

## CHAPTER V

### CONCLUSION AND RECOMMENDATION

Chapter five elaborates the conclusion from the analysis and final discussion of the whole research in this paper. In addition, there is also limitation related with the research and suggestions.

#### 5.1 Conclusion

This research is intended to analyze the perception of women from two yellow newspapers' headline in Indonesia. This research was also inspired by "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) thesis by Ahmad Junaidy (2012). The researcher used Pan and Kosicki framing model to analyze the articles, Semiotics, Codification, and Triangulation. The Triangulation is used to analyze the future of yellow newspapers in Indonesia.

The research methodology includes interview and analysis. The researcher interviewed both Pos Kota and Lampu Hijau, media experts, readers for both newspapers, and the newspaper sellers in Tangerang, South Jakarta, and East Jakarta. The analysis process was done to both of the yellow newspapers' headline on March 2015.

Several things can be concluded from the research. Pos Kota and Lampu Hijau have different ways to portray women on their headline, although both of them indicate masculinity from the way their headline is constructed. It is also related with how they attract their readers using their headline. Pos Kota tends to portray women as

part of society, for instance is as someone's wife, someone's mother, female employee, and member of particular profession. Meanwhile, the status of "women" as individuals is used when the incident is different from the "usual" ones that will create contradiction within society. Moreover, women are also portrayed as individuals when, during the incident, they did something that was different from what society had expected about women. Although it also portrays women to be the survivor on some articles; however, the readers can judge the culprit of the incident directly when reading the headline. It is because Pos Kota uses shorter composition on the headline that emphasizes on the verbs (action taken by the culprit or the survivor). It uses direct verb instead of general concept that is often used by national newspaper. Moreover, it also uses *slang* language that is easily recognizable by the readers. Besides creating certain emotion, it also gives proximity for the readers.

Lampu Hijau tends to relate women on the headline with the incident. It portrays woman as individual when the incident is emphasized more than the survivor's identity. Similar with Pos Kota, Lampu Hijau still portrays women as part of society; sometimes it also uses the survivor's age as the identity. Lampu Hijau has longer composition on the headline. It creates a story and it has the beginning, middle, and end. The process of the incident is also described on the middle part. Although on some of the articles women already become the survivors, the headline may emphasize their status as survivors more. In addition, the title may support the readers' assumption related with the survivor's identity. Sometimes Lampu Hijau also combines the headline with terms that are recently popular within society to attract the readers' attention. However, sometimes the use of the terms may make the headline to sound more comical than other newspaper's headline that may leave either the sense of the tragic or lightness towards the women who became the

survivors of the incident. In addition, the headline also gives the sense of soft news towards the incident that is being discussed (hard news).

Masculinity can be found on the headline of Pos Kota and Lampu Hijau. It can be seen from how the words are arranged and the choice of words on the headline, and how the incident is described on the article. The masculinity on the headline is related with the lack of female journalists in Indonesia. It is because journalism is filled with male journalists who also have different perspective towards incident where women are involved. It is also added by the sources who are still dominated by male. Consequently, the case about women is seen from male perspectives, although it actually can be seen through female perspectives because there is possibility that the readers of yellow newspapers are not limited by male readers only. However, it is still doubtful that female journalists can include women perspectives when they are producing the article. It is because, within the process of producing news, according to Ignatius Haryanto, there is a possibility that yellow newspapers have their own templates. It makes the journalists, both female and male, will gain almost similar article because they are following the same template.

Yellow newspapers' future determines their continuation in discussing about criminal news, particularly related with women. In the middle of internet era, the yellow newspapers are still questioned about their survival. They are facing a dilemma. Some newspaper sellers still have positive prediction although their profit has decreased drastically since the online media can be accessed through smartphone. Similar opinion also came from loyal newspaper readers who have their own routines to purchase yellow newspapers everyday, sometimes they also have their own purpose when purchasing the newspapers (for instance is looking for advertisement when they buy Pos Kota). In addition, both Pos Kota and Lampu Hijau

also already prepared themselves, although they still focus on their printed version. On the other hand, both the media experts, Erwin Ramedhan and Ignatius Haryanto, believe that the future of yellow newspapers will be competed by online media. It is because the concept of yellow journalism has adopted by several online media that provide faster and more into yellow journalism concept than yellow newspapers. It also means the perception of women on yellow journalism still exists, although it is on different platform.

Like it or not, yellow journalism still exists between the spread of national newspapers and online media in Indonesia. It cannot be ignored that yellow journalism still has its own layer of loyal consumers who may see buying the newspapers as part of their habit. However, based on the decreasing of yellow newspapers' circulation and the improvement of online yellow journalism, the yellow newspapers cannot depend on their loyal readers forever. It is because online yellow journalism has wider scope added with faster access to spread the news than yellow newspapers.

## **5.2 Limitations**

Limitation can be found on this research. There are many limitations that were experienced by the researcher: First, time constraint still becomes one of the limitations on this research. It is because there are secondary sources needed to be gathered in order to provide deeper analysis about particular topic, especially data from yellow newspaper sellers and readers outside Tangerang, East Jakarta, and South Jakarta. In addition, it also takes longer time for the researcher to analyze the articles one by one in order to give detail result. Second, the questionnaire or survey could be one of the ways to know about the readers' perspective about future of

yellow newspapers. However, limited time still becomes one of the constraints and because this research is qualitative, the scope will be much wider if quantitative is added.

### **5.3 Future Research Recommendation**

Several recommendations can be suggested when conducting similar research about yellow newspapers in Indonesia on the future:

- **Exploring the readers**

This research discusses about women's perspective on yellow newspapers in Indonesia. However, it is recommended to conduct a research about the effect of reading yellow newspapers for their loyal or new readers, they can be male and female readers. Besides using communication perspective, the research also can be added with psychological perspective.

- **Quantitative research**

This research used interview to collect information about the future of yellow newspapers from the readers and newspaper sellers. In addition, it is also can be added with statement from the yellow newspapers' managers on how they survive in the middle of technology era. It is recommended to conduct a quantitative research for similar topic using survey or questionnaire spread to several areas in Jakarta and outside Jakarta.

There are also suggestions, related with perception of women and the future of yellow newspapers in Indonesia, that can be put into consideration. First, different yellow newspapers provide different specialty to their readers. Some yellow newspapers would rather to focus on the criminal news than national news, meanwhile there are also yellow newspapers that more focus on the political news

but they cover it with yellow journalism style, and there are also yellow newspapers that only focus on the uniqueness of the news. However, when women are involved in the news, it would be better to produce the news in female perspectives and make the news also can be read by women readers. It does not only involve the choice of words on the headline, but it also includes on how women are positioned in the news without leaving the yellow newspapers' uniqueness in delivering the news, because headline and how the yellow newspapers arrange the words make them closer with their target readers. Also, when discussing about women within an incident, the yellow newspapers may use softer words that contain less masculinity on them. In addition, it is also suggested that the yellow newspapers should not describe the process of the incident (for instance is rape) in highly explicit way. Besides making the position of women as the survivors to be seen more as the survivors and making the female readers to think from male perspectives, it also has possibility to play with the readers' emotion.

Second, based on the researcher's discussion with Erwin Ramedhan, there is still a way for yellow newspapers to anticipate the online yellow journalism beside establishing the online version and social media accounts. The yellow newspapers can use investigative journalism to attract their readers, and this type of journalism still can be related with sensationalism and local interests. The example can be found on investigating the corruption merged with prostitution cases that were experienced by some local government institution members. The other examples can be the investigation towards local prostitution, unique community around Java Island, and celebrities' detailed profile. It is because when the yellow newspapers only fill themselves with regular news, it has possibility that the news have been discussed on the television, radio, and online media.