

## **AN ANALYSIS OF SEXISM IN ONLINE MEDIA JPNN.COM AND TRIBUNNEWS.COM NEWS HEADLINES**

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**Abstract:** This study aimed to analyze how sexism are expressed in JPNN.com and TribunNews.com online news headlines. This research used qualitative research, where instead of using numbers, the data collected were words and quotes. In addition, the researcher used stylistic feminist discourse analysis by Sara Mills to analyze sexism in women-related headlines on JPNN.com and TribunNews.com online media. From this study, it could be concluded that there were three forms of sexism that discriminate against female characters in JPNN.com and TribunNews.com news headlines. The three forms of sexism were women as perpetrators of immoral acts, women as objects, and women as inferior. Realizing the shortcomings in this study, the researcher hoped that further research that has the same object of study can be better. Also hopefully that attitudes that refer to sexism in journalism and society can be eliminated.

**Keywords:** *online media, sexism, critical discourse analysis*

### **INTRODUCTION**

Online Media in general is a communication channel that occurs online through websites on the internet, whether it contains text, photos, videos, or music (Romli, 2012). In other words, all types of communication channels that exist on the internet are online media. Meanwhile, the definition of online media is specifically all that is related to mass communication. Nowadays, the development of the mass media, especially online media is very fast (Liando et al., 2022). In everyday life, people always interact using computers, mobile phones, and so on. Internet users are also growing, especially social media users, news sites, and more. Online media is very easy and fast to access making it easier for people who know how to use it.

This mass media is very influential on knowledge, point of view, up to the behaviour of citizens. The thing that is a problem is the existence of several mass media that give interpretation of women in a way that she was condescending. The mass media have nowadays developed into an industry worthy of the institution other business, i.e. the acquisition of profits as a top priority (Liando et al., 2022). In the process, women are parties who experience loss due to her figure to display attracting a large audience with the news regarding body, lifestyle, and everything the appearance is dominant. One of the example is the case of rape that displayed precisely in a directed manner to arouse sexual arousal, even more, emphasizes the woman's mistakes.

Sexism in the news can indeed occur in all genders, not only in women but also in men (Rorintulus, 2020); (Sigar et al., 2020). But unfortunately, it is often women who are victims in media reporting about sexism. Not once or twice, Indonesian journalists have repeatedly made netizens crowded because of their coverage which leads to sexism against women.

Sexism is an understanding that assumes that one sex is superior or better than the other sex (Salama, 2013). Indirectly, this has given rise to stereotypes or discrimination against individuals based on their sex at birth. Again, the titles in the media and news were made very sexist and more physical collaborating. As the phrase beautiful women, sexy poses, attractive paraded women, open clothes, etc (Lolowang, 2010). Of course, this is a report that contains sexism in women, where the woman's body is used as an object to attract attention for the sake of inviting the reader to click.

Various mainstream media often frame women with sexist diction and seem to obscure the context (Maru, 2013); (Maru, 2014); (Maru, 2018). Terms such as flirting, sexy clothing, rotation, and other female commodities actually make journalism yellow and perpetuate gender inequality. Women are increasingly gaining no place for justice amidst media hegemony. Not to mention, diction that makes women perpetrators of sexual violence or inappropriate construction also makes it a common culture that plunges women. As a result, the media only serves

as a medium for perpetuating patriarchy. In fact, in this case the media has an important role in constructing reality in society.

Realised or not, there are still many media that exploit women. The presence of women in a news story is limited to being a mere object (Rorintulus, 2018). Even if women are the subject, usually for sensational news. This proves that there is still a rise in media that are not gender sensitive. Especially for media that are only viewer-oriented. These media intentionally install titles that click-bait –and tend to be sexist–to attract readers

## **RESEARCH METHOD**

According to Bodgan and Biklein as cited in (Tampi et al., 2018): Qualitative research is a descriptive research method. Where instead of using numbers, the data collected is in the form of words or pictures. In addition, the research results are presented in the form of a quotation from the data to illustrate and substitute the presentation.

Besides that, the data were analyzed using Sara Mills (Mills, 2005) critical discourse analysis of Feminist Stylistic, which includes actor, subject-object, and media and reader relations. The results of data analysis and interpretation related to sexism in online media headlines JPNN.com and TribunNews.com are classified into several categories according to the patterns found and presented descriptively.

## **FINDINGS AND DISCUSSION**

### ***Data Reduction***

In collecting data to support this research, researcher used library research data collection methods. This was because most of the data is obtained from the library. This data collection technique followed several steps, namely, the first time the researcher visited the official website of the online media JPNN.com and TribunNews.com. After read the news titles contained in it, the researcher marked any headlines that contain sexism used to attract readers' interest. In addition, the

researcher collected some additional information related to the topic of discussion for support from several e-books, research journals, and research articles.

### ***Data Display***

Based on data on the titles of online news that contains sexism there are several stigmatizations of women as follows

#### ***4.1.1 Women as actors of immoral acts***

According to (Merriam Webster) immoral is conflicting with generally or traditionally held moral principles.

“Bertamu' ke Rumah Janda Muda, KC Minta Baju Dibuka, Terjadilah”  
(‘Visiting’ a young widow’s house, KC asks to take off her clothes, and it happens)

Was uploaded by JPNN.com on October, 10 2022.

The actor described in the headline is “Janda” and “KC”. With a title like that, the impression that arises in the mind of the reader is that widows are actors of immoral acts. This is coupled with the word Janda which is colloquial with the word muda which basically has a fiery desire and passion. The phrase Janda Muda itself conveys the impression that the widow is flirtatious and seductive. In the title above, the flirtatious and seductive impression is represented by a widow who receives guests, in this case KC. Furthermore, the sentences Minta Baju Dibuka, Terjadilah is giving the impression that the widow had high sexual desire so she was willing to accept KC's request to undress and commit immoral acts. This is in accordance with research of Parker dan Creese (Parker, L., & Creese, 2016) regarding the stigma of widows in Indonesian society that widows have sexual experience, so when they don't have a legal partner anymore there is a desire to get that experience in other ways that tend to go against societal norms, namely infidelity and relationships without legal ties.

“Pacaran dengan Wanita Bersuami, HS Berakhir Tragis”

("Dating a married woman, HS ends tragically")

Was uploaded by JPNN.com on February, 9 2023.

In the title above, the message that readers will catch is the story of the affair between HS and a married woman which ended tragically. The title is constructed with the idea that women tend to become perpetrators of infidelity even though they already have husbands. The title above forms a negative impression that the woman is a bad person and doesn't think about her family.

“Nekat Berbuat Terlarang, Janda Berambut Pirang Ini Ungkap Sebuah Pengakuan”

("Reckless to do something forbidden, this blonde widow reveals a confession")

Was uploaded by JPNN.com on July, 22 2022.

The last title above describes the actor, in this case, the widow is determined to do something forbidden. The impression that arises in the reader's mind of the news is that the widow actor is a naughty behavior that violates the rules. This is reinforced by the phrase Berambut Pirang afterwards which has a seductive impression physically.

“Video Panas Terungkap, Godaan Janda Bikin Iptu MIP Tamat, Layak Dituntut Ganti Rugi”

("Hot Video Revealed, Widow's Temptation Makes Iptu MIP Finish, Worthy of Compensation")

Was uploaded by JPNN.com on Thursday, June 15, 2023.

The stigma of widows as women who are thirsty for affection, and seducers is getting stronger in society. The headline above gives the reader the impression that the mastermind of the incident is a widow. Which resulted in Iptu MIP being finished in his police career. The sentence "Godaan Janda Bikin Iptu MIP Tamat" ("Widow Temptation Makes Iptu MIP finished") seems to describe widows as seductive women who are thirsty for affection. This impression is further strengthened by the sentence "Video Panas Terungkap" ("Hot Video Revealed"), which illustrates that the widow has become the mastermind of immoral acts.

From the three headlines above, it can be concluded that the stigma constructed by the media towards widows is that women or in this case widows have a tendency to be perpetrators of immoral acts. And instead of focusing on the cases that occurred, news writers actually made sexist titles to attract readers, especially male readers.

#### ***4.1.2 Women as objects***

Generally, the word beautiful has a positive connotation. Because beautiful means attractive, charming, lovely, good-looking, gorgeous, and most of the compliments have a more or less positive meaning related to womanhood. But the use of the word beautiful can be demeaning to women because it does not value women in their true capacity but only recognizes women by their face and or appearance.

"Pembunuhan Sadis Wanita Cantik, Korban Dipukul Kloset"  
("Sadistic Murder of Beautiful Woman, Victim Hit by Toilet")  
Was uploaded by JPNN.com on February, 10 2023.

From the title above, it can be seen that the incident reported was the murder of a woman. However, the addition of the word "Cantik" to refer to a woman, in this case the victim, is inappropriate. What is being constructed by the news writer is compassion for the victim because it is unfortunate that she had to be killed even though she had a beautiful face. It is sexist because the word "Cantik" being applied to women gives the impression that women are only valued when they have a pretty face. As if the woman is not beautiful then the murder case is not newsworthy. The same thing happens in the following headline:

"5 Fakta Tentang Abby Choi, Model Cantik yang Tewas Dimutilasi"  
("5 facts about Abby Choi, the beautiful model who was mutilated")  
Was uploaded by JPNN.com on February, 28 2023.

Similar to the previous title, the addition of the word Beautiful should not be embedded, because it gives the impression of pity for the victim just because she is a model and has a beautiful face.

"Pesona 2 Wanita Aduhai yang Bertahan di Australian Open 2023"  
("The Charm of 2 Lovely Ladies Surviving the 2023 Australian Open")  
Was uploaded by JPNN.com on January, 28 2023.

The next headline is about the 2023 Australian Open. The most striking thing that makes the headline 'clickbait' is the phrase Pesona 2 Wanita Aduhai. The word Pesona in the title means the attractiveness possessed by the actor in the news title, which in this case is 2 Wanita. Furthermore, the news writer added the word Aduhai which in

the title has a negative connotation because it has the impression that the two women have a seductive physical appearance either because of their beautiful faces or beautiful curves. This shows that women are only valued for their faces and curves. Not seen from their achievements and accomplishments. Even though the news contains the achievements of two women who still survive in the 2023 Australian Open tournament. Instead of focusing on their achievements, the media pored over the physical appearance of the two women. In fact, there are many other topics that can be used as a point of view such as career journeys or experiences in previous tournaments.

"Harta Sudah di Tangan, Tetapi Tubuh Janda Bikin Enggak Tahan"

("The treasure is in hand, but the widow's body makes me unable to resist")

Was uploaded by JPNN.com on May, 12 2022.

With such a sentence, the news writer hopes that the title will attract readers to click on the news. If seen from the title, the news is about a theft incident. But instead of focusing on the criminal act, the news writer makes the reader's focus more on the victim. Instead of empathy, the news writer sexualizes the victim with the sentence "tetapi tubuh janda biki enggak tahan" ("but the widow's body makes unable resist"). In this way, the criminal act, which should be the point of discussion in the news content, is instead diverted by the reader's image of the victim's body. over and over again, the sexualization of women is used just for the sake of ratings and readership.



“Wika Salim Pose Ngopi Pakai Baju Ketat, Tak Sengaja Bagian Tubuh yang Bikin Salfok Ini Terlihat”

(Wika Salim Pose for Coffee in Tight Clothes, Accidentally the Part of the Body that Makes Salfok This Visible)

Was uploaded by TribunNews.com on Thursday, January 13 2022.

In the headline above, women are the ones who must always be vigilant and maintain their attitude and appearance if they do not want to experience harassment or rape. In fact, the one who should be blamed if it happens is entirely the perpetrator. Women should not always feel anxious and maintain their attitude and appearance as how most people expect them not to accept sexual violence. Being able to live safely is everyone's right.

#### ***4.1.3 Women as inferiors***

The stigma in a patriarchal society still often considers women as second-class creatures. This makes women often considered inferior both in terms of physical and thinking. As a result, there are still many women who are not highly educated and do not have the opportunity to become leaders. In addition, within the family, women often end up as housewives who only focus on domestic duties without the opportunity to reach their dream jobs.

“Nikita Mirzani Dilamar Antonio Dedola, Fitri Salhuteru: Jadi Istri yang Baik”

("Nikita Mirzani was proposed to by Antonio Dedola, Fitri Salhuteru: Be a Good Wife")

Was uploaded by JPNN.com on April, 3 2023.

From the title above, women are considered to always be good wives by not disobeying their husbands. "Nikita jadi istri yang baik, jangan membangkang," ("Nikita be a good wife, don't be insubordinate") That's more or less the kind of chatter that women often get when they get married. Some men feel that they have to be the ruler and controller of a woman's life, especially if they are married, their wife's entire life must be under their control. This is what causes the superior and inferior relationship. This can even trigger violence against women. Violence against women includes gender-based violence. It is called gender-based violence because violence experienced by women occurs because of gaps or differences in gender relations.

"Blunder, Mama Muda Cantik Ini Rela Ditiduri Kepsek 9 Kali Demi Anak Masuk Sekolah Elite"

("Blunder, This Beautiful Young Mother is Willing to Get Screwed by the Principal 9 Times for the Sons to Enter an Elite School")

Was uploaded by TribunNews.com on Wednesday, May 10, 2023.

According to (Merriam Webster) "Blunder" means a gross error or mistake resulting usually from stupidity, ignorance, or carelessness. The use of the word gives the reader the impression that the person concerned, in this case "Mama Muda Cantik" ("Beautiful Young Mother), is stupid and careless because just because she wants her child to enter an elite school she is willing to sell her dignity as a woman. In addition, the explanation of the number "9 Kali" ("9 times") indirectly illustrates how the figure of "Mama Muda Cantik" ("Beautiful Young Mother") does not maintain her honor as a woman. Not only

that, the word "Cantik" ("Beautiful") used to describe "Mama Muda" ("Young Mother") gives the impression that women are creatures that only prioritize their paras and physical appearance without balancing it with the ability to think intelligently. Clickbait and sexist headlines like this should be eradicated in online media coverage.

"Viral Wanita Usia 25 Tahun Sudah Punya 5 Anak, Dilarang Mertua Pakai KB: Takut Wajahnya Jelek"

(Viral 25-Year-Old Woman Has 5 Children, Prohibited by In-laws from Using Birth Control: Afraid of Ugly Face)

Was uploaded by TribunNews.com on Monday, May 15 2022

The headline above describes how a woman in domestic life is prohibited from using contraceptive pills by her mother-in-law, who in this case is also a woman. This is another proof that women do not fully have authority over their bodies and reproductive rights.

#### ***4.1.3 Women is Materialistic***

According to (Merriam Webster) materialistic means strictly concerned or preoccupied with material possessions rather than with intellectual or spiritual things. The stigma that women are money-oriented is very strong in society. This assumption is often accompanied by the idea that women are willing to do anything to get access to large mounts of material.

"Butuh Uang, Wanita Bersuami Ajak Duda 50 Tahun Berhubungan, Dibayar Rp 200-400 Ribu"

("Needing Money, Married Woman Invites 50-year-old Widower to Have Relations, Paid 200-400 Thousand Rupiahs")

Was uploaded by TribuneNews.com on Tuesday, March 28, 2023

The sentence structure in the headline above creates the impression that the woman in this case "Wanita Bersuami" ("Married Woman") is a materialistic person. The use of the sentences "Duda 50 Tahun" ("50-year-old widower") and "Dibayar Rp 200-400 Ribu" ("Paid 200-400 thousand Rupiahs") in the headline makes the reader think that the woman is willing to betray her husband by committing immoral acts with an elderly widower just for 200-400 thousand rupiah. The headline clearly worsens the stigma of women in society, especially people who access information and news through online media.

"Cewek ABG di Pangkalpinang Pilih Jual Tubuh Saat Sekolah Daring,  
Tarif Rp 1 Juta Hanya Layani Bos-Bos"

("Teenage girl in Pangkalpinang chooses to sell her body during online school, Rp 1 million tariff only serves bosses")

Was uploaded by TribunNews.com on April, 1 2022.

The phrase "Cewek ABG" ("girls") in the headline describes women who are in the adolescent phase of puberty. Biologically, they undergo several physical changes. Furthermore, the sentence "Pilih Jual Tubuh Saat Sekolah Daring" ("choose to sell her body during online school") gives the reader the impression that women who are in the adolescent phase, even in a position as students, choose to become commercial sex workers when the teaching and learning process is carried out online. This further exacerbates the stigma that women are easily tricked and materialistic creatures who are willing to abandon their honor just for money.

After completing the first and second processes of data reduction and data display, the researcher next drawing conclusion, which is the final step of data analysis in this research. In the JPNN.com and TribunNews.com news headlines, the researcher had concluded the forms of sexism: Women as actors of immoral acts, Women as objects, Women as inferiors, Women is Materialistic. And there were 14 data of the news headlines.

## **CONCLUSION AND SUGGESTION**

Based on the discussion in the previous section, researchers could conclude that there were three forms of sexism against women constructed by JPNN.com and TribunNews.com news headlines, namely women as actors of immoral acts, women as objects, and women as inferior. This emphasized that there was still a lack of gender perspective in journalism. The mass media was supposed to be a means of getting education and information, but it was more concerned with ratings and advertising market share so that unweighted and sexist news appears. Following the conclusion of the research, the researcher suggests that future researchers who raise issues about sexism or gender equality can have more comprehensive research. In addition, with this study, the researcher hopes to raise awareness to readers of the sexist behavior that is still prevalent in society and how to erode patriarchal culture in society.

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