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**PERCEPTION OF WOMEN AND THE FUTURE OF
YELLOW NEWSPAPERS**

**CASE STUDY: ANALYSIS OF THE HEADLINE OF POS KOTA
AND LAMPU HIJAU**

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Abstract

Objectives: This research is intended to analyze how women are perceived in yellow newspapers' headline. In relation with news about women are included as newspapers' content, another objective is to analyze the yellow newspapers' future in Indonesia, particularly Pos Kota and Lampu Hijau.

Methods: Data that is used for this study is the headline from Pos Kota and Lampu Hijau for one month (March 2015). The researcher uses Pan and Kosicki framing model, semiotics, triangulation, and codification qualitative research for this study.

Results: Women are perceived as part of society and individuals (if the incident is different from society's expectation). Moreover, although their loyal readers still have optimism, yellow newspapers' future will be competed by online media.

Conclusions: News where women involved are still seen through male perspectives. It has relation with lack of female journalists in Indonesia. Also, besides anticipating the existence of online yellow journalism, the yellow newspapers can use investigative journalism to attract and maintain the readers.

Key words:

Women, Yellow Newspaper, Framing, Semiotics, Triangulation, Qualitative, Codification