

Preaching Violence against Women on Television: Analysis of Critical Discourse on the Sara Mills Model

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Abstract

Women are always associated with consumption contexts for reporting, especially reporting sexual violence and socioeconomic violence. The purpose of this study is to find the position of subject-objects in reporting violence against women on television and find the location of writer-reader in reporting violence against women on television. The stations studied were Metro TV and TV One. Data were collected by the method of listening, followed by using an independent, capable, record, and note-taking technique. Data analysis was performed using the matching method using the determinant element technique. Meanwhile, the approach used is a critical discourse analysis of Sara Mills model. In this study, the subject-object position was found in reporting violence against women on television. Women have always been victims of patriarchal culture. Also, the position of the writer-reader reporting on violence against women is also used as an effort to educate and raise awareness about the community related to cases of violence against women. Authentic patriarchal culture cannot be used as a basis for violence against women against men, both inside and outside the family. This is a form of discrimination against women. Also, the community needs to be fully aware of women's rights that are not fulfilled, especially in terms of security and justice before the law.

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INTRODUCTION

Mass media has become a daily necessity. The mass media as a means of obtaining information that is not limited to time, and place. There are two kinds of mass media, namely print mass media, and electronic mass media. The use of different languages from print media is television language. The language of television is the language of speech written for the newscaster to read later or listen to at home. So writing television news is the same as writing for the ears, meaning writing to be heard. The language of speech does not recognize space but only time (Oramahi, 2015). Television journalism is a combination of image (visual) and audio (audio) communication media. The ability of television to attract attention still shows that the media is a media that break geographic and sociological distances. The influence of television shows is still quite strong compared to radio and newspapers (Oramahi 2015). The hallmark of television language is its ability to present information in audio-visual (Oramahi, 2015).

Globally, the structure of the mass media coverage has not yet been balanced in responding to women's interests. The mass media generally preach male public space. The news starts from issues of the state, politics, military, sports, local government, to various other men's public discourses. However, when there is reporting on women's problems, the spotlight becomes domestic, such as household skills, childcare, cosmetics, and beauty. Unless there is a dominant female public figure, he will be highlighted as the leading news, and even then it seems not to be the agenda-setting for the media. This is caused not followed by a story or other writing that supports.

In terms of meaning, the reporting of mass media is also not balanced between the purpose of men's public spaces and women's public spaces. When the mass media reports deal with men's issues, the mass media highlights the figure of men as public "heroes," because society needs them. However, when the mass media highlighted the problem of women. So the news was impressed as a complement to the story on that day. The problem becomes dangerous when

the mass media reports involve the "female genitalia" aspects. The meaning of the news would be the consumption of men. This suggests that women are being exploited as an attitude of injustice and even violence against them (Bungin, 2014).

Television programs can be watched at any time with a variety of information ranging from social, political, economic, sports, health, and cultural knowledge. Television also presents shows that are entertainment, ranging from music, films, soap operas, and reality shows. Besides television also presents news that can be watched at any time. Not the slightest information is passed through television media. Television has dominated the lives of families, as well as individuals.

Two TV stations focus on news broadcasts, namely Metro TV and TV One. Metro TV initially had a slightly different concept from other television stations, because besides broadcasting 24 hours a day, this television station was only focused on news programs. But in its development, the television station also included an element of entertainment in its programs.

The study of other studies is very important to know the relevance of past research with the research to be carried out. The following is relevant research and can be used as a literature review in this study including research conducted by Dianastiti, and Mardikantoro (2017), Fadilah, and Santoso (2017), Heriyantie (2007), Quinn (2007), Weusten (2009), Widaningsih (2011), Behnam, and Bahar (2013), Tanesia (2013), Risa (2012), Prihantoro (2013), Mardikantoro (2014), Yazid (2014), Fauziah, and Tamampil (2015), Handayani (2015), Dedees, and Noviani (2015), Prasasti (2016). Supriyadi, and Zulaeha (2017), Sholikhati, and Mardikantoro (2017).

Some of the notes above show that many AWK studies were carried out to reveal essential facts through the media. Like what was done by Mardikantoro (2014) with the title "Analysis of Critical Discourse on Headers (Anti) Corruption in Indonesian Language Newspapers." This study describes the attitudes and views of newspapers about corruption cases in Indonesia,

which is manifested in the editorial (anti) corruption. The attitude of the newspaper is manifested through two frames, namely a frame criticizing corruption news, and a frame supporting corruption news. In essence, this research reveals different content. However, methodologically this research can be used as a foothold of the paradigm that AWK is the right way to uncover the facts behind the text.

Facts about violence against women occur in various strata of social life without recognizing age restrictions. In family life, violence against women often occurs in the form of physical and psychological aggression. Physical abuse is manifested mainly in the form of torture, rape, and murder. In the community environment, the same types occur as rape, physical beatings, coercion, sexual harassment, as well as trafficking of women and children. The unbalanced relation between men and women in patriarchal culture seems to be more reliable in the presentation of various news about the violence displayed by the mass media. The figure female victim is often described as the cause of the violence that has arisen, committed by men (Heriyantie, 2007).

Acts of violence against one sex, known internationally as "gender violence." Violence against women has become an international issue because violence against women can occur in any race, religion, and social class. Violence against women can occur at home, workplaces, and on the streets. Dimensions of violence that afflict women also vary from physical, sexual, psychological, cultural, social, political violence (Sutinah, and Kinasih, 2008).

Women are always associated with consumption contexts for reporting primarily sexual violence, the second being socio-economic violence. Verbal social abuse in the realm of social disorder, for example, a husband harasses a wife who does not work because he does not have spoken and physical, related to sexual and social.

METHODS

This research was carried out in the background of news on television that allegedly

contained violence against women in January s.d. March 2016 which was broadcast by TV One and Metro TV television stations.

The focus of the study is an analysis of critical discourse about the news that is alleged to contain a story of violence against women that aired on Metro TV and TV One television. This is because the broadcast programs of the two television stations are superior in news programs compared to other private television stations. This is evident from the news broadcast program that airs once every hour, even TV One programs broadcast news on the sidelines of the news period when there is important news that immediately aired in the form of breaking news.

The data in this study are fragments of the reporting of violence against women in the news on television, books, the internet, or other sources that can be used as a basis for the analysis of this study.

The data source used was a discourse on reporting violence against women in television news. The source of the data was obtained from television, which allegedly contained story of violence against women that aired on television. Timeline for reporting in November 2015 to March 2016. This is to meet the adequacy of the data to be investigated.

RESULTS AND DISCUSSION

Position of Subject-Objects in Preaching Violence against Women

News about rape, harassment are some of the stories that present women as the object of reporting. The focal point of the Sara Mills model of discourse analysis is to show how the pattern of the marginalization is made. This, of course, involves specific discourse strategies so that when shown in the text, women are poorly represented. The subject's position in reporting violence against women is found in news coverage on broadcasts broadcast by Metro TV, and TV One. This is evident in the analysis of this study. Thus, in this discussion presented the position of subject objects in reporting violence against women on Metro TV, and the position of subject objects in reporting violence against women on TV One.

The subject's position in reporting violence against women is found in news coverage on broadcasts broadcast by Metro TV and TV One. Next is a piece of text that represents violence against women.

Headline:

Abuse of Sadistic In-Laws against Daughter-in-Law

While Masinton's expert staff, Abraham Leo stated his hand was reflex when Dita touched the wheel.

Abraham Leo:

Trus sampai di OTISTA itu dia jalan histeris, Pak, musik digedein ya mungkin masih pengaruh alkohol yang kuat kan.

Trus sampai di OTISTA tiba-tiba stir ditarik sama dia. Saat itu kita di jalan, mobil di jalan ditarik setirnya, kita kaget to.

Hampir nabrak trotoar.

Kita ngerem ditheklah tangannya.

Ya ndak tahunya kena muka, saya ndak bermaksud apa-apa itu.

(Headline News)

Based on the data, it is known that there is violence against women. This news tells about the incident of violence against women by Masinton Pasaribu against Dita Aditia. As for what was heard in the whole news. How Masinton said about the incident while Dita Aditia as a victim was not mentioned. Dita Aditia only as an object.

The beating incident, how the beating process took place, and journalists knew the perpetrator from Masinton's narrative as the perpetrator, and the narrator. The audience learned about the incident from Masinton, because it was told from Masinton's perspective, the rape incident marginalized Dita Aditia's position as a victim. Dita (the victim) did not talk about herself or the event, and she was not even present, her presence raised in the news through Masinton's account. Then the beating incident was reported from the perspective of the perpetrator.

The beating incident, because it was told from Masinton's perspective, had placed

Masinton as the subject, and consequently tended to benefit Masinton. The news text begins with the announcer's statement that Masinton stated that he was sitting in the back seat. Used to state that in that incident Masinton did not become the main actor, because it was far from Dita's position in the front seat.

There was no voice of Dita (victim) in the news text. What is in the news text is the recognition of Masinton Pasaribu and Abraham Leo (Masinton's expert staff) as eyewitnesses to the beating event. In Masinton's confession, Masinton stated that he was silent behind and was braking. They both (Abraham Leo and Dita) keep on telling stories, and suddenly the car shakes, and Masinton continues to wake up. Abraham Leo even stated that he arrived at OTISTA. Dita is hysterical about music because it is still influenced by alcohol. Suddenly the steering wheel is pulled by Dita because it almost hit a sidewalk, it stopped suddenly, and with the reflexes of Abraham Leo's hand about Dita who didn't know Dita's face. Abraham Leo said he didn't mean anything.

The subject-object position was also found in the news in Kabar Siang, TV One. This TV has a different view from the previous TV, however, for reporting about women too brave enough to explore more sharply. This can be seen in the following data:

Headline:

Mashinton Pasaribu Bentah membogem Mata Dita Aditia

TV station: TV One

While Masinton's expert staff, Abraham Leo stated his hand was reflex when Dita touched the wheel.

Abraham Leo:

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Trus sampai di OTISTA tiba-tiba stir ditarik sama dia. Saat itu kita di jalan, mobil di jalan ditarik setirnya, kita kaget to.

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Abraham Leo's hand about Dita, who didn't know Dita's face. Abraham Leo said he didn't mean anything.

Author-Reader Position in Reporting Violence against Women

Metro TV became the press that was examined in this study. Therefore, this TV is reviewed and analyzed following Mills's theory related to reporting violence against women. For this reason, there are two headlines in the analysis of the position of writer-reader on this TV, namely on Headline News and Metro Siang.

In addition to Headline News, the position of writer-reader also found in the news in Metro Siang, Metro TV. In this heading, a case of in-law abuse was reported against his son-in-law. For this reason, the position of the writer-reader can be seen in the following data.

Headline:

Against Women's Violence

W : Sudah bergabung bersama kami lewat sambungan telepon,

Ini ada Ibu Sri Nur Herwati Komisioner Komnas Perempuan (ketua gugus kerja pekerja migran).

Ibu Sri mungkin bisa diceritakan ini memang apakah banyak laporan yang masuk ke Komnas perempuan berkaitan dengan pengaduan terkait dengan soal tindak kekerasan begitu terhadap PRT

Berapa banyakkah laporan yang masuk tiap minggunya, atau bahkan tiap harinya bahkan?

NS : Iya, Terima kasih selamat malam, Mbak, bisa disampaikan ya Komnas Perempuan sebagai lembaga HAM independen memang menerima pengaduan karena memang ini sesuai dengan kebutuhan dari perempuan korban untuk memberikan pengaduan kepada Komnas Perempuan.

Dari catatan tahunan yang dibuat oleh Komnas Perempuan kasus- kasus semacam ini yang bisa dikategorikan dalam kasus tindak pidana perdagangan orang, yang masuk dalam ranah penegakan hukum dalam arti sampai ke tingkat pengadilan dan memberikan hukuman kepada pelaku kurang dari 10 persen. Artinya ini rendah sehingga intuisitas terus berlangsung. Intuisitas yang kami maksudkan adalah tidak ada

pertanggungjawaban pelaku terkait dengan kekerasan yang dilakukannya.

W : Okey. Jadi kekerasan yang dilakukan terhadap pekerja rumah tangga begitu ya Bu?

NS : Betul
(Metro TV)

Based on the data above, we can find out the position of the writer-reader. There is an effort to educate, and influence the reader of the author regarding the role of women continue to be used as objects as well as victims. This appears in the initial fragment of the news, ie. "*Ibu Sri mungkin bisa diceritakan ini memang apakah banyak laporan yang masuk ke Komnas perempuan berkaitan dengan pengaduan terkait dengan soal tindak kekerasan begitu terhadap PRT. Berapa banyakkah laporan yang masuk tiap minggunya, atau bahkan tiap harinya bahkan?*". The fragment shows that the writer tried to explain the facts which were then answered in subsequent fragments.

Similar to the text fragment above, the respondent's response in this news '*Dari catatan tahunan yang dibuat oleh Komnas Perempuan kasus-kasus semacam ini yang bisa dikategorikan dalam kasus tindak pidana perdagangan orang ,yang masuk dalam ranah penegakan hukum dalam arti sampai ke tingkat pengadilan dan memberikan hukuman kepada pelaku kurang dari 10 persen. Artinya ini rendah sehingga intuisitas terus berlangsung*'. This shows the existence of legal inequality in society. Thus, there is an author-reader education related to the facts on the ground that women never get rights and justice in cases of violence.

News Title:

Police officers shot his wife by shooting the head in the village of Hegamukti, Cikarang Pusat, Bekasi

Penembakan anggota Brimob terhadap istrinya kembali terjadi lagi.

Di Bekasi Jawa barat seorang oknum anggota Brimob menembak kepala hingga tewas.

Sementara sang suami mencoba bunuh diri dengan menembakkan senjata ke leher. Dan kini ia dalam kondisi kritis.

.....

Upaya bunuh diri dan penembakan anggota Brimob terhadap istrinya ini di kediaman mereka di Henggar Mukti kecamatan Cikarang Pusat Kabupaten Bekasi.

Di rumah ini lah warga kemudian berdatangan ke rumah korban sambil amenungu kedatangan jenazah yang baru saja selesai diautopsi di rumah sakit Polri Kramat Jati, Jakarta Timur.

Peristiwa penembakan anggota Bromob Brigadir AC terhadap istrinya Ani terjadi pada Jumat malam kemarin. Warga menemukan korban bersimbah darah di kamarnya. Sementara sang suami menderita luka parah dan kini dalam kondisi kritis. Warga yang lansung melaporkan kejadian ini ke pihak kepolisian dan kemudian pihak korban dan pelaku dilarikan ke rumah sakit.

.....

Informasi di lokasi kejadian. Di rumah duka, di desa Henggar Mukti Cikarang Pusat Kab. Bekasi. Kita bergabung dengan Regina Indriyani, Regina apakah jenazah sudah tiba di rumah duka.

(TV One)

Based on data (4), the writer-reader position can be known. There are efforts to educate and also influence the reader of the author regarding the role of women who are homicide victims. In this case, the victim was shot dead by her husband. This appeared in the initial fragment of the news, "In Bekasi, West Java, a member of Brimob shot his head to death." The fragment shows that the writer tried to explain the fact that a husband who is also a security apparatus could kill his pregnant wife. This can also be seen in another fragment, namely, "The shooting of Brimob member Brigadier AC against his wife Ani occurred on Friday night." From this fragment, it can be seen that the position of the reader is in neutral conditions. However, the author's statement is expected to be able to open the readers' interpretation that the sadistic murder needs to be taken seriously.

CONCLUSION

Violence against women is both a large and typical case in Indonesia. Therefore, from this study, several things can be concluded. First, the subject-object position associated with the gendered study of Sara Mills shows that patriarchal culture in Indonesia is still very strong. This is reinforced by various cases of mistreatment and murder of women, even carried out by her husband. Second, the press is located as a center of awareness and education for readers. Therefore, the role of the writer-reader is filled with an educational perspective and awareness that the position of women is very threatened. Thus, the press has a strategic position in reporting about violence against women. Based on the conclusions and implications above, some suggestions can be obtained from this study. Patriarchal culture should not be used as a basis for violence against women against men, both inside and outside the family. This is a form of discrimination against women.

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