

ABSTRAK

Permasalahan diskriminasi perempuan di Iran hingga saat ini merupakan isu yang krusial sejak revolusi Iran tahun 1979. Implementasi aturan Islam yang represif di bawah pemerintahan otoriter mengakibatkan hambatan dalam aktivisme perempuan. Penelitian ini membahas bagaimana perkembangan gerakan feminisme di Iran dalam membangun jaringan feminis yang mendorong penyelesaian isu diskriminasi perempuan pada masa pemerintahan Hassan Rouhani (2013-2021). Penulis meneliti permasalahan ini menggunakan Teori Struktur Kesempatan Politik dan *Framing* dalam Teori Gerakan Sosial. Metode yang digunakan dalam penelitian ini adalah kualitatif dengan teknik pengumpulan data menggunakan studi kepustakaan, berupa artikel, buku, jurnal dan *website* terkait dengan topik penelitian. Penelitian ini menemukan bahwa pendekatan pemerintahan Hassan Rouhani yang moderat menghasilkan peluang politik terbuka dalam perkembangan gerakan feminis modern hingga mencapai puncak aktivismenya. Strategi dan pencapaian gerakan feminis yang berkembang besar seperti *My Stealthy Freedom* dan *#WhiteWednesdays*, *#MeToo* yang diikuti oleh kampanye tagar lainnya yaitu *#MenInHijab*, *#Where_Is_She*, serta *#GirlOfRevolutionStreet* terlihat melalui proses *framing* dalam menginterpretasikan isu diskriminasi terkait hak perempuan yang terjadi di Iran, terutama atas aturan kewajiban berhijab dan kekerasan seksual. Perkembangan jaringan kemudian dicapai melalui strategi pemanfaatan media sosial, kampanye publik, dan advokasi. Kedua strategi pertama dilakukan pada masyarakat Iran untuk membuka kesadaran mereka terkait isu diskriminasi yang ada. Sedangkan strategi advokasi difokuskan untuk membawa isu terkait hak-hak perempuan sebagai tuntutan kepada pemerintah. Hassan Rouhani kemudian mengeluarkan kebijakan-kebijakan dalam upaya menanggulangi masalah diskriminasi perempuan di Iran. Kesimpulannya, keterbukaan politik dalam Pemerintahan Hassan Rouhani telah berperan signifikan dalam membuka peluang perkembangan gerakan feminis serta mengeluarkan kebijakan sebagai upaya menangani isu diskriminasi perempuan di Iran. Melalui proses *framing*, gerakan feminis dapat memperkenalkan nilai perjuangannya melalui narasi kepada publik hingga ke diskursus internasional yang meningkatkan kesadaran dan desakan tuntutan kepada pemerintah.

Kata Kunci: Diskriminasi Perempuan, Feminisme, Hassan Rouhani, Iran, Struktur Kesempatan Politik, Proses *Framing*.

ABSTRACT

The problem of discrimination against women in Iran is currently a crucial issue since the Iranian revolution in 1979. The implementation of repressive Islamic rules under an authoritarian government resulted in obstacles to women's activism. This research discusses how the feminist movement in Iran developed in building a feminist network that pushed for resolving the issue of women's discrimination during the reign of Hassan Rouhani (2013-2021). The author examines this problem using Political Opportunity Structure Theory and Framing in Social Movement Theory. The method used in this research is qualitative with data collection techniques using library research, in the form of articles, books, journals and websites related to the research topic. This research found that the moderate approach of Hassan Rouhani's government resulted in open political opportunities in the development of the modern feminist movement until it reached the peak of its activism. The strategies and achievements of the growing feminist movement such as My Stealthy Freedom and #WhiteWednesdays, #MeToo which was followed by other hashtag campaigns namely #MenInHijab, #Where_Is_She, and #GirlOfRevolutionStreet can be seen through the framing process in interpreting the issue of discrimination related to women's rights that occurs in Iran. especially regarding regulations regarding the obligation to wear the hijab and sexual violence. Networking development is then achieved through strategies for utilizing social media, public campaigns and advocacy. The first two strategies were carried out among the Iranian people to open their awareness regarding the existing issue of discrimination. Meanwhile, the advocacy strategy is focused on bringing issues related to women's rights as demands to the government. Hassan Rouhani then issued policies in an effort to overcome the problem of discrimination against women in Iran. In conclusion, political openness in Hassan Rouhani's government has played a significant role in opening up opportunities for the development of the feminist movement and issuing policies in an effort to deal with the issue of discrimination against women in Iran. Through the framing process, the feminist movement can introduce the value of its struggle through narratives to the public and international discourse which increases awareness and demands for the government.

Keywords: *Feminism, Framing Process, Hassan Rouhani, Iran, Political Opportunity Structure, Women's Discrimination*