

Muslim Woman's Description in Printed Media Industry in Indonesia

Case: Muslimah Magazine "Noor And Laiqa" Issued in 2015-2016

Afrina Sari

University of Budi Luhur
Indonesia

afrina.sari@budiluhur.ac.id

Abstract— Magazine is a Print Media that is still experiencing significant development in Media Industry. Magazines as a tool Mass communication has the role of educating, entertaining, and persuading audiences, But along with technological developments, print media industry began to retreat. There are some magazines that are still high in society, such as Muslimah magazine. Muslimah Magazine highlighted the lifestyle and also the appearance of Muslim women in using hijab and style of dress. This is allegedly due to the ability of a magazine editor in managing magazine content in depicting women in the print media industry such as magazines. The research objectives are; 1) to find out what factors encourage Muslim women's magazines Noor and Laiqa to choose women in the print media industry? 2). What is the concept of women depicted in Noor magazine and Laiqa magazine? 3) what factors are described in Noor Magazine and Laiqa Magazine about Muslim women in print media industry in Indonesia? The research method used qualitative approach with case study technique which refers to crosswell case study using various sources of information in its data collection to give a detailed and in depth description of the response of an event. Technique of collecting data using observation and interview. Observation is done when looking at the images displayed in the magazine. The interview was conducted on the editorial staff of Noor magazine and Laiqa magazine. The results showed that 1). Factors That Encourage Muslim Women Magazines Noor And Laiqa Choosing Muslim Women in Print Media Industry namely; a) the willingness of media owners to promote women in better serving information in the media. b) the wishes presented in every offer of information in Noor magazine about women with intelligent personality, active, independent as well as beautiful inner birth.2). The concept of women depicted in Noor Magazine poured the concept of women who described the figure of women in accordance with the teachings of the Qur'an and hadith Rasullullah SAW showing cosmopolitan in a modern way. While Laiqa magazine brings the concept of Muslim who is rich in knowledge about the outside world, but still filter life with Islamic principles.3). Commodification of the contents of the content of the magazine in the magazines noor and laiqa which includes information on the activities and life of celebrities presented in terms of clothing, fashion, and career work public figures are used as a cover story in the magazine. The commodities of a magazine segment are Muslim women aged 23-38, who need information on how to dress in a muslimah.

Keywords—*muslim women; media industry; magazine; mass media*

I. INTRODUCTION

Print media as part of the mass media has specifications in the presentation of information and audiences. This then makes the special characteristics of print media. In addition print media can be read repeatedly, because it can be documented. Over time, print media began to get rivals from faster on-line media in serving and accessing information. This situation causes the print media to think to develop themselves with steps that are adjusted to the circumstances of the environment and the reader.

Print media such as magazines became one of the media that experienced a significant development in the reform era in Indonesia. Magazines are considered as a communication medium that has its own character. Magazine develops mass communication functions in educating, entertaining and persuading audiences. According Ardianto [1], Magazine published by a group of people where they can freely determine the shape, type, and target audience. Magazines are different from other print media, because magazines have several distinct characteristics. Magazines have published frequencies, this makes the magazine present information with more actuality. In addition, magazines also use more images and photos, and have a cover or cover that makes it look more attractive than other print media.

At this time, print media experience problems in business. Related to the impact of the presence of on-line media. The presence of internet media brings about changes in media management as told by Sari [2] that there is a change of media management in the change of media management to develop existence in the media business. Especially influenced by the political economy of the media that direct the media to look for commodities that can develop the media business.

While from another angle, print media like magazines experience a different development. The rise of Muslim women magazines and circulated with market segmentation of Muslim clothing users. The presence of Muslim magazines in

Indonesia gives its own market. This is related to the number of Indonesian population. Based on BPS 2015, explaining that the total population of Indonesia is 237 million people, 87% are Muslim. These data led to the emergence of various productions that led to the high Muslim population. Impact on lifestyle, and how to dress and consumptive from Muslim Indonesia.

Commodities of Muslim women who want to be described are commodities in the magazines Noor and Laiqa, is a Muslim woman magazine that exist in fashion and Muslim fashion. Noor magazine was first published in 2003. This magazine put forward the Islamic lifestyle and the cosmopolitan concept of Muslim women. Noor magazine was founded by Ratih Sanggarwati who was a former Indonesian model in the 80s era. The second magazine observed in this research is a magazine laiqa, a magazine that appeared in 2013. The magazine was pioneered by Hanna Faridl, a talented blogger and entrepreneur in the world of Muslim fashions.

This research uses the theory of symbolic interactionism George Herbert Mead (Littlejohn & Foss 2009) which discusses the three aspects of social interaction namely the mind, self, and society. It also uses political media economic theory by Vincent Mosco which discusses the political economy factor in the media industry that influences the content of the media itself. Based on this, the research question is; (1) what are the factors that drive Muslim women's magazines Noor and Laiqa to select women in the print media industry? (2) what is the concept of women depicted in Noor magazine and Laiqa magazine? (3) what factors are described in Noor Magazine and Laiqa Magazine about Muslim women in the print media industry in Indonesia?

II. LITERATURE REVIEW

A. *The theory of symbolic interactionism*

According to Littlejohn and Foss (2009) Symbolic Interactionism is a way of thinking about the mind, self and society that has contributed greatly to the sociocultural tradition in communication theory. Quoted from Morissan [3], Goerge Herbert Mead, a sociology scientist, says that the theory of symbolic interaction focuses attention on the ways humans use to shape the meaning and structure of society through conversation. It is explained that Goerge's Work Herbert Mead describes three interrelated concepts in symbolic interactionism of mind, self, and society. The three concepts of Mead are described as follows:

- Mind; Mead defines the mind as a social phenomenon that grows and develops in social processes as a result of interaction. The mind in this case is similar to the symbol, only the mind is formed after the occurrence of self-talk that is when a person engages in a self-talk which is also interpreted as thinking.
- Self: according to Mead is a process that grows in the daily social forming identity. Self-development depends on how one takes on the role of another. In taking the role, we imagine our behavior from the perspective of others. There are two sides of each of which perform important functions in social

interaction, namely "I 'and" me ". "I 'can be translated as" I ", which is a unique, implusive, spontaneous, unorganized, and unpredictable part of a person. While "me" can be translated as "daku" is another general, which is a function of guidance and assistance, it is a socially acceptable and adapted behavior. Both "I" and "me" are both required for social interaction "I" is a subjective formulation of the self when confronted with others. While "me" is the uptake of others.

- Society: can be interpreted as a collection of self-interaction in the wider environment in the form of personal relationships, intimate groups, and communities. Society exists because of the same response. Society is nurtured by the individual's ability to perform other roles and other roles.

B. *Political Economy Theory of Media*

The political economy of the media is a term used generally to integrate the theoretical framework of communication with the theoretical framework of politics and economics. Political economy is one way or perspective to see and analyze an issue or phenomenon of communication. As an entity constructed by the media, so-called communication often presents certain economic and political interests. Theoretically, the media cannot be separated from the political influence around it in determining the direction of the media outlay. Media politics is used to select reality which is then formulated into a redactional policy where the same reality can produce different news constructions.

Vincent Mosco [4] mentions that the definition of political economy is the study of relations, particularly the power relations that mutually constitute the production, the distribution, and the consumption of resources. Mosco explained that the political economy of the media as a study of social relations, especially the mutually beneficial power relations between sources related to communication. Mosco divided the three aspects in reviewing the political economy of the media, namely: Commodification, Spatialization, and Structure. And what is discussed in this research is about commodification. Explained as follows;

Commodification: the process of taking goods or services of value in use and converting them with valuable commodities on what the market can produce. Commodification occurs because of commodities. Commodities can be interpreted as something that is in production and offered for sale. So commodification can refer to the process of converting value into exchange rate in various ways.

Mosco identifies the compassification into four forms of commodification: a). Commodification of Content: the process of message and set of data into the system of meaning in such a way as to become a marketable product. b). Commodification khlayak; ie the process of producing media media programs, for example, is used to attract audiences and then the company's turn to access the audiences submits certain material compensation to the media. c). Commodification of cybernets, which are divided into intrinsic commodification; media exchange ratings and extensive commodification. That is to

reach all social institutions so that access is only owned by the media. d). commodification of labor, that is, using technology to expand its processes in order to earn commodity goods and services.

C. Media Industry

According to Golding and Murdock The process of change that occurs in the media industry includes four cycles: a). First Cycle; covering the production of small-scale, personalized media from the expansion of cultural products. Distribution and sale are segregated and commercialized. b). The second cycle: marked by the entry of new technology into the production process and distribution. c). The third cycle; takes place when the industry has experienced a period of saturation due to consecutive pressures, such as rising prices, declining incomes, and changing demand patterns that result in the emergence of industry concentrations. d). The fourth cycle: This cycle is the development of the tension between new technological capabilities on the one hand and economic attention, on the other hand dialectically.

Shoemaker and Reese argue that there are five levels that can affect the media content: a). Individual Level; discuss the factors that exist in workers in the media b). Level Routine; Refers to a patterned activity. c). Organization Level; Media organizations as entities, formal, or economies that employ media workers in an attempt to produce media content. d). Extra media level; the existence of factors influencing media content among others; sources of information, sources of media income, and other social institutions, and e). Ideology Level; a set of frameworks that determine how the world views and how to act.

D. Noor Magazine

Noor Magazine was founded in 2003 by three women; Ratih Sanggarwati, Sri Artaria Alisyahbana, and Jeti Rosila Hadi. With tagline "sure, Smart, Stylish". Noor magazine is known as the first Indonesian Muslim magazine that is cosmopolitan. Noor magazine is published monthly, wanting Indonesian women more intelligent, smart, beautiful born in spirit based on Alquran and Hadith. In the news in the mass media has been more discriminating women, Noor magazine appeared to break the way of coverage that discriminates it.

E. Laiqa Magazine

Segmentation of Laiqa magazine is young to adult muslimah. Laiqa magazine was founded in 2013 pioneered by Hanna Faridl. Laiqa magazine has some rubies containing articles about fashion trends in veiling, as well as other knowledge ranging from beauty tips, business, to recipes. Laiqa magazine comes with a full color page and an interesting cover.

III. RESEARCH METHODS

This research method using case study method. According to Robert K. Yin, the case study as a research investigates phenomena in real life context, when the boundaries between phenomena and context are not clearly visible, and where multisource are derived from the use of various data collection

instruments. Technique of collecting data is done by interview and observation. The interview was conducted to the editorial team of Noor and Laiqa magazines. Data analysis technique using descriptive data analysis is done simultaneously with data collection process, data interpretation and other narrative writing, and change the data of reduction result into matrix form. Systematic analysis based on the theory of symbolic interaction and the theory of the political economy of the media are commodified.

IV. RESEARCH RESULTS

A. Factors That Encourage Muslim Women Magazines Noor And Laiqa Choose Muslim Women in Print Media Industry

There are several reasons that encourage Muslim women magazines Noor and Laiqa to choose Muslim women in the print media industry, namely: a) the desire of the media owners to promote women in the better presentation of information in the media. b) the wishes presented in every offer of information in Noor magazine about women with intelligent personality, active, independent as well as beautiful inner birth. Based on his knowledge of the Qur'an and Hadith, the presentation is presented in Laiqa magazine. Noor's magazine featured an exciting discussion of Muslim readers with articles on Islamic life from celebrities and other Muslim women.

Based on more specific interviews and observations described in table 1 on the character of Muslim women in the media industry as follows;

TABLE I. THE CHARACTER OF MUSLIM WOMEN IN THE MEDIA INDUSTRY

Media	Fashion	Life Style
Noor Magazine	Fashionable	Smart and Modern
Laiqa Magazine	Beautiful and Islamic	Independent and Modern

Based on Table 1, two mass media (Noor and Laiqa magazines) explained that the characters featured in the media industry are Modis, beautiful and Islamic that are featured in the way they dress. While the characters Smart, Modern, and Mandiri displayed in the lifestyle.

B. The concept of women depicted in magazines in the Media Industry.

Noor magazine poured the concept of women who described the figure of women in accordance with the teachings of the Qur'an and hadith Rasullullah SAW which shows the cosmopolitan in a modern way. Cover Noor magazine is a Muslim woman who daily wearing hijab. With the concept that wants to be developed is a muslimah should inspire other muslimah. In addition there is the concept of Muslim women who are active at home and outside the home.

While Laiqa magazine brings the concept of Muslim who is rich in knowledge about the outside world, but still do the filter life with the rules of Islam.

Noor magazine describes the concept of Muslim as a smart example and adheres to Islamic values, as well as stylish in appearance. This is manifested in the selection of magazine covers featuring female Muslim figures achievers, active and stylish. Most of Noor's magazine covers are celebrity-lined or public figures that can inspire women in their activities. The concept of modern muslimah delivered by Laiqa magazine Muslim women are smart and active is displayed with a fashionable figure by wearing the latest fashion clothing coupled with a trendy hijab. Segmentation of Laiqa magazine of women aged 23 -38 years, from social class A-B educated undergraduate. Both magazines have similarities in constructing the concept of Muslim women today. To be more clearly presented in table 2 below;

TABLE II. THE CONCEPT OF WOMEN IN THE MEDIA INDUSTRY

Media	The concept of Muslimah	Feminist Concept	The concept of Islami
Noor Magazine	How to hijab,, Knowledge of Jurisprudence Islam, activity	Concepts based on Al-Quran and Hadith	clothing model,, Information, serving and image layout
Laiqa Magazine	Way wearing hijab, Mode, Modern Knowledge	Concept Based on Muslim fashion	Model, Use of color and the hijab model

Based on table 2; can be explained that the concept of women in the media industry there are 3 concepts namely 1) Muslim concept; on this concept is seen from how Muslim women wear headscarves, the existence of Islamic knowledge in fiqh, and display the activity of Muslim women. On this concept; Editorial goal to highlight Muslim women who hold to the Qur'an and Hadith. 2) Feminist concepts; feminists presented from principles based on the Qur'an and hadith presented in life. Shown in a picture show, choosing a shooting location, and featuring a life that symbolizes Muslim women who adhered to the Shari'a taught by the Qur'an and Hadith. 3) Islamic concept; the Islamic concept is present in the clothing model, the layout information of the female image presentation. The Islamic concept is presented in a blend of Islamic clothing and lifestyles in an Islamic way.

Meanwhile, according to Azizah [5]; Noor magazine presents content with rubrics mostly containing articles on Islamic values, and magazines contain laiqa Muslim fashion and art articles as well. Beta [6] explains that the magazine Aquila asia is constructing Islamic values into something that can be compromised. In the articles and photos presented reflect the figure of modern Muslim women. Research from Marlianty [7] explains that the female model as a representation of the ideal posture and beauty make reader

consumption. In contrast to Muslim magazines that provide more positive information about Muslim women.

C. Commodification analysis in print media industry in Indonesia

Commodification based on Political Economy Theories of Vincent Moscow media studied are commodification of content and commodification of audiences. Commodification of contents concerning the contents of the dish in the magazines noor and laiqa which includes information on the activities and life of celebrities presented in terms of clothing, fashion, and career work public figure used as a cover story in the magazine. The message in the show is how the corresponding Islamic teachings. The message to be delivered is presented in rubric using Arabic.

Commodification of the audience that became the segmentation of the magazine is a Muslim woman aged 23-38 years old, who need information about how to dress in Muslim. Community commodities developed from serving rubric, magazine noor and Laiqa declare Human Resources in processing Muslim fashion bus. Presents ads using endoser to invite audiences to be interested in Noor and laiqa magazines.

V. DISCUSSION

Print media industry special magazine, aiming segmentation of Muslim women. Noor magazine segmentation is an adult woman who informs Islam by providing useful information for Muslim women, with an inspiring storyline on the life of Muslim women who become figures. Noor magazine encourages Muslim women to live forward as the times progress. Laiqa magazine is formed from the analysis of consumer needs segmentation of Muslim clothing.

Political Economy Theory Media explains that commodification is a process of taking goods for services of value in its use and altering with a commodity of value on what can be produced. The commodities presented in Noor and Laiqa magazines are women with moslem clothing. Commodification of the contents of both magazines is to form Islamic messages presented with interesting rubric. Commodification of audiences aims to form a homogeneous audience.

Noor magazine casts information in its dish by removing the negative stigma in women. More presents women who advance in the field of careers. Women are presented as women of responsibility who can bring families better. Laiqa magazine comes with the concept of modern and stylish female lifestyle. Show women with smart, active, and modern personality. The figure of women presented is Muslim women today with a broad-minded figure active in the home and outdoors.

Based on symbolic interaction theory Herbet Mead who see social interaction can affect one's mind and self. Both magazines present Muslim women with thoughts that shape social intercourse. The higher the ability of a person to play a social role, the more the identity or identity of the Muslim woman.

VI. CONCLUSIONS

Based on the research result, the conclusion of this research is as follows;

- Factors That Encourage Muslim Women Magazines Noor and Laiqa Choosing Muslim Women in Print Media Industry namely; a) the willingness of media owners to promote women in better serving information in the media. b) the wishes presented in every offer of information in Noor magazine about women with intelligent personality, active, independent as well as beautiful inner birth.
- The concept of women depicted in Noor Magazine poured the concept of women who described the figure of women in accordance with the teachings of the Qur'an and hadith Rasullullah SAW showing cosmopolitan in a modern way. While Laiqa magazine brings the concept of Muslim who is rich in knowledge about the outside world, but still filter life with Islamic principles.
- Commodification of the contents of the content of the magazine in the magazines noor and laiqa which includes information on the activities and life of celebrities presented in terms of clothing, fashion, and career work public figures are used as a cover story in the magazine. The commodities of a magazine segment are Muslim women aged 23-38, who need information on how to dress in a muslimah.

REFERENCES

- [1] E. Ardianto, L. Komala, and S. Karlinah, *Komunikasi Massa: Suatu Pengantar [Mass Communication: An Introduction]*. Bandung: Simbiosis Rekatama Media, 2007.
- [2] A. Sari, "Manajemen dan Kebijakan Redaksional Media On-line (Analisis Induktif: Pandangan komodifikasi isi dan khalayak Media [Online Media Management and Editorial Policy (Inductive Analysis: Commodification Views of Content and Media Audience)]," in the 4th Indonesian Media Research Awards & Summit (IMRAS), Jakarta, 2017, pp. 262-272.
- [3] Morissan, *Teori Komunikasi Individu Hingga Massa [Communication Theory from Individual to the Masses]*. Jakarta: Kencana Pranamedia Group, 2013.
- [4] V. Mosco, *The Political Economy of Communication: Rethinking and Renewal*, London: Sage Publication, 1996.
- [5] E. S. Azizah, *Produksi Majalah dalam Industri Media Cetak di Jakarta (Studi kasus majalah Muslimah Noor dan Laiqa) [Magazine Production in Printed Media Industry in Jakarta (Case Study of Muslim Women Magazine Noor and Laiqa)]*. Jakarta: Universitas Budi Luhur, 2016.
- [6] A. R. Beta, *Konstruksi Identitas Perempuan Muslimah dalam Aquila Asia [Identity Construction of Muslim Women in Aquila Asia]*. Jakarta: Universitas Indonesia, 2012.
- [7] N. Marlianty and A. Suryani, "Representasi Tubuh Perempuan dalam Rubrik Kecantikan di Majalah Femina Edisi Mei 2011 [Woman's Body Representation in Beauty Rubric of Femina Magazine Edition of May 2011]," *Jurn. Komunikol.*, vol. 9, no. 2, September 2012.