

biographies, regulations, and policies. While the document in the form of images can be in the form of photos, live images, sketches, and others.

So, the data collection technique of my research is as follows: 1) Reading the caption of Instagram posts and videos to find suitable data for my research. 2) choosing every suitable @lgbt Instagram post such as pictures and videos.

3.5. Data Analysis Technique

According to Sugiyono (as cited by Thabroni, 2021), data analysis technique is the method used with regard to calculations to answer the problem formulation and hypothesis testing in the study. Based on the explanation above, this research uses qualitative data analysis technique because the object of the research is the caption @lgbt Instagram post, and also the data used is the caption Instagram of @lgbt's post and videos. So, my data analysis technique is: 1) classifying the data based on my research topic 2) analysing the data to answer my research questions about macrostructure, microstructure, social cognition, social context; 3) taking conclusion.

CHAPTER 4

CRITICAL DISCOURSE ANALYSIS ON INSTAGRAM ACCOUNT @lgbt USING VAN DIJK'S MODEL

4.1. Macrostructure

Van Dijk (1980;9) states the notion of macrostructure has a more limited function. Therefore, the text consist of macrostructure elements by Van Dijk in the data is observed in a global meaning and has the main idea through every sentence coherently as the main topic of the text. The discourse text of macrostructure in @lgbt Instagram account is quite interesting. Because there are several image posts that use thematic elements in the macrostructure of Critical Discourse Analysis

(CDA) to reveal the main issues in @lgbt's Instagram posts regarding Lesbian Gay Bisexual Transgender Queer (LGBTQ).

4.1.1. Thematic

Thematic of the text is covering all of the meaning globally in a sentence coherently and it determines the theme of the text. Moreover, an image post of @lgbt Instagram account will be delivering their message to the public. There are 5 data of thematic elements to reveal the main issues in @lgbt's Instagram account about gender inequality. They are:

Datum 1 (@lgbt Instagram, 2022):

"It's okay to completely ignore and disregard perspectives and opinions that are rooted in erasing other people's humanity. It's okay to decide someone isn't worth listening to if they are saying harmful things. That's ok."



Figure 4.1. Post about against colorful highlights in orange, teal, lavender, and pink. (@lgbt, 2022)

The social analysis on thematic element in this research shows LGBT group majority against discrimination through the people in public. In the very beginning of the text, @lgbt is voicing their thought on January, 26 2022 as the momentum

for The LGBTQ people to be ready to face the world that is not respectful about their existence. The promotion is stated by mentioning the word of “okay” three time to emphasize people around the world about their ideas. Supporting, promoting, acceptance is the main reason for LGBTQ people to celebrate. @lgbt mentions clause of “it’s” two time to emphasize about the purpose of their campaign in front of people around the world. Hence, the use of figure of speech of “repetition” in this text is in line with the macrostructure of Van Dijk CDA in the term of thematic elements, and @lgbt Instagram post is applying the figure of speech “repetition” to declare the campaign of LGBTQ to American and people around the world. Therefore, it can be revealed that the first idea is @lgbt Instagram account wants people around the world to accept their existence, concerns of LGBTQ people to be treated well in this world.

Datum 2 (@lgbt Instagram, 2022):

1.) “**Intersex Awareness Day!**”; 2.) “1. All **intersex** people are LGBTQ. Some **intersex** people do not want to be included in the acronym. **Intersex** issues are different than LGBT issues although they may share some common ground. A lot of **intersex** people do include the letter ‘I’ in the LGBTQIA acronym. 2. Being **intersex** is incredibly rare. According to experts, about 1,7% of the population is born **intersex** (that’s about the same as people born with red hair)”.



Figure 4.2. Post about Intersex Awareness (@lgbt, 2022)

Thematically, there is one theme to be built in the edition of @lgbt Instagram account about “Intersex Awareness Day”. One theme comes from the overall theme of this thematic element. Based on the overall themes in @lgbt’s post the topic of cause and effect due to the celebration of Intersex day. “Intersex” is a class of adjectives, it means they having a body that is between male or female (Cambridge University Press:2023). “Intersex Awareness Day” refers to the time of the campaign of the LGBTQ celebrations. @lgbt Instagram account celebrated of this day on social media, many events in the period before the campaign, one of which with the hashtag “#NationalComingOutDay!”, “#TurnUpTheLove” which are as big celebration of intersex day. Social media of Instagram is used as a place for LGBTQ people to express their gender identity in order to get some attention, empathy, and be accepted in the society. The best way to make the celebration of Intersex Awareness Day lively or to become the subject of public discussion on Instagram social media is to take advantage of the hashtag feature.

However, @lgbt Instagram account or which means LGBTQ people around the world declare the celebration of “Intersex Awareness Day” implicitly during the day of national LGBTQ Day on October, 2022. They apply the context of time

wisely to deliver the message to the society about their existence. @lgbt Instagram account celebrated national LGBTQ Day in the intersex awareness day as they mentioned “Intersex” in seven times in row to validate that day to people around the world about that day. The repetition of “Intersex” in that sentence is to indicate how LGBTQ people need the validation, need the gender equality for their identity as a serious issue and crucial of the celebration in that time is.

Datum 3 (@lgbt Instagram, 2022):

- 1.) “Trans women **don’t owe you femininity.**”; 2) if your **feminism isn’t** trans inclusive. It **isn’t feminism**”.



Figure 4.3. Post about reminder pride season. (@lgbt, 2022)



Figure 4.4. Post about reminder pride season. (@lgbt, 2022)

Thematically, LGBTQ talks about Mondial issues. Based on the data above, @lgbt Instagram account is voicing the problem about their identity to people around the world what they have been through as an LGBT in nowadays. They mention about “**don’t owe**” firstly which is the main problem are happening to LGBTQ people in all around the world. It shows that @lgbt Instagram account wants to convince that trans women also have the right to show their identity as a complete woman. The situation that causes to transgender people in nowadays is very difficult because the digital era makes them visible to people all over the world.

Figure 4.3. talks about trans women to all Americans, and including people all over the world, that actually they can get through the negative situation to the society by being a transgender. @lgbt’s Instagram account states that “Trans women don’t owe you feminity” they want people know they deserve to be as a human and their existence in the surrounding environment to be trans women even though they are not completely as a women. It is Mondial issues about LGBTQ that are affected by feminism that is still the big problem to overcome the equality, so that, @lgbt Instagram really concerns to save trans women gender identity by being a woman completely.

Datum 4 (@lgbt Instagram, 2022):

“Yesterday our marriage became legally protected. as it always should have been. **We get to** honor the promises we made. **To** go on in sickness and in health till death do we part. **To** love that deeply is a blessing. **To** walk through life beside another; one of life’s greatest gifts. Everyone should have the right to make that promise and have it been respected. Yesterday love won as it always should. And **today** we have a little more hope.”

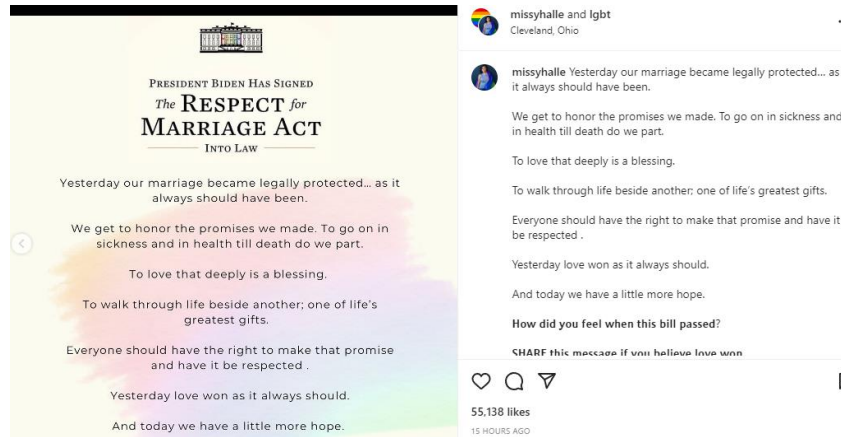


Figure 4.5. Post about LGBT marriage legally protected by president Joe Biden. (@lgbt, 2022)

Figure 4.5. thematically refers to the day of the declaration of people LGBT groups majority marriage legally protected by president Joe Biden. He has signed the respect for lesbian, gay, bisexual, transgender marriage. The government of United States conveys about being respectful to LGBT marriage through @lgbt Instagram account with the LGBT problem that their existence cannot visible by people all over the world causing the gender inequality.

The LGBT marriage solution that President Biden persuaded to LGBT groups majority in United States has become legally into law to the better life for them. The problems LGBT groups majority it is very difficult for the society to accept their existence. However, President Joe Biden wants to make the LGBT groups majority in marriage feels love, safe, respect. They expect their existence to be respected based on the basis of humanity. After conveying all the matters, Biden applies figure of speech of repetition in word “**To**” three time, “**To**” refers of the declaration about the marriage in LGBT groups to fight all the matters. The pronoun “**we**” refers the LGBT majority groups as President Joe Biden delivering the messages classified to the vision of LGBT marriage declaration into law to make LGBT groups majority considered the equal.

Datum 5 (@lgbt Instagram, 2022):

“My name is Jazz and I was assigned male at birth at age 2, I expressed I knew I was a girl. At age 5, **I began my social transition. Today, despite living me as a proud trans woman**, legislators ban the book out of fear that it will “recruit” or “brainwash kids into being LGBTQ+. It does not the book is about identity. It helps so many transgender youths learn about their personal self-identity and who they are and it helps families better support their transgender child and friends better support their transgender friend! LGBTQ+ belong allowing us to share our stories creates a more inclusive and welcoming world for all people”



Figure 4.6. post about LGBTQ children book

On this datum 5, the main idea is “**I began my social transition. Today, despite living me as a proud trans woman**”. Transition means a change from one form or type to another, or the process by which this happen may be social, legal, medical, that lead to someone living their life as a person of a different gender to the one they were said to have at birth (Cambridge University Press:2023). By this word, Jazz in @lgbt Instagram video completely declares that being a trans woman can do everything even she makes the book about gender identity to all children. When a boy feels himself in the female gender, the role of parents and the environment in the formation of a child's gender identity is very important. LGBT thoughts sex is not female or male. Gender is only containing the differences in the functions and social roles of men and women that are shaped by the surrounding

environment. Gender is created from sociocultural processes within a certain field of society. Gender identity is more directed to how Jazz feels even he is male, but he feels completely he is a woman. The social transition refers to the LGBT groups majority to share their opinion to the main idea about the transition as a trans woman.

4.2. Superstructure

Superstructure is an analysis of a text that consists of several elements in the text to build a schema in order to produce the meaning text from beginning to the end. It includes introduction, content, and conclusion.

Datum 1 (@lgbt Instagram, 2022):



Figure 4.7 post about Trans kids are not “too young.” (@lgbt, 2022)



Figure 4.8. post about the argument against trans youth (@lgbt, 2022)

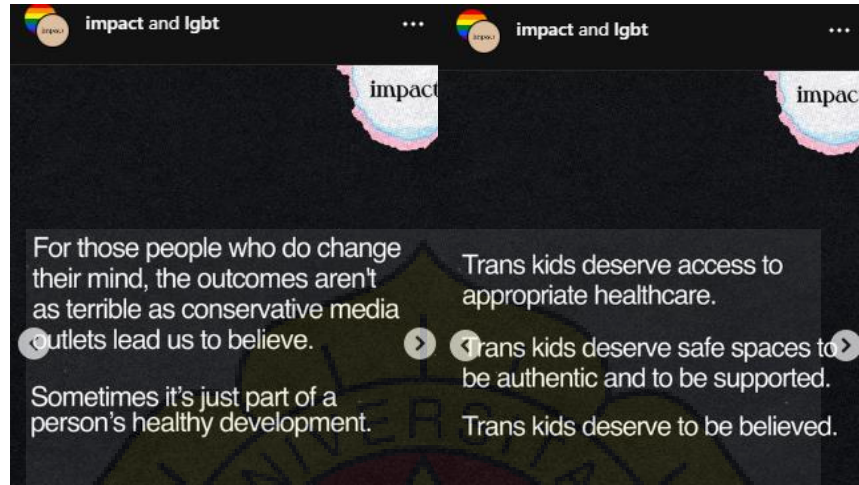


Figure 4.9. post about the mindset of media lead the news (@lgbt, 2022)

From the schema above, in figure 4.7, in the very beginning that @lgbt Instagram says that Trans kids want to know what it means to be a boy or a girl. @lgbt says that they helping trans kids admitting what they do not know. In figure 4.8 and 4.9., it means the content above explain many children go on to identify as lesbian, gay, or bisexual to express their gender identity. Hence, it can be concluded that it is important to make distinction between instances **where “kids are being kids”** and when they are asserting things about themselves that are critical to their identity and development as is the case with gender identity and expression.

Datum 2 (@lgbt Instagram, 2022):

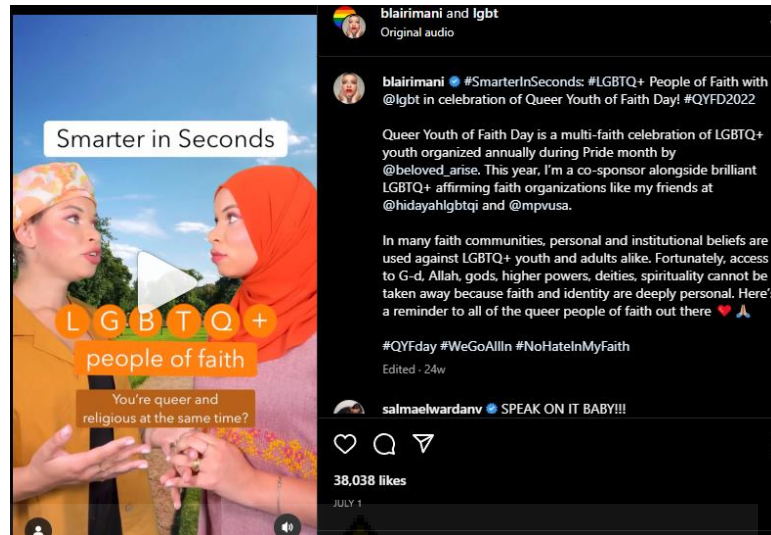


Figure 4.10. post about LGBTQ+ people of faith (@lgbt, 2022)

From the schema above, in the very beginning that issues of gender identity such as LGBT are different things from religious beliefs. Blair Imani's religion is Islam. She believes that Islam is against lesbian, gay, bisexual and transgender people. However, in this content she says that LGBTQ people often feel they do not get their rights because of discrimination and violations of their religious beliefs. She thinks that the problem of LGBT identity is not the problem, but rather their (religious) hatred of LGBT people. The result can be concluded and obtained is that Blair Imani's understanding of her religious teachings as a whole is relatively the same and there is no other change before realizing she is bisexual until now, she has identified herself as bisexual. There are indeed differences in the details of knowledge and understanding but not significantly different.

Datum 3 (@lgbt Instagram, 2022):



Figure 4.11. post about LGBTQ+ people belong at pride (@lgbt, 2022)

From the schema above, Blair Imani says that there are two main terms in modern homosexual discourse, namely **"Closet"** and **"Come Out"**. The term **"Closet"** is used as a parable to express a private space where a person can live in an honest manner, complete with his identity intact. While the term **"Coming Out"** is used to express the expression of their appearance in the public space. In simple terms, coming out can be interpreted as coming out of a place that was previously closed or admitting what was previously hidden. In social reality, even though sexual orientation is considered one of the recognized identities, an LGBTQ+ person who comes out from the closet or come out is still vulnerable to discriminatory treatment. Words or phrases addressed to gays are often used as material for ridicule which is to corner the group.

Datum 4 (@lgbt Instagram, 2022):



Figure 4.12. post about transgender time misgendering (@lgbt, 2022)

From the schema above, in the very beginning that Kayden Coleman wants everyone around him to realize that he is a transgender person and even everyone closest to him calls him with the pronoun "**she**". This makes Kayden hurts and to speak up about dead naming. It is never okay to call someone by a name they hate, regardless if you understand their reasoning or not. People do not even have to agree with their name choice, they need some respect. In this video, Kayden truly cares about transgender people. They will use their preferred pronouns and name. It does matter to the person in question whether or not you use their preferred pronouns and names. So, you cannot claim because you knew them before, it does not matter. Trans people are comfortable with misgendering. If Kayden uses a trans person's pronouns or name around society who they have not come out to yet or who is transphobic it could be dangerous for trans people. So, it is good to be sure beforehand.

Datum 5 (@lgbt Instagram, 2022):

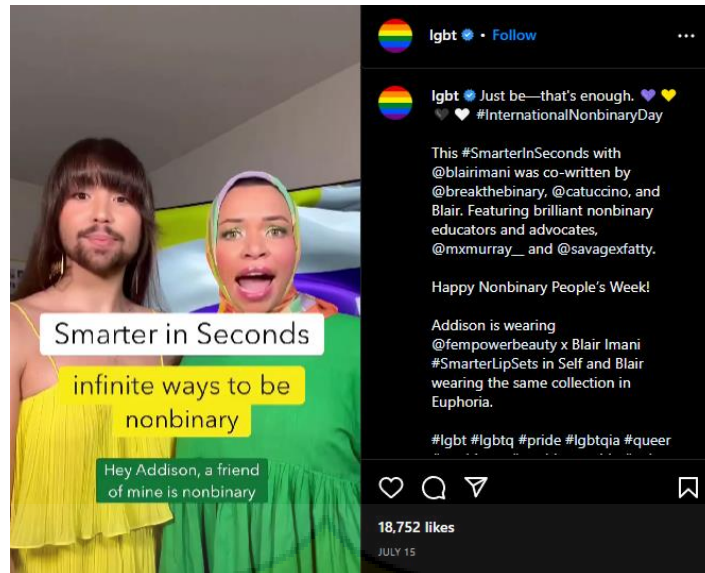


Figure 4.13. post about infinite ways to be nonbinary (@lgbt, 2022)

From the schema above, in the very beginning about nonbinary people say there is no rule on how to be a man or woman to all nonbinary people. (Cambridge university press, :2023) gender binary means the idea that there are only two genders and everyone is either male or female. At that time the gender binary was pervasive and unquestioned. It means, nonbinary people sometimes live with masculine energy, sometimes in feminine energy.

The term nonbinary is a gender identity that does not specifically refer to one gender, such as women or men. @lgbt video says that nonbinary groups think of themselves as having two genders at once, even if they actually have one sex or even two. Therefore, Addison, who is a nonbinary person, uses the third person or plural pronoun for groups of people with nonbinary gender identities, namely “They”. This is because “They” pronoun is that refers to one specific gender as male or female only.

Datum 6 (@lgbt Instagram, 2022):

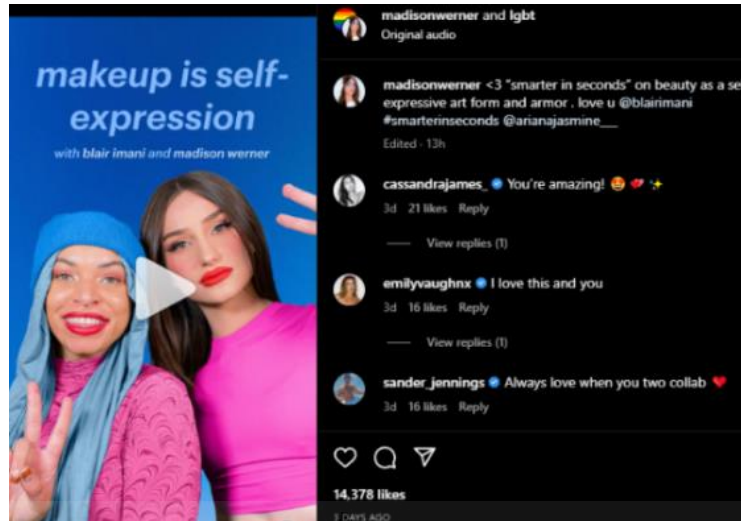


Figure 4.14. post about makeup is self-expression (@lgbt, 2022)

From the schema above, in the very beginning that Madison Werner is a trans girl who says beauty as a self-expressive art form and armour. She starts her comfort zone to be a trans girl. As the last speech in this video states that she supports to all trans woman around the world to express their gender identity. It is fine if they do not feel like they know very much about trans people. Madison says there is no right or wrong way to be trans, but what is clear is that it is not something that is a fad or a lifestyle choice and that all trans people deserve to be treated with dignity and respect.

Datum 7 (@lgbt Instagram, 2022):



From the schema above, Blair says most people reject the existence of LGBT, especially around the family. Society, in general, sees the existence of LGBT as something negative, abnormal, and a mistake, especially in the family environment, the family has a responsibility towards other family members, namely "talking". Communication within the family is something that is very important. Communication that occurs between families can form, underlie, and also maintain the family itself. From the video above, it can be seen that the cultural background of the family influences into the self-disclosure process to become LGBT. This reveals that western culture including liberalism such as norms and public views regarding LGBT influences their considerations in sexual orientation.

Datum 8 (@lgbt Instagram, 2022)



Figure 4.16. post about anti-trans bans (@lgbt, 2022)

From the schema above, @lgbt says that transwomen experience discrimination making it difficult to access their rights as a human in society, both the right works and a decent living. There is no protection to LGBT people. Because, the protection for all citizens is expected, including transwomen. Hence, the social analysis in this role of the surrounding environment to protect its citizens has not happened to trans women and LGBT people. They do not require special treatment, but equal treatment like other citizens.

Datum 9 (@lgbt Instagram, 2022):



Figure 4.17. post about anti-binary people (@lgbt, 2022)

From the scheme above, @lgbt says about Genderqueer (GC), which means the term non-binary gender identity that does not refer specifically to one gender, such as women or men. @lgbt says “there are infinite ways to express yourself”, it should be underlined that a person's awareness of their sexual orientation and gender identity can appear at any age. There are those who have started to feel different from their peers from an early age, but there are also those who have just experienced an identity crisis or understood their identity after growing up. In the video @lgbt post above, anti-binary people share their stories and hopes for the world to be free from gender bias and oppression.

Datum 10 (@lgbt Instagram, 2022):



Figure 4.18. post about trans kids (@lgbt, 2022)

From the schema above, @lgbt says about how Florida's poised to ban gender affirming care for trans kids. Dysphoria means severe unhappiness, especially a person's feeling of being very uncomfortable in their body or of being in the wrong body (Cambridge University Press:2023). While, in this @lgbt video post above about the current political debate about treatment for gender dysphoria is already having a chilling effect seeking care. The Florida Department of Health has released new guidance against the use of treatments like puberty blockers and hormone therapy for children. It says social transition in the use of a different name, pronouns or style of dress should not be a treatment option.

Datum 11 (@lgbt Instagram, 2021):



Figure 4.19. post about cisgender (@lgbt, 2022)

From the schema above, @lgbt says about cisgender people. Cisgender means used to describe a person whose gender matches the body they were born with (Cambridge University Press, :2023). Cisgender (pronounced sis-gender, or just sis), is a term that means whatever gender you are now is the same as what was presumed for you at birth. @lgbt says “you first need to see yourself beyond these limited structures” This simply means that when a parent or doctor called you a boy or a girl when you were born, they got it right about your gender that can change over time. Sometimes this is because your gender itself has evolved, and sometimes this is because you learn new words or word-combos that more accurately describe your lived experience.

Datum 12 (@lgbt Instagram, 2021):



Figure 4.20. post about #TransgenderAwarenessWeek. (@lgbt, 2021)

From the schema above, Rosalynne Montoya on @lgbt Instagram account says every community has trans and nonbinary people. However, transgender and nonbinary communities continue to face discrimination, erasure, disapproval, violence, rejection. By the Intersex Awareness Day, @lgbt declares that the people closest to us are usually the best at helping us feel safe and connected. So, it can be dangerous for trans and nonbinary people when their loved ones are unsupportive. Many who experience violence are hurt by family members or partners.

Datum 13 (@lgbt Instagram, 2021):

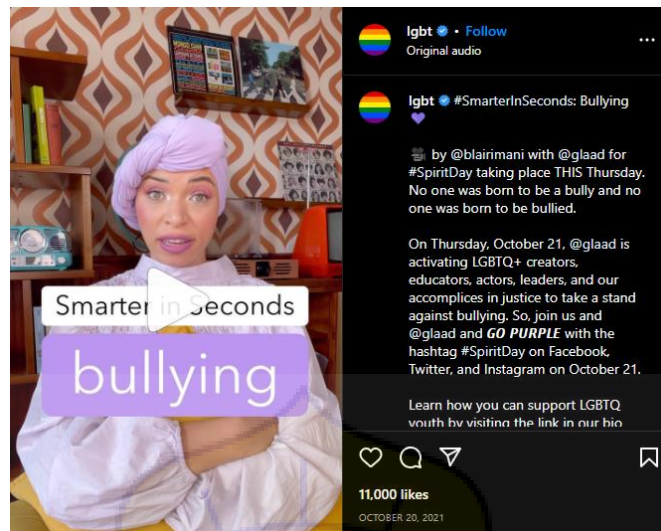


Figure 4.21. post about #TransgenderAwarenessWeek. (@lgbt, 2021)

From the schema above, @lgbt says so far, the bullying that occurs on social media such as Instagram, because, social media that is widely used by the community. Based on the @lgbt video says that lots of bullying to LGBT people including cyberbullying on internet to people who are considered to have odd identities like LGBT. One of them is transgender. They provide negative comments and tend to be harsh on transgender social media accounts. They do it without hesitation and without feeling guilty and this bullying is based on the logic of truth that is naturalized in LGBT lives through their daily lives, both social, legal and religious aspects.

The logic of truth is related to the concept of categorization and binary opposition which states that there are only two genders and two types of gender identities in this world. Men are masculine and women are feminine. So, when another identity appears that blurs the boundaries between the two, or mixes the two, then that identity is considered "chaotic" and incorrect.

Datum 14 (@lgbt Instagram, 2021):



Figure 4.22. post about transphobia. (@lgbt, 2021)

From the schema above, @lgbt says about transphobic people. Transphobia means coming from or having a fear or dislike of transgender or non-binary people whose gender does not match the body they were born with (Cambridge University Press:2023). It means, transphobia is described as someone who has hate, fear, or disgust for transgender people or anyone who does not fit into the male/female gender binary. Like what @lgbt says, transphobia is not funny, jokes at the expense of LGBT people are not funny. This is not to say that it cannot get into topics about personal identity, as there are ways to tactfully and humorously talk about more serious experiences without hurting people by gender identity.

Datum 15 (@lgbt Instagram, 2021):

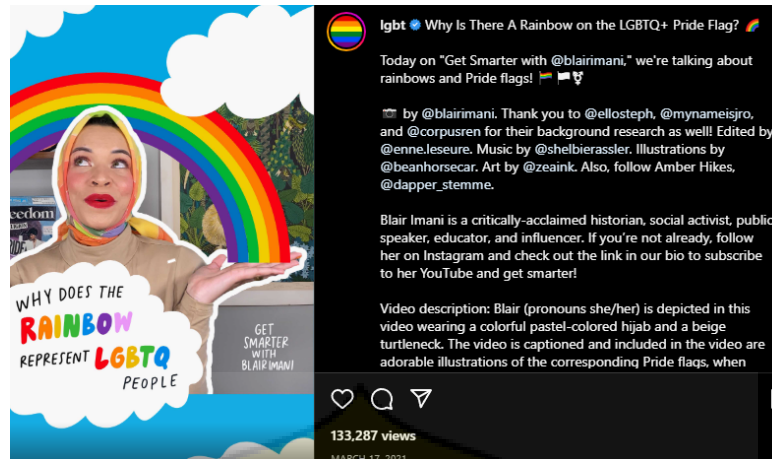


Figure 4.23. post about rainbow flag. (@lgbt, 2021)

From the schema above, Blair Imani says for LGBT people pronouns are basically how they identify themselves apart from their name because all of those pride flags. It is how someone refers to them in conversation. That is why LGBT group majority have put together a glossary of terms relating to gender identity. By the different colours within LGBTQ flag, it is meant to represent togetherness about their goal to help people communicating accurately and respectfully with one another.

4.2. Microstructure

Microstructure is a local meaning that can be analysed by seeing the diction, sentence, structure, and rhetorical that shown in the text. The local meaning is observed through semantic, syntactic, stylistic, and rhetorical elements. In this analysis, I will use semantics, rhetoric, and lexicon elements.

4.2.1. Semantic

Semantic means to be emphasized in the text, for example, by giving explicit details in one side and reduces the detail of other side. The elements of semantic are setting, detail purpose, presupposition, and denial. In this analysis I

will analyse the background, detail, and purpose. All the explanations will show about the semantic in background, detail, and purpose:

Datum 1 (@lgbt Instagram, 2022):



Figure 4.24. post about LGBT identities. (@lgbt, 2022)

Based on the explanation, here is the explanation of the background, detail, purpose above. **1.) Background**, background in the explanation above is about the LGBTQ people in groups they think there are too many LGBTQ+ labels. Blair Imani says LGBT group majority need the gender equality for their identities. ;**2.) Detail**, the detail in the explanation above shows a person whose gender identity and assigned sex at birth. Because no one is able to step outside of the social cultural processes about identities, values, and perceptions.; **3.) Purpose**, the purpose of the explanation above informs about the solution the way of LGBTQ people expresses their feelings without the intimidation, and violation.

Datum 2 (@lgbt Instagram, 2022):

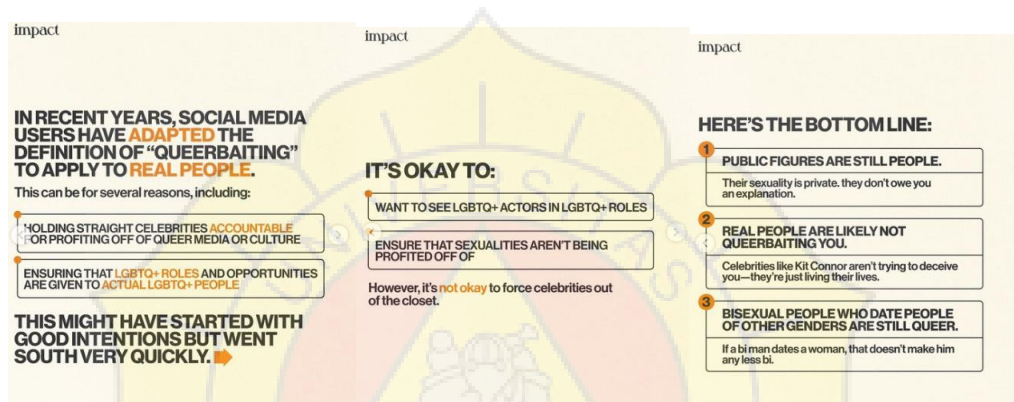
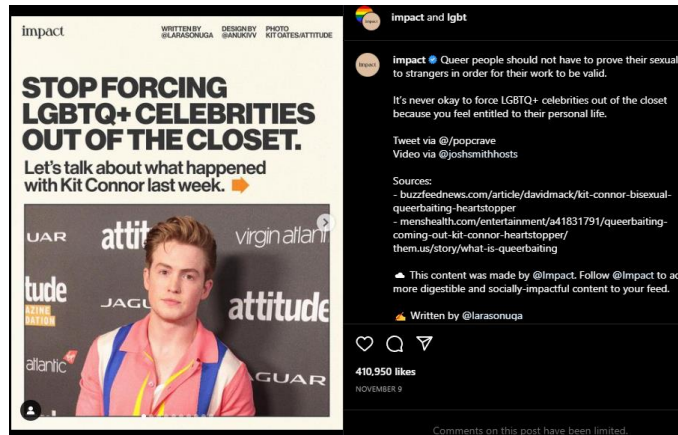


Figure 4.25. post about forcing LGBTQ+ celebrities. (@lgbt, 2022)

Based on the explanation, here is the explanation of the background, detail, purpose above. **1.) Background**, background in the explanation above is about forcing the LGBTQ+ people celebrities, it is quietly private for them. Gender-based violence can be understood as violence perpetrated against a person based on gender identity, gender expression or perceived gender, and includes a wide range of behaviours, not all of which meet the threshold of criminal behaviour. While not all inappropriate sexual behaviour is criminal under the law, forcing them by talking “Closet” every time it can make people feel unsafe, uncomfortable and uncomfortable in a variety of settings and can affect their physical and mental well-being if they forced to make demands from society about their identities.; **2) Detail**, the detail in the explanation above shows for some reason about their sex life or perform a gender role that society deems appropriate for one’s sex. Because it is

considered the norm.; 3.) **Purpose**, the purpose of the explanation above informs about private aspects of one's sexuality that go from the private to the public sphere.

Datum 3 (@lgbt Instagram, 2022):



Figure 4.26. post about microaggressions of LGBTQ+ people. (@lgbt, 2022)

Based on the explanation, here is the explanation of the background, detail, purpose above. **1.) Background**, background in the explanation above is about microaggressions affect the LGBTQ+ community. in this explanation above it means LGBTQ+ have faced discriminations due to their sexual orientation or their gender identity. ;**2.) Detail**, the detail in the explanation above shows many microaggressions can be unconscious and come from a well-meaning place but are still harmful, but there is also a lot pride, strength among the community to fighting in meaningful ways. ; **3.) Purpose**, the purpose of the explanation above informs discussions about the instance of racism that they felt. A word “micro” does not mean that these acts cannot have big or lifechanging impacts.

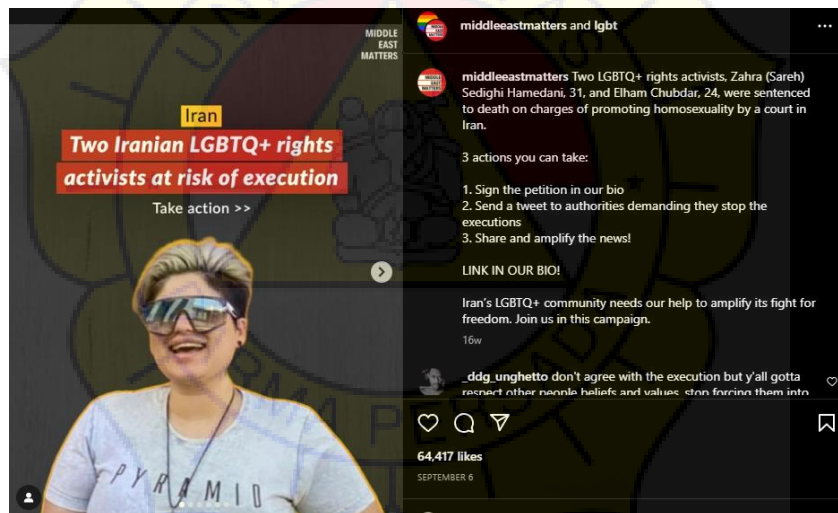
Datum 4 (@lgbt Instagram, 2022):



Figure 4.26. post about children can identify as LGBTQ+. (@lgbt, 2022)

Based on the explanation, here is the explanation of the background, detail, purpose above. **1.) Background**, background in the explanation above is about how if children mean to identify as LGBT. If children felt this, and kids are often asking their parents about that they feel uncomfortable about it. Children may learn about LGBT through their friends.;**2.) Detail**, the detail in the explanation above shows about how have a good discussion with your child about this topic LGBT, it is important to understand. In order to create an environment that embrace curiosity, normalizes difference, and encourage respect.; **3.) Purpose**, the purpose of the explanation above informs children is only able to understand simple and this is beginning to explore and understand who they are in the world. Questions about gender and sex become more complex and concrete.

Datum 5 (@lgbt Instagram, 2022):



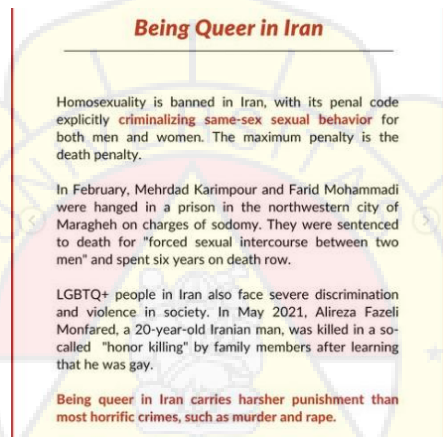
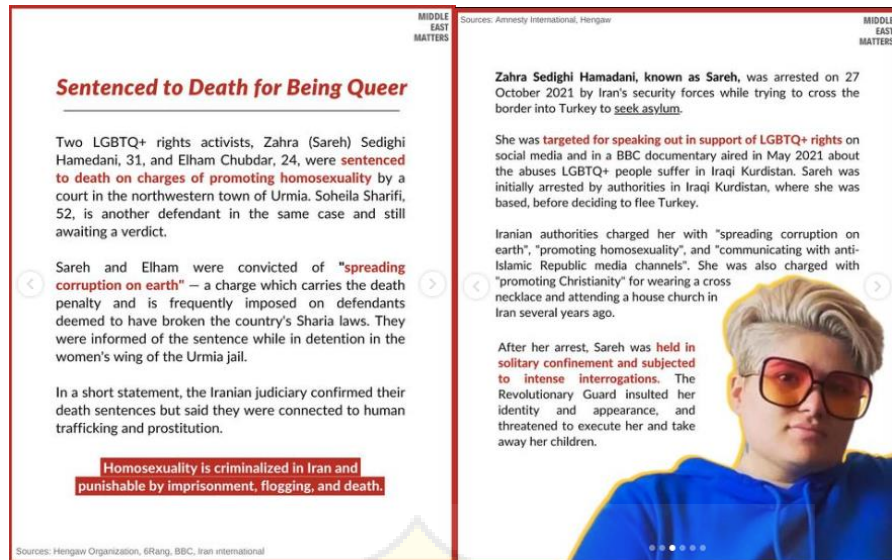


Figure 4.27. post about two Iranian LGBTQ+ rights activists at risk of execution. (@lgbt, 2022)

Based on the explanation, here is the explanation of the background, detail, purpose above. **1.) Background**, figure 4.27 above displays Iranian LGBTQ+ activist, Sareh Sedighi, prior her arrest in Iran. She was arrested because fight for justice and was sentenced to death on charges of promoting homosexuality by a court in Iran. ;**2.) Detail**, the detail in the explanation above shows the activists accuse Iran of being in the throes of a major crackdown that is affecting all areas of society, including a new push against the Bahai religious minority, a surge in executions and arrests of foreign nationals. Homosexuality is banned in Iran with its penal code explicitly criminalizing same-sex sexual behaviour for both men and

women.; 3.) **Purpose**, the purpose of the explanation above informs the executions of two Iranian sentenced to death for supporting the human rights of lesbian, gay, bisexual, trans and gender-diverse (LGBT). LGBT is illegal in Iran, so no protection for employment exist if you are an LGBT person.

4.2.2. Lexicon

Lexicon is related on how someone chooses words for the various possible word. The choice of words is used not only by chance but it shows the meaning of someone to the reality. Here is the explanation of my analysis about the lexicon:

Datum 1 (@lgbt Instagram, 2022):



Figure 4.28. post about Asexual. (@lgbt, 2022)

Lexicon uses a choice of certain words. Like the sentence of this words “**not a vampire yet**” means that asexual people is still exist in nowadays. Because, an asexual person does not experience sexual attraction, they are not drawn to people sexually and do not desire to act upon attraction to others in a sexual way.

Datum 2 (@lgbt Instagram, 2022):

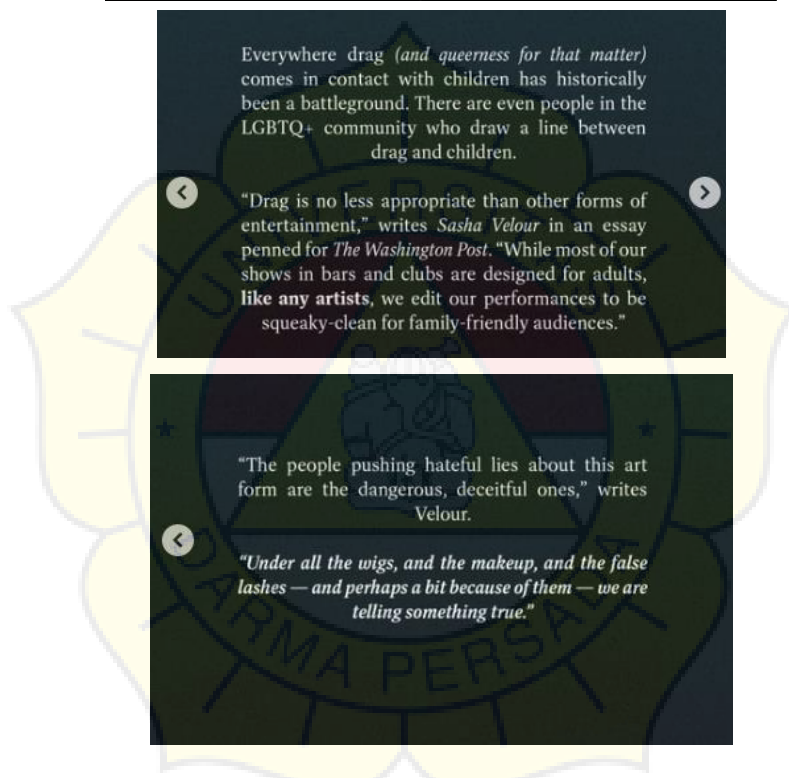
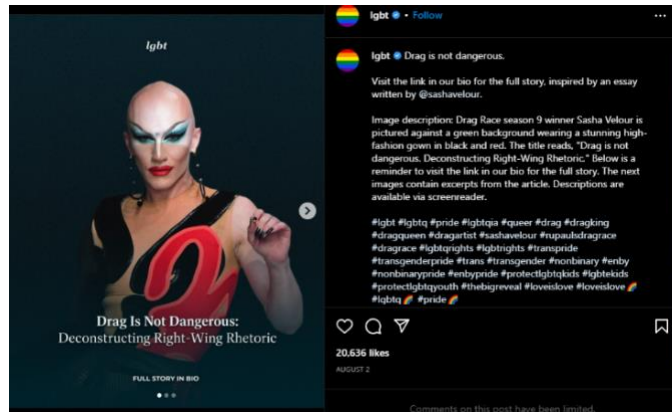


Figure 4.29. post about drag is not dangerous: deconstructing right. (@lgbt, 2022)

The discourse text, "everywhere drag and **queerness** for that matter comes in context with children has historically been a battleground". Lexicon uses a choice of certain words. Like the sentence of this word **queerness** means that the equality of having and showing a sexual identity that is different from general ideas about sex and gender. This post shows about deconstructing right between drag and

children and the meaning of drag is a form of art evolving gender bending where a person dresses in more of the opposite sex.

In figure 4.29., there are even people in the LGBTQ+ community who draw a line between drag and children. It means, the word “drag” to express of certain words in lexicon such as a male that dress up or present their selves differently than their everyday gender, it is usually for expression or performance especially among the LGBTQ community. However, this is when the visibility of drag people in LGBT as a public and integral force of the gay and lesbian movement increased to against gender conformity in the gay liberation movement.

Datum 3 (@lgbt Instagram, 2022):

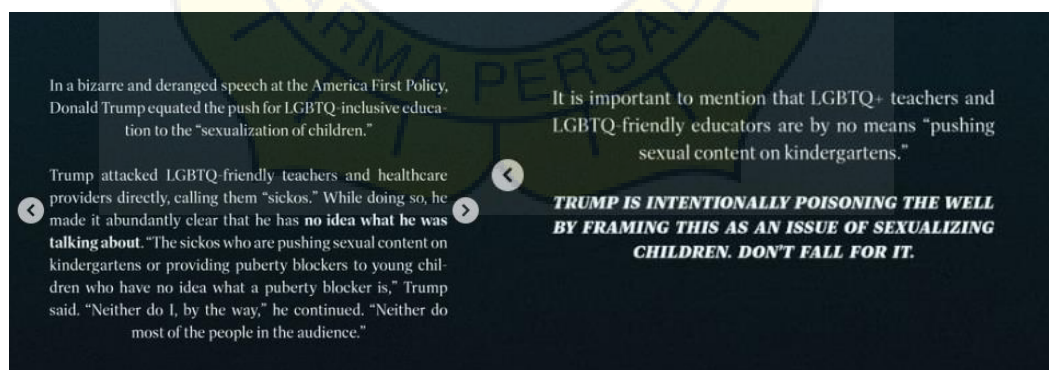
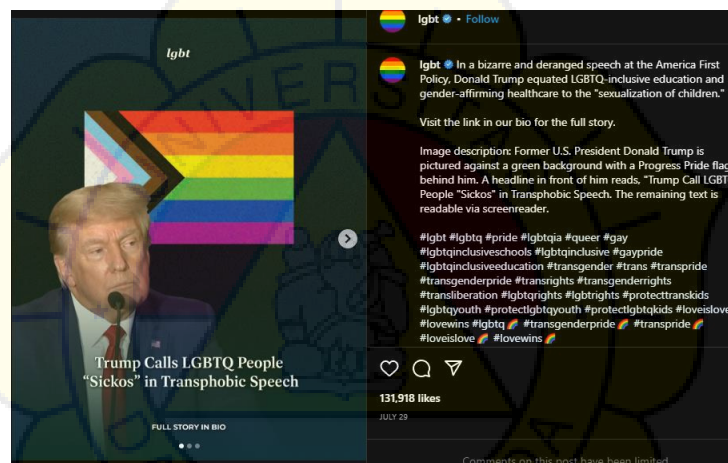


Figure 4.30. post about Trump’s transphobic speech. (@lgbt, 2022)

The discourse text, “**The sickos** who are pushing sexual content on kindergartens or providing **puberty blockers** to young children who have no idea what a puberty

blocker is”. The lexicon “**The sickos** means someone who behaves or thinks in a strange and unpleasant, often sexual way. Trump says “the sickos” to call LGBT people in his speech. before his presidency trump made contradictory comments about his anti LGBT until now. **Puberty blockers** in lexicon means hormone blockers that help delay unwanted physical changes that do not match someone’s gender identity. In this case, Trump does not approve of using it on children.

4.3. Social Cognition

In short, at the level of social cognition according to Van Dijk, this study analyses how the cognition understands a person or a particular event. The core of Van Dijk's critical discourse analysis is the socio cognitive approach of the discourse.

Datum 1 (@lgbt, 2022):

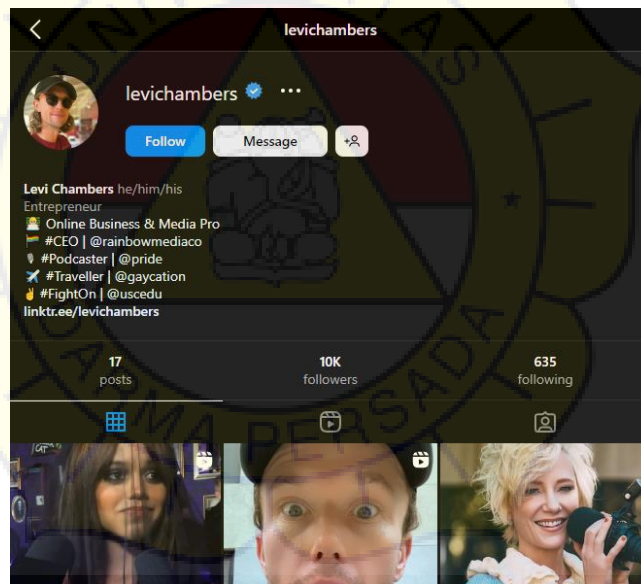


Figure 4.31. post about founder of @lgbt account. (@lgbt, 2022)

From the observation of the @lgbt account, in figure 4.31., I see that the majority of images or videos are used to access social campaigns. it is undeniable that this causes the account owner's background to have a liberal understanding, as shown in the photos regarding LGBT. I see and observe the figure of Levi Chambers who is the founder of the @lgbt account, he is an initiator of the Pride

community movement and also the CEO of the media company @rainbowmediaco. I observe the figure of Levi Chambers who is LGBTQ or rather he is also a gay.

Apart from being a CEO and a businessman, he also designs the various programs to motivate people about the existence of LGBTQ+ in this world. It is common knowledge when someone as an adult feels changes both physically and mentally, so that in the end they experience an identity crisis. However, it will be taboo thing if someone is experiencing an identity or gender crisis in the surrounding environment. Some posts on the @lgbt account use language that is ironic or satirical. In this post, the @lgbt account gives a statement to followers. So that this post will provoke readers or communicants to read more, even to respond to the post.

Datum 2 (@lgbt, 2022):



Figure 4.32. post about trans people how they sex. (@lgbt, 2022)

In figure 4.32., the caption at the level of social cognition states “stop asking trans people how they have sex.”, I use Van Dijk's perspective as an analysis of the caption. It can be observed that the social cognition in the text is a change in historical society which openly make proud that they are LGBT in front of society, and need the validation of their identity crisis that they can do anything like gender in general such as a male or female. In this post, the importance of the LGBT

campaign is representing a multiplicity of identities and issues and explores the role of awareness of changing attitudes and helping diverse societies to grow. so that this does not become a taboo for ordinary people. Choosing to be an LGBT person makes people motivated.

4.4. Social Context

At the level of social analysis, Van Dijk argues that analysing the discourse develops in society in the process of production and reproduction of a person or a particular event that is described. Here are some responses or comments from netizens on two posts by the @lgbt account.

Datum 1 (@lgbt, 2023):



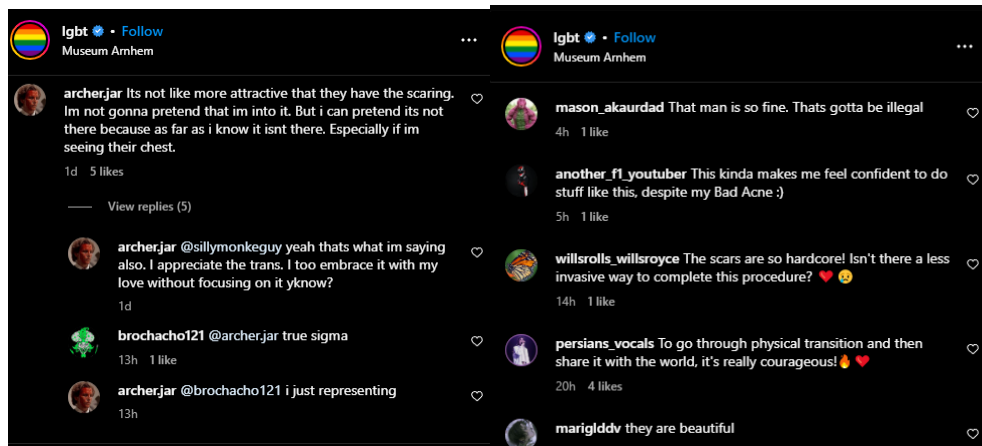


Figure 4.33. post about trans people. (@lgbt, 2023)

This is most interesting post, with 117,513 likes, and 340 comments. One of the posts in the caption for the @lgbt account, "How dare you make me feel this way", some netizens commented with the pros, but some of the comments are sarcastic such as "It's not like more attractive that they have the scaring. I'm not gonna pretend that I'm not into it. but I can pretend it's not there because as far as I know it isn't there, especially if I'm seeing their chest". But there are also pros in the comment's column such as "the scars are so hardcore!", "to go through physical transition and then share it with the world, it's really courageous!". However, I observe the @lgbt followers, the majority of them agree with the post. It means that, there are many supporters of transgender and LGBT.

Datum 2 (@lgbt, 2023):

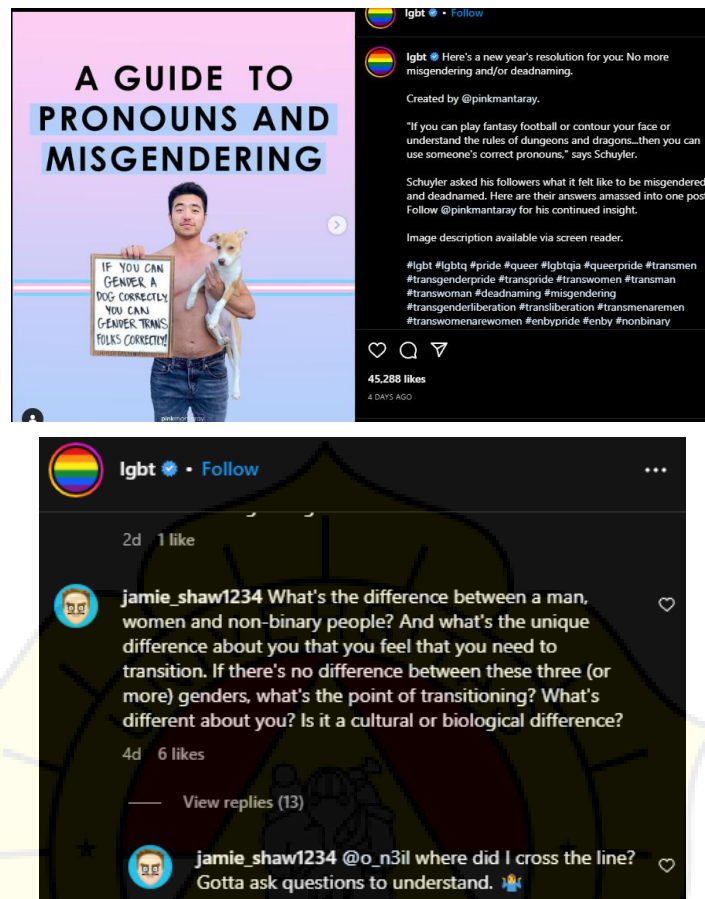


Figure 4.34. post about a guide pronouns. (@lgbt, 2023)

A post with caption “if you can gender a dog correctly, you can gender trans folks correctly”, this @lgbt post with 45,288 likes, and 337 comments. There is one interesting comment, and that is: “What’s the difference between a man, women and non-binary people? And what’s the unique difference about you that you feel that you need to transition. If there’s no difference between these three (or more) genders, what’s the point of transitioning? What’s different about you? Is it a cultural or biological difference?”. And there is one comment expresses their doubt about the many of gender name for LGBT people, they express their doubt by using satirical language. Van Dijk's point of view toward through social campaign with characteristics; it describes social problems related to LGBTQ+ people accompanied by normative messages.