

CONSTRUCTION OF POLITICAL ROLE OF WOMEN IN MEDIA

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Abstract

The mass media is a means of delivering messages in mass communication, both in printed and electronic form and also new media. The media has an important role in constructing social reality, one of which is the reality of women. Patriarchy that has become a mainstream in social and cultural life in the community, consciously or not, has created the infrastructure of human civilization into 'male', including in political life. Politics is often identified as a 'man's world' who are cruel and hard, and considered not suitable for women who are identical with tenderness, so that the presence of women is often underestimated in the world of politics. It is also influenced by the construction of social reality which is done by the media. The media rarely shows women as strong individuals to be reckoned in public, especially in politics.

Based on the previous description, the study aims to determine the construction of the political role of women in the media. The theoretical basis used in this study is the construction of social reality theory proposed by Berger and Luckmann. They said that social reality consists of three kinds, i.e. *subjective reality*, *objective reality* and *symbolic reality*. Objective reality is the reality that is formed of experiences in the objective world that are beyond the individual, and is regarded as a true reality. Symbolic reality is a symbolic expression of objective reality in many forms. Meanwhile, the subjective reality is the reality that is formed as the re-absorption of objective reality and symbolic to the individual through the process of internalization. Shoemaker and Reese mentions two main concepts in seeing the reflection of reality in the media, namely *the concept of active media*, a concept that sees the media as participants that help construct the message and *the concept of passive media* which perceives media as only a channel that transmits messages as facts.

This study uses the constructivism paradigm with data analysis techniques using framing analysis method from William A. Gamson and Modigliani. Gamson sees the media discourse consists of a number of packaging, through which the construction of an event is established. There are two sets of how the central idea is translated into news text. The first is framing devices. The device is connected and directly related to the central idea or frame that is emphasized in the report text. Secondly, reasoning devices. The units of analysis in this study are the news texts about the political role of women in FEMINA magazine edition March 2014 until May 2014, i.e. before the Legislative Election.

The results show that the framing done by FEMINA magazine in Indonesia has been constructing women as individuals who not only have physical beauty, but also intellectual and able to play an active role in politics. In addition, to strengthen the construction done, FEMINA magazine also complements their writings with the framing and reasoning devices which are very interesting and do highlight the achievements of women in politics without forgetting their natures as a woman who has obligations to their family, both as wife and mother of their children.

Keywords: mass media, the political role of women, and the construction of social reality

INTRODUCTION

Humans actively and creatively develop themselves through responses towards stimuli in their cognitive development. In the social process, every human being is seen as the creator of a social reality that they are relatively free in their social world. The various realities that exist in the community have formed a social reality that affects the lives of people who live in it. One of them is the reality of women who are constructed by the media.

Patriarchy that becomes a mainstream of social and cultural life in the community, consciously or not, has created the infrastructure of human civilization into a 'male'. This is also the case in the political arena that is often regarded as 'male thing'. Politics is identified as a cruel field filled with intrigue, so it is not appropriate for women to be in it as they are perceived as being soft and weak.

One thing that becomes a concern to many people is disproportionate treatment received or experienced by women. Their existence is not taken into account, as well as stereotypes in society that position women as the marginalized. The media rarely show women as individuals or personalities involved significantly, particularly in its role in the public sphere, including in the political world.

Indeed, the media is not just being a mirror (a social reality), but also helped shape the reality. The mass media has a significant role in the formation of attitudes and behaviors that determine the existence of women in society, including its role in the political sphere. This then becomes interesting to study in a study on the construction of the reality of women in the media.

Based on the argument above, researchers are interested in conducting research on the construction of the political role of women in FEMINA magazine. It is based on the consideration that the FEMINA is an Indonesian woman magazine which was first published in 1970. In addition, the composition of editorial leadership ranks in FEMINA is driven or led mostly by women and most of the media workers in it are women. The focus problems in this research are: How is framing done by FEMINA in constructing the political role of women in Indonesia?

The results of this study are expected to enrich the study and research of science communication, especially research on the political role of women in the media. In addition, this research is expected to provide a valuable contribution in the field of methodology, especially for framing research using qualitative analysis with constructivist paradigm.

FRAMEWORK

Mass Communication and Media

Mass communication by Gerbner (Rakhmat, 2009, h.188) is based on the production and distribution of technology and institutions of the continuous flow of messages and the most widely held in the industrial society. The media is a means of delivering information in mass communication through both print and electronic media. The mass media have become a dominant source not only for individuals but also for the public in obtaining conception and image of social reality. Through the media content, the events that occur in the world reflected. Shoemaker and Reese (1996, h.33) mentions two main concepts in the media to see the reflection of reality, namely *the concept of active media* that sees the media as participants who helped construct the message so that it appears the view that there is no actual reality in the media and *the concept of passive media* that sees the media just as the channel that transmits the messages actually, in this case the media serves as a neutral tool that displays a reality for what it is.

Construction of Social Reality

Berger and Luckmann (1979, h.149) says that social reality consists of three kinds, namely subjective reality, objective reality and symbolic reality. Objective reality is the reality that is formed of experience in the objective world that is beyond the individual, and is regarded as a true reality. Symbolic reality is a symbolic expression of objective reality in many forms. Meanwhile, the subjective reality is the reality that is formed as the re-absorption of objective reality and symbolic to the individual through the process of internalization

Social reality does not stand alone without the presence of individuals both within and outside the reality. The social reality has a meaning when social reality is constructed and subjectively interpreted by other individuals that establish the reality objectively. So individuals construct social reality, and reconstruct them in the world of reality, as well as confirming the reality of it is based on the subjectivity of other individuals in social institutions.

Berger and Luckmann (1979, h.150) say that public institutions are created and maintained or changed through human action and interaction. Although society and social institutions objectively evident, in fact everything is built in the subjective definition through the

interaction process. Objectivity can only happen through repeated affirmation given by others who have the same subjective definition. At the highest level of generality, humans created the world in a universal symbolic meaning, namely holistic view of life, which gives legitimacy and organize social forms and give meaning to the various fields of life.

The Nature of Language and Meaning

The main and important element used in the construction of reality is language, both verbal language (written or spoken) or non-verbal language, such as images, pictures, gestures, figures and tables. Language is not something neutral, but it implies. Language is a tool for representing reality, through the choice of words and the way they are presented. Language can also create a reality and determine the pattern of the reality shown, as well as determine the meaning that arises from it. Language can provide a certain accent to an event or a particular action in a way to sharpen, soften or obscure an event.

Meaning does not lie in words but in humans. Humans use words to approach the meaning they want to convey. However, the words do not illustrate the intended meaning perfectly and completely. The meaning of "word" in the communication of social interaction is determined by the outcome of unending bargaining. In a bargaining situation like this, various events can occur. It can be influenced by a variety of things such as from the context, the word pressure, also the face expression and gestures. The more multilingual a community is, the higher the role to be played by this mechanism.

Framing Analysis

Robert N. Entman (Eriyanto, 2005, h.185) defines framing as the selection of the various aspects of reality that are acceptable and make them more prominent events in a text communication, in many cases it means presenting specifically the definition of a problem, causal interpretation, moral evaluation, and the offer of settlement as the problem is described. Framing analysis is one of discourse analysis that is used to determine how the media proceed with the selection of the reality that it wants to display. The selection process is concerned with how the media put certain issues more prominent than the other issues.

The framing analysis introduced by Pan and Kosicki (Eriyanto, 2005, h.251) sees how the public discourse regarding an issue or policy is constructed and negotiated. In this case the

framing is defined as the process of creating a more prominent message, put more information than others so that the audience is more focused on the message. According to Pan and Kosicki, there are two conceptions of framing interrelated. *The first* is the conception of psychology. *Second*, sociological conception. This view is to see how social construction of reality.

William Gamson (Eriyanto, 2005, h.217) is one of the experts who writes a lot about framing. His framing concept is based on the constructionist approach that sees media representations. According to Gamson, in social movements, at least it requires three frames. First, *Aggregate frame* is the process of defining issues as a social problem. Second, *Consensus frame* is defining processes related to social problems can only be completed by collective action. Third, *Collective action frames* is defining processes related to why it takes collective action and what collective action that should be done.

RESEARCH METHODOLOGY

Paradigm Research

The paradigm used in this study is a constructivist paradigm. According to Denzin and Lincoln (1994, h.137), seeing a reality as a social construction, in which the truth of reality is relative, valid according to the specific context of the assessed by relevant social actors. This study sees the text written by the magazine FEMINA as a social construction undertaken by FEMINA against the reality of the role of women in the political sphere. Social reality is related to the problems and challenges faced by women in their political activities, what readiness and action taken by women to overcome it as well as the capabilities of women in their role as a political figure.

Types of Research

This research is a qualitative descriptive study, a study that aims to understand and describe the reality studied with a holistic approach and not take measurements of reality. According to Denzin and Lincoln (1994, h.137), qualitative terms refer to an emphasis on processes and meanings that are not rigorously tested or measured in terms of quantity or amount, intensity or frequency.

Selection of qualitative methods is also based on the understanding that this method is believed to be able to provide a comprehensive picture with regard to the research conducted, the texts written by FEMINA in constructing the political role of women. This study attempts to study the perception held by FEMINA of social reality of the activity and the political role of women which is formed from a complex social system structure and dynamic.

Analysis Unit

This study analyzed the texts contained in FEMINA articles describing the political role of women in running the existence and activities in the public sphere, especially in politics. FEMINA analyzed in this study is FEMINA magazine edition March 2014 - in May 2014. There are four articles on the political role of women contained in FEMINA discussed and analyzed based on the analysis of the framing model of Gamson and Modigliani.

Data Analysis Techniques

This research uses *framing* technical analysis which is one of discourse analysis used to determine how the media selection process to the reality that wants to display. Framing analysis used in this study refers to the concept proposed by the William A. Gamson and Modigliani who see *the frame* as a way of telling a story (*story line*) or cluster of ideas that are arranged in such a way and presents the construction of meaning of events related in some way discourse.

Gamson see the media discourse (especially news) consists of a number of package through which the construction of an event is created (Eriyanto, 2005, h.217). Packaging is a scheme or an understanding structure used by a person when constructing messages he says and interpret the message he had received. Framing device proposed by Gamson and Modigliani can be described as follows:

Tabel 1. Gamson and Modigliani Model

Frame <i>Central organizing idea for making sense of relevant events, suggesting what is at issues</i>	
Framing Devices	Reasoning Devices
Methapors Parable or supposition	Roots Causal analysis

<p>Catchphrases Interesting phrase, contrast, stand out in a discourse. It is generally in the form of jargon or slogan.</p>	<p>Appeals to Principle The basic premise, moral claims</p>
<p>Exemplaar Connecting frame with an example, the description (can theory, comparison) which clarifies the frame</p>	<p>Consequences Effects or consequences derived from the frame</p>
<p>Depiction Depiction or portrayal of an issue that is connotative. <i>Depiction</i> is generally in the form of vocabulary, lexicon or label something</p> <p>Visual Images Images, graphics, images supporting the overall frame. It could be a photograph, cartoon, or graphs to emphasize and support the message</p>	

According to Gamson and Modigliani, framing is considered as a set of ideas or central idea (*Idea Element*) when one or the media understand and interpret an issue. This central idea will be supported by the other discourse so that one part of the discourse with other parts can be mutually cohesive - mutual support.

There are two sets of how the central idea is translated in the text of the news. First is *framing devices* which are associated with and directly related to the central idea or frame that is emphasized in the report text. The framing device is characterized by the use of words, sentences, graphic / image, and certain metaphors. All of these elements can be found and marked, and refer to a particular idea or central idea. Second, *reasoning devices* (devices reasoning) relating to cohesion and coherence of the text that refer to a particular idea. An idea does not only contain words or sentences, but is also characterized by certain basic justification, reason and so on.

Validity of Data Analysis Techniques

Qualitative research is more emphasis on the validity of the data under study. In qualitative research, the findings or data can be declared invalid if there is no difference between the reported researchers with what actually happens to the object under study. The truth of reality of the data according to qualitative research is not singular, but plural and dependent on human construction, formed inside as a result of a mental process of each individual with different background.

Testing the credibility of the data or the validity of the data from this study conducted with increasing persistence in the study. Increasing diligence in observing the texts contained in the article framed by FEMINA more closely and continuously. By increasing the perseverance, the researchers can check whether the data has been re-discovered it wrong or not. In addition, with increasing persistence then, researchers can give an accurate description of the data and systematic about what is observed.

RESEARCH RESULT

Analysis of Article 1: We are Ready to Fight (No. 13 / March 29 2014-14 April 2014)

The *idea element* of this article describes readiness of female legislative candidates to face situations, conditions and various challenges, especially first-time candidates in legislative elections. The challenge faced is quite diverse, ranging from placement in the electoral district (constituency) that 'dry' (difficult to obtain a voice in legislative elections earlier), to *financial* problems (funding) that not all get the support of the party.

The majority of candidates declared their readiness as a candidate member of the legislature, both in terms of the program, experience as an activist, educational background and funding readiness. Camelia Panduwina Lubis (28) of the Partai Keadilan dan Persatuan Indonesia (PKPI) expressed her readiness as legislative candidates to be based on her experience as an activist in various social and youth organizations. This was stated in the following article:

She admitted that from long ago she was happy to organize. She was also involved in a student organization called GAGAK (Anti corruptor movement), whose members are students.

In addition to readiness in terms of experience and capabilities that are supported by a strong idealism, other important things that also need to be prepared by the legislative candidates (candidates) are women readiness in terms of funding. One of legislative candidates (candidates) who spent personal funds apart from donors and relatives are Fidhyana Rida (28) of the Partai Persatuan Pembangunan, as stated in the following article:

The financial support which she uses so far comes from personal funds with the support of donations from colleagues and close relatives.

Funding issues framed in the framing device (*framing devices*) of this article, is supported by the reasoning (*reasoning devices*) which is integrated in the framing of this paper. This was shown in a text written by the following FEMINA:

Indeed, the asset of knowledge and experience is okay. However, the inevitable, the biggest challenge for candidates is money as political asset, such as to campaign and reach out to voters. There are situations where female candidates should lose dealing with *money politics* that many men do candidates.

Framing is done by FEMINA related to money politics, in addition to describing the ideals of women on the one hand, but also highlight contrasting phrases and become an attractive slogan (*catchphrases*) associated with the weakness of women as a result of political asset. It is written in the following text:

In the reality, for the campaign, of course they need a lot of fund.

In addition to funding issues, other problems are also framed by FEMINA in constructing the tough role of women in politics, it is a matter of political understanding of female candidates who are framed by giving *exemplaar* (linking with examples and descriptions that clarify the frame), the following:

Money is important. However, each candidate still has a variety of other challenges that must be conquered. For example, she should have an understanding of politics, both political parties, the system of government, council function, as well as legislation related.

The issues related to the management of time in an attempt to clarify the framing, FEMINA wrote *exemplaar* (linking with examples and descriptions that clarify the frame) as the following:

Plus, (she needs to be) ready about time management, because politics is a **full time** job 24/7. Meanwhile, women possess a limited time, especially when they **have to take care of family and work in an office or run a business.**

The text in the article as described previously, not only shows *exemplaar* (linking with examples and descriptions that clarify the frame), but also shows the contrasting phrase (*catchphrases*). If the previous sentences FEMINA construct women as great persons, strong, and have many advantages, but in the next sentence it actually showed the weak side of the women who have the dual role of a role in the public sphere and domestic.

Framing done by FEMINA in this typical coverage also shows that FEMINA seeks to construct the struggle of female legislative candidates as a struggle in the battlefield that requires ammunition for weapons. It is stated in the following text:

Not just as a patch quota, in a political environment that is dominated by men, a female legislative candidate should have strong **ammunition**.

In addition to the word 'ammunition' used by FEMINA as the *depiction* in constructing the political role of women, there is also the word 'fight' in earlier writings that is connotative. The text is written as follows:

What is a female candidate's preparation to **fight** in the next election for the House of Representatives?

The word 'ammunition' and 'fight' in the text of the depiction or portrayal of an issue that is figuratively called *depiction*. The word 'ammunition' and 'fight' in the text are not the actual meanings but they are a metaphor to describe how great a struggle done by female candidates as if they are soldiers on the battlefield.

Analysis of Article 2: This is Our Agenda - Approaching Women Voters, Do Female Candidates Have an Agenda for Fighting Gender Issues in Parliament Later?. (No. 15 / 12-18 april 2014)

The core elements of writing (*Idea Element*) of framing made in this article illustrates the agenda and the ideals of female legislative candidates if they are elected. There is hope, challenge, and also skepticism implied by article framed by FEMINA as an effort to construct a

political role of women in the magazine. This can be seen in the writings in the lead following news:

This second article discusses about the agenda and the ideals of the women candidates in the House of Representatives, if they are elected. Does the agenda have to do with gender issues and whether these women will give a gender perspective in our parliament? **Not as easy as it seems.**

The phrase 'not as easy as it seems' in the paragraphs that have been previously analyzed indicates the effects or consequences of the framing is done in this paper. Implementation of Idealism and ideals that the political agenda female legislative candidates are not as easy as imagined or spoken, considering the number of problems and challenges they face.

In addition to using the *framing devices* and *reasoning devices* that have been written previously, in constructing the political role of women, FEMINA also performs depiction with vocabulary that is connotative. This can be seen in the following text:

Although the number of women sitting in parliament has not even reached 30%, there is a **fresh breeze blowing** from the Senayan, i.e. the number of women in parliament continues to grow. In 1999, there was only 9%. In 2004, it increased to 11%. Seeing this trend, of course hope arises in these elections the number of women elected in parliament more and more.

The meaning of the phrase 'a fresh breeze blowing' is not the true meaning, but it means figuratively to describe that among various issues and challenges faced by women in the political role in the country, there are other things that give a sense of relief or excitement associated with the percentage of women in parliament which tends to increase from the 1999 election until the election of 2014. Hopefully, the next election will be more number or percentage of women in parliament.

Besides the writing about the effects or consequences of the framing, the article published by the FEMINA also contains elements of *catchphrases*, which is an interesting and contrasting phrase. In addition, it is also the form of jargon phrase or slogan that stands out in the legislative elections, which is associated with a quota of 30% female representation in parliament.

In contrast, in another text, it is revealed that the existence of disappointment and pessimism regarding the number of female legislators which until now has not reached 30%, as follows FEMINA this article:

Even so, Ida claimed that the woman is not optimal in a change of policy. This is because in terms of the number is still small.

Similar pessimism and fear is also expressed by Edriana Noerdin of *Women Research Institute* (WRI), as the following excerpt:

"The number is limited, making women cannot go into all the issues"

In addition to issues related to the capacity and capabilities of female legislative candidates, who also faced another problem is the sensitivity of female legislative candidates against gender issues. This was expressed by Edriana Noerdin of *Women Research Institute* (WRI) in the following text:

There is no guarantee that if women are automatically elected they must know the gender issue.

The framing carried by FEMINA suggests that the role of women in politics still has obstacles in the community itself because not all women have gender sensitivity.

Analysis of Article 3: Tri Rismaharini - Survive for the Poor (No. 17/ 26 April 2014 - May 2, 2014)

Idea Element. This article illustrates the profile of a great woman, strong and resilient to undergo political career as a mayor, namely Sri Rismaharini. In this article, FEMINA constructs Ms. Risma (she used to be called) as a female with firm figure, has principles, yet still has tenderness as a woman.

The texts provided in the articles shows that the framing done by FEMINA in constructing the political role of women in politics are described as tough public area and not easy to be lived by women. The framing done by FEMINA can be seen from the construction contained in the text of the following leads:

(It is) so powerful, the political **storm** that had to be faced, but, *anyway*, she survived

The sentence in the lead is *depiction*, the vocabulary that describes or depicts an allegorical issue (not the actual meaning). Vocabulary that is meant is 'storm'. The use of the vocabulary is to reinforce the framing done by FEMINA in constructing the political role of women who face problems and obstacles with extraordinary severity. So big and the severity of the problem and the obstacles faced by women who play a role in the political sphere, to which is figured by storm continues on crashing women, in this case the Ms. Risma.

The framing done by FEMINA in constructing the extraordinary role of a woman who is active in politics, is also described in the paragraph beginning the following text:

.... When it announced that she intends to resign as a result of **the political maelstrom** that hit, residents were **strong voice**. The support for her to survive continues to flow. And in fact, she persisted. To FEMINA, Tri Rismaharini (52) told them many things: what really makes her wants to go, also support from her family on her political career that does not always comfort her.

Vocabulary 'political maelstrom' in the text is a *depiction*. It is the depiction of an issue that is connotative or figuratively, not the actual meaning. The vocabulary used to construct how severe of the role that must be endured by Ms. Risma, so if she is not strong will be able to drag her into the range of the political game 'harm'. The next text that accompanies the text that has been discussed before is a vocabulary 'strong voice'. Vocabulary is also a figure of speech that became *depiction* in the framing done by FEMINA. The big and strong support from Surabaya community acts as a political counterbalance the magnitude of the challenges faced by Mrs. Risma.

The framing done by FEMINA in constructing great political role of women is also seen in the following paragraphs:

Surabaya Mayor can be classified as **an anomaly**. While many officials are exposed to corruption, she would carve achievements; Surabaya is becoming a green city, cool, and clean. Not only that, she also fixes the infrastructure, but also the human residents. The newest update, Surabaya is awarded Socrates Award 2014 from Europe Business Assembly for the category "*City of the Future*".

The word 'anomaly' is a word that is used as a supporter of the main idea in this paper, which is about the struggle of a woman who had an important role in the political sphere. In this analysis, the word 'anomaly' is *catchphrases*, which is an interesting phrase, contrast and stands out in a discourse that is generally in the form of jargon or slogan.

According to Indonesian version of Wikipedia, 'anomaly' is a deviation or oddity that occurs or in other words not as usual. In the text, FEMINA wants to construct a political role performed by Mrs. Risma not a role that is common today, considering the number of officials who got involved in corruption. The role played by Ms. Risma is unusual role but instead get the outstanding results and achievement.

FEMINA constructs Ms. Risma's political role not only great in the field of education, but also have good skills in economics and also sensitivity in business. It is written in answer to the question about the program interviews conducted by the city government, as follows:

Looking for a way to 'boost' the economy of poor families so that their children can go to school. I see, that his father had worked and remained poor, and his mother who had to be driven to seek income. From then on we conduct entrepreneurship training through the Economic Heroes program. Now, its members have reached 10,000 people. We auxiliary capital, marketing, and financial management trainings. Passable, now many are independent.

In addition, Ms. Risma constructed by FEMINA is also constructed as a leader who has strong religious values. According to Ms. Risma, becoming a leader is a mandate from God to be run, as framed in the following interviews:

For leaders - in which the fate of many people depend on it - I always say, (position) it must be from God. We should not ask for it. Therefore, I do not ever want to ask (positions). I am not being boastful, but this is the principle that I hold. You see, there are things that I know they can be a problem because I already know myself. I am stiff, rigid. If I see something wrong, I would say wrong. And that's the principle.

The writings in these paragraphs indicate the character Ms. Risma as a leader who embrace and uphold the values that she has faith in her religion. In addition, the framing done by FEMINA in the article has also been constructing Ms. Risma as a female leader who has a principle in the lead.

The framing done by FEMINA does not only construct Ms. Risma as a woman who has a strategic political role with assertiveness, caring, religious and holds firmly in principle, but is also a sensitive and emotional woman. It is framed in the interviews related to the question of children Surabaya, which is used as commercial sex workers, the following:

I was told about a story of the children (who work as prostitute). I asked, "Why did you pass out?" She said, "I was asked to serve up to 3 times". How come I didn't cry? I could not stand to hear things like that. At that time I fainted in the car after the children were rescued by the officers.

In the text of the interview, the Ms. Risma constructed as a female leader who has an instinct as a woman in general, which is a sensitive and emotional, especially in contact with human values.

Analysis of Article 4: "My Politician Wife" (No. 18 / 3-9 May 2014)

Idea Element. This article illustrates the role of husbands that allowed her wife play an active role in the political sphere. In this paper, the framing done by FEMINA seeks to construct the importance of support from the people closest to the political career of a woman.

This paper is based on the experience of two women whose political careers are supported by their husbands, ie Rida Fidyana supported by her husband Anugerah Frederick, and drg. Putih Sari who received the full support from her husband, Mohammed Alipudin.

In this work, FEMINA construct women who play an active role in politics cannot be separated from the support of those closest (especially their husbands), including the success she achieved when she was elected as a member of the House of Representatives as experienced by drg. Putih Sari.

The support given by the husband is not only limited to moral support, but also financially. The support given by the husband is crucial because he gives his body and soul to support his wife. It is clearly seen through the framing done by FEMINA in the following article:

Support provided Alipudin is not half-hearted, he even chose to resign from work and set up businesses in Jakarta in 2013 then, to be able to help her. He sacrificed his energy, thoughts to struggle financially for his wife. He became manager of the winning team in yesterday's election

Framing is also made to Anugerah who is constructed to have an important role in supporting his wife's political career. It is written in the following text:

The same sacrifice was also done by Anugerah. The man who is a general practitioner and daily practice in Suyoto Doctors Hospital, Jakarta, chose to resign since Rida was officially as a candidate. The goal is the same as Alipudin, he wants to give full support to his wife.

In addition to the support of her husband, the support of parents is also considered important in achieving the success of women in politics. This is experienced by drg. Putih Sari who happens to be the daughter of Haryanto Taslam, a senior politician. FEMINA construct the important role of parents by framing contained in the following text:

In the same year, Putih was offered to be the Gerindra's candidate, even though there was a doubt due to her young age (24 years). Both Alipudin and Putih realized that to be a member of the legislature is not an easy task. However, the spirit and the support of his father, Haryanto Taslam, who was also a politician, made her confident.

Framing done by FEMINA is reinforced by writing in another paragraph, the following: Their 9 month old baby had to stay with his grandparents.

This paper reinforces the framing done by FEMINA in constructing the important role of the family, especially the role of parents in supporting the domestic role of women as mothers for their children.

DISCUSSION

The Element Idea

The central idea or core elements of the framing is done by FEMINA shows the attempt to construct a political role of women, both as a candidate member of the legislature, as legislators who are still active, as well as a mayor. The entire article framed by FEMINA has been constructing excellence and women's ability to carry out its role in the political sphere. This is evident from the article 1 which illustrates the readiness of legislative candidates of women in the face of political battles in the legislative elections with various obstacles and problems that must be faced. Framing continues in article 2 which describes the various political agendas that are offered and a variety of social programs implemented by legislators who are still active. In article 3, FEMINA constructs dependability and toughness of a woman in her role as a mayor despite having to deal with the challenges and threats her. In the last article, the magazine FEMINA constructing the importance of the role of husband and family in supporting the success of the

political role of women, especially in helping women's domestic duties as a wife and mother to their children.

Framing device (*Framing Devices*)

Framing device-related and directly related to the central ideas are emphasized in the report text. Framing is done by FEMINA reinforced with interesting phrases and contrast (*catchphrases*), such as funding support issues that contrasts with the political problems of money or issue a quota of 30% representation of women are considered positive on one side, but have a negative impact on the other side.

In addition, the framing is done by FEMINA is supported also by some vocabulary that is connotative (*depiction*) in describing the issue is written, like the word 'fight' and 'ammunition' which is a figurative meaning to describe the struggle that must be carried out by women in running a political role.

Meanwhile, to clarify the framing, FEMINA provides various descriptions and examples in the written text, such as a description of the political importance of the stock of knowledge for legislative candidates as capital for the role of women in politics.

Reasoning Tool (*Reasoning Devices*)

Reasoning device is associated with cohesion and coherence of the text, refers to a particular idea. An idea does not only contain words or sentences, but is also characterized by certain basic justification and reason. FEMINA strengthens the reasoning by stating the effects or consequences obtained from the frame, as the phrase 'not as easy as it seems'. This sentence illustrates that the implementation of the ideals and aspirations of legislative candidates women are not as easy as imagined or spoken, considering the many problems and challenges that must be faced

CLOSING

Conclusion

The results showed that the framings that are done by FEMINA have constructed a political role of women as an outstanding role. Various challenges and problems faced by women

successfully faced and resolved. It is framed by FEMINA through the questions raised in the interview. Framing is done by FEMINA through texts that appear in the interviews strengthen the construction of Indonesian women as great women and remarkable in playing political role in the public sphere, especially in politics.

Women in Indonesia are constructed by FEMINA as individuals who do not only have physical beauty, but are also intellectual and able to play an active role in world politics. In addition, to strengthen the construction is done, FEMINA also complement their writings with the framing devices and the reasoning devices are interesting and highlight the achievements of women in politics without forgetting their natures as women who have obligations of the family, both as wife and mother of their children.

Implication

Academic implications. This study proves that the media do the construction of social reality that is happening in their own cultural context. In addition, the media framing of social reality in accordance with the vision, mission and value system that was followed, both in the context of the level of media workers, media routines, as well as the organization of the media.

Social implications. This study shows that in accordance with the policy that was followed, media do frame social reality and turn it into reality that is framed in such a way in the texts article.

Suggestion

Given the framing done by the media is very important in constructing a social reality, then FEMINA should also pay attention to matters relating to the social realities that exist in Indonesian society today. Not only constructing roles, steps and real actions are also constructed to make women not as weak creatures who only depend on their husbands or men.

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