

Independent Women Romantic Relationship (Discourse Analysis Instagram Content @Lovecoach.id)

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ABSTRACT: *This study aims to analyze the romantic relationships of independent women as portrayed in Instagram content from @Lovecoach.id. Using Sara Mills' Critical Discourse Analysis, the study seeks to explore how media constructs and influences public perceptions of gender roles, power dynamics, and societal expectations regarding relationships and marriage. The research identifies patterns of domination and resistance in the communication process, contributing to a broader understanding of gender discourse in digital media. The research employs a qualitative descriptive approach. Data collection was conducted through unobtrusive observation and media clipping to assess the representation of independent women's perspectives on romance and marriage. The findings reveal a dual discourse within the analyzed content. On one hand, the posts reflect societal pressures that reinforce traditional gender roles, portraying marriage as an essential milestone for women. This signifies symbolic domination that aligns with patriarchal norms. There is resistance within the discourse, as many posts encourage women to prioritize financial independence, emotional security, and self-awareness before marriage. The study shows that digital media serves as a space for both reproducing and resisting gender norms, with independent women actively reshaping societal expectations through these platforms.*

KEYWORDS - fearness, independent women, marriage, media representation, romantic relationships

I. INTRODUCTION

Historically, the term Independent Woman began to resonate and become a phenomenon on social media around the 2020s. Although the word itself had existed before, its use and popularity increased significantly in those years [1]. This phenomenon reflects social changes that increasingly recognize the role of women as individuals who are able to stand alone without being fully dependent on other parties, especially in economic, emotional, and decision-making aspects. Independent women in the modern era are not only defined as those who have their own income, but also as figures who have control over their lives, are able to make choices without limiting social pressure, and have determination in facing various life challenges [2]. In the realm of social media, this concept is growing through inspiring narratives, such as the success stories of women who build careers, manage finances independently, and their courage in making big decisions without relying on others [3]. The emergence of various communities and movements that support women's empowerment further strengthens the existence of independent women, making it more than just a term, but as part of an identity and lifestyle that continues to evolve in society [4].

This phenomenon has become commonplace along with the social, economic and cultural changes that have shifted the traditional role of women in society, especially in countries that embrace patriarchal culture. In countries that adhere to patriarchal culture, the role of women tends to be limited to the scope of a small family with the main responsibility being to take care of the household and support the husband [5]. However, along with the development of education, technology and also wider career opportunities as well as feminist movements,

many women are starting to take a more active role in various aspects, ranging from careers in the media, politics to the economy [6].

These independent women not only reflect women's participation in the world of work and education, but also shape society's perception of other roles for women. One of these is the dominant cultural view that still limits women's room for maneuver in decision-making. Independent women are often described as individuals who are confident, have clear goals, and are able to overcome challenges without relying on others, including life partners. But behind this phenomenon of independent women, various new challenges arise [7]. One of them is the conflict between women's independence and social expectations that still tend to be patriarchal. In some cases, independent women may face social pressures trying to maintain their traditional roles. In addition, although independent women tend to have successful careers, they may face difficulties in balancing their professional and personal lives, especially in terms of romantic relationships or family life.

In the case of independent women, there are many factors that can prevent romantic relationships from materializing as expected. Starting from the alignment of values and life goals, ways of communicating, differences in race/culture/religion, domicile, to career [8]. Common romantic relationships often start from meetings in public places such as schools, campuses, workplaces, or through meetings at other social events/activities. The approach process in this context involves face-to-face interaction that allows couples to build interpersonal, communication and emotional relationships. Non-verbal communication such as eye contact, touch and facial expressions also has a significant impact on the feelings generated in couples and the bond between two individuals [9].

One case regarding the phenomenon of independent women who initially had difficulty in having romantic relationships was discussed by Jose Aditya (founder of the Instagram account @lovecoach.id). It started when Jose already had a partner and was about to get married, but it was delayed because Jose's older sister, who is an independent woman, had not yet had a partner. Jose's parents asked for his help in bringing his sister together with a quality potential partner. After Jose provided input and advice on what needed to be done, his sister finally managed to meet her dream man on her own. Jose finally decided to share his experience through his Instagram account @lovecoach.id and succeeded in helping his followers, who are predominantly career/independent women, find their dream man without having to lower their standards or criteria. Apart from his Instagram account, Jose is also pursuing a career as a teacher and speaker, especially in finding and fostering romantic relationships on the Trulav.id platform.

Trulav.id is an educational platform or website where there is a lot of content from trusted sources that provide information on how to find the right person and develop a relationship to a more serious level, and there is also discussion on how to maintain a lasting relationship for married couples. So, the platform is not just for women who are still looking for a soul mate, but also for married couples to make their relationship last. The content offered can be in the form of webinars, e-books, video recordings of webinars, discussion forums, and live Q&A on the chatbox on the platform. Of course, the content, ebooks, and Q&A can be freely accessed by subscribing. However, there are also several articles and short videos that can be accessed for free, and some webinars and ebooks can be accessed by the general public.

In today's digital era, social media has become one of the most influential communication tools worldwide [10]. In media studies, the audience is often regarded as a passive recipient of various media content [11]. Platforms like Instagram are no longer just used to share photos, but have evolved into a primary medium for disseminating information, building image, and influencing public opinion. Instagram allows its users to interact directly through features such as photo and video uploads, stories, reels, and live broadcasts, which further strengthens audience engagement and accelerates the spread of information. In Indonesia, the use of social media, especially Instagram, has increased significantly in recent years. This is supported by the increasingly widespread penetration of the internet, increased access to digital devices, and changes in communication patterns of the public who rely more on online platforms. Social media users in Indonesia are known to be very active and creative in producing various types of content, ranging from education, business, entertainment, to social activism. This phenomenon makes Instagram one of the most popular applications in the country, both among individuals and communities [12].

Instagram's popularity also opens up opportunities for various parties, including individuals, companies, and organizations, to use it as a marketing, educational, and entertainment tool. Social media and its users are steering individuals toward the ultimate expression of identity as autonomous subjects [13]. Many well-known businesses and brands are now optimizing Instagram features, such as Instagram Ads, influencer marketing, and shoppable posts, to reach more audiences and increase interaction with customers [14]. On the other hand, content creators and educators also use Instagram to convey various useful information, whether in the form of infographics, short videos, or interactive discussions. With this trend, Instagram has become not only a means of self-expression, but also a dynamic digital ecosystem that has a significant impact on social, economic, and cultural development in Indonesia [15].

However, in the context of this study, special attention is given to the use of Instagram as a medium for conveying educational narratives. The discourse in Instagram content can be in the form of personal stories, tutorials, tips and tricks, or social campaigns. Analyzing the discourse in Instagram content can provide a deeper understanding of how messages are delivered, received, and influenced by readers. Thus, the author will scrutinize the texts on the @lovecoach.id account as the object of research. In this case, the author acts as a reader to find out about the romanticism of relationships in independent women. The author will use Sara Mills' Critical Discourse Analysis theory in this study and is expected to provide a deeper understanding of how the media shapes public perceptions of social issues, especially those related to gender and power. This analysis will help identify patterns of domination and potential resistance that can occur in the communication process, which in turn can make a significant contribution to the development of communication theory and its application in society.

II. METHOD

In this study, the paradigm used by the author as a basis for research is a critical paradigm, which means that this research is not just theory, but also encourages praxis towards humanistic and enlightening social change. The approach used is descriptive qualitative research, where the data collected is not in the form of statistical figures, but rather a narrative description that explains the situation or condition under study in depth. Data was collected through the indirect observation method with the technique of media clipping, known as unobtrusive observation, which is a data collection method that does not change the natural behavior of the subject being observed because the observer is not directly involved in the activity or process being observed.

The unit of analysis in this study refers to the Instagram content of the @lovecoach.id account which was uploaded in the period May 2024 as the main object of the study. The method of analysis applied in this study is Sara Mills' critical discourse analysis, which involves the following three main aspects:

1. Discourse Analysis Approach by Sara Mills, This analysis focuses on how the position of the actor is displayed in the text, both as the subject and the object of the narrative. This approach examines who is positioned as the storyteller and who is the object of the story, so that it is possible to know how a discourse is constructed and communicated to the audience.
2. Subject-Object Position, This concept reviews how an event or phenomenon is viewed from a certain perspective, determines the structure of the text, and how meaning is treated in the text as a whole. By analyzing the position of the subject and object, this study can reveal patterns of representation and bias in the narrative presented.
3. Author-Reader Position, In this analysis, Sara Mills emphasizes that readers are not only passive recipients, but also have an influence on the meaning of the text in the way they position and identify themselves in the narrative. Therefore, this study also considers how readers understand and respond to the analyzed content.

III. RESULT AND DISCUSSION

In the digital era, social media plays a significant role in shaping opinions and perceptions about relationships, love, and marriage. Social media provides a space where language is used to construct meaning and identity intersubjectively [16]. One of the platforms that actively discusses these topics is Instagram, where accounts like @LoveCoach.Id provide insights and discussions on modern romance, particularly for independent women. @lovecoach.id is an Instagram account that focuses on self-development and relationships, especially for women who want to find and build relationships with the right man. This account is in the same sphere as

@trulav.id and has a similar vision in helping women understand the dynamics of romance in more depth. This account has the slogan “Helping Women Meet & Build Relationships with the Right Men,” @lovecoach.id provides various insights, strategies, and guidance based on experience and research that has been developed since 2014 by Jose Aditya. Through its content, this account discusses various aspects of relationships, from how to recognize a serious man, build confidence in communication, to strategies for keeping relationships harmonious.



Fig 1. @lovecoach.id account overview

The Instagram post to be analyzed is an upload on May 20, 2024, on that account. This upload consists of several slides discussing the reasons why many women feel afraid of getting married, the personal experience of a woman who feels doubtful about getting married, and advice for those facing a similar dilemma.



Fig 2. First and Second Slide

The first slide presents a thought-provoking question: “Kenapa ya makin banyak wanita yang takut nikah??” (Why are more women afraid of marriage?). This question reflects a broader societal phenomenon where modern women are increasingly cautious about marriage. The post introduces the idea that fear of marriage is not an isolated issue but a growing concern among women. This growing fear stems from various factors, including personal experiences, societal expectations, and generational trauma. As seen in the shared personal story, many women develop anxiety toward marriage due to past experiences, particularly those related to their family history. The second slide reveals the story of a woman who lost her mother at a young age and had to witness her father remarry soon after. The emotional impact of such events can create deep-seated fears regarding relationships and

the institution of marriage itself. Moreover, the post highlights how negative past experiences shape one's perception of marriage. The woman in the story mentions feeling insecure due to her father's second marriage, where the stepmother's personality vastly differed from that of her mother. This contrast created further emotional distress, reinforcing her hesitations about marriage. For many women, unresolved childhood trauma and witnessing unhappy marriages in their families become significant factors influencing their reluctance to marry.



Fig 3. next slide to the end (in sequence from left to right)

Source: https://www.instagram.com/p/C7MOjMbyLuZ/?img_index=8

Additionally, the fear of marriage is closely linked to concerns about potential partners. The third slide presents a list of worries that many women experience when considering marriage. These concerns include fears of choosing the wrong partner, being cheated on, repeating their parents' failed marriage, and experiencing an unharmonious relationship. Such fears indicate that women are increasingly aware of the risks associated with marriage and are taking a more cautious approach in making lifelong commitments. One of the most common fears is entering a marriage with unrealistic expectations and ending up with a partner who is irresponsible or incompatible. The uncertainty of whether a future spouse will remain faithful, supportive, and committed causes anxiety. The increasing rates of divorce and infidelity further fuel these worries, making marriage seem like a risky endeavor. The discussion in the fourth slide provides an essential message: past trauma and negative experiences should not define one's future. The post reassures women that despite their fears, they are not destined to fail in relationships.

The message encourages self-awareness and healing, emphasizing that good men are also searching for good women. This positive reinforcement aims to shift women's perspectives from fear to hope, motivating them to focus on building a fulfilling and healthy relationship. To navigate these fears, the fifth slide suggests an alternative focus. Instead of dwelling on anxieties, women are encouraged to develop a logical approach to love. The post suggests several strategies, including learning how to love with logic rather than emotions, choosing a partner consciously rather than out of urgency, improving romantic intelligence, and setting personal standards

for a future spouse. These strategies empower women to approach marriage with clarity and confidence, reducing the likelihood of making regretful decisions. The last slides highlight additional concerns, such as financial insecurity and personal insecurities. Many women delay marriage because they do not feel financially stable or fear disrupting a potential partner's life. Financial independence has become a crucial factor in modern relationships, with women striving to establish their own stability before committing to marriage. The societal shift toward financial autonomy has altered traditional gender roles, making women more selective in choosing partners who align with their values and ambitions.

Furthermore, some women struggle with deep-rooted fears of imperfection and failure. The fear of reliving their parents' troubled marriages or enduring emotional pain makes them hesitant to take the next step. Some even develop an avoidance attitude, preferring to remain single rather than risk an unhappy marriage. The final message in the post acknowledges these fears without dismissing them. Instead, it reassures women that their concerns are valid while emphasizing that marriage is a personal choice. It reminds readers that every individual is responsible for their own happiness and should not feel pressured by societal norms. The post ultimately encourages women to make informed decisions, whether that means embracing marriage or choosing to remain single, as long as it aligns with their personal well-being and goals. The discourse presented in this Instagram content highlights a significant shift in how women perceive marriage. It reflects a modern mindset where women prioritize self-awareness, emotional well-being, and financial independence over societal expectations. By addressing these fears openly, the post provides a sense of validation and support, encouraging women to make choices that are best suited for their lives.

3.1. Personal Experience of an Independent Woman

The second slide features a compelling personal narrative from a 28-year-old woman who has chosen to delay marriage due to deep-seated trauma from her past. She recounts the loss of her mother at the age of 13, an event that marked a pivotal moment in her life. Shortly after, her father, who was working out of town, remarried within just four months of her mother's passing. The abrupt nature of this transition and the stark contrast in personality between her stepmother and her biological mother created a profound emotional impact on her. This experience has shaped her perceptions of relationships and marriage, instilling a deep-rooted fear of commitment and uncertainty about romantic partnerships. This narrative highlights the powerful influence of childhood experiences on an individual's approach to adult relationships. Psychological research suggests that early familial relationships form the foundation of one's attachment styles and expectations in future romantic endeavors. When a child undergoes a significant loss, such as the death of a parent, the trauma can manifest in adulthood as anxiety, trust issues, and fear of forming long-term commitments. In this woman's case, witnessing her father's swift remarriage without her input may have contributed to feelings of neglect, abandonment, and a sense that marriage is an unstable and unpredictable institution [17].

Additionally, her relationship with her stepmother likely played a crucial role in reinforcing her negative perceptions of marriage. A drastic difference in personality and values between her mother and stepmother could have led to conflict, feelings of alienation, or struggles in adapting to a new family dynamic. The inability to reconcile these changes during her formative years has influenced her hesitancy toward marriage, fearing that a similar pattern of loss and instability could repeat itself in her own life. This personal testimony is an example of how social media platforms, like Instagram, serve as spaces for individuals to share their personal experiences, seek validation, and connect with others who may have faced similar challenges. By sharing her story, the woman not only provides insight into her fears but also fosters a conversation about the broader issue of how childhood trauma influences adult relationships. This aligns with discourse analysis, which examines how personal narratives are framed in public discussions, shaping collective perceptions of marriage and relationships.

Her experience also brings attention to the importance of emotional healing and self-awareness before entering into marriage. It underscores the need for mental and emotional preparedness, rather than succumbing to societal pressures or age-related expectations. Many women who have endured traumatic family experiences may resonate with this narrative, realizing that their reluctance toward marriage is not simply a matter of choice but a response to unresolved emotional wounds from the past. The second slide of the Instagram post highlights how

deeply personal experiences, particularly those stemming from childhood trauma, can shape an individual's perception of marriage. It reinforces the idea that fear of marriage is not just about avoiding commitment but rather a complex psychological response to past experiences [18].

3.2. Personal Struggles and Acceptance

The third slide delves into the woman's insecurities about dating younger men and her acceptance of her current state. She expresses that she is not ready for marriage due to financial instability and lingering trauma. This section highlights that readiness for marriage involves emotional and financial preparedness. In modern society, the concept of marriage readiness extends beyond societal expectations and family pressures. Many individuals, particularly independent women, now consider various personal factors before making such a significant commitment. Emotional security plays a crucial role, as unresolved trauma from past experiences can impact one's perception of relationships and trust. In the case presented, the woman's childhood trauma and family dynamics have contributed to her apprehension about marriage. Her experience reflects a broader phenomenon where past hardships shape one's views on long-term commitments. Financial stability is another essential factor in marriage readiness. The woman in the narrative expresses concerns about her financial situation, which has influenced her decision to delay marriage. In today's world, many women prioritize financial independence before entering a partnership, ensuring they have the means to support themselves regardless of their relationship status. This approach aligns with the growing movement of financial empowerment among women, emphasizing that financial security can provide a sense of control and confidence in personal decision-making [18].

Furthermore, the woman's insecurity about dating younger men reflects societal expectations and internalized beliefs about relationships. Age differences in romantic relationships have long been a subject of debate, with traditional norms often favoring older men in partnerships. However, modern perspectives on relationships encourage breaking free from these norms and focusing on compatibility, values, and mutual respect rather than age alone. By acknowledging her fears and uncertainties, the woman in the story demonstrates self-awareness, a key component of personal growth. Her decision to accept her current state rather than force herself into a relationship for the sake of societal validation is a powerful stance. This perspective aligns with contemporary views on self-worth and the importance of making conscious, independent choices regarding romantic commitments. Ultimately, this slide serves as a reminder that marriage is a deeply personal decision that should be based on emotional and financial readiness rather than external pressures. Women today are redefining marriage on their terms, prioritizing self-growth and stability before making lifelong commitments [19].

3.3. The Fear of an Imperfect Marriage

The fourth slide delves into the profound fears that many women harbor regarding marriage, particularly the fear of entering a union that is not "perfect." The narrative highlights a woman's apprehension about committing to a marriage that could result in infidelity, mirror the failed relationship of her parents, or place her in a disadvantaged position. These concerns are deeply rooted in a growing societal awareness of the challenges that can arise within a marriage, reflecting a shift in how women perceive relationships and commitment.

Table 1. Key Concerns of Women Regarding Marriage and Their Evolving Perspectives

Aspect	Explanation
Fear of Infidelity	Infidelity is one of the biggest concerns for women considering marriage. Trust is the foundation of any relationship, and the fear of betrayal can deter many from committing. The digital era has amplified these concerns, with social media and online interactions creating new opportunities for infidelity. Many women who have witnessed or experienced betrayal develop a heightened sense of caution, making them more selective in choosing a partner.
Avoiding the Cycle of Past Mistakes	Many women fear repeating the relationship failures they have witnessed, such as their parents' unhappy marriage or constant conflicts. Childhood trauma can shape one's perception of marriage, making them more wary of entering a similar situation. By

	recognizing these patterns, women strive to break the cycle and seek relationships that align with their values and emotional needs.
Seeking an Equitable Partnership	Modern women fear that marriage may limit their independence and force them into traditional gender roles. They seek relationships that offer equality, financial security, and personal fulfillment rather than being confined to societal expectations.
Social Pressure to Marry	Society often pressures women to marry at a certain age, leading some to rush into marriage without careful consideration. Women today are advocating for intentional, well-thought-out relationships that align with their personal goals rather than succumbing to external pressures.
Striving for a Balanced Approach	While avoiding an unfulfilling marriage is important, having overly high expectations can also create barriers to commitment. Women are learning to balance caution with openness—identifying red flags while allowing room for growth and compromise. They focus on communication, financial independence, and emotional resilience before making lifelong commitments.

The concerns highlighted in this slide resonate with many independent women navigating modern relationships. The fear of imperfection in marriage is not just about unrealistic expectations, but rather a reflection of the desire for a secure, satisfying, and equal partner. Therefore, by prioritizing emotional intelligence, financial stability, and self-awareness, women are redefining what marriage means to them. This evolving perspective shifts the focus from social pressure to personal fulfillment, empowering women to make informed and confident decisions about their relationships [20].

3.4. Respecting Personal Choices

The discussion centers around the importance of acknowledging and respecting an individual's decision to delay marriage due to personal trauma or other considerations. This perspective is essential in a society that often pressures individuals, particularly women, to follow conventional timelines for marriage and family life. Therefore with reinforcing the validity of personal choices, this message fosters a more inclusive and understanding discourse on relationships and marriage.

1. The Right to Make Personal Decisions

One of the most critical aspects of this discussion is the recognition that every individual has the autonomy to determine when, how, and if they want to engage in a committed relationship. Societal expectations often impose rigid standards on women, dictating that they should be married by a certain age or that delaying marriage is indicative of personal shortcomings. However, this perspective fails to consider the deeply personal and varied reasons behind such decisions. Delaying marriage can stem from numerous factors, including emotional healing, financial stability, career aspirations, or simply the desire to wait for the right partner. By acknowledging and respecting these reasons, society can foster a more supportive environment where individuals feel empowered rather than pressured into making life-altering decisions.

2. The Role of Self-Awareness in Relationship Decisions

Self-awareness is crucial when making significant life choices, including marriage. Understanding one's emotional and psychological readiness can prevent entering a relationship for the wrong reasons, such as societal pressure, fear of loneliness, or financial dependence. Individuals who take the time to reflect on their past experiences, identify their personal goals, and assess their needs are more likely to enter into fulfilling and lasting relationships. Moreover, addressing past traumas before committing to marriage can lead to healthier relationship dynamics. Unresolved emotional wounds can manifest in various ways, including trust issues, fear of commitment, and difficulties in communication. Prioritizing personal well-being ensures that individuals approach relationships from a place of strength rather than fear or insecurity.

3. Personal Responsibility in Romantic Relationships

The message in the final slide also underscores the importance of personal responsibility in relationships. This means being accountable for one's choices, actions, and emotional well-being. Rather than viewing marriage as an obligation or an escape from loneliness, individuals should see it as a conscious decision that aligns with their personal values and long-term goals. Taking responsibility also means understanding that a fulfilling relationship requires effort from both partners. Rather than waiting for the "perfect" situation or an idealized version of a partner, individuals should focus on developing their own emotional resilience and communication skills. This proactive approach can lead to stronger and more meaningful connections.

4. Challenging Social Norms and Expectations

The reinforcement of personal choice in delaying marriage challenges long-standing social norms that equate a woman's value with her marital status. In many cultures, women who are not married by a certain age are often stigmatized or perceived as lacking in some way. However, the evolving social landscape is gradually shifting towards greater acceptance of diverse life paths. By highlighting that marriage should be a well-thought-out decision rather than a societal expectation, this perspective promotes a more progressive understanding of relationships. It encourages individuals to define success on their own terms rather than adhering to outdated cultural expectations.

This slide's message is a powerful reminder that each individual has the right to determine their own relationship trajectory. By respecting personal choices, promoting self-awareness, and emphasizing personal responsibility, we can create a society that values emotional well-being and authentic connections over societal pressures. The decision to marry—or not—should always be a reflection of personal readiness and genuine desire rather than an imposed obligation. Ultimately, embracing individual choices leads to healthier relationships and a more supportive social environment.

3.5. Common Fears about Marriage

The sixth slide presents a list of fears that often prevent women from taking the step toward marriage. These concerns reflect real anxieties that many women face, particularly those who have grown up witnessing troubled relationships or have had negative personal experiences with romantic partners.



Fig 4. Common Fears Women about Marriage

One of the most prominent fears is the possibility of marrying an irresponsible partner. Many women worry that their spouse may lack the maturity or reliability needed to sustain a healthy relationship. This concern is especially prevalent among independent women who have worked hard to achieve stability in their personal and professional lives. The thought of entrusting their future to someone who might not share the same level of commitment or responsibility is daunting. Another significant fear is the potential for infidelity and the subsequent risk of divorce. Given the increasing number of marriages ending in separation, women are more aware of the

emotional and psychological toll that infidelity can bring. The fear of being betrayed and having to endure the painful consequences of a failed marriage discourages many from pursuing long-term commitment.

Additionally, some women fear repeating the mistakes of their parents' failed marriages. If they have grown up in a household where conflict, separation, or divorce was a reality, they may develop a deep-seated apprehension toward marriage. The concern of following the same trajectory and experiencing the same disappointments creates a hesitation to commit. Lastly, the fear of an unhappy and unharmonious relationship prevents many women from embracing marriage. The idea of being trapped in a loveless or dysfunctional partnership can be overwhelming. Many women prioritize their peace of mind and emotional well-being, choosing to avoid marriage rather than risk being in a toxic relationship [21].

3.6. Constructive Advice for Independent Women

The seventh slide shifts the discussion from fear-based concerns to proactive strategies that empower women in their romantic decisions. It emphasizes personal agency, advocating for logical love rather than relationships formed out of desperation or societal pressure. Women are encouraged to make conscious partner choices based on compatibility and shared values rather than arbitrary timelines. Additionally, developing relationship skills—such as effective communication and emotional regulation—helps foster healthier, more fulfilling connections. The final slide balances these concerns with a message of hope, reminding women that past trauma does not define their future. It encourages them to remain open to love while maintaining self-respect, clear standards, and confidence in their choices. By embracing a mindful and empowered approach, women can build relationships that align with their personal growth and happiness rather than fear or external expectations [22].

This narrative not only reflects the woman's personal struggle but also resonates deeply with other users who have shared similar traumatic experiences in the comments section. Many users responded with their own stories of betrayal, childhood neglect, or witnessing toxic marriages, reinforcing the notion that personal history significantly impacts one's view of relationships. The Instagram comment section became an interactive space where women validated each other's fears, offered emotional support, and engaged in discussions about the importance of healing before committing to marriage. From a discourse analysis perspective, this interaction illustrates how digital media fosters collective experiences that shape public perceptions of marriage and commitment. The engagement in the comments section suggests that social media is not just a platform for content consumption but also a space for communal storytelling and resistance against societal pressures [23]. Women who have endured traumatic pasts find solidarity in these discussions, challenging traditional narratives that portray marriage as an unquestionable life goal. This ongoing dialogue demonstrates a shift in the discourse around relationships—one that acknowledges the necessity of self-awareness, emotional security, and the right to redefine personal milestones beyond societal expectations.



Fig 5. User engagement in the comments

The discussion surrounding these slides extends beyond the original post, as user engagement in the comments section plays a crucial role in shaping the discourse. Many users shared their own insecurities, financial concerns, and traumatic experiences related to relationships, reinforcing the idea that marriage is no longer viewed as a default life milestone but rather a carefully considered choice. Some commenters expressed similar fears about dating younger men, highlighting societal pressures that dictate relationship norms. Others resonated with the idea of financial independence, emphasizing that economic stability provides women with the freedom to choose relationships based on emotional compatibility rather than necessity [24]. Additionally, the direct interaction between the account owner and the commenters further deepens the discourse. By responding to personal stories and validating shared concerns, the account owner facilitates a space for open dialogue where women feel heard and understood. These interactions illustrate how digital platforms empower individuals to redefine narratives around marriage, challenge societal expectations, and advocate for self-growth before committing to a lifelong partnership [25]. This online engagement not only fosters a sense of community but also serves as a form of resistance against traditional norms that pressure women into marriage without proper emotional and financial readiness.

The analysis of @Lovecoach.id's Instagram content reveals patterns of domination and resistance in the discourse surrounding romantic relationships for independent women. Media representations often reflect societal expectations that place women in a subordinate position, emphasizing traditional gender roles where marriage is seen as a defining milestone. These narratives create a form of symbolic domination, reinforcing the idea that women should aspire to marriage despite their fears or personal aspirations. However, the discourse also exhibits resistance, particularly in posts that encourage women to prioritize emotional security, financial independence, and self-awareness before committing to marriage. By highlighting the fears and concerns of independent women—such as infidelity, irresponsible partners, and societal pressure—the content challenges the traditional notion that marriage should be pursued at all costs. This duality in media discourse demonstrates how women navigate the tension between societal norms and their desire for autonomy, contributing to the broader understanding of how power dynamics influence personal decisions.

From a communication theory perspective, this study underscores the role of social media in reshaping public perceptions of relationships and gender roles. The interactive nature of Instagram allows for diverse voices to emerge, providing a platform for independent women to share their experiences and challenge dominant narratives [26]. This aligns with the concept of negotiated meaning, where audiences interpret and engage with media content based on their own lived experiences, sometimes accepting, rejecting, or modifying the messages presented. The presence of both domination and resistance in these discussions highlights the evolving nature of communication in the digital age, where traditional hierarchies are being questioned, and new narratives are being formed. These findings contribute to the development of communication theory by demonstrating how digital media facilitates counter-discourses that empower marginalized perspectives, ultimately shaping societal attitudes towards gender and relationships.

IV. CONCLUSION

The analysis of Instagram content from @Lovecoach.id using Sara Mills' Critical Discourse Analysis has revealed how media narratives shape public perceptions of romantic relationships among independent women. The study highlights key concerns such as fear of marriage, the influence of past trauma, societal pressures, and the desire for equal partnerships. By examining the discourse, it becomes evident that media platforms play a crucial role in reinforcing or challenging traditional gender norms, influencing how women navigate relationships and commitment. The findings suggest that independent women are redefining romantic relationships by prioritizing emotional and financial security, challenging outdated expectations, and advocating for self-awareness in choosing partners. This study contributes to the understanding of media discourse on gender and power, demonstrating how social media can both reinforce and challenge dominant narratives. The insights gained can inform communication strategies that promote healthier discussions about relationships, empowering women

to make informed decisions. Additionally, this research can be useful for educators, psychologists, and media practitioners in designing content that supports gender equality and critical engagement with societal norms surrounding love and marriage.

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