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Abstract:

Problem of politics of body and conception of woman’s sensuality are open for public debate nowadays. The controversy of Inul and other women dangdut singers’ dance has given ways to public discourse’s openness on problems of pornography, sensuality and debate on woman’s politics of body. This study aims to explore as well as analyse public discourse in mass media. It is limited to analyse textually theme in media. The purpose is to map and identify issues related to woman’s politics of body and sensuality developed in society through mass media texts within the context of woman dangdut singer Inul Daratista. Media and cultural studies perspective is used in reading this phenomenon. This research yields that the controversy issues surround woman dangdut singer’s dance do not only limited to whether the singer can or cannot dance energetically on stage, but also go beyond issues on human (woman) rights and violence. The concept of woman sensuality and politics of body developed in mass media is not clearly defined. The discourse of sensuality brought out by mass media is tend to put this concept as an intended act which arouse consumer’s sexual imagination. Sensuality is a “virus” attached to woman. It causes nation’s mental and moral illness. Woman’s body does not view as a whole but as parts of body. In return, woman’s body exploitation constructs negative representation on woman as media economic commodity.