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REPRESENTATION OF WOMEN IN MEDIA SITES ONLINE

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Abstract. Dream.co.id site content articles and images predominantly women, where there are 429 articles in the category of housewives and career. The site is the site of the Muslim lifestyle who ranks 10th in Indonesia. Recorded census at the end of 2016 as much as 49.83%, or about 118.3 million people is the female population. The Central Bureau of Statistics recorded at 60.67% of Indonesian women married, had a position as a housewife and also work. These facts explain that women have multiple roles. The research objective was to determine the representation of women in the Online site. The method used is the analysis of the contents of the article content Dream.co.id by framing the article connecting concept and as a mark of meaning production. There are three theories that explain the representation. First, gender representation and gender is shaped by culture. Gender representation in media produces negative stereotypes of women, where women are always positioned in the domestic sphere. Second, representation and realism that is the real picture that is displayed media. Content received an audience is a form of real world. Third, changes in the representation of where the text that appears to have an important meaning message (Branston & Stafford, 2003). The findings show that 67% of women described as having two roles. Women have a function take on the role of tradition and role transitions. Women have a great responsibility in the domestic sphere and the public. A role can be an option for women themselves, but also as the demands on women. Both of these roles as a breakthrough of postfeminis, but is still undergoing structural traditionalists. On the site's content was found to be 71.7% of women get the stereotypical 'housewife'. The 28 articles category housewives and career are 57.1% on a female stereotypes about the 'housewives' negative tone in the media portal Dream.co.id, such as : housewives make a loss because it does not work and the purchase of foreign products, father was a non-commissioned officer who just married housewife, housewife better than career, women should be more at home and be a housewife, a wife/mother perform all household tasks such as cooking, washing, embroidery, childcare, care of the home, children, husband, being a housewife into the nature of monthly expenditure, women as domestic servants work caring for children, can work under pressure, a little rest, good at cooking, washing, can take care of their own health, and finally women should be housewives.

Conclusion is different roles and weights, two different terms. Private role is to take care of the family. While household problem is not a requirement for women. Sincerity women who want to perform household duties while caring for children and a husband. The system of values, norms, stereotypes and gender ideology has long been seen as one of the factors that influence women's position and relationship with men, or with the environment in the construction of society. The role of women in the public sphere of the economy is getting the salary from his own sweat where the money is not an obligation to use on families. Women who want to help and share their income to domesticate the supposed obligation of men referred to as alms. Alms in financial terms given willingly by the woman/wife to the household as a form of glory and grace of a woman. Each role taken by women has a positive function for themselves, society and beliefs.

Keywords: Representation, Woman, Online Media Sites

I. INTRODUCTION

Representation in media studies explain how media construct images and text indirectly. The question that always comes up in this study is how the media portrays a group identity, a story, or a specific event. Media gives us a view of the conditions and situations on purpose. Media content as the basis of media influence. Open media content and access various mass

communication processes. Media content helps us to predict the effects that occur in the audience. Media provide messaging content that has the effect. Content does not stand alone to understand the emphasis being produced where content can give a natural effect or broadly (Shoemaker & Reese) [1].

Representation connects meaning and language to culture. Hall stated the representation means using language to say something of meaning,

describe, a world full of meaning for others (Hall) [3]. Representation is the production of meaning through language, where The Shorter Oxford Dictionary describes the two meanings of representation ie (Hall) [3]: 1. Showing something to explain and describe, calling the description, depiction or imagination. 2. Displays meaning to symbols, words that stand or replaced. 3. There are two systems of representation that mental representation and the representation system (Hall) [3]. First, mental representation is a system where all kinds of objects people and programs linked to the rule concept or mental representation of where we take it on our minds. Meaning depending on the system of concepts and menggambarkan formed in our minds that delivers real world. Secondly, the representation is a system of concepts, categories, and marks arranged and formed consciously. The second point related to the representation and realism (reality) disclosed Branston and Stafford that media construct rules and systems, and charm. Media presents the elements of the text and does not represent a deviation. Media formed a concept that has never been experienced by audiences (Branston & Stafford) [2].

Stereotypes in the media is a controversial issue that leads to identity, an understanding of the power of certain groups, describing negative image 'see' and groups. Stereotypes are represented media shaping the thinking public that a particular ethnic or class should be categorized on the text produced media. Characteristics of stereotypes there are four, namely:

1. Involve categorization and evaluation of stereotyped groups
2. Understand the special nature of the group and gave negative suggestion
3. Always carry stereotypes in programs and text, but not all negative
4. The stereotype asserts a fact or attribute differences right.

Representation and gender Gender is culturally formed and became the basis of the biology of "the body", as well as build a system of differences. Gender and sex differences lie in how

the term is used. Sex is sex is not the same as sexual activity, sexual orintasi, imagination, and objects. Sex here is a divider in men and women on the side of biology such as gender and hormones.

There is a difference between sex and gender. Sex leads to the characteristics of the men and women of physical and sex. While gender is culturally molded results. Gender differences in system building. Nature of women who gave birth to establish a different system that women should remain at home and take care of children. Then the media shaping it into a stereotype. Feminists develop key approaches and paradigms about representation in the media, including in advertising, programs, magazines, news, novels, radio and new media. The research method in the direction of stereotypes, women, and children can be done with a variety of content analysis and qualitative analysis methods on the image and text. Category stereotypes of women that have appeared in the media is 'the only woman in the kitchen', while 'the man is always stronger'. This labeling which always appears in the media to form a product of cultural stereotypes.

In the late 1970s and early 1980s emerging category of stereotypes in the media that amounted to 13% in the UK advertising character centered on women while advertising employees or workers by 41% in men. Stereotypes in women repeatedly appeared in the media as 'housewives or workers' while he is positioned as a highly powerful and dominant, a man's voice is always heard. Other rules marked man as a scientist and an expert on the social, economic, political, health while women as consumers who enjoy the fruits or products produced men. To ward off the negative stereotypes, came the term post-feminism as a movement of women who need to voice their rights as women or gender equality known. The concept emerged as a postmodern response to gender issues. Post-feminism illustrate that women are always associated with the habit of make-up and shoes highheels. When in fact, in addition to nature into a mother who takes care of the household, women also have a role in the areas of social, economic, and political.

II. THEORETICAL FRAMEWORK

Reality or positive picture of disadvantaged groups could ignore the labeling that appears. Where the media does not describe clearly the actual facts. As a picture of social reality and the real state of previously unseen (Branston & Stafford) [2]. Text media presents elements of the text and does not represent a deviation. Here are the things that the media ignored:

1. Media displays the feelings of others. The media construct rules and systems, and charm. To create text, media takes work and a different subject on film, television, radio and rely on the spoken word.
2. Display and text program has a variety of programs 'genre' is not or has never been experienced by audiences. Familiarity is important audience created to obtain a noticeable effect in various genres such as adventure genre, thriller, horror, romance, action, mystery, comedy, and drama. In addition, the representation of the beauty soap ad generates something unreal and make specific and pressing issues to be long-term problems.
3. Media display images and text as a reflection, forming stereotypes excessive, understand humor and entertainment the desired audience.

Questions representation of positive and negative media present a positive image and negative, good and bad that can form an understanding of the audience. Questions involved in the media about representation is :

1. How can a community be displayed ?
2. How many categories of positive representations ?
3. Is there any influence of the practical work in the media about the image ?
4. Do understanding of the audience raises a specific meaning ?

When media stereotypes form a particular group then became very influential in the community. There are some image or story that accidentally labeled bad and cruel as the label unemployment, women as sex objects and other commercial. When the image in a particular group are produced, then the image has become a

representation of a burden and burdensome particular group. The issue of representation raises questions such as :

1. What is the reality of actually presented in the media? What are the positive and negative image?
2. How to construct the character of the group if they do not appear in the media before. This means that they are currently being presented and a new image should be known label.

Categories negative image leads to the victim, sex, crime, body lean women, and black women. Such labeling media industry then formed into a discussion of certain groups.

Dual Role of Women

The role is a function or behavior that is expected of sexual individuals, as a single activity by purpose can be divided into two: First, the role of the public, that all human activity that is usually done dilluar home and aims to generate income. Second, the role of domestic, namely the activities undertaken in the house and is usually not intended to generate income, but to perform housekeeping activities (www.kompasiana.com, articles Dinie Nastiti June 17, 2015) [4].

Another term that the dual role of women consists of traditional roles and role transitions. The role of tradition or domestic include women's roles as wives, mothers and household managers. While the transition involves understanding the role of women as workers, society and human development. At the transition the role of women as workers actively participate in economic activities (for a living) in a variety of activities in accordance with the skills and education that has owned and jobs available (Wibowo, 2011).

The dual role of women to bring change of institution or social structure in the family. If the dual role of women accounted for the stability of the family or the community, then it is considered functional. The involvement of women diving dual role can not be separated from the factors that influence such as their motivation, a strong desire to actualize themselves, their beliefs and positive

assessment of yourself will be the ability to carry on the success in the future.

Shifting values in the family, requires women to be more independent, creative and can better allocate time again. Although there are some changes in the functional structure of the family as time use patterns and activities for the family, work, social, economic, self-development and use of free time, but do not make women lose nature and identity as women. Women have a social and moral responsibility as a form of accountability to Allah, who has created and glorify women.

Economic progress and globalization make the labor market more complex. Another impact of these advances, seen from the improvement in the status of a job as well as for women. Although female labor force participation rates increased, but not a few women who work part time or work in the informal economy. This relates to the role - the dual role of women as mothers in charge of household affairs, including raising children, taking care of her husband, and employment of women.

The participation of women at this time is not just demanding equal rights, but also expressed its functions have meaning for the development of Indonesian society. The participation of women regarding the role of tradition and role transitions, tradition or domestic roles include the role of women as wives, mothers, and the manager of the household (Wibowo, 2011).

Mansour Fakih manifests itself in various forms such as marginalization or the process of economic impoverishment, subordination or presumption of important political decisions, the formation of stereotypes or through negative labeling and so forth (Fakih) [5]. In general the dual role of women is defined as two or more roles to be played by a woman at the same time. As for the role of general regarding domestic role, as a housewife, and the role of the general public to the world of work. This concept seems to be able to solve the problems of standardizing roles as has been understood by some people as something that is not negotiable. With the concept of multiple roles like this, women are no longer exclusively be struggling in the domestic sector but also can

browse the public sector. In fact, statistical data around the world has always demonstrated that the participation of women in the labor market and politics is always smaller than the male.

III. RESULT AND DISCUSSION

The findings show that 67% of women described as having two roles. Women have a function take on the role of tradition and role transitions. Women have a great responsibility in the domestic sphere and the public. A role can be an option for women themselves, but also as the demands on women. Both of these roles as a breakthrough of postfeminis, but is still undergoing structural traditionalists. On the site's content was found to be 71.7% of women get the stereotypical 'housewife'. Stereotypes of women discuss the issue of domestic and home affairs sphere that becomes a liability. Media constructed that women have multiple roles in the private sphere and the public. Women have the right to engage in the public sphere. Women are required for a good environment, career, education, economic, social, but do not forget about family affairs.

The 28 articles category housewives and career are 57.1% on a female stereotypes about the 'housewives' negative tone in the media portal Dream.co.id Islam is 'housewives make a loss because it does not work and the purchase of foreign products', 'father was a non-commissioned officer who just married housewife', 'housewife better than career', 'obligation Muslim to be a housewife', 'women should be more at home and be a housewife', 'a wife / mother perform all household tasks such as cooking, washing, embroidery, childcare, care of the home, children, husband', 'being a housewife into the nature of monthly expenditure', 'women: domestic servants work caring for children, can work under pressure, a little rest, good at cooking, washing, can take care of their own health', 'women should be housewives'.

The division of labor of men and women can be seen in physical activity undertaken, where women are responsible for housework, while men are responsible for the work to earn a living.

Housework rated non-productive, do not make money because it does not work. While the male job assessed productive because it deals with money (Wibowo, 2011). Money means power, great access to the source of production thus showing a high status in society.

Women are different from men in certain things, so it would not be a women acting like men and vice versa. Women and men have created their respective natures. Islam is perfect not allow it to impede women outside the home. Sometimes a woman needs her presence outside. Or maybe they need something to be gained by way out of his house. Public ignorance of women's rights according to Islam, making the issue of subordination, domestication, objectification and stereotype grow and develop. The pressing problems of women to voice their rights.

The portrayal of women in the article Dream.co.id done by content analysis method. There are two categories was observed that the position of roles and stereotypes. The position includes the dual role of women as housewives and as workers / entrepreneurs. The result of the position of women's roles that amounted to 67% of women have multiple roles, and the rest is pure housewife.

IV. CONCLUSIONS

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