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### Feminist Narratives in Memes through Socio-Cognitive Analysis

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#### ABSTRACT

Using Van Dijk's socio-cognitive approach, this study examines ten feminist-themed memes from Pinterest, emphasizing the discursive, cognitive, and social elements. Three main themes emerge from the analysis of the memes: criticism of gender expectations, assertion of women's strength, and resistance to male control. The results show that women reject male control and dominance in memes under the first group (1.1; 1.3; 1.9), emphasizing female independence and resilience. The second category's memes (1.2, 1.4, 1.5, and 1.6) highlight women's strength and independence, demonstrating their capacity to subvert conventional wisdom and reinterpret social norms. The third category (1.7; 1.8; 1.10), on the other hand, criticizes what society expects of women and shows them as defying patriarchal stereotypes. This change demonstrates how digital discourse has developed into a platform that questions established hierarchies of power and encourages social criticism. These memes are vital resources for advancing feminist principles, empowering women, and raising awareness of gender equality because they use sarcasm and comedy. According to the study's findings, memes are more than just amusement; they are potent cultural artifacts that have the capacity to shape public opinion and promote constructive social change.

**Keywords:** Discourse, Socio-Cognitive, Memes, Feminism

#### ABSTRAK

Dengan menggunakan pendekatan sosio-kognitif Van Dijk, studi ini meneliti sepuluh meme bertema feminis dari Pinterest, dengan menekankan elemen diskursif, kognitif, dan sosial. Tiga tema utama muncul dari analisis meme: kritik terhadap ekspektasi gender, penegasan kekuatan perempuan, dan penolakan terhadap kontrol laki-laki. Hasilnya menunjukkan bahwa perempuan menolak kontrol dan dominasi laki-laki dalam meme di bawah kelompok pertama (1.1; 1.3; 1.9), dengan menekankan kemandirian dan ketahanan perempuan. Meme kategori kedua (1.2, 1.4, 1.5, dan 1.6) menyoroti kekuatan dan kemandirian perempuan, menunjukkan kapasitas mereka untuk menumbangkan kebijaksanaan konvensional dan menafsirkan ulang norma-norma sosial. Kategori ketiga (1.7; 1.8; 1.10), di sisi lain, mengkritik apa yang diharapkan masyarakat dari perempuan dan menunjukkan mereka sebagai penentang stereotip patriarki. Perubahan ini menunjukkan bagaimana wacana digital telah berkembang menjadi platform yang mempertanyakan hierarki kekuasaan yang mapan dan mendorong kritik sosial. Meme-meme ini merupakan sumber daya penting untuk memajukan prinsip-prinsip feminis, memberdayakan perempuan, dan meningkatkan kesadaran akan kesetaraan gender karena meme-meme ini menggunakan sarkasme dan komedi. Menurut temuan penelitian, meme lebih dari sekadar hiburan; meme adalah artefak budaya yang ampuh yang memiliki kapasitas untuk membentuk opini publik dan mendorong perubahan sosial yang konstruktif.

**Kata kunci:** Wacana, Sosio-Kognitif, Meme, Feminisme



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## 1. Introduction

Language is considered the primary means of conveying thoughts and meanings because it allows humans to directly or indirectly express what they want. Ideologies are also often conveyed indirectly to avoid challenges or unfavorable situations (Baker, 2018). Memes have become one of the most popular forms of entertainment and humor among social media users in the current era of globalization and the development of social media (Shifman, 2014). However, some memes carry serious messages, such as social criticism, insults, or even manipulation of certain groups. In many cases, memes can reinforce certain stereotypes or ideologies that are intended to dominate and exploit certain groups (Knobel & Lankshear, 2017).

Every discourse has a specific purpose, usually created by the ruling group (Laclau & Mouffe, 1985). Language can be freely changed by its creators to achieve ideological goals. The binary system of language is one of the mechanisms of manipulation in which people divide the world into two main categories that are often unequal (Cameron, 2005). Husband and wife are two binary categories in the context of gender relations defined by language. Jokes about husbands and wives are often considered funny, but language always uses binary divisions, which often support domination and inequality. Therefore, it is very important to study how the language used in some memes extends the dominance of patriarchal ideology and marginalizes other groups, especially women, in this way (Bucholtz & Hall, 2005) (Mills, 2008).

This study will specifically look at how women who are victims of male manipulation begin to realize themselves and use the language of memes to voice their experiences. These types of memes are often used to criticize unfair gender relations dynamics. This study aims to reveal the representation of women who are aware of male manipulation through memes on social media, using Van Dijk's socio-cognitive approach (2015). How women challenge traditional stereotypes and begin to recognize and challenge the emotional manipulation often carried out by men is shown by the language used in memes. For example, in many feminist memes, women are depicted as actively challenging men's manipulative narratives, such as playing the victim or taunting. These memes serve as a means of entertainment and media to raise public awareness of gender inequality.

Previous study *Streotyping Gender and Sexism Through Memes on Social Media: A Socio- Cognitive Discourse Analysis* by Sultana et al, 2023 on feminism have found that sexist jokes, The memes analyzed regularly replicate gender stereotypes that support patriarchal hierarchies, control women's resistance through humor, and view women as subordinate in relationships. such as those found in memes (Bucholtz, M., & Hall, K., 2005) are often considered acceptable because they are packaged in a comedic manner. However, the goal of feminist memes is to disrupt these norms and challenge gender stereotypes with humor. In this situation, memes become an important tool for women to redefine their narratives, challenge patriarchal social constructs, and give voice to their collective experiences.

The focus of this research is how the language used in memes can be used to break gender stereotypes and criticize the unequal power structures in gender relations. Memes that campaign for women's awareness of male manipulation reflect a paradigm shift in the way women view and interact with society. These memes are not only entertainment but also a tool of empowerment by using humor as a means of communication.

This study also adds to the literature on how humor can be used to challenge gender stereotypes and critique patriarchal ideologies. It also provides a new perspective on how social media can help fight for gender equality by analyzing memes in the context of male manipulation and women's awareness of these dynamics. This study aims to show how the language used in memes creates a narrative that strengthens women's awareness of male manipulation and encourages social change towards a more equitable order.

The opinion that comedy has complex, inconsistent and confusing elements, and he describes comedy as a form of human behavior (Graeme, 2004). Comedy usually uses surprise, irony, or contradiction to make people laugh in unexpected ways. In addition, comedy can also be considered a type of human behavior, where humor is used as a way to express feelings, perspectives, or criticism of certain circumstances. Comedy is part of human culture and shows complex social dynamics. It also shows human intelligence and innovation.

Critical Discourse Analysis (CDA) is a feminist approach that focuses on how discourse maintains, reinforces, or challenges gender inequality in society. This method not only investigates texts linguistically, but also investigates how language and discourse structures reflect and support patriarchal systems that place

women in subordinate positions (Lazar, 2005). According to Sara Mills (2008), feminist CDA aims to uncover ways in which women are constrained in discourse by stereotypes, exclusion, or negative representations. CDA also aims to enable alternative discourses that are equal. In this case, feminist CDA also serves as a tool to analyze texts or media, such as memes, which often serve as a medium for constructing gender and power ideologies. By utilizing this perspective, researchers can understand how these discourses influence perceptions and social practices that shape gender realities in society.

According to Van Dijk (2008), the socio-cognitive approach is used to study how discussions create context and mental models that impact people's social cognition. The meme context model helps understand discourse through social context, while the mental model helps individuals understand discourse. Memes, as visual-text discourse, can influence public mental representations, especially in dismantling stories that "play the victim". The paradigm shift is marked by royal memes collected from Pinterest. In royal history, the patriarchal-dominated narrative suggests that women lack the power to challenge men. However, these contemporary memes show women who dare to reject influences, such as flattery or invitations that only benefit men. Van Dijk's socio-cognitive approach emphasizes that this type of discourse is not neutral. Instead, these memes construct counter-narratives that aim to challenge patriarchal power structures by providing alternative mental models that empower women. These memes influence people's social cognition by creating new understandings of gender, suggesting that women are now active agents who can challenge male dominance.

## 2. Method

For this study, a purposive sampling method was used to select ten ancient royal painting- themed memes from a popular Pinterest page. These memes depict women who dare to resist male domination or manipulation, an irony to the historical context where women usually lack the power to resist (Lazar, 2005). This shows the feminist side of the issue. To analyze the data, Van Dijk (2008) used the Socio-Cognitive Approach, which views social cognition as a product of the interaction between discursive, cognitive, and social elements. This approach is relevant because it views discourse as a product of the interaction between discursive, cognitive, and social elements. In the context of memes, Van Dijk emphasizes that social cognition includes shared representations in society, which connect language with mental operations such as interpretation, inference, and learning. Keeping in view the discursive, cognitive and social components of Van Dijk's socio-cognitive approach, the data has been analyzed by making the following categories:

### 1. Resistance to Male Control

Memos that depict women rejecting male dominance or control are highlighted in this category. This group's memes show women resisting male attempts at authority or emotional manipulation. For instance, women frequently provide incisive and strong answers in the dialogue or captions of these memes, signifying empowerment.

### 2. Assertion of Women's Strength

This genre of memes highlights the strength and independence of women. They challenge the conventional depiction of women as quiet or subservient by highlighting women who boldly set limits or demand their autonomy. The agency of women and their capacity to shape their own stories are celebrated in these memes.

### 3. Critique of Gender Expectations

Social conventions and preconceptions related to traditional gender roles are criticized in this area. These memes frequently illustrate how antiquated or unreasonable the demands placed on women are by using humor and irony. They encourage a more equal viewpoint and elicit thought about the limitations society imposes on women.

Through data classification and the use of Van Dijk's socio-cognitive framework, the study demonstrates how these memes function as instruments for feminist discourse. In addition to criticizing conventional gender norms, they draw attention to how women are increasingly portrayed in contemporary digital media. This approach offers a thorough framework for comprehending how textual and visual narratives interact with societal ideas, providing important new perspectives on the transformational potential of feminist memes.

### 3. Result and Discussion



To critique traditional gender roles and the pressure on female empowerment, this meme uses comedy, irony, and social commentary. The statements “I gave it my all” and “No, you gave me a headache, 3 new personalities, and an excuse to drink” are discursively at odds, creating a humorous tension. This ironic juxtaposition affirms the selflessness of men while showing the dissatisfaction of women. The impact of the text is enhanced by the accompanying visuals. In this famous painting, we can see a woman whose facial expressions and body language convey both approval and displeasure. While maintaining humor and relatability, these elements work together to deliver a satirical critique of gender dynamics.

The meme engages the viewer through interpretation, inference, and learning at a cognitive level. The woman’s expression inspires the viewer to understand it as a rejection of the man’s claim to have given them “everything.” This reinterpretation contradicts conventional narratives that idealize male sacrifice and depict women as passive recipients. The viewer can understand through the inferential process that the “gift” in question is not a benefit but a burden, demonstrating the difference between the male perspective and the female experience. The meme also encourages the viewer to recognize and validate the agency of women when they reject unwanted offers or situations, encouraging learning. This aspect is in line with current feminist discussions, which encourage self-determination and self-determination in interpersonal relationships.

On a social scale, the meme reflects and challenges societal norms and stereotypes. The meme depicts women as passive recipients in relationships, a stereotype that stems from patriarchal norms. However, the meme subverts this norm by depicting women as strong individuals who reject and reject the “gifts” that their partners are supposed to give them. This role reversal encourages a more egalitarian perspective on gender relations and challenges traditional power dynamics. Social influence is also important because the meme pushes viewers against conventional gender expectations and traditional roles. The meme appeals to a larger audience by combining humor with social criticism, making its message accessible and impactful.

Since this meme satirizes conventional gender roles and empowers women through the representation of strength and resistance, it categorically fits into the feminist discussion framework. The meme shows a woman who does not meet the standards of gratitude or fulfill society, threatening the concept of patriarchy. The classical background combined with the contemporary feminist message enhances its comedy. This results in a relevant yet ongoing critique of gender dynamics. The meme combines past and modern contexts, making its message relevant and appealing to a diverse audience. Its relevance in the broader feminist and social discussion is ensured by this interplay between text, visuals, and social commentary.

Lastly, this meme demonstrates how digital discourse can use comedy, irony, and critique to challenge societal standards and support new ideas. Its values are underscored by its layers of meaning—discursive, cognitive, and social—as part of a cultural commentary that encourages viewers to understand and reinterpret traditional gender roles. Therefore, this meme is not only fun, but also educational and encourages discussion about empowerment and gender equality.



The meme creates a layered critique of romantic expectations by blending classical painting imagery with modern humor and social commentary. One visual depicts a man and a woman in a romantic setting; the man gazes lovingly at the woman, while the woman looks directly at the viewer with a slightly annoyed expression. The man has a speech bubble that says, “I love you,” while the woman has two speech bubbles: one says, “Thank you,” and the other adds, “Thank you very much?” The meme’s caption, “I expected better in return,” underscores the humorous tension between the man’s sincere statement and the woman’s nonchalant or sarcastic response.

The humor of this meme stems from the incongruity between the romantic setting depicted in the painting and the woman’s humble and almost insignificant actions. This contrast produces an entertaining and relatable comedic effect. The woman’s sarcastic response deviates from the common expectations in romantic relationships, where a declaration of love is usually anticipated with an equally enthusiastic response. Instead, her explanation emphasizes individual agency rather than following prescribed social responses. The woman’s slightly irritated expression, indicating her awareness of the expectations placed on her and her decision to defy them, reinforces the humor.

On a deeper level, the meme offers a subtle critique of societal standards of romantic relationships. The meme questions the idea that love should always be reciprocated with an expected or rehearsed response, suggesting that true emotion should prompt a true response. This perspective challenges the transactional nature of some romantic relationships, where expressions of love or affection are sometimes seen as actions that inherently demand a certain response. The meme portrays women as unenthusiastic and sarcastic, upholding women’s agency and autonomy. It provides a refreshing counterpoint to conventional depictions of women in romantic contexts.

The meme also addresses gender dynamics in romantic relationships, particularly the social pressures placed on women to conform to certain roles or expectations. Women are often expected to respond positively and enthusiastically to romantic gestures, even when their true feelings may be different. The woman in the meme’s response is asserting her identity and refusing to be limited by social standards. Subtly, this act of subversion allows women to prioritize their own emotions and opinions over outside pressures to behave a certain way.

Overall, this meme skillfully blends modern humor with classical painting to convey a poignant message about romantic expectations, emotional authenticity, and gender roles. By blending humor with social criticism, this meme engages viewers on multiple levels, asking them to reflect on the dynamics of romantic interactions and the importance of valuing genuine responses. Using a timeless visual medium to convey a modern message makes it impactful and relevant, resonating with a wide range of audiences while prompting discussion about fluid social norms in relationships, individuality, and autonomy.





This meme depicts a woman firmly rejecting a man's advances, using visual elements, text, and social context to convey a critique of conventional gender norms. A classical painting depicting a romantic couple provides a conventional and formal feel to the meme's visual backdrop. However, text such as "Leave me alone, Charles," provides a contemporary twist that shows the woman's firm rejection. Referring to the common notion of "men are from Mars, women are from Venus," which is often used to stereotypically describe gender differences, this meme combines humor and irony. In this situation, the term is used specifically to show the power of women to defy social standards.

This meme has many different meanings, but is generally considered a critique of gender stereotypes. Often, the idea that men and women are from different planets is used to justify misconceptions about gender relations. This meme debunks this idea by showing that women not only have the ability to say no to men, but also have the ability to say no firmly. Texts such as "Don't come near me Charles" support the idea that women not only have the right to say no, but also have the right to do so openly without feeling the need to conform to societal expectations that expect them to be gentle or compromising.

In addition, this meme uses humor to convey social criticism. Themes that are often considered taboo, such as gender inequality or women's social roles, can be avoided with humor. This meme creates an irony that attracts attention and provokes reflection by using sharp text and visual contrast between the aesthetics of classical painting and a strong modern message. This meme depicts women as active subjects, in contrast to conventional narratives that often depict women as objects in romantic relationships. This narrative shows that women no longer need to follow rules that limit their freedom of speech, including the freedom to refuse something unwanted.

So, this meme is a great example of how popular culture can be used to support feminism and convey a deeper message about women's roles and gender. A relevant and easy-to-understand social critique is created through the use of humor, classic visual elements, and contemporary text. This meme is not only entertaining, but it also encourages people to think about the role of women in society, opens up a space for discussion about how important gender equality is, and challenges old-fashioned beliefs. In a broader context, memes like this show how digital media can serve as an effective tool to support progressive ideas in a simple yet significant way.



This meme conveys a strong social message by using visual elements, text, and irony, thus it can be categorized as an effective representation of feminism and sarcasm. This meme uses sarcasm to humorously comment on a woman's lack of interest in a man who tries to approach her. The focus of the meme's sarcasm is the phrase, "I think I'll be annoyed the first time." This meme challenges the romantic notion of "first love" and shows a woman's reaction as not only being uninterested but also annoyed. The caption implies a mild

disdain for the man in the painting who is trying to approach the woman, providing humor that is relevant to contemporary social conditions.

It also conveys an important message about feminism, showing that women have the right to reject unwanted attention. Women are often assumed to always be open to male advances or attention in patriarchal cultures, especially in classic romantic depictions. This meme subtly but firmly challenges this notion, showing that women do not have to conform to conventional gender standards that require them to accept or respond to male advances. The meme depicts a woman who is unconcerned or even bothered by male attention. This allows for a discussion about female agency in social relationships.

The visual element of the meme, a classical painting, provides an interesting contrast to its modern message. Classical paintings typically depict very traditional gender relations, where women are often positioned as the object of a man's affection; however, in this meme, the woman depicted is actively demonstrating her resistance. The feminist message is reinforced by this contrast, emphasizing that women have control over their actions, even in situations that are considered romantic. The idea that women do not have to conform to societal expectations and have the freedom to choose how they relate. These memes change the cultural perspective that typically idealizes instant love or attraction. They introduce a new narrative where women are allowed to feel annoyed or uninterested, without having to explain or clarify their feelings.

In short, this meme is not only funny, but also a great tool to convey social criticism of conventional gender standards. The meme depicts a woman rejecting a man and showing her disinterest with sarcasm, showing how important female agency is and how important it is to combat gender stereotypes. This meme shows that digital media can be a powerful platform to voice feminist principles, amplify messages about gender equality, and facilitate more inclusive and progressive social discussions.



The meme in question features a replica of an old painting depicting a couple, probably dating from the late 19th or early 20th century. The painting shows the woman looking indifferently at him while the man looks at her with a charming smile. “What are your plans for tonight?” is a humorous question that incorporates a conventional romantic setting. “Both of you, you go to your place and I’ll go to mine,” the woman replies. The humor of the meme comes from the unexpected interpretation of a romantic metaphor. The woman declines the man’s invitation in a smart, independent, and assertive manner, not in the way that would be expected in a society where women might accept such invitations. From a feminist perspective, this meme is incredibly important. It emphasizes women’s power and freedom, which directly contradicts the notion that women are easily deceived or overly submissive in sexual or romantic contexts. Humor like this supports the idea that women have the right to assert their boundaries, even in situations that would be conventionally considered romantic. Women become symbols of strength and independence by choosing to go beyond societal standards.

This meme also serves as a social commentary that addresses the expectations placed on women in relationships for centuries. The meme bridges the gap between past gender norms and contemporary values by combining a classical painting with a contemporary feminist message. This combination challenges the resilience of traditional gender roles, subtly suggesting that women no longer need to conform to the idea of pleasing men or meeting their expectations.

In conclusion, this meme cleverly combines feminist values and comedy to challenge outdated notions of women’s roles in relationships. It spreads a message of empowerment and self-determination, encouraging

women to embrace their independence and resist societal pressures. This meme contributes to the broader discussion of women's autonomy and gender equality due to its critical outlook and sharp wit.



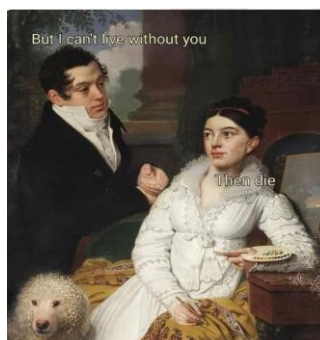
The meme's classical painting with a royal setting adds depth to its feminist message. Two characters are depicted in the meme: a man who is serious and concentrating on chess, and a woman who seems relaxed but skeptical. A text conversation takes place beneath this visual juxtaposition. "Do you think it was fate that brought us together?" is the question the man poses, rooted in conventional romantic notions of predestined relationships. "No, I think it was just bad luck," the woman replies emphatically. Her response, humorously interpreting their meeting as an accident, subverts the man's belief in fate.

A sociocognitive analysis of this meme reveals its critique of gender norms and feminist overtones. By using historical imagery, the irony is amplified as it contrasts society's beliefs about women in the past from the perspective of a contemporary, empowered female character. In such situations, women are typically depicted as passive, submissive, and deferential to men. However, this meme disrupts the narrative by depicting a woman confidently rejecting the romantic notion of their encounters with men.

In this conversation, the woman subtly asserts her dominance through her sharp, belittling words, rather than physical actions. Her rejection of the concept of "fate" demonstrates a refusal to change societal beliefs that depict women as the subjects of men's stories or as passive participants in relationships. She describes their meeting as "bad luck," emphasizing their independence and self-reliance rather than the romantic or mysterious context of their relationship.

Ultimately, this meme encapsulates feminist ideals by challenging traditional gender roles and promoting women's roles. It celebrates women's ability to resist societal pressures, rewrite the narrative, and assert their perspectives without guilt. It reinforces the general feminist message of empowerment and equality through comedy and historical irony.

To challenge traditional gender norms and the pressures of feminist principles, this meme combines classical royal art with comedy. A man plays chess in the visual and a skeptical woman dismisses his romantic notion of "fate" with the emphatic reply, "No, I think it's just bad luck." The meme ironically depicts women as independent and confident individuals rather than the historical depiction of women as passive and submissive. The meme reframes societal beliefs and encourages female empowerment. It also encourages resistance to societal pressures and reinforces feminist narratives of equality and autonomy through historical contrast and understanding.



3

Through dialogue and imagery, the meme in question presents a humorous and critical perspective on traditional gender roles. In the meme, a woman emphatically replies, "Then die," when a man says, "But I can't live without you." This pointed response demonstrates her disapproval of the conventionally passive role of women in historical depictions, especially in royal paintings, where women are often depicted as subordinate to men. Men are depicted in these situations as weak and desperate, begging for a woman's affection; this subverts the conventional image of men as the dominant figures in relationships.



The meme challenges historical representations of women in art and literature by reversing traditional gender dynamics. Women are often depicted as passive, polite, and subservient to their male counterparts in royal paintings. This meme, however, uses comedy to depict a woman who is not only in control of her situation but also actively refusing to be manipulated by men. Her response, “Just die,” depicts her as independent, confident, and assertive, rather than helpless or in need of a man for validity or survival.

The meme’s simple structure and direct language make it more popular and easily understood by many people. Through this simplicity, the meme conveys a profound feminist message about power dynamics in relationships and encourages viewers to rethink the roles and expectations placed on women in conventional society.

This meme features a woman challenging patriarchal standards and standing up for her independence, categorically complementing feminist discussions. The meme uses comedy to change the conventional understanding of women as subjects who are not involved in relationships. It changes the societal belief that women are objects of male desire. The meme promotes gender equality and reimagines gender roles in modern and historical contexts through clever use of visual and linguistic elements.



This meme uses an old painting depicting a man and a woman in a romantic setting, essentially referring to past social norms where women were often depicted as passive and submissive to men. Paintings like this usually reflect conventional gender stereotypes that view women as objects to be recognized or owned by men and place them in a subordinate position in relationships. This meme, however, reverses the meaning by using text that raises awareness of relationship exploitation. In the context of a romantic relationship, the word "taken" is replaced by the sentence "taken" when the sentence "Are you taken?" is followed by "Yes, taken for granted". Traditionally, the word “taken” refers to a relationship status where someone is the property of their partner, but in this meme, the woman responds with “taken for granted,” depicting the disappointment and realization that women are often taken for granted in men’s lives without getting the appreciation or attention they deserve.

In addition, the visual composition of this meme is very good at showing the changing power dynamics between men and women. The text "taken for granted" is placed on the woman's head to show the shift in power in the relationship. Women in this trend are no longer passive or accepting of the situation; instead, they have a voice and the courage to speak out against the exploitation that often occurs in romantic relationships dominated by patriarchal norms. The text becomes a symbol of empowerment, transforming women from immobile objects into people who are aware of their own worth and dare to demand better treatment.

Overall, this meme critiques gender standards through comedy and irony. It manages to convey a powerful message about the importance of self-awareness, female empowerment, and the rejection of inequality in relationships by combining classical painting images that evoke traditional imagery with text that raises feminist awareness. This meme is not only entertaining, but it also encourages us to think critically about how romantic relationships should be based on equality and respect rather than domination and exploitation.



Depicting a woman rejecting a man's declaration of love, this meme falls into the category of feminist memes. The image critiques conventional beliefs about love and romance by showing that women do not always accept or believe declarations of love. In the meme, the woman emphatically replies, "that's my favorite lie," as if to indicate that she does not believe in the declaration of love and suggests a hidden motivation behind the words. This response reflects the idea that love is often used as a means of control or manipulation in unbalanced relationships.

According to Van Dijk's Socio-Cognitive Approach, there are three main elements that can be used to analyze this meme. The discursive component is seen in the dialogue between the woman and the man communicated through text in the speech bubble. In this case, the text "what I like the most is lies" shows a firm rejection of the love confession made by the man, indicating that the woman does not believe the confession of love. The cognitive component encourages the reader to learn the meaning of the word "lie" and determine the reasons why the woman might consider the confession of love to be a lie. This encourages the reader to think more deeply about the meaning of love and relationships in society, as well as to think about how words or feelings are often misinterpreted or used inappropriately in romantic contexts. In addition, this meme invites readers to question their own beliefs about romantic relationships and whether expressions of love are always meant sincerely or have hidden meanings.

The social component of this meme shows how society views love and relationships. This meme challenges the social belief that women should be passive in receiving expressions of love and simply waiting to be appreciated by their partners. Instead, this meme shows that women can respond to love with skepticism, giving them the belief that they have control over their relationships and decide how they want to be treated. In other words, this meme challenges the societal beliefs about how women typically play a role in romantic relationships, opening the door to the idea of a more equitable and control-free relationship.

Overall, this meme uses social criticism and comedy to encourage readers to think critically about the meaning of love confessions and the role of women in society. This meme brings up the theme of feminism and supports the idea that women have the right to speak out against exploitation in relationships and speak openly about their inequalities. This meme clearly invites readers to question and critique long-held beliefs about unfair romantic relationships. It also gives them a new understanding of the role of women as agents who have a voice and control over their own lives.

This meme cleverly critiques the social norms that force women to conform to expectations imposed by men. In the meme, a woman sarcastically replies, "We don't care," while smiling without looking at the man in front of her. This response firmly rejects the expectations or demands often associated with women in relationships, showing that women have the right to choose and do not always have to submit to the demands or expectations of men. This is a clear example of a bold and independent attitude, which disrupts conventional power structures that usually place women under.

It is important to note that this meme not only serves as a critique of modern gender relations, but also delves into history through the use of royal paintings as a backdrop. Women are often depicted in passive roles in classical paintings, submissive to male dominance, or bound by social norms that limit their freedom. By using a backdrop like this, a deep irony emerges, as if rebellion against social norms and gender inequality is nothing new. Instead, this meme shows that women have long been aware of their rights and wanted to challenge domination, even though society at the time may not have given them the space to express such resistance openly.

This meme, with its sharp humor and powerful visual effects, invites viewers to question the traditional roles of women and reminds us that respecting each other and recognizing each person's autonomy is key to

equality in relationships. This meme shows that, although women are often trapped in social expectations imposed by men, they have the right to choose, reject, and set boundaries in relationships. This meme serves as a digital cultural tool that spreads a feminist message, inviting us to be more aware of the importance of women's empowerment and gender equality in society.



This meme cleverly critiques the social norms that force women to conform to expectations imposed by men. In the meme, a woman sarcastically replies, “We don’t care,” while smiling without looking at the man in front of her. This response firmly rejects the expectations or demands often associated with women in relationships, showing that women have the right to choose and do not always have to submit to the demands or expectations of men. This is a clear example of a bold and independent attitude, which disrupts conventional power structures that usually place women under.

It is important to note that this meme not only serves as a critique of modern gender relations, but also delves into history through the use of royal paintings as a backdrop. Women are often depicted in passive roles in classical paintings, submissive to male dominance, or bound by social norms that limit their freedom. By using a backdrop like this, a deep irony emerges, as if rebellion against social norms and gender inequality is nothing new. Instead, this meme shows that women have long been aware of their rights and wanted to challenge domination, even though society at the time may not have given them the space to express such resistance openly.

This meme, with its sharp humor and powerful visual effects, invites viewers to question the traditional roles of women and reminds us that respecting each other and recognizing each person's autonomy is key to equality in relationships. This meme shows that, although women are often trapped in social expectations imposed by men, they have the right to choose, reject, and set boundaries in relationships. This meme serves as a digital cultural tool that spreads a feminist message, inviting us to be more aware of the importance of women's empowerment and gender equality in society.

#### 4. Conclusion

This study uses Van Dijk's methodology with a discursive, cognitive, and social analysis approach to understand the representation of women in text and visuals based on an analysis of ten feminist-themed memes obtained from Pinterest. This study found three main categories that describe feminist themes in memes, first is Resistance to Male Control, Memes in this category (1.1; 1.3; 1.9) show women who refuse to be controlled or manipulated by men. These memes show women's courage to challenge emotional domination and gender stereotypes. Secondly, Assertion of Women's Strength, This category (1.2; 1.4; 1.5; 1.6) shows that women are independent individuals and have the ability to set boundaries. These memes depict women who are able to create their own stories, challenge conventions, and take control of their lives. Lastly, Critique of Gender Expectations, Memes in this category (1.7; 1.8; 1.10) criticize the social requirements placed on women. These memes show how women are often forced to perform certain roles in patriarchal societies and how they strongly challenge these standards. The study found an increase in the trend of feminist memes in recent years; this shows the public’s awareness of gender issues and equality. According to the researchers, memes that are sexist or support patriarchy are becoming less common. This can be attributed to the changes that have occurred on dominant online platforms, such as Instagram and TikTok, where users focus on videos and visual content rather than static memes. In addition, these platforms

help reduce the spread of sexist memes because they often promote inclusive values. Overall, the study states that memes are not just a means of entertainment; they are also an important medium for spreading ideological and social messages. Through humor, irony, and visual empowerment, feminist memes have become an important representation in the fight for gender equality. This change reflects the dynamics of society that is increasingly progressive in rejecting patriarchy and promoting equality.

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