

WOMEN REPRESENTATION IN PRINT MEDIA - CASE STUDY: FEMINA, KARTINI, COSMOPOLITAN AND HER WORLD MAGAZINES IN INDONESIA

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Abstract

Gender that is socially constructed is very influential in the lives of women. The construction of gender can be found in various aspects in life such as work and social environment as well as family life. This construction is reflected as a dynamic nature alongside with the progress of time. Thus, the dynamic nature of social construction can be seen from gender representations formed by the media. The media is seen as a powerful tool to construct and represent women in the society. This was stated as "Stereotyping of women and inequality in women's access to and participation in all communication systems, especially in the media" (Chapter III - High Areas of Concern in the Fourth World Women Congress in Beijing, 1995). Women's magazines, as one of the most favorable media in Indonesia, are able to construct women representation through its articles. As revealed by Armando (2000:29), women in the mass media are constructed in accordance with the wishes of each media. For this study, women magazines that will be examined are: Femina, Kartini, Cosmopolitan and Her World. This research applies content analysis method using Entman's framing model with qualitative approach. The results of this study will disclose how these magazines construct Indonesian women through the articles presented. In addition, this study will also reveal the differences and similarities of each magazine in constructing women in Indonesia.

Keywords: *gender, women magazine, entman's framing analysis*

Introduction

Men and women are created with each of its privileges, to complement each other. In the concept of gender, women are often illustrated as gentle, emotional or motherhood. Whereas men are considered: strong, rational, male and mighty (Fakih, 2006: 8). Judging from the general sense, gender suggests that men and women categories are social constructs that shape the identity of men and women (Ibrahim, 1998: xxvi).

With the development of the era, women began to enter the world of education and work like men. However, discrimination still occurs in the division of labor between men and women. Only in a growing industrial society, men and women compete for the same job, school, the same powers and equal pay (Heryanto, 1998: 39). Women in the sexual division of a labor system tend to always be in place within the domestic or household, with a series of work in relation to the reproductive nature such as giving birth, raising children and housekeeping. On the other hand, because the male bears a series of stereotypes of masculinity, which often is always a positive connotation; the men occupy positions in public

areas that are productive like working and making money (Kasiyan, 2008: 55). It is also recognized by Lie (2005:21), who writes that the division of work was performed not for reasons of effectiveness and efficiency for the achievement of common goals between men and women, but because women were considered incapable, ignorant, and incompetent to think about things other than housework.

The shift involves the mass media, because the relationship between women and mass media in industrial societies is interconnected. The media consists of print media (such as newspapers and magazines) and electronic media (such as radio, television, film and internet). The media reaches out to people in these groups, such as the media for men, women, adults, children, and others (Berger, 2000: 113).

The role of media in the women's struggles does not only encompass equality and a decent education, but also includes the lives of women who fought to determine attitudes and regulate their own lives not to mention the issue of life, romance and marriage. Among the various forms of mass media, women's magazines are a

medium that is close to women. The magazine is not a new form of media for women, especially women in Indonesia. Magazines, as one of the types of print media, have been well known by women in Indonesia since 1906. In Indonesia alone there are many types of women's magazines, reaching out to various segments ranging from youth (Girls, Assorted, Seventeen, Cosmopolitan Girl, etc.), until adult females (Femina, Cosmopolitan, Kartini, Herworld, Cita Cinta, Cleo, Dewi, Elle and others).

This study focuses on the magazines Femina, Kartini, Cosmopolitan and Her World, magazines with reader segmentations in Indonesia of women aged over 30 years, included in the ABC group of socio-economic classification, living in a big city with a pattern of urban life. By the end of 2011, Femina, Kartini, Cosmopolitan and Her World published an annual edition that presented some articles related to fashion, careers, zodiac and others. The formulation of the problem for this study is how women magazines such as Femina, Kartini, Cosmopolitan and Her World represent women in the preparation to the face of the new year; 2012.

Literature Review

Mass Media and Audience's Needs

Mass media, as well as verbal messages and cues, has become an indispensable part of human communication. In essence, the media is an extension of the tongue and hands that has contributed to improving the human capacity in developing social structure (Rivers et al, 2008: 27). The media consists of print media (such as newspapers and magazines) and electronic media (such as radio, television, film and internet). The media reaches out to people in these groups, the number of individuals in their own cases and in other cases (Arthur Asa Berger, 2000: 113).

Severin and Tankard (2007: 357) cites the opinion of Katz, Gurevitch, and Haas (1973) which divides the need for mass media into five categories, namely:

1. Cognitive Needs: Obtaining information, knowledge and understanding
2. Affective Needs: Emotional or aesthetically pleasing experience
3. Integrative Personal Needs: Strengthening the credibility, confidence, stability and status
4. Integrative Social Needs: Strengthening ties with family, friends and so on.
5. Tension release needs: Escape and diversion

According to McQuail (1987: 3), there are some basic assumptions of the mass media, namely:

1. Media is changing and growing industry that creates jobs, goods and services and other related industries turn. Media is also an industry that has its own rules and norms that connect with the public institutions and other social institutions.
2. The mass media are a source of strength, means of control, management, and innovation in a society that can be utilized as a substitute for power or other resources.
3. Media is the site (forum) that the act, to show the events of community life, both national and international level.
4. The media often acts as a discourse of cultural development, not only in terms of know-how, fashion, lifestyle and norms.
5. Media has become the dominant source not only for the individual to obtain a picture and image of social reality, but also for society and the group collectively; media presents the values and normative judgments are blended with news and entertainment.

From the above, it can be seen how the media has evolved into a more influential form of communication. If before the media was only viewed as a source for information, it can now be considered as a way to reach out and influence people in many aspects such as opinions, habits, and others. Therefore, the power of the media should not be underestimated and should be treated with caution. It can prove to be beneficial, yet also damaging, depending on its target and how people perceive its contents.

According Djuarsa (1999:166-168), the audience will be interested in using the mass media when the content of messages conveyed by the media containing the following elements:

1. Novelty (something new).
Something "new" is crucial for a media message. Audiences will be interested in watching a TV program, listening to the radio or reading newspapers / magazines if the content of the message is deemed reveal something new or unknown. However, the notion of "new" has a relative meaning. It does not mean that the news had just happened, yet "new" here is intended for new audiences, namely how the audience is aware of any new facts for the first time.

2. Distance (near or far)
The distance of an event that occurs according to the publication of the event is significant. People will be interested to know the things that are directly related to life and the environment. Nevertheless, the interest the audience has in the message is not just limited to things that are close (physically) with life and its environment, but also in things that are physically distant from the experience of public life, but psychologically close to the life.
3. Popularity
Coverage of figures, organizations / groups, place and time is important and fame will attract the attention of audiences
4. Disagreement (conflict)
Things that reveal contradictions, either in the form of violence or involve differences of opinion and values are usually favored by the audience.
5. Comedy (humor)
Humans are basically interested in things that are funny and fun. Therefore, forms of messages that are delivered in a humorous (comedic) manner are usually well received by an audience.
6. Sex and beauty
Sex and beauty are elements of human nature, thus making those elements universal. Because these elements are universal, they have the power to attract the attention of audiences causing in the media to often highlight these two elements.
7. Emotion
Matters relating to and effecting basic human needs, can often lead to an emotional and sympathetic audience.
8. Nostalgia
Sense of nostalgia here is pointing to the things revealed from experiences in the past.
9. Human interest
Everyone basically wants to know all the events or matters relating to the lives of others. Picture of the lives of these people (human interest stories) can be packaged in the form of news, features, biography, and various other forms of descriptive events.

As a result, the mass media often uses its various forms of communication, such as television shows, magazines, websites, and others, to convey various messages. As humans naturally

crave information and entertainment, the above points are the main ways to grab their attention. This is a solid way to ensure that messages are accepted and understood because the various ways used cover all types of people.

Gender and Media

In general, gender can be interpreted as a concept that has always tried to discuss the social problems of men and women equally (Astuti, 2008: 1). According Kasiyan (2008: 27), gender is a concept of distinction between men and women based on socio-cultural perspective, and not from the standpoint of differences in nature. Hence the concept of gender is actually attached to culture and not predetermined by God.

Topics relating to gender are topics that are considered attractive and most frequently raised by the mass media. Even the mass media tends to only feel the need to publish articles or news related to women in certain months, so there is the term "moon girl" which usually falls in April and December (Astuti, 2008: 1). The media can influence the values that exist in society that could lead to a shift in the values associated with women, one of which deals with the perspective of a woman of purpose. According Hardjana (1998:91), women no longer see the purpose of life as limited to marriage and starting a family. This shows that there has been a shift in values, which at first embraced women's devotion to family values. However, now women embrace the value and dignity of self-development. This involves a shift in the value of the mass media, because the relationship between women and mass media in industrial societies is quite close. The media consists of print media (such as newspapers and magazines) and electronic media (such as radio, television, film and internet). The media reaches people in these groups, such as media for men, women, adults, children, and others (Berger, 2000: 113).

With the various types of mass media and media groupings based on its use, as well as community attachment to the media, the media becomes a necessity that cannot be removed from society. This is confirmed by Armando (2004: 26), that:

The need for mass media becomes part of the lifestyle of today's society. The mass media is said to be the most influential cultural agents because modern societies consume media in the number and intensity that cannot be compared with

previous periods. The mass media does not constitute the only means to communicate, however, has become increasingly central position in a society whose members are increasingly less directly interact with each other. The mass media is present practically in public life.

The existence of the mass media as agents of culture that reflects the condition of society in general leads to an enormous dependence on media as a source for information, not to mention in relation to women's lives. This is evident from the inclusion of the topic of women and media in one of 12 critical issues of the Beijing Platform for Action in 1995, which is based on the concept that the media can contribute a great deal of empowerment and advancement for women (Dwi, 2008: 521). However, in news media relating to women, the appearance of the mass media often has repressive tendencies that put more women in the reproductive role (in the domestic sector) compared to the productive gender roles (in the public sector) which is caused by such dominant cultural patriarchy (patriarchal ideology) values in our lives (Sunarto, 2000: 5).

Women Magazines in Indonesia

The magazine is a publication issued periodically; containing various articles, and generally financed by advertising pages sold and purchase copies of the magazine by readers (Harjanto, 2009: 414). Meanwhile, according to Junaedhie (1995: xiii), the magazine is:

1. A print media that is published periodically, but not on a daily basis
2. A print media that has a cover, at least a face, and is designed specifically
3. The print media is bound or has at least a certain number of pages
4. Print media has a tabloid, pocket, or conventional format such as a magazine format that we know of so far

Modern magazines are mass, cheap and cater to the tastes of many as a result of technological advances. Speed production machinery and transport allows the magazine to become a national media that can be created and deployed quickly to different areas (Rivers, Jersen, Peterson, 2008: 56).

According to Kasali (1992: 108), each magazine has a readership of generally much less

than a newspaper, but has a more clustered market. The magazine has a depth of content that is much different from a newspaper that just presents the news. In addition, readers of the magazine are accompanied by stories or a variety of events with an emphasis on the elements that are entertaining or educating.

In the 19th century, when the magazine was only for a limited circle (usually the elite), a nanny can choose any article that he or she considers appropriate. But now, the caregiver must accommodate the reader's interest magazines, so he or she does not choose freely according to his or her own judgment. Characters in a magazine must be based on market appetite (Rivers, Jersen, Peterson, 2008: 73).

Ibrahim (1998: 126) argues that the function of reading a magazine far exceeds the ordinary. These functions include:

1. Provide information about events in the world, actual or not actual but impressive
2. Provide information on fashion, cooking and so on
3. Magazines can provide consultation on health, beauty, cuisine and other questions that are important or useful at any time
4. Though specific articles are provided, the reader can consult on personal problems, without revealing his or her identity. Also, by reading about problems posed to others, he or she can interpret them to be connected to his or her own problems, and often find the answer by thinking about other people's problems

According Harjanto (2009: 415), the magazine can be categorized into two classes, namely general areas such as Tempo magazine, Gatra, Trust, etc., and magazines in specialized fields such as women's magazines (Femina, Kartini, etc.), business magazines (SWA, Marketing, etc.), automotive magazines (Autocar, etc.), men's magazines (Matra, Men's Health, etc.), and IT magazines (CHIP, Computer info, etc.).

By Sidhartha (1998:126), women's magazines are magazines that have a specific function, namely to create a world particularly for women. He also said there were four women's magazines functions, namely:

- a. Provide information about events in the actual world, which is not actual but impressive.

- b. Provide information on fashion, cooking and so on and through the ads which is also a useful commodity or that would be useful at any time.
- c. Can be consulted at any time on health, beauty, cuisine and other important questions, or who will become important.
- d. Though specific articles are provided, the reader can consult on personal problems, without revealing his or her identity. Also, by reading about problems posted by others, he or she can interpret them to be connected to his or her own problems, and often find the answer by thinking about other people's problems.

As a result of the various functions women's magazines provide for women, many women have grown dependent on magazines. Aside from giving information that can help increase her knowledge, magazines are considered to help the physical and emotional well being of a woman. A woman can feel better about herself and gain confidence by reading one single magazine. Any woman can apply any of the various types of information provided by a single magazine issue to her daily life, thus helping her feel like she has become a better person.

Storey (2007:105) cites the opinion of Janice Winship who wrote that removing magazine groups means eliminating the lives of millions of women who read and enjoy it every week. This is related to several women's magazines where its benefits were put forward by Sidhartha (1998: 127):

1. Improve the lifestyle of women, from passive-consumptive lifestyle into an active lifestyle, creative
2. Improving the taste of readers, from reading a sensational entertainer and provocative thinking to reading materials and means
3. Educating women to be women who know their rights and the limits of its obligations in a world dominated by men
4. Educating women to face the tasks and problems later in life

Since its inception at the end of the 18th century, women's magazines have offered its readers a blend of advice and entertainment. Regardless of politics, women's magazines continue to operate as a survival handbook, which equip

readers with practical advice and how to live in a patriarchal culture (Storey, 2007:105).

In Indonesia, several women's publications appeared in the early 1970s, among others: *Femina* (1972), *Kartini* (1973), *Earth* (1986) and *Sarinah* (1986). Women's business magazines in Indonesia experienced rapid development. In the 1990's many visual artistic performances in women's magazines were no less sophisticated than women's magazines in the West, which were a reference for Indonesian women's magazines (Ibrahim, 1998: 94 & 112).

Kartini is a women's magazine founded by Umar Lukman. *Kartini* magazine was first published in 1973 and is very popular in Indonesia. One section that characterizes the *Kartini* magazine is its column: "Oh Mama Oh Papa". This section presents a special page that includes fictional or true stories from readers. Currently, the column "Oh Mama Oh Papa" has been adopted into a soap opera in Indonesia.



Picture 1

One of the Cover of *Kartini* Magazine

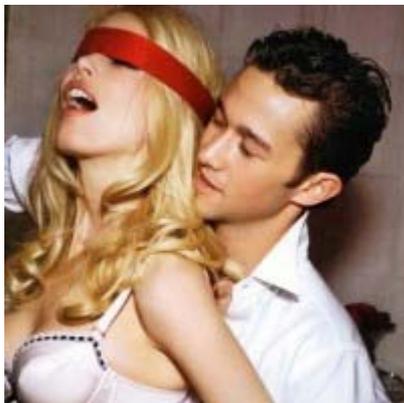
The woman's magazine *Femina* was first published in 1970 and is very popular in Indonesia. This magazine has the most readerships because the magazine is considered as the most suitable magazine for Indonesian women. In accordance with the slogan, the magazine features a variety of trends and lifestyles of today. The shares of the *Femina* Group publisher are mostly owned by the Alisyahbana family, relatives of Indonesia's leading literary scholar's: Sutan Takdir Alisyahbana.



Picture 2

One of the Covers of Femina Magazine

Cosmopolitan magazine is a monthly magazine that was published since 1997 devoted to mature women. The magazine positioned itself as a modern woman's lifestyle magazine with its famous tagline "Fun Fearless Female". The coming of Cosmopolitan magazine into Indonesia was not without its controversies because the cover pictures revealed sexy females and its articles regarding sex was considered quite provocative for Indonesian culture.



Picture 3

One of the Visuals of Cosmopolitan Magazine

Her World is Singapore's top-selling monthly English-language women's magazine published in Singapore by Singapore Press Holdings (SPH) and was initially published in 1960 targeted at female professionals in the reading market. Its positioning is "The voice of authority on fashion and beauty, lifestyle trends and social issues" (Her World, 2011).



Picture 4

One of the Cover of herworld Magazine

This magazine is published in five countries: Malaysia, Singapore, Indonesia, Thailand and Vietnam. It consists of articles such as fashion pieces, advertisements targeted at female professionals, write ups on grooming, lifestyle and personal choices, amongst others. Its articles highlight in-depth interviews and provocative reads on issues that matter to the modern woman, fashion and beauty tips, plus the latest trend reports and must-buys, columns on career, love, money, sex, IT, travel, entertainment, and food.

Methods

Framing analysis research method is commonly used in communication studies to analyze how people understand situations and activities. One of the most common framing methods is Entman's Framing Analysis. Robert N. Entman, a scholar who positioned the groundwork for framing analysis for the study of media content, defines framing as a selection of various aspects of reality that is accepted and makes the event more prominent in a communication text. According to Entman (1993) cited by greenygrey (2007):

"[t]o frame is to select some aspects of a perceived reality and make them more salient in a communicating text, in such a way as to promote a particular problem definition, causal interpretation, moral evaluation, and/or treatment recommendation."

Framing analysis is included as one form of content analysis to be classified in the use of a

qualitative approach. This approach was done by Lucinda L. Austin (2009) in her study titled "Framing Diversity: A Qualitative Content Analysis of Public Relations Industry Publications". This research uses the framing theory to examine how gender and diversity have been framed over the past decade in modern public relations industry publications.

This study aims at determining how the print media, especially women's magazines, construct Indonesian women to prepare themselves in

facing the New Year. As already noted, the magazine that will be analyzed consists of local publications of magazines Femina and Kartini, as well as overseas publications of magazines Cosmopolitan and Her World.

Findings and Discussion

The following are the results of the application of Entman's framing methods to the four magazines selected for the research.

Table 1
Entman Framing Methods on Femina, Kartini, Cosmopolitan and Her World

	Femina	Kartini	Cosmopolitan	Her World
Problem Definition	Be the winner in 2012	The Power of Women	Stress descend the lives of women	The upcoming year of 2012 is illustrated as the year in which women struggle for the dams' reality of life that continues from previous years.
Causal Interpretation	Increasingly competitive career field, requires intelligence in developing the best strategy	In welcoming the year of 2012 with success in all areas of social life and work in national and international level	The bustle of work and stress are gripping your life	Women's struggle began with the human ego and a dual role as a working mother which is the problem that must be faced in life
Moral Evaluation	Nothing is easy, but nothing is too difficult to conquer	Success is not a gift but it is the fruit of hard work combined with prayer and a series of superior quality in oneself	"shopping as an enjoyable escape" from everyday stress	Women are advised not to let the stress begin in 2012
Treatment Recommendation	To be able to understand what we want and measure our ability to implement them and learn from the experience of our self or from others	To display strengths: the power of you through total image, the combination of learning ethics and etiquette in various aspects such as fashion and local and international culinary	All of the information that the readers need to know about the shopping is being offered by this magazine, ranging from shopping tips from the experts, shopping destinations within and outside the country, recommendations for beauty equipment and appearance up to all the necessary gifts and special treatments for your boyfriend	Recommendation from horoscope forecast, complete with a zodiac that is expected to be the guidance for challenges in 2012. For the financial side, articles regarding investment is also highlighted in this issue, as well as upcoming stars in 2012 were the resource persons from each sector was discussed

Based on the above findings, it can be seen that each magazine has a different message to be conveyed to the readers. Femina magazine lifts the main topic of how women can be winners in 2012. Increasingly competitive career

field requires intelligence in developing the best strategy. Referring to the opinion of Katz, Gurevitch and Haas (1973) in Severin and Tankard (2007, 357), one use the media is one of personal integrative needs, which can be obtained

through the medium of strengthening the credibility, confidence, stability and status. It was constructed by Femina magazine through the article - an article that discussed the career woman, presented in a special article in the annual edition. Nowadays, many Indonesian women who become a career woman value the status of work and social relationships as very important. To achieve success, women must understand what she wants and believe in them and learn from the experience of others, for achieving success and winning is not easy, but nothing is too difficult to conquer.

Kartini magazine has a different perspective in presenting the topic of women in facing the year 2012. Kartini emphasized on the topic: the power of woman, where the reader is expected to welcome 2012 with success in all areas of social life and work on national and international levels. Topics raised by Kartini are in accordance with the opinion of Katz, Gurevitch and Haas (1973) in Severin and Tankard (2007, 357), one use of the media is one of personal integrative needs, which can be obtained through the medium of strengthening the credibility, confidence, stability and status. Kartini tries to present articles that can grow confidence in its readers in order to face the challenges they have in their social life and work, because success is not a gift but the result of hard work combined with prayer and a series of superior qualities in our self.

In its annual issue, Cosmopolitan Magazine presents a topic that provides a solution of how women can enjoy life and enter the year 2012 regardless of the stress faced every day. Referring to the opinion of Katz, Gurevitch and Haas (1973) in Severin and Tankard (2007, 357), one uses the media as one of the ways to release tension, which can be obtained through the medium of escape and diversion from life encountered so far. It was constructed by Cosmopolitan magazine through an article - an article that raises the topic of shopping as an enjoyable escape from everyday stress. According to Sidhartha (1998, 127), women's magazines should provide knowledge for women in overcoming problems in life whereas this Cosmopolitan magazine issue that taught women how to run away from stress and problems faced every day by shopping.

Her World magazine said that the upcoming year of 2012 was illustrated as the year in

which women struggle for the dams' reality of the life that continued from previous years. Referring to the opinion of Katz, Gurevitch and Haas (1973) in Severin and Tankard (2007, 357), one uses the media to meet the needs of its cognitive, in the form of obtaining information, knowledge and understanding, the third case presented in the articles that exist in Her World. More and more working women face a dilemma, especially for working mothers. According to Sidhartha (1998, 127), women's magazines should Improve the lifestyle of women, from passive-consumptive lifestyle into an active lifestyle. In this case, Her World conveyed how women are not only resigned to be a housewife and just rely on the husband in meeting financial needs, but can also make ends meet by working without having to leave her duty as a housewife. In this modern era, the magazine provided options and advice on how to become a working wife and mother who is still responsible in regards to her family.

Conclusion and Suggestion

Through time, women's magazines have become a medium women consider close to their personal and daily lives. As restrictions in the media have gradually been decreasing, freedom of speech has overpowered this means of communication and women's magazines nowadays have evolved into something much more significant. It has developed from merely being a source of information, to a place where you can find advice, tips, entertainment, comfort and many other possibilities that may or may not have been uncovered.

Based on the results obtained through this research, a few conclusions can be made. One of them is that women's magazines circulating in Indonesia have different views on preparing women for entering the year 2012. These views included an emphasis on career, success in their social lives, working women who also have the role as working mothers, as well as shopping tips. These different views are crucial because it signifies how there is a magazine for every type of woman. Therefore, any woman will be able to obtain the magazine of her choice that suits her needs.

Another conclusion is that the four magazines that were studied have different segments for different readers. Hence, the choice of the topic for each magazine has adjusted itself to its reader segments. However, despite the

segment differences, these four magazines also have similarities which include having articles and topics surrounding modern women's lives, such as their career and social life. This reveals how women of any age or segment all have a connection, thus uniting them as women all around Indonesia, and even the world.

Based on the above conclusions, it can be seen how magazines can have a profound effect on women's lives. The contents of the magazines, which are adjusted to its target segments, can help women across Indonesia in many ways. It provides options on how to deal with daily situations, tips on daily living, and provide information that can add to a woman's knowledge, among others. It can be an alternative source to help women across Indonesia deal with their daily lives and problems. Women no longer need to feel ashamed or helpless because they have a source of comfort and advice. Magazines can help gain strength and confidence for women who need it. It can also be a way to communicate to other women, so women will not feel alone in the world.

It is undeniable how magazines can have a huge impact on the lives of women. This study also proves how it can be a positive and powerful tool to reach out to women across the nation. Therefore, researchers have suggested that women's magazines in Indonesia should continue to present and provide articles with topics that can encourage women to improve and enrich their lives in as many aspects as possible.

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