



GENDER AND FEMINISM IN THE DAILY NEWSPAPER PEKANBARU METRO EXPRES (MX): A Study of Critical Discourse Analysis from Sara Mills' Perspective

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Abstract

The news about women in some newspapers, still dominated news of violence against women. Gender inequality is also often seen in positioning actors in the Daily Newspaper. Women are always an object in the news and its presence is always displayed by others. The purpose of this research is (1) to describe the position of actor in Pekanbaru Metro Expres Daily (MX), (2) to describe reader position in Pekanbaru Metro Expres (MX) Daily Newspaper. This research type is qualitative research with descriptive method. This study uses instrument in the form of documentation. The results of this study were (1) the victimized woman only as an object in the news, while the perpetrator and the police became the subject who told the chronology of the event, (2) the reader would position himself as a man because the news was written based on information obtained from the perpetrator and Police. Therefore, it can be concluded (1) there has been no concern for gender and feminism, (2) the reader positions itself as a man because the news only tells about the perpetrator.

Keywords: Gender; Feminism; and Discourse Analysis

Abstrak

Pemberitaan tentang perempuan di sejumlah Surat Kabar Harian, masih didominasi berita kekerasan terhadap perempuan. Ketidakadilan gender juga sering terlihat dalam memposisikan aktor di dalam Surat Kabar Harian tersebut. Perempuan selalu menjadi objek di dalam berita dan kehadirannya selalu ditampilkan oleh orang lain. Tujuan penelitian ini adalah (1) mendeskripsikan posisi-posisi aktor dalam Surat Kabar Harian Pekanbaru Metro Expres (MX), (2) mendeskripsikan posisi pembaca dalam Surat Kabar Harian Pekanbaru Metro Expres (MX). Jenis penelitian ini adalah penelitian kualitatif dengan metode deskriptif. Penelitian ini menggunakan instrumen yang berupa dokumentasi. Hasil penelitian ini adalah (1) perempuan yang menjadi korban hanya sebagai objek dalam berita, sedangkan pelaku dan polisi menjadi subjek yang menceritakan kronologi peristiwanya, (2) pembaca akan memposisikan dirinya sebagai laki-laki karena berita itu ditulis berdasarkan informasi yang diperoleh dari pelaku dan polisi. Oleh karena itu, dapat disimpulkan (1) belum ada perhatian terhadap gender dan feminism, (2) pembaca memposisikan dirinya sebagai laki-laki karena berita itu hanya menceritakan tentang pelaku.

Kata Kunci: Gender; Feminisme; dan Analisis Wacana.



I. INTRODUCTION

Mass media has a lot of influence on the development of people's lives. This media plays a role as a communication medium, information media, social control media, and at the same time an opinion-forming media for the public. One of the mass media that is widely used by the public is the Daily Newspaper because this media is easy to obtain and affordable for any economic class. In fact, many people have subscribed to this media.

News about women in a number of daily newspapers is still dominated by news of violence against women, namely domestic violence, violence against female workers, rape and so on. This shows the gender differences that occur between men and women. Men are considered strong and dashing, while women are always considered weak and only victims of men.

Based on the news about women in a number of daily newspapers, it can be seen that the feminism movement in Indonesia has not been fully implemented. The violent incident should not have occurred, if there was already protection for women. However, in reality, there is still a gender difference between men and women, so there are still many reports of violence against women. Gender injustice is also often seen in positioning actors in the Daily Newspaper. Women are always the object in the news and their presence is always displayed by others. Therefore, women should be given the opportunity to be the subject of news so that gender equality between men and women will be seen.

The concern of this discourse analysis is the depiction of marginalized women in the text and the depiction of marginalized forms and patterns. This of course involves a certain discourse strategy so that when it is shown in the text, women are portrayed poorly. For example, in the Pekanbaru Metro Express (MX) Daily Newspaper, on Tuesday, May 21, 2013 there was a news entitled *Pelajar SMP Ditiduri Teman Facebook*. This news is about a junior high school student who became a victim of his facebook friend. Furthermore, on the same day there was also a news entitled *Pembunuhan Istri Ditangkap di Medan*. This news is about a wife who was killed by her own husband. Then, on Friday, May 24, 2013 there was a news entitled *Istri Diperkosa, Suami Nekat Cabuli Bini Teman*. This news is about a man who almost raped his neighbor's wife. Based on some of these news, it has been illustrated that violence that occurs against women and women are always victims of male violence. However, what is of concern in this study is the position of the actor and the position of the reader in the news which will later affect the reader's interpretation of the news.

Sara Mills (in Eriyanto, 2009:198) writes a theory of discourse that focuses her attention on the discourse on feminism: how women are portrayed in texts, whether in novels, images,

photographs, or in the news. Therefore, what Sara Mills does is often also referred to as a feminist perspective. The concern from the perspective of this feminist discourse is to show how biased texts are in presenting women. Women tend to be shown in texts as the wrong side, marginalized compared to the male side. Thus, Sara Mills' theory will look at the depiction of women in news texts.

Sara Mills (in Eriyanto, 2009:200) places representation as the most important part of her analysis. How a party, group, person, idea or event is presented in a certain way in a news discourse affects the meaning when it is accepted by the audience. Mills places more emphasis on how the positions of various social actors, the positions of ideas, or events are placed in the text. These positions ultimately determine the form of the text that is present in the middle of the audience. Thus, the positions of the actors in the text greatly influence the text that will be reported to the audience.

In Sara Mills' conception (in Eriyanto, 2009:201) what needs to be criticized is how this event is presented and how the parties involved are positioned in the text. The position here means who is the actor who is used as the subject who defines and does the storytelling and who is shown as the object, the party whose presence is defined and depicted by others. Therefore, in a news story there will be actors involved as subjects and there will be actors as objects.

Position as a subject or object in this representation contains a certain ideological content. In this case, how does this position also marginalize the position of women when they are shown in the news. First, this position indicates within some extent the storytelling point of view. Second, as the subject of representation, the male side here has full authority in validating the delivery of the event to the reader. Third, because the process of definition is subjective, it is of course difficult to avoid the possibility of unilaterally defining other events or groups (Sara Mills in Eriyanto, 2009:202-203). Therefore, Sara Mills' theory analyzes the positions of the actors shown in the text. These positions are in the sense of who is the subject of the storyteller and who is the object of the storytelling. This position will determine how the text is generated and how the text is interpreted. In addition to the actors' positions in the text, Sara Mills also focuses on how the reader and the writer are presented in the text. The text is the result of negotiation between the author and the reader. Therefore, the reader here is not considered merely as a party who only receives the text, but also participates in the transaction as will be seen in the text. For Mills, building a model that connects the text and the writer on the one hand with the text and the reader on the other, has a number of advantages. First, this kind of model will comprehensively look at the text not only in relation

to production factors but also to reception. Second, the position of the reader here is placed in an important position. This is because texts are intended to directly or not "communicate" with the khalak (Sara Mills in Eriyanto, (2009:203-204). Therefore, the position of the reader in the text is also considered because the reader is the person who will provide interpretation of the news text.

This position placement of the reader is generally related to how the greeting or mention is done in the text. For Milss, the greeting or mention is generally not direct (direct address), but through greeting or indirect mention (indirect address). Here the reader is placed or addressed indirectly. According to Sara Mills (in Eriyanto, 2009:208) this indirect greeting works in two ways. First, mediation. A text generally carries a level of discourse, where the position of truth is placed in a hierarchical manner so that the reader will align or identify himself with the character or what is presented in the text. Second, the cultural code. The term introduced by Roland Barthes refers to the code or cultural values used by readers when interpreting a text. Therefore, indirectly, the reader is actually addressed by the text and this greeting will determine the position of the reader.

Based on the description above, the objectives of this study are as follows. (1) Describe the positions of actors in the Pekanbaru Metro Express (MX) Daily Newspaper. (2) Describe the position of readers in the Pekanbaru Metro Express (MX) Daily Newspaper.

II. RESEARCH METHOD

This type of research is qualitative research with a descriptive method. Bagdan and Taylor (in Moleong, 2005:4) state that qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behaviors. The descriptive method is intended to describe as clearly as possible the object being studied, as well as to describe the data as a whole, systematic, and accurate.

The data of this study is news in the Pekanbaru MX Daily Newspaper. There are three news that became data in this study. The news titles are: (1) *Pelajar SMP Ditiduri Teman Facebook*, Posted on Tuesday, 21 May 2013, (2) *Pembunuh Istri Ditangkap di Medan*, published on Tuesday, May 21, 2013, and (3) *Istri Diperkosa, Suami Nekat Cabuli Bini Teman*, Posted on Friday, May 24, 2013.

This research uses instruments in the form of documentation. Therefore, the data collection technique in this study is a documentation technique. The document intended in this study is news written in the Pekanbaru MX Daily Newspaper which consists of three news texts. This study uses a content analysis methodology design to analyze the content of messages in the news. Muhamdijir (1996:49), stated that content analysis is a scientific analysis

of the content of the message in a communication. Therefore, this content analysis is used to analyze the content of news in the Daily Newspaper.

Furthermore, the data analysis techniques in this study are as follows. First, reading the news that becomes the research data. Second, marking the content of news in the discourse based on the purpose of the research. Third, analyze the content of the news based on the aspects researched using Sara Mills' theory. Fourth, compiling research results and providing suggestions.

III. RESEARCH RESULT AND DISCUSSION

In this study, three news stories from the same Daily Newspaper, but with different dates, will be analyzed. The news is titled: (1) Pelajar SMP Ditiduri Teman Facebook, Posted on Tuesday, 21 May 2013, (2) Pembunuh Istri Ditangkap di Medan, published on Tuesday, May 21, 2013, and (3) Istri Diperkosa, Suami Nekat Cabuli Bini Teman, Posted on Friday, May 24, 2013. The analysis was to find out the positions of actors in the Pekanbaru MX Daily Newspaper and to find out the position of readers in the Pekanbaru MX Daily Newspaper. Furthermore, the findings of this study will be compared with previous research.

1. Research Analysis

a. Actors' Positions in the Pekanbaru Metro Express (MX) Daily Newspaper

The news about violence against women may not be strange anymore because almost every day in the Daily Newspaper there is a lot of reporting about this violence, such as domestic violence, rape, torture of female workers, and so on. Likewise, in the Pekanbaru MX Daily Newspaper which reported many cases of violence against women. Therefore, this study will discuss the positions of actors in the Pekanbaru MX Daily Newspaper. These positions mean who is the subject of the storytelling and who is the object of the storytelling. This position will determine how the text is structured and how the meaning is treated in the text as a whole. The following will be explained one by one the positions of the actors in the Pekanbaru MX Daily Newspaper.

In the news published in the Pekanbaru MX Daily Newspaper on Tuesday, May 21, 2013, there was a news entitled *Pelajar SMP Ditiduri Teman Facebook*. This news tells the story of Bunga (not her real name), a third-grade junior high school student in Pekanbaru who had to lose her crown after being invited to have sex like a husband and wife by her Facebook friends. At first, the victim did not want to admit that he had made an appointment with the perpetrator in Tembilahan. However, after being urged by his parents, the victim admitted that he had become a victim of his Facebook friend. Finally, the victim, who was accompanied by his uncle and aunt, went to report to the Inhil Police Headquarters, where he admitted that he

had known the perpetrator named Hendra for 6 months through cyberspace, namely Facebook. Then, on Thursday (2/5), the victim and the perpetrator met in Tembilahan. After meeting, the victim had time to go around Tembilahan and was invited to stay at Wisma Simple room 201 for 2 days.

Based on the analysis of the discourse on the news above, it can be seen that Bunga, not his real name, is only the object in the news. He could not present himself in the text of the news, even his presence was displayed by others. In the news above, the depiction of Bunga was shown by a journalist based on information obtained from the police. Therefore, Bunga who became the victim could have been harmed because the police as the subject in the news told about Bunga based on her point of view.

In this news headline alone, there is a bias because the title only writes that he was raped, not raped. The use of the word slept alone has illustrated the absence of an element of coercion from the perpetrator against the victim. However, the incident occurred due to the victim's own will. Based on the news made by the reporter, Bunga, who was the victim, was made to be the person to blame. In the news, there was an impression that the reporter told the incident on the basis of Bunga's own volition because in the text of the news there was no resistance from Bunga as a victim. In fact, the news tells about Bunga who at first did not want to confess and she only wanted to confess after being urged by her parents. In the news, it was seen that Bunga actually did not want to report, but because of her family's urgency, she finally wanted to report to the police.

Bunga in the news also seems to be a stupid woman because she wants to be seduced and promised by the perpetrator. What's more, their meetings have happened repeatedly and at that meeting they also had time to go around Tembilahan. Based on the news written by the journalist, there was no coercion against Bunga carried out by the perpetrator. Therefore, in the news there is an impression that the incident occurred because of Bunga's stupidity which was willing to be seduced and promised by the perpetrator so that the embarrassing event occurred.

Next, the news titled *Pembunuh Istri Ditangkap di Medan*, Published on Tuesday, May 21, 2013. This news is about the persecution carried out by a husband that caused his wife to die. This incident occurred on Saturday (20/4). At that time, the victim went to Mandau District, Duri, Bengkalis Regency. When the victim went to Mandau, he did not cook food for the suspect and upset the suspect. In the afternoon, the victim just came home, and the perpetrator immediately got angry and hit the victim until he fainted. Finally, the victim was

taken to Dumai City Hospital for intensive treatment. However, after a week of treatment, the victim finally breathed his last.

In the news above, it can be seen that the woman in the news is only the object told by the suspect. The suspect in the news became the subject who told the chronology of events, so that the reporter in writing the news only got information from the suspect, namely the victim's husband. This of course can be detrimental to the victim because the incident is told based on the description of the suspect.

In this news headline alone, there is a bias because in the title no one states that the one who killed the wife was her own husband. Here it is seen that there is protection for men as a husband. Even though the one who killed his wife was her own husband, but the headline only wrote *Pembunuh Istri Ditangkap di Medan*. Based on the title, it seems that the one who killed the wife was not her husband but someone else.

The woman who was a victim of violence from her husband was only the object told by the suspect. The news shows that the victim is not important in the news, but the news is more concerned with the suspect. In fact, the victim's name alone was not mentioned in the news. This can of course be detrimental to the victim because he is not very important in the news. Moreover, in the news, the suspect told the cause of his anger because his wife did not cook food for him, so he got angry and beat his wife. In the news, it can be seen that women who were victims of violence and eventually died were not very important, even the victim was blamed. Here there is a defense of the suspect so that people will not blame him, but people can sympathize with him.

The woman in the news could no longer be shown because she had died and the chronology of the story was known to reporters only from the suspect's story so that the woman who was the victim was instead described as the guilty person. The woman in the news could not defend herself. Therefore, the news of violence against the wife and eventual death only benefits the suspect and harms the victim because the victim is only an object in the news. The depiction of the chronology of events was only obtained by journalists from the suspect so that it benefited the suspect.

Then, the news titled *Istri diperkosa, Suami Nekat Cabuli Bini Teman*, published on Friday, May 24, 2012. This news is about Hendro Silistiyo (25), a resident of Talangmulya Village, Batangcenaku District, Indragiri Hulu who almost raped his neighbor's wife with the initials HR, Wednesday (22/5) morning. Before he had time to rape, Hendro got resistance from his victim, namely TI. Finally, the suspect became the target of the anger of the mob who came after hearing the victim's screams. Based on the suspect's statement to Pekanbaru

MX at the Batangcenaku Police Station, the suspect admitted the act because his mind was in a chaotic state due to a year of bed separation from his wife. They were separated from his wife's family who lived in Talangbersemi Village. Furthermore, the suspect also explained that his heart was getting more chaotic when he received an SMS from his wife who said he was a victim of rape. "It hurts me really that my wife was molested by people, because I panicked, for some reason I had a mind that I wanted to do the same thing," he said. In the news above, it can also be seen that the chronology of the story is obtained from the suspect and the victim is only the object in the news, while the suspect is the subject who tells the chronology of the story. This of course benefits the suspect because the chronology of the story is obtained from him. The women who are victims in this news are biased, even their presence in the news is only through stories of suspicion.

In this news headline alone, the defense of the suspect can be seen, namely *Istri Diperkosa, Suami Nekat Cabuli Bini Teman*. In the news headline, it can be seen that the suspect committed the act because his wife had been raped by someone else so he wanted to take revenge by raping someone's wife. In the news there is an impression that the suspect wants readers to be concerned about him.

In the news, the suspect also explained that his mind was in a state of chaos because of a year of bed separation with his wife and they were separated by his wife's family. Then, his mind became even more chaotic after receiving a text from his wife saying that he had been raped. In the news, the only suspect who gave a lot of information to reporters while the victim, namely IT, was not featured in the news.

TI, who was almost raped by the victim, was not mentioned in the news. The news only tells the cause of the pristiwa so that the reader only sympathizes with the suspect, especially in the news, the suspect did not rape, but has been the target of the anger of residents who came after hearing the victim's screams.

In the news, it was seen that there was no concern for the victim because only the perpetrator was told. Women in the news are biased and not shown. Therefore, the reader will be more sympathetic to the perpetrator than the victim because no information is obtained from the victim. Based on the analysis of the three news about gender and feminism, it can be concluded that in the three news, women who are victims are only objects in the news, while the perpetrator and the police are the subjects who tell the chronology of events. The description of the victim and the chronology of events were only obtained from the perpetrator and the police. This is of course detrimental to the victim because he is refracted in the news. The woman who became a victim was not shown in the news so that the only

thing reported was the perpetrator or suspect. Thus, the reader will only sympathize with the suspect and the woman will only be the one to blame. In fact, in the news, it is also depicted that the incident occurred due to the victim's fault. Here it can be seen that the gender difference occurs, women are always the bad people and are blamed, while the suspect is the one who gets sympathy from the reader. Therefore, the position of the subject and object in this news will determine the content of the news that will reach the reader.

b. Readers' Position in the Pekanbaru Metro Express (MX) Daily Newspaper

Text is a negotiation between the writer and the reader. Readers will provide an interpretation of the news text based on the news delivered by the author. The position of the reader in this news concerns the indirect greeting or mention made by the author to the reader. Thus, the reader will place himself in the news based on the events conveyed by the author.

News titled *Pelajar SMP Ditiduri Teman Facebook*, which was published on Tuesday, May 21, 2013, was reported by journalists based on information obtained from the police. In the news, the victim is only an object told by the police. In the news, the reader will position himself as a man because the journalist reports on the stupidity of the victim. In the news, there was no resistance from the victim so the reader did not sympathize with him. Moreover, the headline of the news uses the word to be slept with instead of rape. This gives the impression that the incident occurred because the victim did not refuse. Therefore, the news has indirectly greeted the reader and placed the reader's position as a man.

Next, the news titled *Pembunuh Istri Ditangkap di Medan*, Published on Tuesday, May 21, 2013. This news was written by a journalist based on information obtained from the perpetrator. In the news, the perpetrator became the subject so that the chronology of events was obtained from him. He said that his anger was caused by his wife not cooking. The victim as an object cannot defend himself because he has died. Therefore, the news has indirectly greeted readers to sympathize with the perpetrator and put the reader's position as a man.

Then, the news titled *Istri diperkosa, Suami Nekat Cabuli Bini Teman*, published on Friday, May 24, 2012. This news was written by a journalist based on information obtained from the perpetrator. In the news, the perpetrator became the subject of the news so that the chronology of events was obtained from him. In this news, the reader is indirectly addressed by the news text to sympathize with the perpetrator. The perpetrator tells about his heartbreak and the events that happened to his wife so that the reader will feel what the perpetrator feels. The position of the perpetrator as a subject is of course advantageous to him because the reader will sympathize with him. Therefore, the reader will position himself as the man.

Based on these three news, it can be seen that the reader has indirectly been addressed by the author through the news text. In the three news texts, the reader will position himself as a man because the news is written based on information obtained from the perpetrator and the police. Women in the news are only objects told by the perpetrators so that women are portrayed badly. Therefore, the reader will only sympathize with the perpetrator and feel what the perpetrator says, while the woman who is the victim is not important in the news. Based on these three news, it can be seen that women are marginalized because women cannot defend themselves and they are only portrayed badly.

IV. CONCLUSIONS

Based on the discussion that has been described above, the following can be concluded.

1. In the three news, there has been no attention to gender and feminism. Women as victims are always the object told by the perpetrator. The perpetrator in the news is the subject so that information and chronology of events are only obtained from the perpetrator. Women as victims are often not featured in the news. He couldn't tell about himself. He is only shown from the stories of the perpetrator and other people. This is of course detrimental to the women and beneficial to the male side because the man as the perpetrator tells the chronology of events based on his point of view only. Therefore, gender and feminism should be a concern for journalists in covering the news. Journalists in covering the news must also involve women and make them subjects in the news, so that readers do not only sympathize with men.
2. In the three news, the reader has indirectly been addressed by the author through the news he writes, so that the reader positions himself as a man. This happened because the news only told about the perpetrator. Women are not featured in the news so there is no picture of women's defense. However, what is drawn is only about the perpetrator and the reader only feels what the perpetrator tells so that the reader places himself as a man. In the news, gender and feminism have not received attention. There are still many news stories that place men as subjects and women as objects of storytelling so that women are portrayed badly and become the ones to blame. Women should be the ones who get attention and women should be the subjects in the news, so that readers will position themselves as women.

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