

TELEVISION AND WOMEN POLITICIAN
(A Study About Representation, Women Appraisal and the Idea of Women
Representation in Parliament Legislative Election 2009 on Television)

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Abstract

Television plays an important role in shaping social cognition including in political domain. Television can construct social reality in line to its own interest that was playing for women politician to get good impression in political contestation for parliament election 2009. Correlation between television as one of mass media and woman politician was an important thing to describe a multifaceted of coordination and joint action to pursue a properly position for woman politician for parliament 2009. For these intentions, this research was done and executed in Gajahan, Pasar Kliwon Surakarta. Media technique and analysis were implemented here to reveal media tendencies for women politician in legislative election 2009. The results showed that television was still rarely describing women politician properly. Television just aired a few for women politician except celebrities that involve the contestation.
Keywords : television, representation, women politician, legislatives election 2009

INTRODUCTION

Television is one of mass media, which play a great role in the legislatives election 2009 within for context in Indonesia. Even Burton (2007: 7) revealed that television is able to form our thought about world. Television constructs our talk in everyday of life. Television is picturing our head. Shortly, television has a powerful to frame the social reality become media reality in accordance with the ultimate goal which was stated. As a kind of mass media, what is presented by television surely consider what is called news value. In journalistic parameter, what we call news can be a range of meaning. We can mention like these: bad news is good news; names make news and so on. The others example like the closeness element, relevance,

negativity, magnitude, proximity and significance of the event that are reported for example, it is going to be the basic consideration of reports for mass media. (McQuail, 1997: 270-271).

As common known, women representation in parliament (DPR RI, DPD, DPRD I, and DPRD II) are an issues which are valued by public as a serious problem. Political participation especially for woman in parliament frequently was perceived under of rate or was still below when it was compared with man. Public discussion about this seems to be held in many forums in society or in mass media such as television. Many aspect could be seen here to explain why this situation have happened around us. One of them is about

gender biases that portrait woman would be co-opted by man.

Another thing, it is caused by the placement 30% women representation candidates in parliament was not succeed yet. Many constraints appear obviously like the social culture in many stages that was not truly support the idea of the importance of women involvement in political world and the low of women interest to be a politician. This tendency seems continue until the general election of legislative 2009. Meanwhile, other problems like how to report an event and what the problem substance, which is revealed in the reporting correlated to the events reported are also the important problems in the reporting. This problem is commonly known as reporting frame that is the construction of media on reality. (Etman, 1993; Scheufele, 1999). Media construction on reality includes reality about women politician. It can be presented in stressing of the aspects of events or problem in reporting and in the packing of talk show and advertisement.

Principally, framing of media including television encompass two factors: selection and salience. How media workers gave selection and salience toward several of events in society. Why a journalist give event attention more than others. These are some reasons why mass media including

television conducted their mode of media like that. At this point, researcher must endeavour to find some reasons why they did not give attention properly for women politician who will compete in legislatives election 2009. In the general election of legislative 2009 period, women politician in Indonesia was presented in mass media but this presentation was less of stressing especially empowering and define woman who will participate in parliament was properly person who will prevail her duty well. Portrait of women politician in mass media was insufficient to support her position to get sympathy from people.

A various of reporting and talk show in television for example often emerges a figure of women politician mainly in champagne period. Nevertheless in fact, either in reporting or television talk show, the figures of men politician is much more presented. It raised questions for how and why. Some prejudices will appear here. For example, did mass media prevail their own duty to cover social events in line to idealism or material orientations. This question is an important to sharpen analytical perspectives. Meanwhile, some of public, including in Surakarta, take a part in this about how the television tendencies in presenting women politician activated in political world by becoming a legislatives

candidate, legislative incumbent, or as a functionaries of a political party.

A part of from many opinion or judgments about this problem and the role of television in promoting the idea of women representation in parliament. It can be understood clearly that many public in Surakarta is included in women participant. Women society in Surakarta as a part of the television audience pay attention on television reporting and talk show program in champagne period in various intensified. According to the context of this research, some important concept in media study especially about representation including stereotypes and annihilation is rarely found or it might be not presented in mass media. (See, Tuchman, 1987; Perkins 1979) in Jone and Jones, 1999)

Branston and Staffors, for example, as quoted by Jones and Jones (1999:104) revealed that representation process involved many aspects were media political problem in constructing reality ideologically. Even, some researches by Richardson, Alvarado, and Meehan show this tendency. According to that, this research gives a description for how the tendencies represented women politician in television and the public opinion (about women presentation in political world, mass media role especially television in supporting or promoting the idea of the

women representation in parliament), and the correlation between demography-socio variable (specially ages and education) with the appreciation of the presentation of women in political world.

However, based on the explanation mentioned above, questions research of it can be postulated as follow as:

- a. How television has been tendencies for shaping women politician who participated in legislative election 2009
- b. How television made a relation among socio demography that belonged by women politician who participate in legislative election 2009

METHOD

This research is descriptive by using media analysis method and survey. The researcher tracked the representation of women politician in television and the public appreciation toward the representation of women in political world, mass media role specially television in supporting the idea of women representation in parliament, and the correlation between socio-demography variable (especially ages and education) with the appraisal about the presentation of women in political world.

The research through media analysis method is conducted by paying attention to a various reporting and television talk show program in Indonesia. Then the researcher records and analyze about the content and how the message is delivered (Pawito 2007). Researcher collected data from any range of television programs that were aired during campaign in legislative election 2009. Survey method is conducted to 80 respondents who are choose incidentally in Surakarta mainly in Kelurahan Gajahan, Kecamatan Pasar Kliwon. This quantity is taken at least to study some population as sample that is at least present the population. These data was used to increase the validity and reliability the result that was obtained from media analysis.

DISCUSSION

According to the media analysis, it can be said that there is a general tendency of women representation in television that show that television reporting is less extensively emerge women politician in Legislative General Election 2009. Time of airing for women politician was not enough for describing properly to whom women politician were. Dimension of images that were needed to support the position for women politician could not be found within television program. This annihilation tendency can be seen such as through the

fact that television reporting correlates with Legislative General Election 2009 is dominated by men politician and rarely emerge the women politician. It is caused by the women politician are less than men politician in any of domains. Comparison among man and woman in political stages was imbalances. According to this fact, it can be said that in the political life context, specially correlated with Legislative General Election 2009 in Indonesia, Tuchman found that there is a gap between the emerge of man politician and the women one, especially in this research context is the emerging in television. Women politician in legislatives election 2009 was still muted. As a group that seek the power in parliament thorough legislatives elections, television was said poor.

However, it does not mean that television never broadcast the reporting of women politician. The women legislatives candidates from celebrities is emerging, even though not too often, in television reporting. This emerging at glance (around 30 seconds) in television especially in champagne period completed with the narration from the host seem to give us imperfection annihilation of the emerging of women politician in television. The emerging of Meutia Farida Hatta Swasono (The Chief Of Partai Keadilan) in the many

television station reporting, Rike Dyah Pitaloka, Nurul Arifin, and Yasmin Muntaz can be revealed as examples. The more important thing which is the exception is the emerging of Megawati and Puan Maharani who is amplified by television.

All names that were mentioned above or television aired them, can't be avoided by the fact that they are all public figures who were popular in the public. Therefore, it is natural when television aired them purposively. Media tends present in media content to whom has popularity in public. Names makes news can be seen by this practical. Of course situation become differently while it happens to women politician who are not public figure yet.

Then the same tendency i.e. the emerging of women politician in TV in many talk show programs more amplified celebrities figure who is well known by public. For example. It can be seen in Global TV edition Friday 27 March 2009 at 08.00 p.m. in the talk show program labeled *Panggung Demokrasi* which present candidate from artist profession which in it there are female DPR RI legislatives candidate, they are Raslina Rasiddin (legislative candidate from Partai Amanat Nasional / PAN) and Oky Asokawati (legislative candidate from Partai Persatuan Pembangunan / PPP). Beside

them, Tengku Firmansyah (man, legislative candidate from Partai Kebangkitan Bangsa / PKB) also arrived in this event.

As an example, talk show television program which is interesting to be next analyzed is talk show program that is broadcasted by TVRI Tuesday 24 March 2009 primetime. It is a live and interactive audience in studio or audience at home can ask a question or comment. The program that is named Pro Party (politics party profile) in this edition analyze a topic about women in political atmosphere. The PPP special music interlude inserted is as program variation and decrease bored. All candidates who come in this program are DPR RI female candidates for PPP from Partai Persatuan Pembangunan (PPP) is Dr. Reni Marlinawati PPP legislative candidate No.1 election area West Java IV, Dr. Nurkholisoh. Wk *sekjen* DPP PPP, and Hj. Ratih Sanggarwati, SE PPP legislative candidate No.1 election area East Java 1.al. Normally, this orientation was intended increase the public attention for women politician.

However it can said that the showing of this program was intended to increase PPP image that gives trust and actor for women even though PPP known as politics party that based on Islam mass. Some efforts like this were executed by party. But at the same time, it was wasting

time when media did not support this for some reasons that increase the popularity for women politician. In the media analysis contexts it can be said that women are represented as politics figure who has full confident. They want to fight to develop their nation and also to fight for similarity right with man in politics stage although still has tendencies such as more amplification politics women from artist profession. These portrait tends insufficient for women politician.

The next finding from survey research result can drawn as follow as:

(1) Appraisal about women involving in politics world, most of respondent (60%) has appraisal that women involving in citizenry representative organization or parliament organization (to be member of DPR RI, DPD, DPRD I and DPRD II) is a requirement if seen from importance the nation development generally. This problem gets majority strengthener (87.5%). Where respondent says that to be a women politics by sit on citizenry representative organization chair is not violate women right.

(2) Television role in amplification the idea about women representative that respondent relatively (with little difference) has opinion that television has been actor significantly in support the idea or promoting idea women representative in

parliament. This problem can be seen with number reality that there are 30 from 80 respondent (37,5%) who has opinion like that compare with 28 people (30%) respondent uncertainly and the more 22 people (27,5%) has appraisal on the contrary television is not significantly support or promote women representative idea in parliament. Then, in the same manner as the media analysis finding, most of respondent in survey research (40%) uncertain that television representation women politics be sufficient.

(3) The variable correlation socio-demographist with appraisal about women involvement in politics world (where seen from age side and education). The young respondent (17-40 years old) disposed has appraisal that women involvement in citizenry representative organization actually is a must if it is seen from importance nation development generally. There are 30 people (from 52 people; 57,7%) who has same opinion. But most of old age respondent (more than 41 years old) also disposed has same appraisal. This problem show up in reality that 18 from 28 people (64,3%) has same appraisal.

The same problem also found if seen about aspiration guarantee of women right, most of respondent has young age 22 from 52 people (42,3%, n=52) disposed has positive opinion about the women

involvement in citizenry representative organization can more guarantee aspiration fulfill and women right. Like wise the same disposing also find in old respondent. There are 16 from 28 people (57,1%) respondent who has old age has same opinion. So it can be said that age variable is not relative correlation with appraisal. Moreover men respondent and women respondent has same disposed that women involvement in citizenry representative organization is a must and important for women right aspiration representative in parliament.

But it will be seen an interesting finding if seen from appraisal correlation with education where most of respondent with low education (9 from 13 people, 69,2%) has appraisal that the women involvement in parliament (citizenry representative organization) is a must if seen from importance the nation development.

Then the same tendency also happen in respondent who has middle education. There are 29 from 47 people (61.7%) respondent who has middle education has same opinion. Next, respondent who has high education (diploma or scholar) divided into two groups appraisal that same its number, they are each of them 10 people (50%, n=20) for respondent who has appraisal not must and must. In spite of decreasing tendency in

appraisal about the guarantees of women right aspiration representative in parliament seen from education correlation. Where the most of respondent who has low education (8 from 13 people, 61.5 %) has appraisal that women involvement in citizenry representative organization can more guarantee fulfill aspiration and women right. Then most of respondent who has middle education (22 from 47 people, 46.8%) disposed has same opinion. Next, in high education respondent there are 8 from 20 people (40%) who has same opinion. Tendency of decreasing percentage from 61.5% then decrease to be 46,8% and finally decrease again to be 40% in appraisal that not definite from low education respondent then move to higher education.

If accurate by decreasing tendency that consistent in percentage from low education to higher connected with appraisal that women involvement in parliament organization is a must, that is from 69.2% then 61.7% and finally to be 50% and also decreasing from appraisal side the guarantee of women right aspiration representative in parliament from 61.5% then 46.8% and finally to be 40% probably can understand that factor or variable of education grade apparently has correlation with appraisal or opinion that women involvement in citizenry

representative organization will be more guarantee its fulfill aspiration and women right. In this relation, visible the tendency that respondent with lower education grade disposed has positive opinion to this appraisal, while respondent who has higher education impressed more critical.

CONCLUSION

Television in presenting representation of women politician is signed by many things that are annihilation (less tendency / rare) women politics in the news (except Megawati Soekarno Putri and Puan Maharani). Next, it can says that representation of women politics in television more see in many talk show program. But women politics representation more dominated by women politics former artist and selebritis like Oky Asokawati (former model and actress, PPP) Ratih Sanggarwati (former model, PPP), Nurul Arifin (former film actress, Golkar) and Rieke Dyah Pitaloka (sinetron actress, PDIP)

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This finding more amplified by research survey result which done where respondent (women chooser) in generally not sure mass media actor specially television in helping supporting the women representative idea (kuota 30%) in parliament. As much as 28 people (35%) respondent saying uncertain and 22 people (27.5%) else saying television not helping supporting the who has appraisal that television has been helping supporting this idea.

While from correlation side of socio-demography's variable, can get conclusion that age variable relative not correlated with appraisal. Where men respondent or women respondent in citizenry representative organization is a must and important for guarantee of women right aspiration representative in parliament. But its result inversely proportional if see education variable where known that higher education will influence high appraisal.

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