

## Abstract

This minor thesis is entitled “An Analysis of Maternal Image in Child Rearing Magazine”. The purposes of the study were to explore the role of mother in child rearing magazine and to analyze mother’s roles within a feminist perspective. This study used qualitative method and textual analysis to find the purposes of the study. Focus group of the study was the articles which were presented in Lak-Luke Magazine during January 2009 – October 2009.

The study found that with love and sacrifice mother had main and full responsibility for childrearing. In feminist perspectives, mother had no power to make decision in pregnancy and childcare but took full responsibility. Without sharing, the role of mother was very heavy and infinitely. Preoccupation with childcare, there was no time for mother to fulfill their requirement and self-development. Additionally mother’s negative emotions, such as fear, anger, stress and sadness had never presented and explored.

My recommendations are as follows: child rearing magazine must make co-responsibility of other who take benefit and advantage in child rearing not only mother/women and the magazine should present mother’s real emotions to society in order to make understanding and sharing.