

Journalism, Women and Gender

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Abstract— *The presence of the "Women's Theme" is thought to bring the atmosphere (in whatever sense either positive or negative). Due to the presence of such women in the world of men the theme of women can still present as a conditioning and whip in all activities especially for business and politics. However, from year to year the number of women who work as journalists increases. This is because although women who sit in the structure of the media increases but the level of decision makers remains limited. Presentas women as editors, heads of fields or departments, and media owners only about 0.6% only (Venny, 2010). The role of the media to become a more real force is capable of shaping the world's own perceptions, and the individual (women's) struggle to maintain a unique identity and self-understanding by breaking away from media influence becomes increasingly difficult. May Lan in Subono is still trying to add an understanding of gender perspective journalism. That is the practice of journalism that seeks to spread ideas on gender equality and justice between men and women through the media. The neutrality of view that is widely disseminated through the media is deemed to be able to help reduce the stereotypes that exist in the community. In the gap between what is implicitly beautiful in the eyes of the media and the physical reality of the majority of "self-improvement" products and services, not a few people try to change themselves and their appearance in a physical way, in order to fit in to be "beautiful and interesting "and got a positive rating for" norms "in the appeal and desires of society in general. Mass media does have a great role in constructing society so that the image of women appearing in the media if not criticized will be considered natural, natural, and even so. Departing from the arguments above then becomes very acceptable if women need to utilize the mass media to sound and pengalamannya and display the face of women who are more representative. Mass media becomes a strategic target for tools to voice the identity, representation and interests of women This is due to the character and role of the typical mass media.*

Keywords— *mass media, woman.*

I. INTRODUCTION

Woman is a person who can always be a soft talk wherever located. The presence of the "Women's Theme" is thought to bring the atmosphere (in whatever sense either positive or negative). Due to the presence of such women in the world of men the theme of women can still present as a conditioning and whip in all activities especially for business and politics. When we talk about women and the mass media, we are basically talking about two things, namely :

1. Representation of women in mass media, both printed media, electronic media, and various forms of multi media: So

far the mass media still make women as objects not subjects, both in news, commercials and entertainment programs. This can be proven in the impressions of women more often described as victims, weak parties, helpless, or become victims of criminality because of his attitude that "invites" or provoke the occurrence of criminality, as a sexual object or even a fierce, unreasonable, "And even a prostitute / not a good woman, a spender. While the depictions in the stories are often highly stereotyped. Women are portrayed as powerless, weak, in need of protection, victims of domestic violence, competence around the domestic sphere. While women in commercials appear more often displayed as body pieces that are commercialized because of the beauty of his body or the beauty of his face is not the ability of his brain or his skills.

2. Women and the mass media:

Women's involvement in production and post production of mass media is still very small. Still at least women involved in journalistic work tend to be because it's been considered journalistic work as a region of men. However, from year to year the number of women who work as journalists increases.

Increasing women in the world of mass media does not mean they also have a major contribution in determining the issues that must be raised with the point of view of women. This is because although women who sit in the structure of the media increases but the level of decision makers remains limited. Presentas women as editors, heads of fields or departments, and media owners only about 0.6% only (Venny, 2010). In many areas of employment women attendance is still diraassa less considering the rapidly increasing number of women.

This causes the issue of decision makers in the mass media lack or lack of gender sensitivity in determining the issue of news. This is related to the interests of power, both from within and from outside. Unfortunately, because it lacks a gender perspective, the mass media often ignores women's issues and gender issues. In the end, the representation of women displayed in the mass media further marginalized and subordinated the women.

The role of the media to become a more real force is capable of shaping the world's own perceptions, and the individual (women's) struggle to maintain a unique identity and self-understanding by breaking away from media influence becomes increasingly difficult. How people's perception through the media is determined more by the hands of men because they have a decisive position. Things that

undermine self-perception are racial, gender, and class-based stereotypes (often physically, fiscally and emotionally defined), which are widely perpetuated either through the mouth of the mouth and not infrequently the medium becomes a means of contributing to the continuous dissemination that is often not disputed by community. Prevalence and power of gender (especially women).

The glamorous shows in which this is portrayed by the media are very visible and very difficult to separate from the physical appearance of celebrity stars on the media. Impressions that seem glamorous displayed media as presenting the life and career of a particular group, not surprising with the clothes they wear. Even so much attention has been given to the appearance of celebrities across television programs devoted primarily to the visual aspect that tends to exploit the celebrity outfits and accessories compared to the material of the show, worse it is deliberately created and gets media responses to expose women from their appearances in all events, the views that are formed often shift from view of subject matter to the view of fashion appearance.

This problem gets strong opposition from the feminist school. Feminists believe that media must play a role in creating gender equality and justice. Therefore, there is a need for journalism that has a women's perspective so that women are not present only in the physical point of view but the ability of women's intelligence is appreciated. Regarding gender journalism Nur Iman Subono tries to define saying that it is:

"...kegiatan atau praktek jurnalistik yang selalu menginformasikan atau bahkan mempermasalahkan dan mengugat terus menerus, baik dalam media cetak (seperti dalam majalah, surat kabar, dan tabloid) maupun media elek-tronik (seperti dalam televisi dan radio) adanya hubungan yang tidak setara atau ketimpangan relasi antara laki-laki dan perempuan, keyakinan jender yang menyudutkan perempuan atau representasi perempuan yang sangat bias jender"

(Subono, 2003).

"...activities or journalistic practices that always inform or even question and defend continuously, whether in print media (such as in magazines, newspapers, and tabloids) or elec-tronic media (as in television and radio) the existence of an unequal relationship or relationship imbalance between men and women, gender beliefs that corner women or representations of very gendered women"

(Subono, 2003).

Citing May Lan, Subono is still trying to add an understanding of gender perspective journalism. That is the practice of journalism that seeks to spread ideas on gender equality and justice between men and women through the media. Here Subono tried to further explore through two approaches of journalism work:

1. Journalism that has gender sensitivity.
2. journalism that lacks gender sensitivity or is commonly referred to as gender-neutral journalism.

He modified a model from Eriyanto's book where the model mentions 4 benchmarks to see whether a medium does gender-neutral gendered or gender-based journalistic work. There are also four things that can be used as a reference that is:

- How the media see the facts.
- How the media itself seeks to position itself among various interest groups and access to media.
- How media journalists themselves take up their positions and roles in media work.
- How the first three references above become the basis for processing the coverage and appearing in the news.

If the mass media has alignments, then the appearance of coverage or reporting is explicitly having its own perspective, while if it is gender neutral, then the content of the news does not have a certain perspective or perspective on issues that favor women. The neutrality of view that is widely disseminated through the media is deemed to be able to help reduce the stereotypes that exist in the community.

The increased public awareness of both the existence and potential damage caused by these stereotypes is very important if they should be eliminated. Often, though, they are difficult to combat and even to identify because of the way they are distributed where the impressions are presented.

The media presenting the celebrity's body has a single unifying thread, regardless of the specific position the celebrity is given. The body as beautiful as the desired celebrities is both subjective and objective. Media, help disseminate this without questioning and the effect of community response forms. The media's portrayal of the body as beautiful as a celebrity 'as an interesting, desirable thing. "They are a national symbol of this characteristic. In contrast, the unattractive body is fat, shapeless, short and so forth. This meaning is also used for advertisements there, The advertising message is clear: fat = bad / ugly = unhappy and alone, thin = happy and will get an interesting partner.

Unfortunately, though, there is a severe disconnect between male and female body types praised in the media and people of the wider community. A very small minority of the population has a genetic dispensation to match with what the media is meant to be attractive. For women, "desirable" physical characteristics (as depicted in the media) include being thin, long-legged, slim hips, and large-chested. While the "desirable" man has the physical characteristics of the media with a muscular and has a head full of hair. Some characteristics are described as desirable in both sexes, such as being tall, fit, athletic, youthful, and light-skinned.

In the gap between what is implicitly beautiful in the eyes of the media and the physical reality of the majority of "self-improvement" products and services, not a few people try to change themselves and their appearance in a physical way, in order to fit in to be "beautiful and interesting "and got a positive rating for" norms "in the appeal and desires of society in general. Television, magazines and newspapers are filled with ads that promote self-loathing, while offering "the miracle of changing the body with drugs or other shortcuts." Bodies that do not fit into sexy, sterilized sides become hated

when the reality of the person appears otherwise, they will try to improve and are generally forced into submission with the stereotype. Part of the damage caused by such mentality. This creates the beauty of the body into the benchmarks of an individual's success, they will more easily compete in all sectors of both business, politics and personal life.

II. DISCUSSION

Women's Representation, Participation and Access in Media.

The issue of women's representation in the media, the news that has gender sensitivity, and the alignment of journalism as described above basically leads to the extent of women's access to the mass media. It is still a matter of its own.

In the World Conference on Women IV in Beijing, China in 1995 succeeded in formulating the recommendation of 12 critical areas as strategic goals that must be met by a State. The content of the recommendations, called the Beijing Platform for Action, among others, is to achieve strategic goals for women in the mass media. There are two strategic targets concerning women and the mass media:

- Increase women's participation and opportunities to express and make decisions in and through the mass media and new communication technologies.
- Promotes balanced and non-cliche images of women in the media. (Edition Info Sheet 25, <http://www/lbh-apik.or.id/fac-25.tm>, accessed October 31, 2006)

Women and mass media become one of the 12 strategic target areas of BPFA + 10 because in reality the identity and representation of women in the mass media still shows the strong stereotype of women due to patriakhal culture as well as women as objects in the mass media. On the other hand, mass media does have a great role in constructing society so that the image of women appearing in the media if not criticized will be considered natural, natural, and even so.

In fact, if women's access to media is not limited, much can be done by those who are critical of the identity and representation of women in the media. The restrictions on access make women marginalized. The real face of women is invisible and women's voices are not heard because of hegemony by power and economic interests wrapped in patriarchal values.

The obstacles of women in the mass media are expressed by Achmad (2005) as follows:

- The image of women appearing in advertisements is still about domestic and beauty activities.
- Television programs also contribute negatively to the image of women. Women are rarely portrayed as independent, courageous and student figures in television soap operas.

- Very few TV programs and radio programs that empower women. Even if women appear in TV and radio programs, it is more about cooking or personal grooming.
- The media treats women more as objects that are exploited, so the female body appears in advertisements that have nothing to do with the product being advertised. Neither are gender-sensitive coverage. This results in a large gap in gender understanding and awareness.
- Language constructs female image stereotypes in the media. What followed was journalistic work, through language and choice of words, displaying crime news that made women victims many times instead of reporting a violation of the right to women.
- There is no special program from the government to introduce and promote the concepts of gender equality and justice in the mass media.
- The government still can not revise the source of law that is very gender biased, namely Marriage Law no. 1 of 1974. The contents of the law are very contrary to CEDAW which is an international convention to eliminate all forms of discrimination against women.
- Women can not use its influence in determining media content and its policies because few women are in decision-making positions in the media.

Departing from the arguments above then becomes very acceptable if women need to utilize the mass media to sound and pengalamannya and display the face of women who are more representative.

III. CONCLUSION

Mass media becomes a strategic target for tools to voice the identity, representation and interests of women This is due to the character and role of the typical mass media. As in his writings, Adriana Venny said that in line with his role as a medium for information, education and entertainment, the mass media also plays an important role in social, cultural, political and economic life (2005). He cited the success of the government program during the New Order period that formed "Kelom-Pencapir" (Audience Groups, Readers, and Audience) when socializing agricultural programs.

Non-governmental organizations (NGOs) fighting for women's rights are aware that they must have their own media to disseminate ideas on gender equality and justice. They also need media to advocate for policies and mobilize unity to make changes. Venny (2005) listed several women's NGOs owning their own media for the purposes of increasing women's participation and access through media and communications technology. The Women's Journal Foundation (YJP) uses printed media in the form of journals, websites and radio by producing radio programs that cover women's issues and broadcast by 167 radio stations. In addition, YJP also made a documentary about women in conflict areas and trafficking of women. In addition, many

women's NGOs own and use their own newsletters to disseminate awareness and gender issues.

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