

VIOLENCE AGAINST WOMEN IN MASS MEDIA FRAMEWORK

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Abstract - This study aims to see how far media positioned women, especially in their news frames. The focus of this research will be more about seeing how are violence against women cases in the mass media framework, especially online media. The selection of online media in this research is because the access of information provided by online media is much wider and easier in comparison with other media, especially mainstream mass media like newspaper. The focus of this study is on violence against women which occurred on a high school student in Bengkulu that resulted on her die. The method used in this study is the framing method of Robert Entman, by looking at the articles on Detik.com and Tribunews.com in May 2016. The results of this study indicate that Detik.com put women as objects, while Tribunews.com a little more put women as subjects, though not yet fully in the entity as a woman.

Keywords: *Framing Entman, violence against women, women in media.*

Introduction

The discourse of women in the media has long been discussed, one of them as quoted from Bruke (1994) is like a conversation where people join in, say their place, and leave. Global media models of the world and its people are one voice in conversation. They are not only entertaining but they also transmitting views about the words works, about how people behave or should behave, and about the problem we encounter and the solution that are available dealing with them. In other words, what the media show can clearly lead to an opinion in the community about supporting or rejecting something presented. (David Machin, 2007)

The violence case that draws public attention is the violence against a female student in Bengkulu that resulted to the death of the little girl. The student is Yuyun, who is 14 years old. She was sexually assaulted by a group of men, some of whom were still of the same age and others have only a bit difference over her age. There are 14 males. They did the violence by raping Yuyun, until the victim passed away because of the violence.

The National Commission on Violence Against Women (Komnas Perempuan) uses CEDAW framework in its work, contributes its findings and knowledge to enrich its human rights instruments. The Reports from January to June 2017 received by “Komnas Perempuan” reached 646 cases, in which 90% (584) gender based violence and 10% (62 cases) are non-gender based cases. Complaints of violence in the community domain place rape as one of the dominant forms of sexual violence, with the percentage of 32% or as many as 33 cases, subsequent 21% (22 cases) of violence in the workplace, 8% cases) and 7% of cases of sexual harassment (8%). (Konde.co, 2017)

Mass media in research plays an important role, because it becomes a tool to disseminate information and impact on a rumored issue. The mass media also plays an important role in shaping public opinion and influencing government policy. However, the focus of this research is to take attention of Yuyun's sexual violence during the period of May 2016, as the news about Yuyun began to increase in late April when there was a has tagged “taggar” about #NyalaforYuyun on a social media. Which provoke public awareness to find out the image and what is behind the image. Mass media that became the focus in this research is Detik.com and Tribunews. The selection of both media is because in the Alexa site, Detik.com ranks first as an online media, while Tribunews.com in second place after. (Alexa.com, 2016)

Women in the media are no longer talking about women's representation in the media, and women's stereotypes and the socialization of gender roles that still dominate the content of media attention. Deeply, gender in the media is a discussion of how women become objects of pornography. That is not because it attacks and lowers the self-esteem of women, but it can be a stimulus of the causes of rape and violence. (Ross, 2011)

McQuail tries to dig deeper about gender and media. He states that in media research especially gender issues, initially strongly related to social class and race issues. However, in its development research on gender and media focuses on how media convey the patriarchal ideology of women's standing in society. However, in relation to the ideology of patriarchy, a study of new gender and media relations studies the impact of a message delivered through the media. (McQuail, 2010)

The way on highlighting the issue of Indonesian women into public is almost the same with India. It is mentioned that many girl children are annihilated even before they see the light of the day, many girls are raped on roads or at homes, many wives are beaten by their husbands and in-laws, many girls have to give up their education to help their parents to earn money. But media are not focusing those problems. They are only busy with to publish the gossips of the actors and actresses, the love stories between them. This negative attitude towards women in real life is very much reflected in the way media represents them as well. Women are dependent, coy and submissive; they are masochistic in their response to indignities humiliations, and even to physical violence inflicted upon them. (Patowary., June 2014)

Method

Methodologically and methodically, this is a qualitative research. The research will use framing method. Framing chosen is framing Robert Entman because this research wants to see the extent of the selection process and protrusion in the news about sexual violence by rape of a student in Bengkulu in May 2016.

Eriyanto in his book argues that the framing approach allows an event to get a larger portion than any other event. Framing analysis is done on the text as a media, especially in articles and special news conducted by Detik.com and Tribunnews.com on the issue of sexual violence with rape of a student in Bengkulu. (Eriyanto, 2002)

Based on (Entman, 2004) substantive news frames perform at least two of the following basic function in covering event, issues and political actor:

- Defining effects or conditions as problematic
- Identifying causes
- Conveying a moral judgment of those involved in the framed matter
- Endorsing remedies or improvements to the problematic situation

Framing terminology has numbers of different definitions. This is caused by the lack or absence of agreement in a variety of journalistic and communication literature that emphasizes on the meaning and concept of framing. However, one thing that is agreed about it is that framing is a theory of media effects related to how a message is displayed compared to what is presented. The concept of media framing is important because it offers an alternative to the old "objectivity and bias paradigm, it helps us understand valuable suggestions for communication practitioners. (Stephen D. Reese, 2001)

Result

Detik.com began publishing the articles on violent cases with rape of female students in Bengkulu starting on May 2, 2016. Detik specially gave the news coding with "news focus: *A brutal rape in Bengkulu*". If we click the focus of the news it will be seen in the index, 28 news articles related to the rape cases against female students in Bengkulu.

In an article entitled "Girl 14 Years Rape and Killed by 14 Drunk Boys in Bengkulu" published May 2, 2016, is the first news written by Detik.com about Yuyun's rape case. In the article, Detik.com writes,

"A 14-year-old girl became a victim of rape and murder by 14 drunk young men in Bengkulu. 12 The perpetrators have been imprisoned by the police. "

The author illustrates that the cause of rape cases against the female students due to external factors, namely alcoholic beverages. Furthermore, in the article, the rape that occurred also claimed the lives of

the victims. The article with a resource person from the local apparatus explained the chronology of the rape case that happened to Yuyun (14 years).

On the same day, Detik.com dropped the story with the title "Girl 14 Years Rape, Governor of Bengkulu: Highly punish the Perpetrators!" still Detik writes the cause of rape is alcohol and liquor.

"Meanwhile, various prevention and security efforts were made, the goal is that anticipating the same incident. " This drug is now up to the villages and the area of the incident. It is also said that the place is a high criminal area. The place is recognized as an alcoholic, and robbery areas as well. Now we do the routine patrols in the area to press the criminal acts. We will also build a "pesantren" there to balance the social environment, "he added.

The statement that comes from the Governor of Bengkulu, Ridwan Mukti it also shows that the cause of the rape because of alcohol. So as a countermeasure and anticipate his party then conduct routine patrols in the area to decrease the criminal action. In addition, the other anticipatory action, is building a "pesantren". In this case, it appears that due to drunkenness and lack of religious values then rape occurs. Still in the same article, Head of Public Relations of Bengkulu Police recounts the chronology of the case and illustrates that the violent case was due to alcoholic beverages.

"This heartbreaking tragedy occurred in PUT Sub district, Bengkulu, on Saturday 2 April. At that time, 14 perpetrators gathered around 10:00 pm then collected money to buy palm wine. A total of 14 liters of "tuak" are then consumed which makes them forget everything because of drunk. "

From those 3 articles published on May 2, 2016, there are still similar sentences that blame the liquor as the cause of the rape case.

"The perpetrators gathered around 10:00 pm then collected money to buy palm wine. A total of 14 liters of "tuak" are then consumed. "

In an article entitled "14 Rapes and 14-Year-Old Girl Killers in Bengkulu Were Devoted to Death," quoting a Commissioner of Kompolnas Edi Hasibuan as saying that the perpetrators of violence should be severely punished, even the death penalty. In addition to the three articles that tell about the chronology of the rape case, Detik.com also raised about the appropriate punishment given to the perpetrator. On the next date on May 3 to 4, 2016, Detik.com's point of view in writing the article is still in a patriarchal perspective, where cases of sexual violence against women are caused by alcohol. Detik.com also wrote about the abominations perpetrated by the perpetrators. There are at least 2 articles from 12 on 3 - 4 May 2016 which tells the abominable acts did by the perpetrators of rape against the victim.

The article on May 3, 2016, entitled "*Vile 14 Rape Girl 14 Years in Bengkulu: Rape Done Many times*" explains that the violence was done many times. With a title like this Detik.com would like to convey that the case of violence that was felt by Yuyun done brutally. In the context of producing the text the use of repeated words indicates that the activity was performed not only once. Repeated word that is produces in the form of text shows that violence with abominations can be done by any form until it causes death. It was affirming that the victim was treated in a sadistic way. The victim of a 14-year-old woman, raped by 14 males repeatedly pointed out that the weak woman is no longer seen as a human being. Even worse, women who deal with a group of men are judged to be nothing more than merely an object of lust. The titles that rape do over and over also show that men have power over women's bodies. Those are clearly shown that the criminals are the group of men under the influence of liquor.

Still on the same date, May 3, 2016, Detik.com wrote an article entitled "4 Abominations 14 perpetrators raped 14-year-old student in Bengkulu". This article told us that four abominations did by the perpetrators, in the two articles revealed by Detik.com is about the chronology of outrages did by the perpetrators showing further explanation that women are very easy to be the subject of violence, especially if the violence is done in groups to fewer or single victims.

On May 4, 2016, Detik.com downgraded the article with the statements of the President and DPR ministry that requested a great punishment for the perpetrators. Although this article is positive that the government is seriously concern about this problem.

"President Joko Widodo (Jokowi) is concerned about the rape and murder of 14-year-old girl in Bengkulu. Jokowi expresses his sorrow for the victims and expects the perpetrators to be severely punished.

"We all mourn the tragic departure of YY. Capture and punish the perpetrators," said Jokowi through his Twitter account @Jokowi as quoted on Wednesday (04/05/2016). "Women and children must be protected from violence," Jokowi added.

But in the article Detik.com also writes:

"The rape case took place on Saturday (2/4) at Rejang Lebong, Bengkulu. The victim was raped by the perpetrator as many as 14 people after drinking "tuak". After being raped, the girl was killed and thrown in the bushes. "

Almost all articles revealed by Detik.com on the issue of sexual assault with rape information were conducted in groups and rape did after the perpetrators drank the liquor to be the cause of the crime.

Tribunnews.com - As the second largest online media after Detik.com, Tribunnews.com coded a case of sexual violence with rape of a student in Bengkulu under the name "ABG Killed Rapeseed". Throughout May 2016, from May 2 to 31, 2016, Tribunnews.com released at least 82 articles on female rape cases in Bengkulu. Tribunnews.com started share an article on this issue on May 2, 2016, with its first article titled "#NyalaUntukYuyun, 14 Years Girl Raped and Killed 14 Drunk Boys". In the first paragraph, the article picked up news from social media information by tagging #nyalauntukyuyun bustling on various social media.

"The virtual world in social media especially Twitter suddenly enlivened by the emergence of the has tagged #NyalaUntukYuyun "tagar". This "tagar" is a form of resistance and solidarity of netizens to the death of Yuyun (14), a junior high school student in Padang Ulak Tanding Village, Rejang Lebong Subdistrict, Bengkulu Province in mid-April 2016 raped by 14 youth after school.

The opening of the article on sexual assault cases with rape has been well described by Tribunnews.com. then the article recounted that in the area where the crime occurred is often the case of sexual violence, to quote the words of a source from Women Crisis Center that Rejang Lebong area is an emergency sexual violence. Although the source originally was Kompas.com as a medium syndicated with Tribunnews.com, but the selection of words and plot writing is good enough on the content, although still laid the factors of causing liquor as a source of rape in the title of the article. On May 2, 2016, Tribunnews.com only released one article about a case of sexual violence by rape to the student in Bengkulu.

On May 3, 2016, Tribunnews.com released at least 11 articles on the rape case. From those 11 articles, some articles focus on the legal sanctions that should be given to the perpetrators, as well as the causes of such sexual violence. Liquor is still a major cause of rape. There is an article that comes from citizen journalism entitled "As long as the *Miras* is not Banned, Yuyun Case Will Continue to Repeat", calling that the main cause is liquor. On this date, the focus of the article still focuses on punitive sanctions and responses from executive and legislative institutions.

There are even 3 articles that mentions that the Coordinating Minister for Human Development and Culture has not known the issue that has been very viral in the virtual world. By writing the news the Coordinating Minister for Human Development and Culture who is also a woman shows that the government, although there is a minister of women, but not a guarantee that women protected from violence cases. The ignorance of state officials from women's groups demonstrates that sexual violence against women has not been a priority focus of the government, even though it comes from its own minister.

On May 4, Tribunnews.com published even more sharply on the legal sanctions for the perpetrators. In an article entitled "Anies Baswedan: No Compromise" writes that the perpetrators should be punished for having lost the lives of others. However, Tribunnews.com also wrote that proper penalties should be in accordance with the age of the perpetrators who are also children.

"There is no compromise for such criminals. Once to eliminate lives must be in the legal process," said Anies Baswedan after meeting the invitation of the Ombudsman of the Republic of Indonesia, Kuningan, Jakarta, Wednesday (04/05/2016). However, the legal process referred to by Anies should be at the level applicable to child crime perpetrators."

The word "compromise" chosen by Tribunnews.com shows that there should be no tolerance to the perpetrators of sexual crimes. It is clear that the perpetrators of sexual crimes, whether children or adults should be treated equally before the law without ignoring the human rights of the perpetrators.

Still on May 4, 2016, Tribunnews.com cited the Ministry of Women's Empowerment and Child Protection that the biggest cause of sexual violence cases is caused by pornography.

"Minister for Women Empowerment and Child Protection Yohana Yembise said pornography was the cause of sexual violence against children. The conclusion was taken after Yohana talked to the perpetrators in prison. "

In this article, it appears that in addition to liquor, pornography also became the trigger of the existence of this sexual crime. Furthermore, pornography as other causes of sexual crime are related to the family factors. According to him, children who grow up in families who experience divorce and low levels of parental education is also a trigger of the occurrence of sexual crimes.

Discussion

In the coverage of gender, including sexual violence against women, there is still discrimination in media coverage. In many news stories about sexual violence, the selection of words in news writing is also not yet friendly to women. The worst is that the media put women at times apart from being victims, as well as the cause of the sexual violence. It was then that the women cornered in layers.

In such a construct that women, then become an object of public opinion formed through the news itself. Often women are also blamed for the violence. In gender research and news content, it examines how media produces text. More deeply, who produced the text was also scrutinized. Where groups of men (as well as women) who do not understand about gender are regarded as actors of discrimination against women through the media.

In line with Carolyn Bronstein review, the findings reveal that journalists have jettisoned some of the more negative frames, but still tend to depict third wave feminism in ways that distort its identity and purpose. The study reveals that the third wave is defined against the second wave in ways that disparage second wave actors and accomplishments, ultimately weakening feminism overall. (Bronstein, 2016)

When in the construction of 28 articles on cases of violence by raping of girls in Bengkulu became the cases of violence did by 14 men of responsibility against a 14-year-old girl is done after the perpetrators drinking liquor. Because of the 14 liters of liquor, the perpetrators lost consciousness and in a drunken state they raped the victim in turning until her death (mentioned that the death of the victim is because a perpetrator strangling the victim while he was dying).

Then the abominations were chronologically and told that the victims were treated so inhumanely. The information then mobilized many parties, especially the government, in this case the President of the Republic of Indonesia and the leaders of the House of Representatives voted to punish the perpetrators. The decision makers then advised the President of the Republic of Indonesia to make the punishment rules of the leftist for the perpetrators to provide a preventive effect. However, from the 28 articles, no one article that illustrate how the point of view of feminism about violence against women. Although there are articles from the Minister for Women's Empowerment and Child Protection, as well as the Minister of Social Affairs on the case, nobody talks about why violence is still common and what punishments are right for the perpetrators. According to some feminist practitioners, corporal punishment is not a solution to perpetrators of sexual violence. This is only a temporary and do not in line with the human rights, it will cause a more serious impact when the punishment is over.

In line with the findings of (Benedicts, 1992) in Images of Woman in News and Magazine it was found that women are more likely to be blamed in the case of sexual violence because they are "provocative" whether with the usage, face or behavior shown. In this case the issue of justification is always clear that "men cannot withstand their biological needs". Although research on this has been long and often done in fact the assumption is still attached to the community, can be seen from the comments of social media comments when there are cases of social violence.

Current media can be viewed as an industry producing messages. Online media can direct what is important and which is not important politically or economically. (John Downing, 1995) This is what happened with Yuyun's case in addition, punishment for sexual offenders, the cause of sexual offenses

and public figure responses to the case, Tribunnews.com also writes about the daily life of the perpetrators. Moreover, Tribunnews.com also wrote about the acceleration of the discussion of the RUU on the Elimination of Sexual Violence into the National Legislation Program (Prolegnas), which means immediately to be discussed.

Until the end of May 2016, Tribunnews.com balanced enough to preach cases of sexual violence with rape of schoolgirls in Bengkulu with the number of articles reaching over 80 articles shows that the issue of sexual violence gets serious attention from the media. Tribunnews.com is quite balanced with the selection of resource persons not only from the government, apparatus and legislative institutions, but also the point of view of women activists see this problem. Tribunnews.com also rarely reproduces writing that tells of the fact that 14 drunk young men raped a 14-year-old girl. Tribunnews.com also did not write the chronology of the crime like Detik.com.

Media is currently showing the physical appearance of a woman that makes, it seems to meet the construction of the mind of men in constructing women. It started from the body shape, height, facial skin, chest, legs and so on. it also encourages 'what is appropriate for women' thinking and it promotes gender inequality. In the case of Yuyun media public highlights Yuyun's case with a very large can be seen from how this news viral quick tips. There is an element of sexuality in it encourages the curiosity of society become higher. (Carolyn M. Byerly, 2006)

Because competitive organizational and economic imperatives necessitate story that can maintain large audience, newsmaker believe that images should be easily consumed, and this emphasis leads to stories that best fit into traditional and easily recognized narrative plot lines. The resulting coverage tends to focus on that event rather than on the issues and the underlying condition involved, the individual rather than the group, conflict rather than consensus and the fact that advance the story line rather than those that explain the situation (77; see also Epstein 1973; Gitlin 1980; Nimmo and Combs 1983) (Johnson-Cartee, 2005)

Conclusion

The results of this study indicate that Detik.com placed women as objects, while Tribunnews.com placed a bit more women as subject, though not fully in the whole entity as women. The brutal violence case experienced by Yuyun is not a violent incident resulting in the death of the victim. Of the numerous cases of sexual violence ever framed by the media, many cases are revealed but do not draw enough public attention.

Unfortunately, with the brutal rapes experienced by Yuyun there are still those who think that the cause of the greatest rape is the influence of alcohol. (Kompas.com, 2016). Given the high coverage of sexual violence experienced by Yuyun, the focus is on this research, to determine the extent and portion of the issue of sexual violence in the mass media.

In such a construct that women become an object of public opinion formed through the news. Women are often blamed for the violence. In gender research and news content, it examines how media produces text. More deeply, who produced the text was also scrutinized. In which, groups of men (as well as women) who do not understand gender are regarded as actors of discrimination against women through the media.

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