

# CONTENT ANALYSIS OF POLITICAL COMMUNICATION BETWEEN MALE AND FEMALE POLITICIAN BY INDONESIA'S ONLINE MEDIA (Based on news content of five online Media in Oct 2013 Period)

VIDYA. KUSUMAWARDANI  
University of Indonesia, Graduate Program of Communication Science,  
Faculty of Political Communication

## Abstract

*Patriarchy system has brings so much impact in human's life. Patriarchy has made females were different from males, not only in physically but also in social roles. Patriarchy means males is more dominated than women<sup>1</sup> based on cultures, beliefs, and traditions among people. Patriarchy system is could be seen in our daily lives such as in working environment, communities, and many more which could impact in news content between males and females as a communicator especially for those whose involved in politics (politician/government officer).*

*However, mass media do not adequately inform the public about the rights and roles of women in society, nor do they usually engage in measures to promote or improve woman's position regarding to their political messages to audience. This research aim to observe the content of online media in Indonesia in comparison between male and female politicians in terms of political communication.*

*The results shows there are significant differences in the news content between male and female politicians in Indonesia, which suggest the imbalance view of gender roles in Indonesia, especially among political matter. This public consciousness, including government in this matter leads to further discussion on mass media roles.*

**Keywords:** Patriarchy, mass media, gender biased, political communication

## Introduction

### Woman and Media

We live in the world that is stratified along lines of gender, race, ethnicity, class, age, disability, sexuality and location and in which the privileges, disadvantages and exclusions associated with such categories are unevenly distributed. We also live in a world which is increasingly saturated by the media, information, communication and technologies. Rather, news is a cultural product that reflects the dominant cultural assumptions about who and what is important, determined by "race", gender, class, wealth, power and nationality and about what social relations and arrangements are deemed normal, natural and inevitable. Therefore, in the patriarchal countries, it is not surprising that most news is designed for , about and by men.<sup>2</sup>

According to IFJ (International Federation for Journalist) which conducted by Brussels (2001), there are lack of women whose working as journalist became a decision maker in media institution. Women whose became an editor, head of department or the owner is only about 0,6 percent. Higher percentages of women whose working in the media as a decision maker are dominated by Sweden, Costa Rica, Mexico and Cyprus, which having the percentage about 10-20 percent of each.<sup>3</sup> Based on statistics, we could see the percentage of women whose working both as journalist and decision maker in four continents (Asia-Pacific, Europe, America, and Africa). Compared to

<sup>1</sup> Murniati , Nunuk,P *Getar Gender* (2<sup>nd</sup> edition. Magelang : Indonesiatara. 2004) Page 1-17

<sup>2</sup> Gill, Rosallind. *Gender and Media*. (Melden, USA: Polity Press. 2007) Page 114

<sup>3</sup> Subono, Nur Iman . (2003) "*Perempuan dan Media*" on *Female Journal et.al*. Vol 28 (Jakarta, Indonesia: Yayasan Jurnal Perempuan,. Page 50

Indonesia, according to Debra H. Yatim, based on PWI (*Persatuan Wartawan Indonesia/ Indonesia's Journalist Association*), journalist profession were still dominated by male. According to PWI, male journalist is about 4.687 journalist (91.04 percent) while women is only 461 journalist (8.96 percent).<sup>4</sup>

Chart 1: Women in Journalism

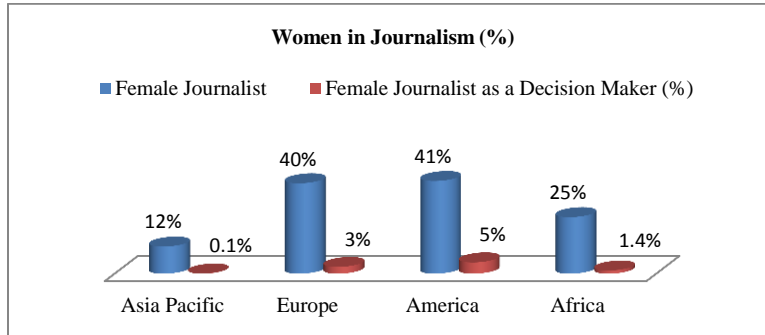
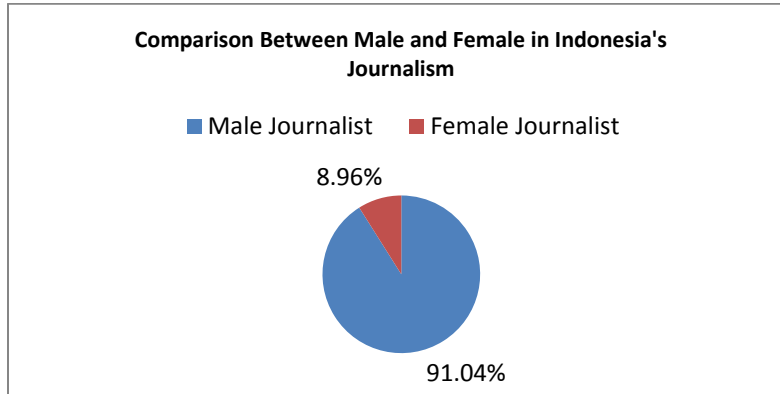


Chart 2: Male and Female Journalist in Indonesia



### Women and Politics

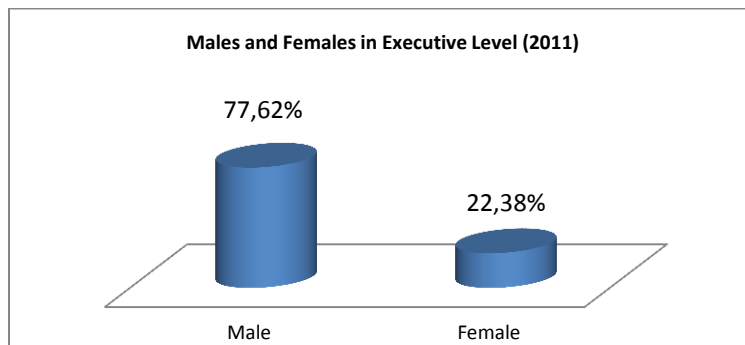
In politics, female politician receive significantly less coverage than their male colleagues, even when their relatively small numbers are taken into account. Moreover, the ways in which they are depicted fits the patterns associated with the portrayal of women generally, in stark contrast to the representation of male parliamentarians. Even though women has the same opportunity to get involved in politics, but an obvious question still arises: Why there still so few women participating in politics?

According to Statistics Indonesia (*Badan Pusat Statistik/BPS*), Indonesia's total population by the year 2010, is 237.641.326 where males population is 119.630.913 (50.34 percent), while females population is 118.010.413 (49.6 percent).<sup>5</sup> Does it make women representation in Parliament or executive level being equal to males? According to *Pusat Kajian Politik*, Faculty of Social and Politics university of Indonesia by the year 2011 founded that males in executive level is 22.681 person (77.62 percent), while females in executive level only 6.540 person (22.38 percent).

<sup>4</sup> Ibid

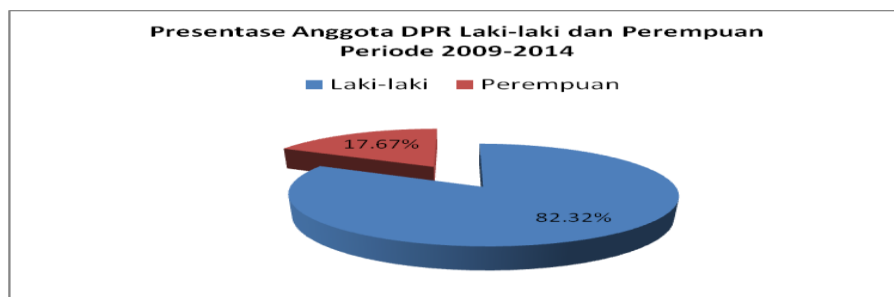
<sup>5</sup> Indonesia Statistics. "Sensus Penduduk 2010". downloaded on September, 24, 2013. <http://www.bps.go.id>

Chart 3: Male and Female in Executive Level



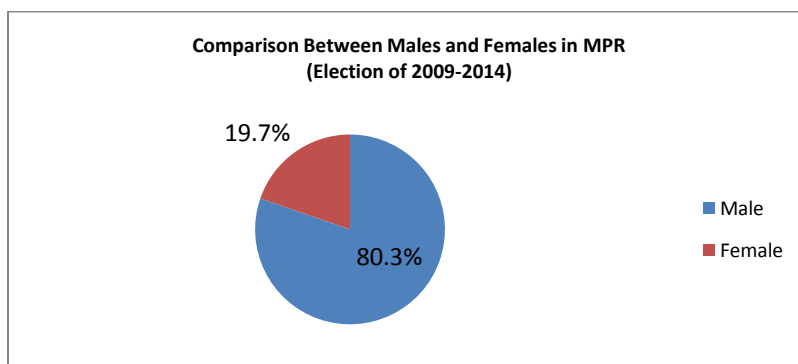
Meanwhile, in 2009 according to Institute of the General Election (*Komisi Pemilihan Umum/KPU*) based on KPU’s official website <http://www.kpu.go.id> , the comparison between males and females in Parliament could be seen in the chart below:<sup>6</sup>

Chart 4: Male and Female Representation in House of Representative (DPR) by the year 2009-2014



Meanwhile, female representation in People’s Consultative Assembly (MPR) also has the same condition as in House of Representative (DPR) where their having lower proportion than males. According to MPR’s (*Majelis Permusyawaratan Rakyat*) report, female representation here is only 137 person (19.7 percent) while males have bigger proportion which is 557 person (80.3 percent). see chart below:<sup>7</sup>

Chart 6: Comparison Between Male and Female in People’s Consultative Assembly (MPR) by the year 2009-2014



<sup>6</sup> Institute of the General Election. “Pemilu 2009 Dalam Angka”. Downloaded on September, 24, 2013. <http://www.kpu.go.id>

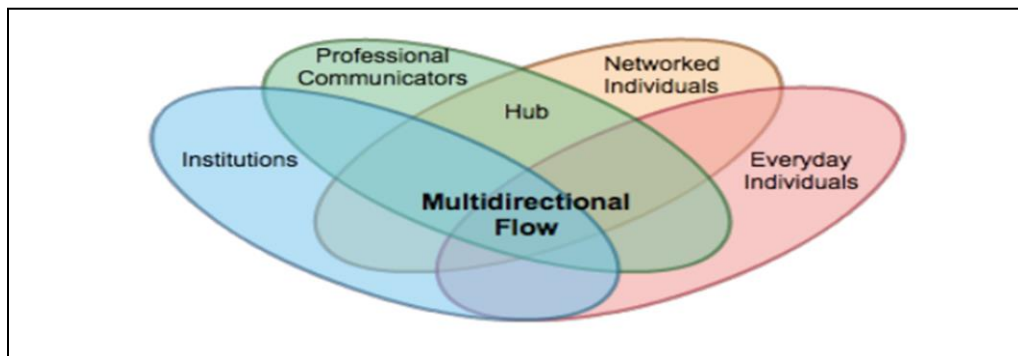
<sup>7</sup>Siregar, Wahidah Zein. “Komposisi, Peran, dan Tantangan Perempuan di Parlemen “on Female Journal .et al. Vol 18 , No 4. (Jakarta: Yayasan Jurnal Perempuan, 2013) Page 30

**GATEKEEPING IN DIGITAL MEDIA**

The basic premise of *gatekeeping* scholarship is that messages are created from information about events that has passed through a series of gates and has been changed in the process. Some information ends up on a newspaper’s front page, some in the middle of a newscast or web page, and some never makes it into the news at all. Similarly an event may appear in some news media but not others, or information may be given the most prominent placement in one medium but buried inside another.

Digital media platform enable less filters and gates online, leaving individuals to determine truth, what is news, and what is important (Basen,2011). In digital media anyone can post anything and no one will fact check it, edit or filter in it any way. He addressed the way in which Web 2.0 Technology transform the way news is gathered, reported, and consumed; that is the way in which news is passed through the gates (Basen, 2011).<sup>8</sup>

Figure 1: *Gatekeeping* Model in Digital Media



**RESEARCH ANALYSIS**

Based on surveyed of 200 political news, by Indonesia’s online media regarding to male and female politician , I used two types of methodologies: (1) *Pearson’s Chi Square* and (2) *Paired Samples t Test*

Table 1: Analysis Result Between Male and Female Politician in Digital Media regarding to news’s basic information (*Chi Square*)

General information	<i>P</i>	<i>df</i>	<i>Chi-square</i>	Notes
Types of news	0.024	1	0.02	Significantly different
Audience comments on political news by digital media	0.006	3	0.00	Significantly different

According to the results above there are big differences between male and female politician regarding to their types of news which include hard news and soft news where the Pearson Chi Square result is  $(0.02) < .05$

<sup>8</sup>Fook. L Chin & Simmonds Heather.. “*Redefining Gatekeeping Theory for Digital Generation*” on the McMaster Journal of Communication .Vol 8(The Barkley University Press.2011) Page 29

Regarding to audience's comments on each political news ,there are big differences between male and female politician where the Pearson Chi Square results is  $(0.00) < 0.05$

Table 2: Analysis Result Between Male and Female Politician in Digital Media regarding to its Communicator

Male (n= 332)	n	Mean Score	Female (n= 134)	n	Mean Score	df	t-test	(p)	Notes
executive	198	0.99	executive	81	0.41	199	6.343	0.00**	Significantly different
legislative	29	0.15	legislative	20	0.10	199	1.215	0.22	
Politician	105	0.53	Politician	33	0.17	199	5.293	0.00**	Significantly different
Total	332		Total	134					

According to the results above, there are big differences between male and female politician both in executive level and politician where the *Paired sample t test* results is  $(0.00) < 0.05$ .

Table 3: Analysis Result Between Male and Female Politian in Digital Media Regarding to News Coverage

Male's news coverage (n= 508)	n	Mean Score	Female News Coverage (n= 253)	n	Mean Score	df	t-test	(p)	Notes
Politics	152	0.76	Politics	71	0.36	199	6.305	0.00**	Significantly different
Economics	95	0.48	Economics	18	0.09	199	5.186	0.00**	Significantly different
Culture and tourism	20	0.10	Culture and tourism	4	0.02	199	3.506	0.00**	Significantly different
Laws and crimes	165	0.83	Laws and crimes	117	0.59	199	3.803	0.00**	Significantly different
Social	43	0.22	Social	25	0.13	199	2.140	0.03**	Significantly different
Healthiness	13	0.07	Healthiness	13	0.07	199	0.000	1.00	
Science & technology	20	0.10	Science & technology	5	0.03	199	2.834	0.00**	Significantly different
Total	508		Total	253					

According to the results above, there are big differences between male and female politician regarding to their messages which include in politics, economics, culture and tourism, laws and crimes, social, science and technology. The *Paired sample t test* results in politics is  $(0.00) < 0.05$ ; Economics is  $(0.00) < 0.05$ ; Laws and crimes is  $(0.00) < 0.05$ .

0.05, social is  $(0.03) < 0.05$ ; Science and Technology is  $(0.0) < 0.05$ . Therefore, there are no differences between male and female politician in healthiness, where the *Paired samples t test* results is  $(1.00) > 0.05$

Table 4: Analysis Results Between Male and Female Politician in Digital Media Regarding to Media's Tendency

Male	n	Mean Score	Female	n	Mean Score	t-test	(p)	Notes
The mentioning of political figures in one news title	1475	7.38	The mentioning of political figures in one news title	651	2.36	7.169	0.00*	Significantly different
The mentioning of political position in one news title	583	2.92	The mentioning of political position in one news title	234	1.17	5.967	0.000*	Significantly different

According to the results above there are big differences between male and female politician regarding to media's tendency in the mentioning of political figures, the results shows the *paired samples t test* for political figures is  $(0.00) < 0.05$ . Besides that, in mentioning of political position, the results shows the *paired sample t test* result is  $(0.0) < 0.05$

## CONCLUSION

According to above cases it can be seen that the barriers women to engage in politics are heavier when compared with men. In patriarchal conditions such as in Indonesia it is difficult to calculate the quality and capacity of women in politics, where the proportion of women apparently still very small when compared with men who act as a public official. Supposedly, the participation of women to participate actively in the political world should be taken into consideration because it is not only the demands of equality between men and women in creating a justice, but also seen as a necessary condition for women to create a balance in the people's lives in the intrinsic to democracy.

## SUGGESTIONS

There are some strategies to increase the representation of women:

- a) Increasing the representation of women within political parties
- b) Giving access for women in decision making position;
- c) Conducting advocacy with the leaders of political parties about the possibility of voting block to against women ;
- d) Enhancing woman's access to the media to inform their roles in Parliament to audience
- e) Empowering women by giving education and training; and
- f) Introducing formal quota to increase the number of women members of the legislature.
- g) Cooperate with females organization to raised female proportion in politics

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## **BIOGRAPHY**

Vidya Kusumawardani,

I was born in Jakarta, February, 20<sup>th</sup>, 1981. I completed my degree from SAHID University Jakarta, majoring in Public Relations on 2003. At this moment, I am a graduate student in Communication science, majoring in Political communication, University of Indonesia, by the year 2012. I was working as a mediator between Japan and Indonesia in the project of Debris flow from 2007-2012. As a mediator, my job description is to inform Indonesian people about the dangers of debris flow by socialization in some areas in all over Indonesia by using simple tools such as comics to Indonesian pupils.