

## CHAPTER II

### THEORETICAL FOUNDATION

#### 2.1. Theoretical Foundation

##### 2.1.1. Women and Media

Women's role is sometimes missed from a history. It is inherited from one generation to another generation and the familiarity towards patrilineal system becomes its result. The patrilineal system had existed during Soeharto era on 1990s. At that time, by using his policy, Soeharto positioned women in domestic area as wives who serve their husbands and as mothers who nurse their children (Dewi, 2009). Only few people know that matrilineal also holds important role in Indonesia. It all began from women, including land and property (Ramedhan, 2015). Several tribes in Indonesia also still insist on maintaining the matrilineal system that involves family lineage and marriage.

Media, including newspapers, are seen to be essential for spreading issues about women. With information provided by media, public, either willingly or unwillingly, receive the message contained within that information. The media have ability to build public opinion and shape people's perception towards certain issues. In addition, media also have power to influence public's position towards certain issue about the right and wrong side within certain incident (Setiansah, 2009). What is contained within media is seen as the representation of reality. Even though the later sentence seems to be the bright side of them yet it also can be the negative side because it also has chance to make the issues about gender, especially women, become insensitive to be discussed (Yusuf, 2004). The insensitivity about women's issue depends on how the journalists

provide the fact, the position of the media, and the journalists' and their product's position (Yusuf, 2004).

Media have their own ideology. The news that they have produced contains certain ideology to influence public. Nowadays, with the large amount of media in Indonesia, the fight of ideology often can be found between media. Meanwhile, in the middle of the fight, women in media can be seen as commodity to create social relation that can attract public (Yusuf, 2004).

In criminal news, sometimes women are positioned to be the part of certain incident. They do not purely become the victim; however, they become the figures that determine how certain incident happened. Additionally, when women become the survivors or culprits of certain incident, their identity sometimes can be exploited by labeling them as “young widow”, “someone's wife”, or “beautiful teenager” who have less connection with the entire story (Yusuf, 2004).

Iwan Awaluddin Yusuf (2004) stated several problems of gender and media in Indonesia, some of them are related with how the media legitimize gender-biased within them, the amount of women journalist and their productivity, and the use of language in media that explain the incident related with women.

### **2.1.2. Women and Journalism**

Gender insensitivity is connected with the amount of journalists from both genders. It seems that women are seen to be sensitive when producing news about women, whereas men are lack of insensitivity when producing news about women and often perceive the news from male perspective (male patterns). However, there is also a possibility when women have less sensitivity when producing news about women. It is because they have entered the journalism

world where masculinity is more dominant, men become the decision maker for every step that should be taken, and the way these women produce news is also influenced by male patterns (Yusuf, 2004). Still, there are also men journalists who care about gender sensitivity journalism in Indonesia. They are productive enough to generate writings related with gender equality.

### **2.1.3. Perception**

Perception has essential role for communication process. It is because the receivers (of the message) are expected to behave in certain way depending on the message that was being sent. However, the complexity of the communication process may make the process to be complicated, particularly because different receiver has different perception.

Perception is seen to be the process of interpreting sensory data (Lahlry, 1991, as quoted by Severin, J., & Tankard, Jr., 2001). It also means, perception is the process of selecting, organizing, and interpreting response (Lahlry, 1991, as quoted by Severin, J., & Tankard, Jr., 2001). There are several factors that can influence perception, including psychological factor, needs, assumption, people's expectation, and many others.

### **2.1.4. Framing**

Journalists, readers, and the news' sources must have framing. For the journalists, framing helps them to determine the message they want to convey through their article. So it is not just purely for publication purposes only. In a similar manner it also happens to the readers because each of them has a different background that will influence on the way the news is accepted (decoding the message). Furthermore, sources also have their own perspective in perceiving an incident, and then telling the information about it to the

journalists. They can be influenced by their background, culture, value, and many others. Furthermore, the sources also can choose which information that should be shared and which information that should not.

In 1955, framing was introduced by Gregory Beterson. It was used to understand a certain incident that is happening. At first, “framing was also seen as conceptual structure to organize political view, policy, and texts and also provide standard categories to appreciate the reality” (Zuhra, W.U.N. 2013). Later on, Goffman (1974) developed the meaning of framing to be the tool that can be used by individual to perceive the reality (Sobur, 2002 as quoted by Mawardi, 2012). “Framing” or “to frame” is the term that describes the process of selecting, while “frames” describes the result of the process itself. Viorela Dan (2011) quoted Entman’s explanation about framing (1993):

“(to frame is to) select some aspects of a perceived reality and make them more salient in a communicating context, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation for the item described.” (p. 52)

Framing is about focusing on a certain event that resembles the reality. For its usage, framing is used to “analyze media content and effects” (Bruggemann, Michael. 2014). Furthermore, framing also helps to understand the journalist’s perspective when he or she is writing the article or choosing particular elements to be included or eliminated on his or her article. “The perspective will determine which elements are being taken by the journalist, which part that is being focused on by the journalist, the purpose of the article, and which part that is eliminated by the journalist” (Sobur, 2004:162 as quoted by Zuhra, W.U.N. 2013). Moreover, the reality that is focused on by framing is the reality that is contained within the journalist’s article. Meanwhile, Gamson, who later

developed the framing analysis with Andre Modigliani, called the concept above as the package (Eriyanto, 2002:224 as quoted by Junaidi, Ahmad. 2012). With framing, there will be understanding and construction about the meaning of a message that someone accepted.

Bruggemann (2014) explained the difference between Journalist Frame and News Frame. The journalist frame means the frame that is available when the journalist produces the news. Besides by the journalist, it can be influenced by the owner of the media and the sources. Meanwhile, news frame is explained to be meaning that can be found within the article.

According to Ahmad Junaidi (2012), framing analysis is often used to capture the message related with feminism on the media.

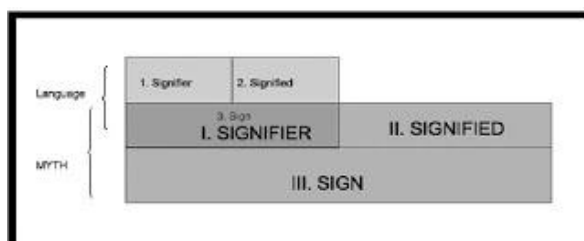
### **2.1.5. Semiotics**

Semiotics (semiology) and linguistics were found by Ferdinand de Saussure. Meanwhile, semiotics later developed by several key figures and one of them is Roland Barthes. Semiotics can be used to interpret both verbal (linguistics) and non-verbal signs (visual signs), even though Barthes thinks that it is more challenging to interpret non-verbal signs because they contain direct meaning that actually has further explanation and it also has power to influence people through what has become the major belief. According to Griffin (2012), Semiotics is used to find the meaning behind “anything that can stand for something else”.

Semiotics cannot be released from sign, signifier, and signified. Barthes has implemented them into daily activities in order to make them easier to understand, and one of them is through a wrestling match. In the wrestling

match, it seems that the spectators see it will be the match between the good and evil. And the promoter will choose the wrestlers that resemble the image, for instance is by choosing the wrestler who is obese with certain facial characteristic. The physical condition and the image of the wrestler is the signifier. Meanwhile, the signified means the concept that exists behind the image of the wrestler. In the end, the combination of both signifier and signified

will become the sign.



Sign also cannot stand by itself because it is a part of a system.

Sometimes, when both signifier

and signified already form a sign the sign itself can be unified with another

**Figure 2. 1** Signifier and Signified

signifier and then combined with different signified to form a new sign (figure 2.1).

Mythology is also can be found on Barthes' Semiotics. Griffin (2012) makes it simple through explaining that myth is "the connotative meaning that signs carry wherever they go". While denotative is the literal and real meaning of the sign that one can often find on the dictionary, the connotative means "socio-cultural and 'personal' associations (ideological, emotional) of the sign" (Chandler, 2014). It also means that the connotative can be different from one person to another depending on the background, class, age, environment, and many others. Yellow Ribbon is used as the example of the shift between the actual history and the connotative belief that is spread throughout American society. In the beginning, the Yellow Ribbon is used as the symbol of forgiveness because it was contained on the lyric of "Tie a Yellow Ribbon Round the Ole Oak Tree" song by Tony Orlando and Dawn (1972). But in the end, the meaning is shifted

to be the symbol of American nationalism (connotative sign system). In the end, myth also can make something that is cultural to be appeared as normal.

According to Dan (2011), signs can be used within the framing's purpose as persuasive. It is because visual image, text, and the other parts of the sign are essential to strengthen the framing itself. On the other hand, while framing is said to be more focused on persuasive, semiotics' focus is more to find the meaning behind the symbols.

#### **2.1.6. Code**

Code is part of semiotics together with social context (Chandler, 2014). According to Roman Jakobson, a structural linguist, code is one of the six essential elements found on his communication model. Besides code, there are addresser (sender), message, contact, and addressee (receiver) (Martin, B., & Ringham, F., 2000),

The process of Jakobson's communication model involves those six elements. When certain message is being sent from the addresser to the addressee, the message itself needs context as the base that can be understood by them. After that, code also has similar function with context to make the message understandable for parties that are involved in the communication process. Furthermore, the code is required to be easily recognized by the addresser and addressee because their position is similar as the encoder and decoder of the message (Chandler, 2014). Code can be seen as the "measure of agreement" about the meaning of the words, non-verbal language, sounds, etc. (Martin, B., & Ringham, F., 2000). Meanwhile, contact is the channel of the message and

also “psychological connection between the addresser and addressee” (Jakobson, 1960, as quoted by Chandler, 2014).

Code is important in the process of understanding sign. It is because the sign’s meaning “depends on the code which it is situated” (Chandler, 2014). The code needs to be easily recognized or familiar with both the sender and receiver. If there is no familiarity, the meaning of the sign cannot be functioned properly. As the result, the message will not make sense. Similar thing happens when reading a text. In that process, there are producer and interpreter. Code helps the interpreter to create limitation for the meaning of the text. It is different from one interpreter to the others because presumably they have different set of familiarities (of the code). Moreover, the interpreter chooses the convenient code in order to find the meaning of certain sign within the text. Also, code has ability to “simplify the phenomena” (Gombrich, 1982 as quoted by Chandler, 2014).

### **2.1.7. Encoding and Decoding**

Both encoding and decoding are included on semiotics. The terms originated from an essay on Encoding/Decoding by Stuart Hall (1980). Encoding is the process of translating purpose or meaning into symbols or codes (Severin, W. J. & Tankard, Jr., 2001). The symbols can be words, photos, and many others. Meanwhile, decoding is not only accepting and understanding the symbols or codes. Within the decoding process, interpretation and evaluation of the codes’ meaning are also included (Chandler, 2014).

The code makers have purpose for the interpreters. They want the interpreters to find the meaning that they intended them to find, receive the meaning that they



purposely made for them. It can be said that the code makers create limitation for the interpreters to minimize the differences or conflicts between them. This can be called as textual determinism (Chandler, 2014). However, sometimes it purely cannot work like that. The interpreters may have different meanings of the code, particularly because social factors are involved within the process. Therefore, the meaning that is received by the interpreters can be more than what the code makers had created.

Moments are phases in Encoding/Decoding (Chandler, 2014). According to Stuart Hall, the moments can be divided into production, circulation, distribution/consumption, and reproduction. Every moment is connected with each other; however, they are also different. Hall does not see the communication process happens in linear way as what happened on traditional communication model. It is because Hall believes that the way certain message is interpreted by the receivers, the result will be different from what the senders have created. In addition, the receivers of the message are not passive anymore.

Soap opera can be example for Hall's moments (Davis, 2004). Hall is also interested with what has happened on mediated text between television program and its audience. However, as for this research, the example also can be taken from the newspaper. When the production process happens, it has technical elements, 'conventions of professional practice' along with opinions and values, and "ideological aspects" (Davis, 2004). On the newspaper, the technical elements can be how the journalists choose the sources and gain information from them, how the journalists write the articles, and the others. Meanwhile, on professional practice, it can be the angle that has been approved by the editor, the editing process, and many others. Lastly, the ideological aspects can be the

question on how far male journalists see the women within the articles from male's point of view, particularly when women become the victims.

The circulation is the next moment. The readers might not realize the reason why certain facts are placed on the beginning of the article, the assumption why the journalists choose certain sources for the article, and how the journalists create the article while at the same time also involve ethics during the process. The readers pay more attention to the content of the article. As the result, it needs to be understood on "how a text exists in different forms at each moment" (Davis, 2004).

The consumption exists after the circulation. Meaning is the result of consumption. The readers are not passive anymore, even when they are receiving the message through the article. It is because the meaning is formed within the readers' mind. There is a process of maintaining every element within the article into something that can be understood by the readers. However, it is possible that the readers can accept the message, along with accepting reality that has brought by the article. In contrast, it is also possible that the readers neglect the message. Consequently, there is uncertainty that the next moment will happen (Davis, 2004).

## **2.2. Theoretical Frameworks**

### **2.2.1. Pan and Kosicki Framing Model**

Zhongdan Pan and Gerald M. Kosicki introduced their framing model through an essay on Journal Political Communication (Eriyanto, 2002, p. 250). Framing by Pan and Kosicki is seen to be how certain issue is being constructed and negotiated (Eriyanto, 2002, p. 251). It is also about how the journalists bring the

issue or the information to the society (Eriyanto, 2012, p. 253). Moreover, framing by Pan and Kosicki believes that the process of producing the news is influenced by different parties, for instances are the journalists, the sources, and the readers. Each of them has different frame.

When producing the news, the journalists do not solely depend on their concept. They have social value that influences them during the process and they also think about their readers, especially on how their readers accept the information. Furthermore, the journalists are also influenced by their professional life as the journalists, including the rules and ethics when producing the news, their standard, and many others. The newspaper itself is “the representation of the journalists’ mind and attitude (that includes the journalists’ background, culture, and education) that will influence how certain fact is constructed within the news” (Iskandar, 2014).

According to Pan and Kosicki, there are two concepts on their framing model. The first concept is psychology. Before the process of digesting the information, there are competitions of information trying to attract the readers. The condition is getting worse when the overloaded information makes the readers forget easily. Therefore, it is important for the newsmakers to produce the news that is easily recognized and remembered for longer period.

The psychology concept elaborates on how the information is processed within someone’s mind (Eriyanto, 2012, p. 252). Here, framing elaborates the process on how to create something different within the news by placing it into different or unique position and focusing on particular part that is believed to be able to construct the reality.

The second concept is sociological. It is about how someone perceives and organizes the information in order to have more understanding about what happens within him/herself. Moreover, besides for inner self, the purpose of the sociological concept is to have more understanding about the external reality. In order to make the reality is easier to be accepted and understood, as the result, it should be “labeled by particular label” (Eriyanto, 2012, p. 253).

The framing model by Pan and Kosicki can be seen below:

STRUCTURE	FRAMING DEVICES	OBSERVED UNITS
SYNTAX How the journalists arrange the fact	1. News Scheme	Headline, lead, background, quotation, source, statement, closing
SCRIPT How the journalists tell the fact	2. Completeness of The News	5W + 1H
THEMATIC How the journalists write the fact	3. Detail 4. Purpose sentence, relation 5. Nominalization between sentences 6. Coherence 7. Tenses	Paragraph, proposition
RHETORIC How the journalists emphasize the fact	8. Pronouns 9. Lexicon 10. Graphic 11. Metaphor 12. Supposition	Word, idiom, photo, graphic

**Table 2.1** Pan and Kosicki Framing Model (Sobur, 2002 as seen from Setiansah, 2012)

### **2.2.2. Framing Devices**

During the process of producing news, journalists use different devices to help them interpret their own concept and make readers understand easily. The devices can be graphic, photo, lead, pronouns, background, the sources, and the others. The way journalists choose the devices and elements within the news becomes the indication on how they interpret an event.

Framing devices can be divided into four main devices. The first one is syntax structure. It is about how the journalists arrange the fact or event and process them to become the news. The syntax structure can be observed through the lead, headline, which quotations that are used by the journalists, and the others. The purpose of syntax structure is to lead the readers to the essence of the news. It is also to show the readers the direction of the news. The general structure of the syntax is a reversed pyramid where the most important fact is placed on the top, while the less important fact is located on the lower part.

There are five elements that are analyzed on syntax. First, headline is seen as important element from the news. It shows both focus and tendency of the news. If the headline is interesting, besides attracting the readers, it also can make them remember. Headline can be one of the necessary ways to create framing. Second, lead indicates the article's point of view. The lead is also added with information that has not yet elaborated on the headline. Third, background shows the meaning of the article that the journalists want to show (Eriyanto, 2002, p. 258). It also contains the causal element of the article. Fourth, quotation, source, and statement are used to show the article's objectivity (Eriyanto, 2002, p. 259). And, fifth, the closing part of the article still continues the flow of article's point of view. Eriyanto (2002) stated one of the reasons why

an article is arranged similarly like a story is because the journalists want to make a connection with similar incident that has happened before. The same thing can be seen from the closing of the article.

The second device is the script structure. The script is about how the journalists tell the fact or event, and then process them to become the news. Moreover, the script is also about the “strategy that is used by the journalist to produce the standard news” (Eriyanto, 2012, p. 255).

The third device is the thematic structure. Through thematic, the readers will know how the journalists write their point of view about particular fact or event. The journalists can use proposition, tenses, coherence, and the others. Moreover, with thematic structure, it also can be known the understanding of the journalists toward the fact and event.

The fourth device is the rhetoric structure. Every photo, graphic, word, and idiom used by the journalists indicate particular meaning that the readers need to know. They also can be the devices to see the focus of the journalists.

Providing education and information for the readers are some of news’ advantages. Every party involved on the process of producing the news has their own framing. However, the readers are not passive anymore, so the frame does not only belong to the sources of the news, the owner of the media, and the journalists only, but also belongs to the readers. By placing the news on the headline, the news itself has become the crucial factors to ensure the readers’ attraction and decision (to read or buy the newspaper or not). With frame analysis, the researcher seeks to focus on the reality about women that is captured by Pos Kota and Lampu Hijau for one month. This will create the

perception about reality of women and how the Pos Kota and Lampu Hijau create framing towards women on their article as the message to their readers. Moreover, the framing analysis can build the understanding on how Pos Kota and Lampu Hijau see the women in society as part of the incident that is being reported.

### **2.2.3. Journalists and Gender**

One article contains different frames. One of important frames is journalists' frame because they mainly involve in news producing process. Whilst producing the news, the journalists can be influenced by their background. Other dimensions that can shape the journalists' background are gender, ethnicity, sexual orientation, education, and whether they came from elites or the other community (Irfansyah, 2014). In addition, the sources' perception of the event, the media where the journalists work, the ethics as the journalists, and the readers also can determine how the journalists produce the news. Gender is a perspective when there is no distinction or discrimination between men and women, for instance is when it comes to the breadwinner of a family, position in political institution, and many others (Haryanto, 2013). Moreover, gender is socially constructed and it is not "'natural' fact" (Carter, C. & Steiner, L., 2004).

Carter and Steiner (2004) describe the early condition of newspaper. At that time, the editors and publishers know that they need more subscribers in order to attract more advertisers. This has to be achieved in order to gain more income. As the result, along with other countries that depend on the industry, the early newspapers in USA and UK were filled with masculine enterprises. Women at that time were considered to be incapable of "cover[ing] issues of interest to

men” (Carter, C. & Steiner, L., 2004). Moreover, how women write the news would not be considered attractive by men. As the result, female journalists cover the news about “fashion, domestic chores, and social news” (Carter, C. & Steiner, L., 2004) because they can attract more specific audiences: Women.

Journalism is considered to be gendered profession (Lont, 1995 as quoted by Volcic, 2008). It is because the journalists’ gender influence how they produce the content (Volcic, 2008). Furthermore, the journalists’ gender also influences how they write the news, particularly the news that represents women. Only few mass media features the representation of women based on women’s perspective (Yusuf, 2004). There are many causes behind the phenomena. One of them is the amount of men and women journalists in Indonesia.

Journalism is seen to be a masculine world. Changes and news updates happen almost every second. It requires the journalists who can adapt with situation directly, even for the journalists who go to the war. Furthermore, the journalism world is identical with high risk. The masculinity arises the lack of gender sensitivity for women journalists (Yusuf, 2014). Consequently, they still use the standard of men journalism when writing the news about women.

It is not rare when male journalists write articles about women. When writing the articles, particularly about criminal news, the journalists often gain information from the police as the main source. When the sources are male, it will be male journalists who gain information from male sources about event related with women. It is possible that women become the object for the article itself. Therefore, it might cause the absence of objectivity in terms of gender. The question mark should be placed on how far the journalists and sources see



the object through male's point of view and how they perceive the victims (if the victims are women).

There is a chance that women read yellow newspaper. It is because the newspaper has weekend edition which also contains soft news (articles about celebrities, foods, traveling, etc.). Moreover, it also talks about price improvement of primary needs, beauty, story about relationship added with suggestion from an expert, sex tips, and gossips. Reading the criminal news will make women to be more aware of their surroundings; which area that they should avoid and criminal's new methods of robbery. Dwi Prihantara, the Editor in Chief of *Lampu Hijau*, also added that reading criminal news, particularly about rape case, also will raise the realization that the rape case is not always committed by stranger. Anyone can commit rape, including relatives, neighbors, and close friends. Moreover, reading the criminal news also will make women to feel that they share the same position as the victims and they feel like they also have chance to be the victims.

#### **2.2.4. Semiotics Approach**

There is always reason behind the phenomena. Semiotics is not only about the meaning behind sign, but also the communication process using familiar codes that can be understood by both encoder and decoder. In this research, semiotics is related with codification qualitative research methodology. After being analyzed on framing model, the data is placed into codification, particularly on the categories. After that, both comparison and analysis with semiotics approach are used.

#### 2.2.4. Comparison

Ahmad Junaidy (2012) used framing approach for his thesis, “Media Massa dan Pornografi: Pro Kontra Pemberitaan Inul Daratista dalam Media Cetak Nasional” (Mass Media and Pornography: Pro and Con of The Reporting of Inul Daratista on National Printed Media). He examined six national printed media: Tempo, Gatra, Kompas, Republika, Sabili, and Basis. In addition, as his methodology, he used framing model from Gamson and Modigliani. The thesis is about how national printed media see Inul Daratista through their articles.

On 2003, Inul Daratista, a *dangdut* singer from Pasuruan, reached her peak popularity because of her controversial body movement while she is singing on the stage (*goyang ngebor*). Some people protested about her body movement, stating that she violated morality of the nation. It is because they believed what Inul had done was erotic and part of pornography. On the other hand, from feminist groups, Inul was seen to be the symbol of freedom, particularly about sexuality because they believed women are free to express themselves. Furthermore, Inul also gained support from Abdurrahman Wahid, former president of Indonesia, who was saying that her action was part of freedom of expression. The peak of this controversy occurred when Rhoma Irama (a senior *dangdut* singer who is also the chief of PAMMI or Association of Malay Artists and Music in Indonesia) thought that “he had the right to ban his member, Inul” (Junaidi, Ahmad. 2012. p. 25). He also prohibited Inul from singing his songs.

Different from the previous study, the researcher decides to use framing model from Pan and Kosicki. It is because framing model by Gamson and Modigliani places its focus on the social mobility. It happens where there are many people protest or support about certain issue and take an action to express their point of

view. It can be seen from Inul's case when different mass media captures protests, prohibition, and support for Inul. Some women held event at Bundaran HI to show their disappointment of freedom of expression for women. Moreover, Inul was also banned from singing on several regions in Indonesia.

It is not because the social mobility does not exist when it comes about women in a yellow newspaper. *Lampu Merah* had to change its name and concept because of protest from several institutions and Press Council. Similarly, *Pos Kota* also gained protest from certain women institution about its reportage. This institution then gave *Pos Kota* a poster about women and it still exists on the *Pos Kota*'s office until now. The social mobility still exists; however, with different scale and momentum. Since changing its name and concept, *Lampu Hijau* admits that it has not gained any protests yet. Moreover, the same thing also happens to *Pos Kota*. The framing model from Pan and Kosicki tries to analyze the journalists' framing when producing the news. The news itself shows how the journalists choose the words, maximize the sources, and write the reality into an article. In addition, the news is also the result of ethics, rules, and the owner of the media where the journalists are working. It elaborates how the news comes with particular framing about women. It provides signs of how the yellow newspaper perceives women through its headline.