other people to succeed. Therefore, the negative image emerged of "Them" or the opposite of "Feminism". Dijk (2000) stated that emphasizing negative things about "Them" means derogating the out-group. This finding is similar to Syadlili's (2021) because he admitted that this strategy is used to evaluate negative things about others. Then, Kusumaningrum (2014) added that emphasizing negative things (Them) is used to portray the negative description in political issues, especially in the increase in fuel and oil (*BBM*).

In addition, it has been displayed in the previous paragraphs that the ideology that belonged to emphasizing positive things "Us" strategies are radical feminism. It has been shown in the data that datum one @PChibuchiN's (See appendix B). It is in line with the previous study which is conducted by Suwastini (2019). Suwastini (2019) stated that feminism in this second wave has been divided into two types, right and left. Then, the left type called radical feminism argued that their existence was nonsense. They felt they have any facilities in liberal feminism because of their differences, such as race, class, etc.

The idea of liberal feminism is also in line with the theory proposed by Friedman et al., (1987:8-11). It also acted emotionally, such as dreaming men's absence will be fruitful for them. In this case, women believed that they are sexual slaves. Friedman et al., (1987:8-11) also stated that radical feminism also wanted to create "Safety", such as women-only bars, organizations, businesses, culture, and resistance without men's participation. By doing this, radical feminists easily take control of their lives. Finally, radical feminists' purpose is to bring their children either girls or boys in distinctive ways, and they believe that solving the problem may be done through violence.

In addition, the second strategy (de-emphasize negative things "Us") portrayed third world ideology. The third wave of feminism appeared in line with the appearance of post-feminism. Besides, both third feminism and post-feminism were claimed as different movements and contradictory actions. However, post-feminism appeared firstly in the article in 1920. The existence of post-feminism proposed the idea of "pro-women but not anti-men". In addition, the changes in feminism continuously are not about the harm, but it is about feminism's ability to adapt to the change needed by women regarding the demand of women's era (Suwastini, 2019). Moreover, a similar discussion was also found in the third strategy (emphasize negative things "Them") as portrayed in datum three @amsivemarketing (See appendix B).

Furthermore, in social concepts, the female attitudes also became one of the discrimination considerations. It is in line with Nasir et al., (2021). They stated that the female behaviors became significant to determine the suppression done by

the opposite gender. Nasir et al., (2021) also proposed that contemporary females behave aggressively. Therefore, their attitudes strongly affect a 'gendered neo-liberalism either socially or economically. In addition, the thought of femininity was defined as the social construction which proposed the thought or purpose of persuading men to become women through the existence of femininity exercises.

The demonstration using international women's day also has been done in March. The demonstration was done to negotiate with the government about women's sexual space and identity. The demonstration was also done entitled the discourse of Aurat March (Nasir et al., 2021). The case of Aurat March appeared because of the ignorance faced by women about the way they used their bodies to defend themselves. The Aurat March also proposed to shout women's voices in the form of posters describing women's thoughts as an act of retaliation since women faced exploitation (Nasir et al., 2021).

Nasir et al. (2021) mentioned that feminism also shouts the women's harassment. They stated that harassment towards women happened wherever and whenever, such as at the bus stop, street, workplace, or even at home. This case became society's responsibility because harassment is one of the social problems that should be fixed. The demonstration might help women's voices that are silenced, but a great law and legal rules will be beneficial for those women who experienced exploitation or harassment. Moreover, it will be a problem solving for this case. Therefore, the demonstration by bringing the posters done by women to shout their concerns will be decreased, and women do not need to be afraid of losing their dignity (Nasir et al., 2021). In addition, this present study is different

from those previous studies. This study analyzed a demonstration done on social media about feminism, such as Twitter.

However, a different result was found in de-emphasize the positive thing (Them) strategy. This strategy is portrayed in the example made by @IFES1987 that used the authority strategy. The writer created this tweet to depict the "them" image. The illustration of "them" gains sympathy from readers since the tweet maker led the readers to portray the struggle made by the tweet maker. However, the readers' sympathy has not reached their positive images. Therefore, the positive image of "Them" was de-emphasized. Syadlili (2021) has not found this strategy. However, Dijk (2000) stated that this strategy is used to represent others.

Furthermore, it has been displayed in the previous paragraphs that the ideology belonged to de-emphasize positive things "Them" strategy is liberal feminism as portrayed in the datum one @ IFES1987 (See appendix B). It is in line with the previous study which is conducted by Suwastini (2019). Suwastini (2019) stated that feminism in this second wave has been divided into two types, right and left. The right type called liberal feminism has proposed that women's rights should be similar to men's rights, and this type also attempted to create women's participation in the whole social activities. The right type will counter the government to seek a similar salary.

The idea of liberal feminism is also in line with the theory proposed by Friedman et al., (1987:4-7). This kind of feminism also believes that everyone has different competence, but they have similar resources where they would be valued based on their efforts. Finally, liberal feminists' purposes are to create and

encourage women to dig and improve their skills on and on to get an equal position for competing in society.

Furthermore, the theme proposed by this second-wave movement is women's liberation. This theme also appeared because they are disappointed about the discrimination they faced. Even though the emancipation got by the first wave of feminism has stood politically and based on law, the discrimination is still alive. Liberal feminism believes that the existence of capitalism will give them an equal opportunity to get a job even though they should try harder (Friedman et al., 1987:4-7).

Institutionally, in the second wave of feminism (liberal and radical), the patriarchy's thought became dominant in politics, sexual life, parenting, and marriage. Therefore, in this wave, women have no similar opportunity to gain their dreams. It happens because the patriarchy's thought has dominated the field of politics, sexual life, marriage, and parenting. The dominance of patriarchy will discriminate against women. Finally, women also must behave in a good way to keep their safety.

From those previous paragraphs, this research has found that using specific keywords is salient to determine a particular discussion. Besides, using different keywords will ease the readers to find anything related to their preferences. Some people may look for the topic regarding international women's day but others may prefer to look for other different topics, such as mother's day, justice, or political issues. Therefore, from this analysis, it is also mentioned that getting involved in unique problems or particular online demonstrations is one of

several support forms for those marginalized groups, for instance, international women's day proposes the idea of feminism. Unconsciously, doing online demonstrations such as arguing about international women's day will lead us to be in the women's group. As a result, arguing an idea that is done continuously will catch the public attention, and many people become aware of the existence of social issues, such as feminism that occurred on #InternationalWomensDay. Furthermore, this research differs from those previous studies because the deeper research object of international celebration was rarely discussed.

In summary, the hashtag #InternationalWomensDay has met the point that tweets created using argumentation strategies were significant to be scrutinized because of women's issues, such as showing women's achievements, awareness of feminism, and women's equality. By doing so, women's cases are known by the public, especially for those people having similar concerns about the previous issue. The discussion of feminism also gave the researcher and readers insightful knowledge, specifically while using social media. Besides, argumentation strategies used by Twitter users can be practiced by other people to propose and show other particular issues, such as racism, patriarchy, etc. Moreover, ideological squares also can be practiced by several people to seek the ideology behind the text and prove that every tweet on Twitter was not neutral and must have its tendency against a particular ideology.

Besides, the finding in this research shows that the data found during analysis do not intertwine with Islamic feminism because the context appeared differently. The data in this research area is in the western context. Therefore, they

bring different values to the values proposed by Buya Husein (Rahman, 2017). Rahman (2017) stated that the context of the data is from an Islamic perspective based on Buya Husein's thoughts. Therefore, feminism in this present research used Friedman's ideas.

In addition, all analyses in the present research used Friedman's ideas (1987). However, analyzing the context of feminism using Lazar (2007) will show the analysis based on social and political questions. Then, the data are analyzed in the form of semiosis symbols, such as visual images, layout, gestures, and actions in texts and talk. In addition, the visual images are in the form of memes, emoticons, and others. According to Lazar (2007), the data are spoken and written language combined with the semiosis forms. Besides, an additional combination with semiosis tools varied, such as gestures and visual images. The visual image will give more understanding to the readers. Then, gestures are also varied. Analyzing gestures also represent the body language of the object.

In summary, analyzing the data on feminism issues using Lazar (2007) will intertwine with gender rationality. Gender rationality has two primary principles. Those two principles are co-constructing the way of being and doing related to identity and values and focusing on structuring social changes, such as gender inequality, women and men behaviors, and awareness against women and men. The empirical studies associated with political issues are also strongly related to feminist CDA usages (FCDA) especially using Lazar's perspective.

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter covers the conclusion of the study and the suggestion from the researcher for further research.

A. Conclusion

Based on the discussion about the discourse of social action using the hashtag #InternationalWomensDay, it can be concluded that the messages, either oral or written have created meaningful purposes. In addition, several campaigns can be expressed through online activities such as making the tweet using a particular hashtag, for instance, #InternationalWomensDay to shout out the feminism issue. Besides, this topic is salient because the deeper study of critical discourse analysis through argumentation strategies with a global case such as the celebration of international women's day is rarely discussed. Furthermore, the meaningful purposes have shown that the use of argumentation strategies proposed the messages regarding the issue of feminism or women's cases, such as discrimination, sexual harassment, etc. Therefore, through tweets using argumentation strategies and the hashtag using #InternationalWomensDay, the ideology that the writer assured probably can be known.

Besides, by using Teun A. Van Dijk's critical discourse analysis, such as argumentation strategies and ideological squares, the data found can be described as follows:

The text level using argumentation strategies has shown the discourse of social action using the hashtag #InternationalWomensDay of the feminism issues

such as equality, harassment, discrimination, etc. In addition, these issues occurred on the tweets using the hashtag #InternationalWomensDay on Twitter. Using argumentation strategies in the tweets meant that those strategies are salient to provoke others' minds. Many people also proposed their arguments or opinions to seek equality, sharing the sexual cases (harassment and violence) and women's achievements.

Furthermore, social activities such as feminism awareness have led Twitter users to stress the government to create equal opportunity for the genders. This social movement shows that tweets using #InternationalWomensDay are those sentences, clauses, phrases, and words that use particular keywords. Those are gender, stereotype, support, promote, discrimination, violence, equality, justice, celebrate, bias, female, her, movement, power, empowering, awareness, protect, girls, and women. In this present research, the argumentation strategies are found such as reasonableness, pseudo-ignorance, openness and honesty, number game, legality, illegality, generalization, fallacies, explanation, example illustration, counterfactuals, comparison, and authority. Moreover, the most frequently used strategy is the number game strategy (8 data), and the least used is pseudo-ignorance (1 datum).

At the ideological square level, the hashtag #InternationalWomensDay came from the discourse of feminism issues covering women's achievements, feminism awareness, and equality. Since this hashtag exists, the Twitter users showed their concerns against the government where many people wanted to

protect their human rights. In addition, Twitter is the social media showing untold and marginalized rights, particularly women.

Moreover, the additional information is the use of feminism in a social, institutional, and social context. Through these contexts, feminism has met the point that women deserved to struggle for feminist issues and equality. In this present research, the ideological squares are found, such as emphasizing positive things (Us), de-emphasize negative things (Us), emphasizing negative things (Them), and de-emphasize positive things (Them). Besides, the most frequently used strategy in total is de-emphasizing negative things (Us) strategy (4 data). Then, the least used strategy is de-emphasizing positive things (Them) (1 datum).

From previous paragraphs, it can be concluded that all tweets (if not all) are not neutral and propose their representations, either positive or negative representation. Besides, the hashtag #InternationalWomensDay showed that the feminism issue is also salient to seek government attention and public support. In summary, it can be stated that every Twitter user has the responsibility to control their emotions described in the tweets.

B. Suggestion

Based on the research which has been conducted, some suggestions proposed for those college students of the faculty of Humanities, especially my friends in the English literature department, can be described as follows:

The first is from the research object. This study has discussed the tweets used in one hashtag. However, combining two hashtags such as #InternationalWomensDay and #MothersDay will propose a complex discussion.

Comparing the two hashtags also became more insightful, especially in analyzing women's issues. The second is from research theory. This study limited the theory in using Van Dijk models of CDA (2000) to discuss feminism ideology. However, the critical discourse analysis (CDA) focusing in feminism perspective has existed and it is proposed by Michelle M. Lazar (2007). Then, the last is from the tweet context. The context of tweets using #InternationalWomensDay is the feminism issue globally. However, it is salient to create a novelty and try to discuss the feminism issue in Islamic perspective.

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CURRICULUM VITAE

Nur Alfiana Isnaini was born in Pamekasan on April 10 2000. She graduated from Islamic Boarding School TMI Al-Amien Prenduan Sumenep Madura in 2017. During her study at TMI Al-Amien Prenduan, she actively participated in ISTAMA (Ikatan Santriwati TMI Al-Amien) as a language division and language court. She started her higher education in 2018 at the English Literature Department in UIN Maulana Malik Ibrahim Malang and finished her study in 2022. During her study at University, she dedicated herself to Pusat Ma'had Al-Jami'ah Sunan Ampel Al-Aly as Musyrifah. She also joined the English letters student association and the advanced debate community (ADC). She actively participated as a volunteer English tutor at Scholars Officials for three months, and to fill her leisure time, she posted some writings to Kompasiana.com.

No	Strategies	No	Datum
			1. Argumentation strategies
1	Authority	1	**@IFES1987:** In August 2021, IFES facilitated a MediaLab on "Promoting #GenderEquality and Civic Activism" in #Kyrgyzstan, which focused on ways to counter gender **stereotypes & promote women**'s representation in social and political life. #InternationalWomensDay #BreakTheBias @IFESGender
		2	**@DebraAHensley1:** .@StateFarm is working to help increase the amount of **women** in STEM careers through educational programs. #StateFarm100 #InternationalWomensDay https://st8.fm/3q68bh2
		3	**@brianthomsonsf:** .@StateFarm is working to help increase the amount of **women** in STEM careers through educational programs. #StateFarm100 #InternationalWomensDay https://st8.fm/3qq0Fhn
		4	**@EdKalpagian:** .@StateFarm is working to help increase the amount of **women** in STEM careers through educational programs. #StateFarm100 #InternationalWomensDay https://st8.fm/3im91C8
		5	**@WomenSalesPros:** For #InternationalWomensDay, @ReferralSales paid tribute to **women** pioneers who paved the way for **women** in sales, entrepreneurship, law, and other male-dominated professions. : https://scoremore.co/3IGNor5 #sales**empowerment**
		6	**@unwomenafrica:** To help **women** adopt climate-smart farming practices in Malawi, @UN_Women & partners provide them with timely weather information. This increases productivity and ensures resilient livelihoods. #IWD2022 #InternationalWomensDay http://unwo.men/PZ4E50IsboM
2	Comparison	1	**@advancedflea: Female violence** against men and boys starts with words but it never stops there. If you see it happening #haveaword #misogyny #InternationalWomensDay #Feminism #Equality
		2	**@PChibuchiN:** To the **Women** of the World! You are **celebrated**! To the women going through abuse! Get your freedom today, you deserve a better life. To the Women that are late, we honour your memories they. Are beautiful. Mothers Day #InternationalWomensDay #women #HappyMothersDay

		3	**@YuHelenYu:** Thank you for bring us together to **celebrate** #InternationalWomensDay Linda! Grateful for being part of this incredible group of **women**.
		4	**@BMMuseum:** As our month of **celebrating women** & cars comes to a close, here's a reminder of the affinity **women** have with vehicles - promoting, making, repairing, driving, you name it! #InternationalWomensDay #MothersDay #MotheringSunday #MotoringWomen #GirlPower
		5	**@johnhancockusa:** We're **celebrating** #InternationalWomensDay all month long and are rounding out the month by featuring two more of our phenomenal **women** in leadership. Hear what they had to offer as advice to their younger selves.
3	Counterfactuals	1	**@womandlaorg:** We can #BreakThe**Bias** by having #**girls** #boys led the cause. #futurefeminist initiative is a project that focuses on grooming a #genderequity community that's free and accommodative for all. #shedecides @SheDecidesGFI @SheDecidesZim #InternationalWomensDay
		2	**@SeedlingUdaipur:** "In our society, the **women** who break down barriers are those who ignore limits" –Arnold Schwarzenegger #InternationalWomensDay #March08 #Women**empowerment** #SeedlingSchool #Seedling #SeedlingSuperwomen
		3	**@JenniferGarrett:** Believe them – if you dismiss a **woman** who says that she is experiencing bias in the workplace, you've missed an opportunity for change. https://buff.ly/3imNcCi @womensday #breakthebias #IWD2022 #InternationalWomensDay
		4	**@JenniferGarrett:** Respect and appreciate difference, so that **women** don't feel that they must adopt certain behaviours to succeed. https://buff.ly/3wnwo6w @womensday #breakthebias #IWD2022 #InternationalWomensDay
4	Example illustration	1	**@ILXGroup:** As part of our #InternationalWomensDay **celebrations** last week we interviewed two inspiring **women** from Colt Technology Services, leading the way with the Network 25. Read the interview, here: https://buff.ly/3thFMXg #thoughtleadership #IWD2022
		2	**@mercer:** As we **celebrate** #InternationalWomensDay, Sarah Brown, Mercer Marsh Benefits Leader, Pacific shares how #teamwork, examining **bias** and being a role mode impacts **her** success and workplace. https://bit.ly/35bE1BZ #BreakThe**Bias** #BringYourBest #IWD2022

		3	**@womandlaorg:** Such wonderful speeches! **#Girls** taking the lead and biting that yes we can #BreakThe**Bias**. Arise #Girlchild #InternationalWomensDay #women**supporting**women @errymapleint
		4	**@LifeWithJohn:** While I've been off Twitter, I thought I would touch on a few events that have happened so far in March. It's been a busy month for sure. March 8th was #InternationalWomensDay. That day is dedicated to all the strong **women**. "We all rise by lifting each other up." Yes!
5	Explanation	1	**@HockeyCanada:** "Having the **support** of **women** around you is really vital in having a career like I do." From Thunder Bay to TSN, @juliatocheri is showing what **women** can accomplish in the broadcasting world. #InternationalWomensDay | @OHFHockey| @HNOHockey| @TSN_Sports
		2	**@realmarcusdavid:** Liberals, "I can't define the word **woman** because I'm not a biologist" #women #woman #InternationalWomensDay
		3	**@_ACSsolutions:** The month of March is special for **women** everywhere: it is the beginning of **Women's** History Month, a month dedicated to **celebrating** all **women**. Thank you, Catalina, for your talents and efforts! #acs #InternationalWomensDay #women #womenshistorymonth #empowerment #leadership
		4	**@LyzaLatham:** For #InternationalWomensDay, WeAreTechWomen spoke with industry experts, including Egnyte's Julie Giannini, to examine the **gender** gap in society, especially within the tech industry. Read on for valuable insights on how organizations can close the gap. https://bit.ly/3NkyMRE
		5	**@MisionONUCol:** "We, the reincorporated **women**, contribute to peace every day": Yarledys Olaya, president of the Community Action Board in Tierra Grata, Manaure, Cesar. This is her testimony, which we highlight in commemoration of the #InternationalWomensDay http://bit.ly/3Djnskc #IWD2022
6	Fallacies	1	**@aanandsivaraman:** According to this research shared by @HarvardBiz, having balanced or even greater numbers of **women** in an organization is not, by itself, changing **women's** experiences of **bias**. How to #BreakTheBias? Learn here. #InternationalWomensDay #IWD #Inclusion

		2	**@itsallyouboo:** "We do not need magic to change the world, we carry all the **power** we need inside ourselves already" — J.K. Rowling. Click here for 48 inspirational quotes for **women**. #WomensDay #WomensDay2021 #IWD2021 #InternationalWomensDay
		3	**@AssetTVUS:** Watch here as Beacon Pointe Advisors, Wealth Enhancement Group and @TrilliumAM discuss the evolution of #ESG, the many ways that **women** are changing the landscape, and the future of diversity, **equity** and inclusion: http://ow.ly/KHgC50Ip0qt #InternationalWomensDay #ATVMasterclass
		4	**@MSBSolicitors:** "Self-belief is the highest form of **power**." - Bethany McKeown #BreakTheBias #IWD2022 #InternationalWomensDay
7	Generalization	1	**@WmnsCoLab:** These **women** brought the realness to our #InternationalWomensDay event and we loved everything they had to say. If you missed it, check out the replay on our website: https://wearewomenscolab.com
		2	**@books_alexandria:** In **celebration** of #WomensHistoryMonth and #InternationalWomensDay, @Learning_Ally is sharing titles featuring the many achievements of **women** past and present. See them all here: https://buff.ly/3wvLib0 #Representationmatters #womeninhistory #womenshistorymonth #strongwomen
		3	**@iamspaceship:** "My hope for the future, not just in the music industry, but in every young **girl** I meet, is that they all realize their worth and ask for it." - Taylor Swift- #womeninhistory #womenshistorymonth #IWD2022 #womeninart #InternationalWomensDay2022 #InternationalWomensDay #empowerhermatters #womeninhistory #womenshistorymonth #strongwomen
		4	**@LoudMthBrownGrl:** Thank you for showing the world that **women** come in so many beautiful transitionary forms, that the **female** spirit lives through all of us. Happy #InternationalWomensDay and month. I love you, I am blessed by you and I am loved because of you. Thank you so much for being you.
		5	**@_ACSsolutions:** The month of March is special for **women** everywhere: it is the beginning of **Women's** History Month, a month dedicated to celebrating all women. Thank you, Catalina, for your talents and efforts! #acs #InternationalWomensDay #women #womenshistorymonth #empowerment #leadership

		6	**@h_markarian:** This #InternationalWomensDay, Citizens Bank leaders have joined the movement to #BreakThe**Bias**. They're leading by example, because we all believe in creating a more **equitable**, inclusive and diverse world — one where everyone is seen, heard and respected. #**Womens**HistoryMonth
8	Illegality	1	**@JohnSosnowski4: Celebrate** #InternationalWomensDay and #breakthebias by taking a stand in creating a **gender-equal** world free of **biases**, **stereotypes**, and **discrimination**. #lifeatMicroFocus #TeamMicroFocus https://bit.ly/3vSVPMT
		2	**@GlassboxDigital:** #InternationalWomensDay was March 8, and in **celebration** we have been highlighting some of the **women** at Glassbox all month long. Today, we're highlighting Elin Mathers, Insight Consultant. Here is some advice that she has for young **women** today.
		3	**@morriss_morriss:** Happy #InternationalWomensDay! I'm proud to be part of #PepsiCo where **women** are given the opportunity and resources to succeed.
		4	**@UNGeneva:** "**Women** have been playing a crucial role in advancing peace, development, human rights & multilateralism. On #InternationalWomensDay we honour their contribution https://women4multilateralism.org Alva Myrdal is one of the #Women4Multilateralism "
9	Legality	1	**@ArnerichMassena:** To honor #InternationalWomensDay 2022, Katherine Fox, CFP, CAP®, interviewed Liz Zavodsky, Executive Director of http://Ecochallenge.org, about her experience getting people involved in environmental and social **justice**. Listen to the full podcast at https://arnerichmassena.com/join-us-in-honoring-international-womens-day-on-march-8-2022?categoryId=0&sort=postDate%20desc&showArchivedPosts=0&q=
		2	**@toriboats:** I'm sharing an unconscious **bias** I'm eradicating from my home: the perception of Nag vs Persistent. I will be seeking to help my kiddos understand this hurtful term and change this bias tonight. I invite you to have this discussion with your kids, too! #InternationalWomensDay
		3	**@T_A_Omoroga:** An Amazing Day to appreciate MOMs! Not just showcase **her** on online, Have a Short Prayer, Message them and if you Can HUG THEM, Please do! HAPPY MOTHER'S DAY! I have got an Amazing **Woman** and Goddess! #InternationalWomensDay #MothersDay2022 #MothersDay

10	Number game	1	@**baladorje:** In 1978, educators in the Santa Rosa, California, initiated a "**Women's** History Week" to increase **awareness** of the contributions **women** have made to society. Read more https://lttr.ai/uGSH #WomanHistory #InternationalWomensDay
		2	@**phil_together:** Did you know that 70% of #GivingCircles are led by **women**? Check out the Global Giving Circle Directory to find hundreds of giving circles (primarily women-led!) who **support women** & **girls** in their local communities https://bit.ly/3t7iDFJ #InternationalWomensDay
		3	@**WolfsonCam:** As part of our series on the **Women** of Wolfson, meet Junior Research Fellow, Dr Helene Hoffman. Helene spent 14 months in Antarctica, and studies how ice cores help us understand the climate: https://bit.ly/3wEXmGW #WomensHistoryMonth #InternationalWomensDay #womeninstem
		4	@**CorePowerYoga:** There is so much strength and resilience in **woman**hood. Carry that with you always #InternationalWomensDay #WomensHistoryMonth #CorePowerYoga
		5	@**smadex:** We are very proud to have talented, strong and inspiring **women** in our team. And Flo Methorst is for sure, one of them. She's been part of the family for 7 years and today she shares with us what's the meaning of inspiration for **her**.
		6	@**Snaptron:** For **Women's** History Month, we continue to highlight the women of Snaptron, who make up 57% of our workforce. #womenshistorymonth #inspiringwomen #InternationalWomensDay #manufacturing #manufacturingindustry #manufacturer #electronics #tactilemetaldomes #switches
		7	@**AYCLearnDigital:** 3 things governments can do now to **protect** #women from **violence** #InternationalWomensDay @IJM http://wef.ch/30ph0oS rt @wef 9,774 **women** are still in detention or enforced disappearance, more than 16,000 **women** have been killed, the killing of 93 **women** due to torture, since Mar. 2011 in #Syria.
		8	@**snhr** .@EnabBaladi_Eng: #SNHR documented in its report on #InternationalWomensDay, at least 9,774 **women** are still in detention or enforced disappearance, more than 16,000 **women** have been killed, the killing of 93 **women** due to torture, since Mar. 2011 in #Syria.

11	Openness and honesty	1	**@AfricanBizMag:** Improving access to financing is vital to unlock the potential of **female** entrepreneurship across Africa, but just providing financing is not enough to remove the long-standing exclusion and **discrimination** that **women** have suffered. #InternationalWomensDay
		2	**@RoseWoodVillage:** Thank you to the Davis Bradley bluegrass band for helping us **celebrate** ALL **women** during #InternationalWomensDay!!! 🎶💜♀️❤️#Hollymead
		3	**@BlkDiamondGrp:** In honour of **Women's** History Month, we're sharing the perspectives of **women** in leadership positions across the company. Today, meet Laura Komianos, Executive Assistant to our EVP & CFO. https://blackdiamondgroup.com/news-events/news-events/black-diamond-group-honours-iwd/ #InternationalWomensDay #WomensHistoryMonth
		4	**@DavidCSusman:** What a fabulous way for NASA to reach out to young **girls** and encourage them to pursue STEM and their dreams! Kudo @NASA #STEMeducation #STEM #Artemis #InternationalWomensDay #astronaut https://nasa.gov/specials/calliefirst/
12	Pseudo-ignorance	1	**@amsivemarketing:** What is something you have learned from a **woman** in the workplace? #WomensDay #WomensHistoryMonth #IWD2022 #InternationalWomensDay
13	Reasonableness	1	**@TheIsmaili:** Join us on #TheIsmailiTV this weekend to #BreakThe**Bias** and **commemorate** #InternationalWomensDay Gala 2022! Get ready to be inspired by five amazing **women** breaking down barriers and leading the way in their fields. Tune in at http://tv.ismaili #Ismaili #IWD2022
		2	**@bbh:** This year's #InternationalWomensDay theme explored how challenging **gendered** assumptions can contribute to #breakthebias. Our Women's Network invited thinktank @Coqual_ to share how companies can champion women in the workplace through their policies & fuel self-driven success.
		3	**@360insights:** The final #InternationalWomensDay event is starting! Our notable panel, led by @heathermargolis, is discussing the importance of #mentorship & ways **women** can #**empower** one another. Come help us close out this **celebration**! #BreakTheBias #WomenInTheChannel

APPENDIX B

No	Strategies	No	Datum
2. Ideological squares			
1	Emphasize positive thing (Us)	1	**@PChibuchiN:** To the **Women** of the World! You are **celebrated**! To the **women** going through abuse! Get your freedom today, you deserve a better life. To the **Women** that are late, we honour your memories they. Are beautiful. Mothers Day #InternationalWomensDay #women #HappyMothersDay
		2	**@BMMuseum:** As our month of **celebrating** women & cars comes to a close, here's a reminder of the affinity **women** have with vehicles - promoting, making, repairing, driving, you name it! #InternationalWomensDay #MothersDay #MotheringSunday #MotoringWomen #**GirlPower**
		3	**@MisionONUCol:** "We, the reincorporated **women**, contribute to peace every day": Yarledys Olaya, president of the Community Action Board in Tierra Grata, Manaure, Cesar. This is **her** testimony, which we highlight in commemoration of the #InternationalWomensDay http://bit.ly/3Djnskc #IWD2022
2	De-emphasize negative thing (Us)	1	**@womandlaorg:** We can #BreakThe**Bias** by having #**girls** #boys led the cause. #futurefeminist initiative is a project that focuses on grooming a #**genderequity** community that's free and accommodative for all. #shedecides @SheDecidesGFI @SheDecidesZim #InternationalWomensDay
		2	**@HockeyCanada:** "Having the **support** of **women** around you is really vital in having a career like I do." From Thunder Bay to TSN, @juliatocheri is showing what **women** can accomplish in the broadcasting world. #InternationalWomensDay | @OHFHockey| @HNOHockey| @TSN_Sports
		3	**@realmarcusdavid:** Liberals, "I can't define the word **woman** because I'm not a biologist" #women #woman #InternationalWomensDay
		4	**@morriss_morriss** Happy #InternationalWomensDay! I'm proud to be part of #PepsiCo where **women** are given the opportunity and resources to succeed.
3	Emphasize negative thing (Them)	1	**@JenniferGarrett:** Respect and appreciate difference, so that **women** don't feel that they must adopt certain behaviours to succeed. https://buff.ly/3wnwo6w @womensday #breakthebias #IWD2022 #InternationalWomensDay

		2	**@CorePowerYoga:** There is so much strength and resilience in **womanhood**. Carry that with you always #InternationalWomensDay #WomensHistoryMonth #CorePowerYoga
		3	**@amsivemarketing:** What is something you have learned from a **woman** in the workplace? #WomensDay #WomensHistoryMonth #IWD2022 #InternationalWomensDay
4	De-emphasize positive thing (Them)	1	**@IFES1987:** In August 2021, IFES facilitated a MediaLab on "Promoting #GenderEquality and Civic Activism" in #Kyrgyzstan, which focused on ways to counter gender stereotypes & promote women's representation in social and political life. #InternationalWomensDay #BreakTheBias @IFESGender