PROCEEDINGS

ICMCC

RETHINKING MULTICULTURALISM:
MEDIA IN MULTICULTURAL SOCIETY

November 7th – 8th 2012

Keynote Speakers:

Prof. Krishna Sen (University of Western Australia)

Prof. Chua Beng Huat (National University of Singapore)

Reviewers:

Dr. Nik Norma Nik Hasan (Universiti Sains Malaysia)

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I would like to thank the Rector of Universitas Muhammadiyah Yogyakarta, Ir. H.M. Dasron Hamid M.Sc. that allow and support. I also like to thank Dr. Achmad Nurmandi, M.Sc., Dean of the Faculty of Social and Political Sciences UMY that encourages the implementation of ICMCC organization. Similarly, I wish to thank the colleagues from the School of Communication, Universiti Sains Malaysia and colleagues from Communication Department, Universitas Muhammadiyah Yogyakarta. Not to forget, I would like to thank Prof. Krishna Sen, Ph.D., from the University of Western Australia, and Prof. Chua Beng Huat, Ph.D., from the National University of Singapore who are willing to be keynote speakers in the conference program. A big thank you goes to my infinite ICMCC organizers who have prepared this event and sacrifice their time, energy, thoughts for the success. Specifically I also give thanks to the team of reviewers and editors who have worked hard to publish the proceedings. In this occasion, I would like to thank the authors as contributors to these proceedings, also to all the participants from Indonesia, Malaysia, Phillipine, Thailand, Singapore, Australia, USA, who attended the conference.

The 1st ICMCC, with the theme "Rethingking Multiculturalism: Multiculture Media in Society", consider the fact that the community is very diverse in its existence. In diversity is inevitable that the media has an important role in life. The media can be an agent of change campaigning in support and appreciation the diversity on one side. But on the other side, the media can also be exacerbated and sharpened the community's differences that can lead to conflict. Media is one of the strategic keys in

any community development that needs to be studied or even reorganized in society.

Lastly, I would like to thank others who can't be mentioned one by one who helped the implementation of this conference. Hopefully ICMCC and the proceedings will be useful for all. For additional information, "The 2nd ICMCC" scheduled to be held at the Universiti Sains Malaysia. May we all meet again in the next ICMCC in the upcoming years.

Yogyakarta, November 7, 2012

Head of Communication Department
Aswad Ishak, S.I.P., M.Si.

Preface

The proceedings is one of widespread the ideas in an academic work produced by participants of the International Conference on Media, Communication and Culture (ICMCC). In the proceedings, the papers are divided into 9 parts. The division is made by grouping the papesr based on the theme to make the reader understand the flow and get the point.

Part I is contain proceedings of Communication and Education in Multicultural Society and part II is about Contemporary Public Relations, Marketing Communication Practices and Multiculturalism. Section III presents discussions on New Media, Globalization and Multiculturalism. Part IV discusses Religion, Popular Culture, Media and Multicultural Society. In section V is about Sexuality, Gender and Media Representation, while section VI contains the Media, Marginalized Groups, Social Class and Racism. Proceedings section VII contains Revisiting Theories of Media and Multiculturalism. In part VIII discusses Cultural Policy, Politics, Economics and Media System. Section IX, as the final part, is about Media, Environment and Cultural Diversity. Through this opportunity editorial team would like to thank the authors who have contributed their expertises and thoughts in accordance with the theme based on the 1st ICMCC theme: Rethingking Multiculturalism: Media in Multuculture Society.

Acknowledgements, we wish to thank Litera book that has helped the implementation of these proceedings publication. Papers in the proceedings are from 5 countries: Indonesia, Malaysia, Australia, Thailand and Phillipine. With diverse backgrounds, authors show various viewpoints and discussions in it. Thus, we hope our readers will be able to enrich and deepen the understanding of the theme related. Finally, we hope the publication of these proceedings will provide great benefit to us.

Yogyakarta, November 7, 2012

Editors

Aswad Ishak, S.I.P., M.Si.
Wulan Widyasari, S.Sos., M.A.
Yeni Rosilawati, S.I.P., S.E., M.M.

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Portrait of Woman on Mass Media

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Abstract

When mass media has been changing to be industrial entity, the female existence can be manipulated as an instrument to catch the profit for industry. Woman was represented in mass media that was depicted at any various level of interests either as the object or subject. It can be found at the numerous of news coverages whether it is on electronic or printed media. The issues have been absorbing some attentions for those who concern to gender matters in empowering the woman's roles. The position of woman potrayed by media was actually becoming one of 12 issues in Beijing Platform for Action year 1995. Media will contribute seriously in depicting the roles of woman in relate to social roles that it has been taking place between woman and man for a long time. Some of findings that were conducted show that media was still biasing when it covered the woman's roles. Woman was illustrated as object, sexual symbols and sexual harrasment as well as suffering of sexual violence. It was worsen by marginalization when they try to involve either as media workers or participate to make substantial decision within media practices.

Keywords: Mass media, woman empowering, injustice and gender discrimination, marginalized of woman's roles

Introduction

Contentious or relation between mass media and woman up to now has never been stopping to be discussed. Many arguments that describe the woman roles on media still tend unfair. One said that mass media merely manipulated the position of woman to increase the profitablity of its media industry. And the other said that woman herself actually used media as an instrument to get popularity and money. At this point, it's very difficult to syntesize clearly about the relation between mass media and woman. Is it right and fair to say that media manipulate the woman

and place her merely as the object? Or is it right to say that woman herself who has its own manner and attitude to maximize the media use for her interest to get popularity or else? All questions are not easy to be answered completely.

It was almost avoided if mass media either electronic or printed media did not cover the existence of woman at any level of interests. Honestly, not all of news coverages produced the positively images for woman. We must acknowledge that these were a few of news coverages that was marginalizing and exploiting the woman. It frequently describes woman as a good or a service to obtain the economic profitability.

It can be noticed through corruption news that woman was suspected- for instances Angelina Sondakh, Miranda S Goeltom, Andi Nurpati, Neneng Sri Wahyuni and Wa Ode Nurhayati. Media tend over-exposed including the private issues that has no relevancy to the cases. The question is whether it will be conducting the same thing when it happened to the man. Do media will be covering this case via the same way as the news coverages did for the woman

We can also notice it through electronic cinema on the television program. Most of them tend gender biases. Based on the titles that were made reflect that portrait of woman was depicted as object of violences in the household. On media, woman was marginalizing and dependency. However, the way of media covered woman roles in their life shall influence the gender biases and establish the discrimination toward the gender biases.

Gender can be defined as the roles, functions and responsibilities differences that happen between woman and man. It can form like this because these differences were the result of social construction and culture processes so it can be changed constantly everytime and every periode of age. Male domination and patriarcy shape and re-shape the role, function and responsibility between man and woman. In turn, through the long term processes, male domination and patriarchy are one of factors that caused the stigma and stereotype of gender. Male domination defines definitely for woman's role, status, function and her responsibility in line with the social life as whole. It was becoming standard and inherently within social arrangements.

Social constructions to roles and positions of woman directly or indirectly influence the relation between man and woman etiher

negatively or positively. It raise the unjust and discrimination. These processes grasp several aspects of social life. Norms, beliefs, and values enforce social structure and social system to be male domination and patriarchy approaches. It prevails at a broad of ranges in the social life. On the other word, social system and social arrangement construct and shape the woman as the subordinate of male domination. Landscape of male domination can be found at any kind of discriminations, marginalizations, subordinations, stereotypes, violences and work's heavy burdens.

To verify these arguments concerning marginalization that was taking place to woman, it can be easily found in some developing countries around the world. Sector or area of work, woman's task were separated based on male domination and male perceptions. Sewing for example- was perceived as a kind of woman task and jobs. On one side, man operated the machines, the other side a woman was only second line merely to serve a man. A woman gets the lower wages than a man. Sort of jobs- for instances teacher, secretary, and nurse, reflect that these kinds of jobs were not prestigious.

The other problems that bind up the women's life in all dimensional of life are subordination. A man has higher social rank postion than a woman. It implied to a range of social life. It grasps to leadership, public sector and the involvement of political interest. In society, these values narrowed the role of wom*an* as whole. Within Javanese culture for instance, we know the usage of terminologies *Macak,* Manak, *Masak* that has meanings as make up, having a baby and cook in the kitchen. It's only reinforcing that position of woman in society was second line and man's subordinate.

Most of tradition, the regulation and even tenets of religions articulated accustoms, way of life, and rules that stated woman who was under controlled by a man. A man was a leader for woman. A woman was more emotionally than man when she directed the team or community. Thus, what all has been mentioned prove that man controlled definition to woman especially to what woman did and wanted. Stereotypes also contributed gender biases. Many argued that stereotypes can influence and enforce the gender biases practices. We notice that misleading direction or misleading signification to the woman's role or man's role to be caused by stereotypes. At this level, stereotypes were perceived as one of sources that shape the gender biases. Of course, stereotypes consist of a broad sense of dimension in social life. We can identify it with

a broad of sense. For example, labeling, stigma, prejudice, and a priori can contribute gender biases. At the same time, stereotypes can encompass all aspects that were mentioned above. Therefore, we must be aware to the stereotypes that can indicate a broad sense of meaning. Kindness of man can be perceived as seducing. Kindness of woman can also be perceived as kitty.

Violences caused by unjust and gender discrimination can be experienced by everyone. It could happen either psychological or physical. The actors who conduct the violences can be individual, group, society or state-government. In this context, it could happen if a husband forbids strictly to a wife not doing anything without permission. Or a husband orders his wife over her capability that she can do it. On the contrary, a wife can blame her husband because he fails to fulfill wife's ambition. Or a wife feel underestimate to her husband because his career was not enough good as her career. All characteristics like it can raise the confict and trigger violences.

Heavy burden works is other cases that must be considered as implication from gender biases. Division of tasks in the household indicates the woman roles have tasks heavier than man. Albeit woman works professionally in the public sector, woman must also accomplish some tasks in domestic domains. Observations resulted that 90 percent tasks in household was accomplished by a wife.

Therefore, based on the explanation mentioned above, unequality, unjust and gender discrimination were still much found in society. Gender as reality, does not stand automatically, but it prevails by long processes within social construction and social arrangements as well as cultural processes. These values was maintained by symbolic and languages. Language and symbolic use in everyday life produce multifaceted of meaning that secure and maintain the gender biases. In other word, gender biases was perceived as normal situation that must be taken for granted- as given conditions. Power of symbolic and languages have been succesful justifying these values dispersing around society in the world including in Indonesia. We accepted without reserve.

Pratices of language and symbols in journalistic sphere or media practices as whole can't be separated from the situation in depicting the gender biases. Even mass media can be said having trap to produce texts and symbols that enforce the gender biases. In this context, semiology and language contribute significantly to maintain gender biases. Our

environments including media enviromnet simultantly produce symbols that secure gender biases as if it was normal conditions. Voices of empowering of woman were muted for long time and gender biases will be everlasting forever.

In order to conceive it more accurately, here it is an axample that we can hear everytime about TKW/Tenaga Kerja Wanita or Woman Labour in Abroad. Media describe them inapropriately ways when they come home. Media descibre them: "...among TKW who just arrived at Soekarno Hatta Airport from abroad, four TKW has been preganant per day or they take a child who has no father clearly...".

Without empathy or sympathize, media exploits it without giving the best solution or support them to get the best way when they devote her life in abroad. Governement itself can't handle and secure its citizen in abroad properly. Reality told us that media was rarely reporting this condition to TKI/Tenaga Kerja Indonesia- terms that was usually used to refer to Man Labour in Abroad. At the lleast, media did not do up to now (Tengku Silvana, 2004). Media frequently dramatized situation where TKW involved within it.

In this case, the way journalists wrote the news, one side, is to intend to report the events, but on the other sides is worsen the position of woman. Journalist frequently fails providing the journalism context to point that a thing is important or not. Therefore the portrait of woman in media was less more reflecting negatively images. It can be seen a numerous of sexual harassment. Within the news, it was reported that: "... impact of sexual harassment for the victim will be influencing the future. The prospectus of woman fate in the future was damaged...". Within abortion, media reported that: "... why the mother was cruel so she kill her baby...". These axamples of news did not try to capture the other reasons why she did like that. At the least media can report the reason to explain the fact behind the lleft (Ati Nurbaiti, 2003)

It was clearly that media in this context has an important role to capture some problems especially concerning unjust and gender discrimination in the society. However, information was presented in the media can shape perceptions in the society. At the least media can be function to inform a varieties of problems in society especially for woman.

Media and Woman

As long as the history of the woman's struggle to get the right properly in her life, they have awareness that media has an important role to support what they want to realize the justice between man and woman. These movements actually were supported by daily thoroghout in Indonesia. Media significantly reported the state of affairs concerning to the woman. Proportion of new coverages day per day can be seen increasingly. It also indicated that social movement and emancipation movement among women has been a milestone as whole at edge of milleneum.

But position of woman when it entered post colonialism era tended new direction. In this periode, portrait of woman has not been seeking her right properly yet, but the portrait of woman was found more in style of life, identity, glamour, and popular culture that can be observed through product, food, music, film and fashion. Some efforts to amend this condition still need long processes. Minister of Woman's empowering Sulasikin Murpratomo in 1992 had begun to increase and qualify the news coverages more equal and more justice toward woman. At that time the minister had workshop and training for journalists with topic: How journalists write the news with gender perspectives.

This program was held in MMTC (Multi Media Training Center) Yogyakarta. In the program, term of gender was still mentioned as jender. The program contained gender biases, gender stereotypes, marginalization, gender gap and patriarchy. The substantial of program was stressing to why gender was an important within news coverages.

There were a numerous of expectations when this program was prevailed. First, many had some expectations to media roles to pay more seriously about gender issues. Second, this program was followed by creating Woman Task Group. This forum will plan and design how media will give space and time for gender issues larger.

After three years later since this program was held, on 4-15 September, 1995, in Beijing China was held the fourth international woman conference. This conference took issue: Equality and Development. This meeting recommended an important thing that must be implemented by United Nations. Recommedation issued that United Nations must increase the acces and enlarge to woman's involvement within economic, politic, culture and social of life. This recommendation was articulated as Beijing Declaration and Platform of Action.

As mentioned before, relation between media and woman was becoming one of 12 issues that was articulated in Beijing Declaration and Platform of Action. An issue of Media and Woman rise up at conference because participants were aware that media has an important role to socialize and disperse gender agenda into society and community. In reality, media was still presenting woman as marginalized position. These marginalizations encompassed a numerous of aspects including decision making for public policy.

There are two crusial elements that were found at conference concerning media and woman. First, enlarge and increase woman involvement making decision to media agenda and usage of technology. Second, support woman involvement to emancipate her position in the society equal and balance portrayed by media. This movement, in turn, raises the discourses about gender perspective's journalism. Table can be see the below (Nur Imam Subono, 2003).

Table 1. The discourses about gender perspective's journalism

Descirption	Neutrality Journalism	Gender Perspective's Journalism
Facts	Regulated by the law and rulesl	Designed by awareness for gender perspectives.
News	Results of reflection and social	Results of male domination and simultantly pushed by some forces that constructed it
Media Position	Neutrality and objectives	As an instrument to empowering for woman.
	Present facts	An instrument to marginalized the woman's roles
Journalist Position	Journalist's ideology was outsider of news	Journalist's ideology was inherently news available

It was clearly that media has an important and strategic position to give space and time the more in news coverages. However, gender biases can be eliminated gradually by encourage media, NGO, academician, government and communities efforts. Media must be ensured to give an occasion for woman in expressing her roles more openly in society. It must be avoided if media has an important position to encho the woman emancipation, even it created the new identities, new stereotypes, new direction of lifestyle for woman who made them more comfort and happier (Luviana, 2007: 48-59). It then can create false consciousness for the woman in the her modernity of life.

Of course, there are a lot of media that segmented to woman for instances Kartini, Femina, Nova, Aura and so forth. Even the reputable newspaper like Kompas has been giving an occasion for woman who wants to participate within rubric of SWARA that was definitely dedicated for woman in expressing their needs openly. Research showed that woman's roles in rubric Swara 2004 year pointed out that commonly content presented within it was conflict interest between a wife and a husband in relate to their roles between domestic and public sector (Respati, 2005).

In Oh Mama Oh Papa rubric Kartini Magazine for instance, pointed out that 95 percent of cases published by Kartini was violences. It consists of anger, sexual harassment, psysical assaults and so on. What Kartini done can be said as the control that was conducted by media (Indah, 2006).

The other data that it can be showed here was discussion that was held in Bangkok Thailand in 1991. Discussion deal with how media in Bangkok presented woman especially in the first page of the newspaper. The findings pointed out that (1) presented woman as victim of violences or sexual harassment; (2) presented woman as a commodity that can be sold; (3) presented to attract consumers or else; (4) presentes as sources of social problems (Yatim, in Ibrahim and Suranto, 1998).

These findings were not surprising because media including in Thailand was managed by male domination and principles of patriarchy. Directly or indirectly, they wrote the woman matters in line to patriarchy perspectives (Maria Hartiningsih, 2007). Research was conduscted by Susilastuti and Susilarti also pointed out that the most reputable newspaper in Yogyakarta was still framing woman's violences as commodity. Some news those were published can be analyzed as follow as:

Embrace Young Girl, Jailed

> Wates, proven kidnapping young girl was still teenager, Legiyono (21) living at Purwodadi, Purworejo was sentenced in jail for 1 year subsidiary by Juries of Judges the District Court of Wates, Thursday (20/7). This sentence was chaired by chairwoman of judges Khusnul Khotimah. It was lihgter than persecutors claims.
>
> An act of the suspected was proceeding on staturday afernoon at 3 p.m located at one of Glagah Beach Inns, Kulonprogro. Before 13 p.m, suspected took a victim Melati (16), living at Kalidengen Temon Kulonprogo to invite to go to Jatilan Performance at Pripih. But, arrived at location, Jatilan show was end. Mlati then was invited to Glagah Beach by motorcycle that owned by the suspected. Victim

was conducted as if husband and wife during five days at the Glagah Beach Inn.

Taken From Home, Forced to Drink
Girl Senior High School, got in turn by Four Youngman

Yogya (KR)- four young man were caught because conduted sexual assault to girls Senior High School- mentioned as Melani (17) living Gamping Sleman on Sunday (25/7) at early morning. Before conducted by suspected, each forced the victim to drink alcoholic.... (Susilastuti and Susilarti, 2011)

Data was released by Lembaga Studi Pers dan Perempuan, mentioned that approximately 100.000 journalists available around the world. It's only 17 percent of them who were women. This amount was categoried small and minority. This amount did not indicate that these sector was limited for woman. But it is more stereotypes available in society that frequently annoy what a woman intends to enter this occasion (Linda Amalia, 2012)

At this point, the less or more woman's journalists can't be used to justify why news coverage on mass media were gender biases. Principally, news coverages that support gender movement, was not merely woman domain, but it was also owned by a man- as long as they have empathy and simphathy for gender sensitively. So, according these proporsition mentioned above, it was clearly that gender on media was still blurring. Many must devote his time to effort in reducing some practices on media that tend to gender biases.

Reduce Gender Discrimintation on Mass Media

Whoever must be aknowlege that the Law No. 40 year 1999 has been changing progressively to press dyanamic as whole. It has been significantly triggering the growth of media in Indonesia. Instead, media oligopolies still secure and maintain media use and media market. Kompas Group, Jawa Pos Group, Pikiran Rakyat Group, Suara Merdeka Group, Media Indonesia Group, MNC Group and Bakrie's Media Group-play an important role in shaping the life of journalism.

These developed to be media and communication industries. It has a great opportunity to capture the profit. Therefore, content, audience, program, and advertising were pre-dominant factors that shape the media policy by owners. It was not surprising if idealism in media has been regardless.

Table 2. Growth of Printed Media Per Year

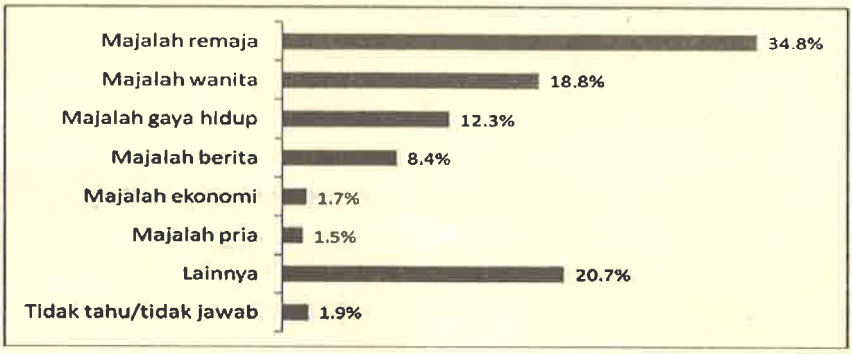
No.	Sort Of Media	2006	2007	2008
1	Daily	251	269	290
2	Weekly	235	247	224
3	Tabloid	142	167	173
4	Magazines	258	297	318
5	Bulletins	3	3	3
	Total	889	983	1008

Source: SPS

Table 3. Television in Indonesia Population Statistics of TV Coverage Area

	RCTI	SCTV	IVM	TPI	ANTV
	46	47	34	28	21
	222,051,300	222,051,300	222,051,300	222,051,300	222,051,300
	177,641,040 80%	177,641,040 80%	177,641,040 80%	177,641,040 80%	177,641,040 80%
	172,641,040 97%	175,276,587 99%	168,876,272 95%	134,774,809 76%	130,083,256 73%
	115,705,208 65%	117,785,866 66%	113,284,855 64%	90,568,672 51%	87,415,948 49%
	52%	53%	51%	41%	39%

Table 4. The Most of Magazine was Read



Source: SPS

The power of media, thus, can be used to empower the woman's position in public sector. Owners of media, chief editor, journalist, reporter, director or producer can change their mindset to perceive relation between woman and man more equa and better. Their own mindsets were an important thing, because it influences some ways how they perceive reality that happen to woman within her everyday life. Media can give a broader of space and time for woman in expressing and giving opinion about themself. Theoritically, media framing must be constructed by media workers who involve in the newsroom direct or indirectly. In other word, all who participate constructed the news coverages should be better understand gender sensitively.

Based on observation on some training programs were held by BPPM (Badan Pemberdayaan Perempuan dan Masyarakat)/ Empowering Woman and Society Commision- Province Yogyakarta, it seems as the ordinary programs not touching the essential to gender biases. Even this program tends to encourage the woman to participate to development program at general.

These programs should be directed to how woman can acces and control to economical resources, political resources and socio-cultural resources in order to woman can manage and qualify her position. It was also directed to develop the equality between man and woman especially having the same opportunity to enter or exit the public sectors. At the same time, these programs should be voiced laoudly for necessary to avoid the false of stereotypes. Finally, at beuracratic level, how budget and expenditure of government give a proportional budget allocation for woman empowering programs (Ashadi Siregar, 2010)

Figure 1. Government budget allocation for woman empowering programs

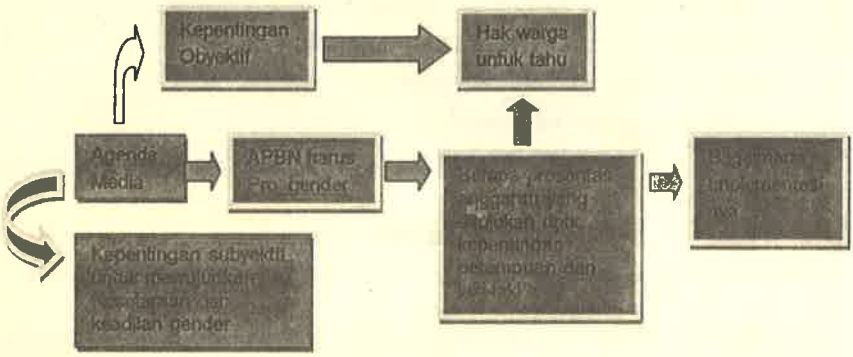


Diagram presented above explained that media has crusial roles to identify and socialize to society dealing with allocation budget and expenditure for gender movements. Through journalism deal with gender perspectives, media can contro the manner of legislature and executive who implement budget for gender oriented.

Conclusion

Some important things can be summarized to point out how relation mass media and portrait of woman. First, media and woman was becoming one of 12 issues was dealt with at International Woman Conference at Beijing. This point was one of materials within Beijing Declaration and Platform of Action.

Second, media has a strategic position to reduce a numerous problem in relate to gender biases. So it was necessary for journalists to write and do news coverages that support gender movements

Third, instead of programs was held to support gender movement, News coverages was still blurring to ensure that news was gender supporting. Media workers were still limited understanding gender sensitively.

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