


Framing Analysis In Gender Perspective: On Media Online Mass News Of Sexual Harassment Cases In Tribunnews.Com And Detik.Com

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ArticleInfo	ABSTRACT
Keywords: Framing Analysis, Gender Perspective, Online Media News on Sexual Harassment Cases Tribun News.com and Detik.com.	Objective: This study aims to determine the differences in the framing of news of cases of sexual harassment on Tribunnews.com and Detik.com in the application of gender perspective journalism in the April 2018 period. Data Source: Primary data in this study are news texts in the form of news texts in the online media Tribunnews.com and Detik.com regarding news of sexual harassment cases during the April 2018 period. Secondary data in the form of notes or reports that have been arranged in archives or data has been collected by data collection agencies and published to the data user community or not published. Method: this method is a qualitative method using framing analysis theory from Pan and Kosicki. Results: The results of the framing analysis in this study are attached to the attachment table 3. Conclusion: Broadly speaking, the two media have different framing directives in packaging cases of sexual harassment, especially if viewed from the selection of diction. This certainly has an impact on the framing of news that can form a public opinion. The choice of certain words can indeed have an impact on the construction of the reality and meaning contained.
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INTRODUCTION

The development of mass media, whether print, electronic or online, is now experiencing tremendous growth. The indication is that the number of mass media in Indonesia continues to increase throughout the year. Considering the position of mass media in the development of society is very important, it is no wonder that this industry is now like a mushroom growing, because until whenever humans will continue to thirst for information.

Reporting from tempo.co, at the peak of the National Press Day commemoration on February 9, 2018, Yosep Adi Prasetyo as Chairman of the Press Council stated that Indonesia is currently ranked first as the country with the most mass media in the world. With a total of 47,000 media, divided into 2,000 print media, 674 radio, 523 television, and the rest of the online media.

This figure draws the assumption that online media is now a popular media that is being loved by the public because of its fantastic number. Because of the development of the online media world, there are now quite a lot of discussions about how journalists write news in

leading public opinion, because the writing angle of each journalist is certainly different in raising every issue.

As an object of communication research, news should always require a gender perspective in its reporting, even in almost all news channels. In the midst of the growth of mass media today, the study of gender-perspective journalism is actual and interesting to discuss. Moreover, with many online media, gender-perspective writing needs to be considered given the fast-paced characteristics of online media.

Gender bias often occurs in the news, for example through the use of language that often corners victims of gender-based violence, such as rape, sexual abuse or news perspectives that do not favor gender justice, such as blaming the clothing of rape victims. For example, Tribunnews.com and Detik.com are two online media whose existence is increasingly in demand by the public with a high Alexa ranking. Reporting from alexa.com, Detik.com ranks first in the online media category, while Tribunnews.com ranks second. Not surprisingly, these two media continue to strive to provide interesting content for the public. It is interesting to do a framing analysis.

So far, the mass media still makes women as objects. Whether in the news, commercial advertisements or entertainment programs. Especially in the news, women are often portrayed as sexual objects, weak and helpless parties, and victims of male criminality. Even in some media segmented by women, women are often used as objects.

Feminists believe that the mass media must play a role in creating gender equality and justice. So it requires journalism that is women-friendly and has a woman's point of view, known as gender-perspective journalism. An example is the rampant cases of sexual harassment involving women. According to Komnas Perempuan's Annual Record (CATAHU) reported by komnasperempuan.go.id, there were 348,446 cases of violence against women reported during 2018. The three types of sexual violence that occur most in the community sphere are 911 cases of sexual abuse, 708 cases of sexual harassment, and 669 cases of rape. No wonder why news of sexual harassment still colors headlines in the mass media, especially in online media Tribunnews.com and Detik.com as interesting news to continue to be discussed.

Literature Review

Framing Analysis

In a communication perspective, framing analysis is used to dissect media ideology when constructing facts. This analysis looks at the strategy of selection, highlighting and linking facts into news to make it more meaningful, more interesting, more meaningful or more memorable, to lead the audience's interpretation according to their perspective. (Sobur, 2012: 162) The goal of framing analysis is to find the rules and norms hidden behind a text. This technique is used to determine the perspective or approach of a media in constructing events. (Hamad, 2004: 23) Based on the experts' explanation, the researcher concludes that framing is a framing process through media texts that is carried out to find out how the mass media's perspective in addressing an issue and how journalists' perspectives in processing news.

Gender-Perspective Journalism

J. Huls states that gender justice is a form of human rights. Without the enforcement of gender justice, the form of human rights will overlap. He added that it is appropriate to enforce gender justice more evenly in all sectors, including the media without exception. (Mukhotib, 1998: xii-xiii) Gender issues regarding women seem to be 'sold' by various parties, especially the media as the press. One of the obstacles to the practice of gender-perspective journalism is the increasingly fierce competition between media in the modern era, making issues about gender that should be avoided instead become interesting news consumption. In addition, the lack of understanding of the importance of gender equality among state officials, public figures and even journalistic actors such as journalists, editors and editors is also an obstacle that must be considered. It is not surprising that in the context of mass media in general, gender biases are reflected. There are still many media that exploit women and make them a commodity to increase attractiveness. This is closely related to popular culture in the current era.

Gender

Gender is a trait attached to both men and women that is socially and culturally constructed. For example, women are known as gentle, beautiful, emotional or motherly. While men are considered strong, rational, male and mighty. These characteristics are interchangeable. Gender is everything that is interchangeable between male and female traits that can change over time. For example, the traits of macho, mighty, gentle and loving also apply to men and women simultaneously. This is not the case with sex. Sex is a biological tool attached to men and women that cannot be interchanged. For example, women have reproductive organs, give birth, and breastfeed. Unlike men who have an Adam's apple and produce sperm.

Online Mass Media

Online media is the process of delivering information through internet media, especially websites. (Romli, 2012: 12) According to Mc Quail (2010: 44), initially, the Internet began as a non-commercial communication tool and data exchange among professionals, but the next development was the Internet as a provider of goods and various services, and as an alternative means of personal and interpersonal communication. According to Romli in his book, the main differences between online media and traditional media (print, radio, TV) are speed, ease of access, can be updated and deleted at any time and interaction with readers or users (users). Online media is characterized as a media practice that considers various media formats (multimedia) to compile coverage content, allowing interaction between media and audiences and connecting various news elements with other online sources.

News

According to Charles A. Dana (Wahjuwibowo, 2015: 44), news is a timely report on everything that attracts people's attention and the best news is that which attracts most readers. Meanwhile, according to Dr. Willyard G. Bleyer, news is everything that is hot and attracts the attention of a number of readers, and the best news is the news that attracts the most attention for the largest number of readers. (Suhandang, 2004: 103) In accordance with the problems of this study, researchers will focus on how Tribunnews.com and Detik.com

frame news about sexual harassment cases that occur to women through gender-perspective journalism.

Sexual Harassment

The phenomenon of sexual harassment that continues to occur is certainly contrary to the Human Rights (HAM) that have been shouted. Victims who should have the right to live in peace, the right to live in prosperity, the right to have an opinion and the right to be free from fear are just gone because of the actions of the perpetrators of sexual harassment. Their rights were taken away by irresponsible individuals who prioritized cruelty over humanity. Researchers assume that the high number of sexual harassment that befalls women is due to the behavior and general views that still place women as mere appendages whose existence cannot be equal to men. This gender discrimination results in women being treated as objects of biological interest gratification only, so that men feel themselves superior and powerful to do everything. In Indonesia itself, legal events related to sexual harassment have been regulated in Articles 289 to 296 of the Criminal Code. In the Criminal Code (KUHP), the term sexual harassment is not actually recognized, but is better known as obscene acts. The obscene act is explained as an act that violates the sense of decency, or other acts of a heinous nature on the basis of unwanted actions by the victim.

RESULTS AND DISCUSSION

Research Design

This research uses a qualitative approach because in this research the data generated in the form of descriptive data obtained from data in the form of writings, words and documents originating from the informants studied. Primary data sources in this research are news texts in the form of news texts on online media Tribunnews.com and Detik.com regarding news of sexual harassment cases during the April 2018 period. The data collection methods used in this research are: documentation, literature study, in-depth interviews. Key informants in this research are parties involved in writing and publishing news on online media Tribunnews.com and Detik.com, such as Chief Editors, Editors, Editors, or Journalists. In this study, researchers used data source triangulation, where researchers explored the truth of information by comparing the results of text data or documents with data from in-depth interviews with informants. In this study, the data were analyzed using Pan and Kosicki's framing analysis model by referring to the four operational dimensions, which consist of syntax, script, thematic, and rhetorical. In qualitative research, there are several ways to analyze data that can be done with the following steps: data reduction, data display, conclusion and verification.

Results

In brief, Pan and Kosicki's framing model looks at the tendencies used by the media into syntactic structure (headline, lead, background information, quotation, source, statement, cover), script structure (5W+1H), thematic structure (themes emphasized in paragraphs, propositions, sentences, and relationships between sentences), and rhetorical structure (emphasis on words, idioms, images/photos and graphics). By using these methods, it is expected to dissect how the news framing of sexual harassment cases on Tribunnews.com and Detik.com through the application of gender-perspective journalism during the April

2018 period. As explained in the previous chapter, quoted from Komnas Perempuan's Media Analysis, writing gender-perspective journalism must certainly fulfill the rights of victims. The fulfillment of victims' rights in question is whether the media has met the rules such as; not revealing the identity of the victim, not stigmatizing the victim as a trigger for violence (harassment), not reinforcing stereotypes against the victim, not re-judging the victim, not using biased diction, not using biased sources, and not replicating violence.

Discussion

After the news texts are analyzed through the framing elements of the Pan and Kosicki model, it can be dissected whether each media refers to gender-perspective journalism that refers to women, especially as victims. As discussed earlier, the standard ethics understood by journalists in sexual harassment cases contain several crucial things, considering that writing news about these cases is very sensitive and risky, these signs must be adhered to by the media in order to produce women-friendly writing (gender perspective) which certainly does not exploit women. Such as the Press Law, cyber media guidelines and the rules presented by Komnas Perempuan, that writing gender-perspective journalism must certainly fulfill the rights of victims.

The fulfillment of victims' rights in question is whether the media has fulfilled the rules such as; protecting the identity of victims of sexual violence. Not only the name but also information that can provide a way to open her data such as the name of the school, residential address, names of parents and family. Not stigmatizing the victim as the trigger of violence (harassment), not reinforcing stereotypes against the victim, not re-judging the victim, not using biased diction, not using biased sources, and not replicating violence. (Komnas Perempuan Media Analysis and interview September 13, 2018) In addition, the Journalistic Code of Ethics, especially articles 2, 4, 5 and 8 can also be a benchmark for journalists in reporting news of sexual harassment cases to fulfill victims' rights and have a gender perspective. Based on the results of the research, Detik.com tends to use word choices that favor victims such as labeling bad stereotypes of the perpetrators as "pervert men" and "brains of robbery", empathizing with victims by affixing the sentences "which is very sad" and "shoulder to shoulder", to include contrasting sentences such as "although helpless, the victim still fought back" which emphasizes the stigma on victims that any type of sexual harassment must be resisted.

Unlike Tribunnews.com, this media tends to violate several signs of victim-friendly writing or gender perspectives. As in the news 'Robbers and Stranglers of Women Arrested by Police, Three Perpetrators Had Intended to Rape Victims in the Car' and 'Asking for Help to Lift Mineral Water Gallons, Not the Help She Got, This Woman Was Raped by a Neighbor' the media describes the identity of the victim by clearly informing the victim's residential address, this also violates article 5 of the KEJ. Still in the headline 'Asking Help to Lift Mineral Water Gallons, Not the Help She Got, This Woman Was Raped by a Neighbor', it is considered to use a lot of biased vocabulary and replicate violence through a series of events described in detail. This news clearly violates articles 4 and 2 of the KEJ.

In contrast to the news entitled 'Perpetrators of harassment: If you see a high school girl, you immediately get excited', which is considered to reinforce the stereotype of the victim

and stigmatize the victim as the trigger of the harassment because the media repeatedly mentions that high school students make the perpetrator always excited to carry out the action. Not only that, this news is filled with biased diction such as "masturbation" and "gituan", so this news is also considered to violate articles 8 and 4 of the KEJ. Whereas Tribunnews.com has made a written rule that it is not allowed to describe acts or activities of sexuality in a vulgar manner.

Meanwhile, the news with the titles 'Robbers and Stranglers of Women Arrested by Police, Three Perpetrators Had Intended to Rape Victims in the Car' and 'Had Run Away and Hit the Perpetrators with Sandals, Here are 8 Facts of Danish Caucasians Raped by Residents in the Bushes' also used biased diction and violated article 4 of the KEJ. For more details, it is described in the following table:

Table 1. Violations of Detik.com and Tribunnews.com in terms of Implementation of Gender-Perspective Journalism

Fulfillment of Victims' Rights (according to Komnas Perempuan)	KEJ Related	Media Breach	
		Detik.com	Tribunnews.com
Does not reveal the identity of the victim	Article 5	-	2 news
Not stigmatizing the victim as the trigger of violence (harassment)	Article 8	-	1 news
Not reinforcing stereotypes of victims	Article 8	-	1 news
Not re-judging the victim	Article 2	-	-
Does not use biased diction	Article 4	-	4 news
Not using biased sources	Article 2	-	-
Not replicating violence	Article 2	-	1 news

CONCLUSIONS

Framing analysis is used to see how certain aspects are accentuated or emphasized by the media. In accordance with the gender-perspective journalism approach used in this study, framing is a tool to see the content of gender perspectives in the news related to sexual harassment cases that colored Detik.com and Tribunnews.com during April 2018. Broadly speaking, the two media have different framing directions in packaging sexual harassment cases, especially when viewed from the choice of diction. This certainly has an impact on news framing that can shape public opinion. The choice of certain words can indeed have an impact on the construction of reality and the meaning it contains.

Detik.com frames news of sexual harassment cases from a fairer perspective by applying gender-perspective journalism in editorial policies at the journalistic level which includes fact selection, angle selection, writing techniques and selection of words that defend victims. Even from the six news articles studied, all news articles fulfill the rights of victims and there are no violations of the Journalistic Code of Ethics.

Detik.com's vocabulary selection does not appear to use flowery words, only hard and straightforward facts. The descriptions also only reveal facts that are considered important about the events of the crime. The only framing used by Detik.com is with the aim that the

perpetrators of the crime can be secured by law enforcement as soon as possible. On the other hand, the identity of the victim is tightly covered by the media. It is quite apparent that the media framing is more in favor of the victim and there is a tendency to expose the perpetrator.

Meanwhile, Tribunnews.com, four of the five news articles studied still did not fulfill the rights of victims in writing the news, and still 'missed' in violating the Journalistic Code of Ethics articles 2, 4, 5 and 8 because they were considered to be quite exploitative of sexuality and cornered the victim. This can be seen from the selection of vocabulary or diction that tends to be vulgar, biased and obscene. As well as the packaging of headlines with sexual and sensational connotations, according to the researcher's interpretation, this is done so that readers are tempted to read so as to increase clickbyte.

The framing used by Tribunnews.com in packaging news of sexual harassment cases tends to make news as a means of reader entertainment, not just informative as the ideal function of news. The media tends to tell the chronology of events in great detail like stencil stories to arouse readers' fantasies. It can be seen that Tribunnews.com's framing is gender-biased or not in favor of the victim because it tends to present the news in a sensationalized manner that objectifies the victim again, making her a victim for the second time.

Such framing by Tribunnews.com is not far from the impact of media conglomeration that triggers commercialization. Owners will prioritize making profits (profit oriented) rather than sticking to the basic principles of mass media (to educate, to inform, to entertain, social controlling). In this case, rating share or clickbyte is above all. Komnas Perempuan states that at least the writing of sexual harassment news must meet the rights of victims such as; protecting the identity of victims of sexual violence, not stigmatizing victims as triggers of violence (harassment), not reinforcing stereotypes against victims, not re-judging victims, not using biased diction, not using biased sources, and not replicating violence.

As mass media, Detik.com and Tribunnews.com are expected to write about sex-related events with maximum caution followed by careful consideration. All of this is done so that the framing of the news produced refers to writing with a gender perspective. The packaging of sexual harassment news tends to be sensitive. Many aspects need special attention. Not only facts, it also requires empathy and media conscience. So it must pay attention to what risks can occur after the article is published, considering that the victim is in a weak position. As an online media, the main thing to think about is the interests of the victim, not clicks or pageviews, especially from the selection of titles.

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