

ANALYSIS GENDER EQUALITY IN THE PERSPECTIVE OF JAVANESE CULTURE AT KEDAULATAN RAKYAT AND HARIAN JOGJA

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ABSTRACT

Javanese culture is patriarchal culture, while Yogyakarta as the center of Javanese culture offers a unique context to study gender equality influenced by Javanese culture. This study aims to explore Javanese cultural values in local media and their impact on gender equality at Kedaulatan Rakyat and Harian Jogja, both news agencies have a close relationship with Javanese culture. This research employs in-depth interviews with the chief editors and journalists from both media outlets to understand how Javanese cultural values are implemented in news reporting practices and workplace interactions. The findings reveal that both media outlets uphold Javanese cultural values, reflected in respectful and polite reporting styles, as well as in harmonious and respectful workplace relationships. Career opportunities at both media outlets are based on individual performance and competence, regardless of gender. However, the study also found that, despite Javanese culture's tendency towards patriarchy, there is a significant shift towards gender equality. This is evidenced by the increasing number of female journalists occupying strategic and important positions within the media organizations. These findings indicate that cultural values can adapt and evolve over time to support gender equality. This research supports Indonesia's efforts to achieve Sustainable Development Goal (SDG) 5.

Keywords: Gender Equality, Javanese Culture, Local Media, Kedaulatan Rakyat, Harian Jogja, SDG 5.

ABSTRAK

Budaya Jawa sangat kental akan patriarki, sementara itu Yogyakarta sebagai pusat budaya Jawa menawarkan konteks yang unik untuk mengkaji kesetaraan gender yang dipengaruhi oleh budaya Jawa. Penelitian ini bertujuan untuk mengeksplorasi budaya Jawa dalam media lokal dan dampaknya terhadap kesetaraan gender di Kedaulatan Rakyat dan Harian Jogja, kedua kantor berita tersebut memiliki hubungan yang erat dengan budaya Jawa. Penelitian ini menggunakan metodologi wawancara mendalam dengan pemimpin redaksi dan jurnalis dari kedua media tersebut untuk memahami bagaimana nilai-nilai budaya Jawa diimplementasikan dalam praktik pemberitaan dan interaksi di tempat kerja. Hasil penelitian menunjukkan kedua media tersebut menjunjung tinggi budaya Jawa, yang tercermin dalam gaya pemberitaan yang sopan dan hormat, serta dalam hubungan kerja yang harmonis dan

saling menghargai. Kesempatan berkarir di kedua media ini didasarkan pada kinerja dan kompetensi individu, tanpa membedakan jenis kelamin. Namun, penelitian ini juga menemukan bahwa, meskipun budaya Jawa cenderung patriarki, terdapat perubahan yang signifikan menuju kesetaraan gender. Hal ini ditunjukkan oleh peningkatan jumlah jurnalis perempuan yang menempati posisi strategis dan penting dalam organisasi media. Temuan ini menunjukkan bahwa nilai-nilai budaya dapat beradaptasi dan berkembang seiring waktu untuk mendukung tujuan kesetaraan gender. Penelitian ini mendukung upaya Indonesia untuk mencapai Tujuan Pembangunan Berkelanjutan (SDGs) 5.

Kata kunci: Kesetaraan gender, budaya Jawa, media lokal, Kedaulatan Rakyat, Harian Jogja, SDG 5

INTRODUCTION

Gender equality remains an important issue in this era, with cultural contexts playing an important role in shaping gender norms and practices. In Indonesia, Javanese culture, particularly in Yogyakarta, offers a rich tapestry of traditions and customs that influence gender roles. Gender equality is a fundamental human right and a cornerstone for social justice and sustainable development. However, cultural norms and practices often play an important role in shaping gender roles and influencing gender equality. Daerah Istimewa Yogyakarta (DIY) with its rich culture, and people who still hold tightly to Javanese culture that limits gender equality, turns out to be the city with the best Gender Inequality Index in Indonesia. In 2023, the DIY Gender Inequality Index (IKG) was the smallest in Indonesia and the deepest at 0.098. This index is known to continue to fall from previous years, proving that DIY is getting better at managing gender equality (Humas Pemda DIY, 2024).

Javanese culture is known for its rich traditions, customs, and philosophies that influence social norms, including gender roles. Historically, Javanese culture has perpetuated the view of women as subordinate to men, encapsulated in the traditional concept of "*macak, manak, masak*" (adorning oneself, giving birth, and cooking). These roles have confined women to domestic spaces, reinforcing their dependency on men. Furthermore, phrases like *kanca wingking* (a companion in the back) and *nunut neraka katut* (following the husband to hell or heaven) further emphasize the subordinate position of women in traditional Javanese society. These cultural constructs have historically limited women's participation in public and professional domains, including careers in journalism.

Javanese culture, with its rich historical and cultural heritage, offers a unique context for examining these dynamics. Yogyakarta, as the center of Javanese culture, provides an ideal setting for this research. Despite Indonesia's progress in promoting gender equality, traditional cultural practices in Yogyakarta may still provide barriers to achieving true gender equality. Javanese culture is synonymous with patriarchy and gender inequality, but from statistical data it is found that Yogyakarta, which is Javanese culture, occupies the first position in gender equality. This means that there is a misalignment between assumptions and existing data.

Javanese culture is one that still adheres to a patriarchal culture (Rabbaniyah & Salsabila 2022). In Javanese culture, the ideal woman is a woman who has a meek, submissive nature, and is not allowed to surpass men. So that often the role attached to the ideal woman is to manage the household, support the husband's career, a wife who is obedient to her husband and a mother for her children. While men are imaged as "all-knowing" figures, as role models, rational and aggressive (Rabbaniyah & Salsabila 2022).

There are many views in Javanese culture that influence the attitude of the community towards women. One of them is the assumption that women are limited to *macak* (adorning themselves), *manak* (giving birth) and *masak* (in the kitchen) has made women in a limited and constrained position. Thus, the position of women can be manipulated and utilized for profit by other parties, especially men (Budiati, 2010). The view that women are limited to household chores also has an impact on women who want to have a career. Working for women is only seen as an effort to help their husbands earn additional income, which has caused career advancement and achievement to be somewhat inhibited or hindered, because it is seen as not being too serious in working on their careers, because it is only part-time (Budiati, 2010).

This view extends to employment institutions such as media institutions. Gender inequality is often found in various sectors, such as education, career, health, and employment such as journalism. Research conducted by Stellarosa and Silaban (2019) revealed that in terms of work facilities, differences in treatment were still found. Among other things, for maternity benefits and health costs (husband or children). Married female journalists are still considered single or single status. Even with the unavailability of lactation rooms in the workplace. Media organizations play a pivotal role in shaping societal perceptions and promoting cultural values. In Yogyakarta, *Kedaulatan Rakyat* and *Harian Jogja* serve as prominent examples of local media

that integrate Javanese cultural values into their operations. These outlets not only reflect the traditions of the region but also serve as platforms for addressing contemporary issues, including gender equality. Previous research has highlighted that media institutions often mirror the societal norms of their context, and in the case of Javanese culture, this may include elements of both patriarchy and progressive transformation.

Many offices have also accepted women to work. But in media institutions basically, the structure of media companies, especially print media, is still often dominated by men. Starting from positions such as editor-in-chief, deputy editor-in-chief, managing editor and editor, which are almost controlled by male workers in media institutions (Wulan et al., 2023). Judging from the Alliance of Independent Journalists' data, it can be seen that female journalists who enter media organizations or institutions are only 33% and the role of female journalists who occupy positions as editors and policy makers is only around 6% (Luviana, 2012).

Survey results from the Media Regulation and Regulator Monitor (PR2Media) and the Alliance of Independent Journalists (AJI) conducted research on gender discrimination against female journalists in media institutions, showing that in coverage or carrying out journalistic duties, the results of survey data show that around 29.6% of female journalists still experience gender discrimination in media institutions. Media companies also still discriminate against female journalists in terms of policy-making contributions. This can be seen from survey data showing that 11.4% in the newsroom did not accommodate ideas and suggestions from female journalists related to coverage and 14.8% related to company policies (Wulan et al., 2023).

The inequality of rights between female and male journalists has been explained in a study conducted by Stellarosa and Silaban (2019) which highlighted two main injustices experienced by Indonesian female journalists. The main injustices experienced by Indonesian women journalists. First, in terms of health benefits and facilities, female journalists are not considered as the head of the family so that the facilities and health insurance received are different from male journalists. Second, in terms of editorial structure, female journalists are not given much space in top positions such as editor-in-chief.

The Kedaulatan Rakyat (KR) Daily Newspaper is one of the oldest newspapers in Yogyakarta and Indonesia that still exists. The image of Kedaulatan Rakyat as a newspaper that fights for the people, stands tall thanks to the news in its inaugural edition entitled "The Power of the Djogdjakarta Regional Government, Seloeroehnja in the Hands of the Indonesian Nation" (The power of the Yogyakarta regional government is fully in the hands of the Indonesian people). Kedaulatan Rakyat believes that this image is still strong today.

Harian Jogja is a mass media that was first published on May 20, 2008, with the website www.harianjogja.com launched at the same time. In its development, Harian Jogja had become the second largest local media in Yogyakarta and was growing rapidly (Adikara, 2022). In a research interview conducted by Adikara (2022), the Editor-in-Chief of Harian Jogja, Anton Wahyu Prihartono, also admitted that some shares of Harian Jogja are owned by the Ngayogyakarta Hadiningrat Sultanate family, although he admitted that he did not know the details of the percentage of share ownership.

Addressing these questions is critical not only for understanding the local context but also for contributing to broader discussions on cultural adaptation and gender equity. By examining the practices and perceptions within these media organizations, this research aims to shed light on the possibilities for achieving inclusive workplace cultures that respect tradition while embracing change. Moreover, this study aligns with Indonesia's commitment to SDG 5, offering insights that can inform policy-making and advocacy efforts aimed at reducing gender disparities. This study aims to explore the extent to which Javanese culture in Yogyakarta influences gender equality in Kedaulatan Rakyat and Harian Jogja news agencies. The main questions of this research are: "How does Javanese culture in Yogyakarta affect gender equality in Kedaulatan Rakyat and Harian Jogja news agencies?" This study aims to determine the influence of Javanese culture in Yogyakarta with gender equality in Kedaulatan Rakyat and Harian Jogja news agencies. This research also aims to support Indonesia's efforts to achieve Sustainable Development Goal (SDGs) 5, which aims to achieve gender equality and empower all women and girls.

CONCEPTUAL FRAMEWORK

Gender equality is equal opportunities and opportunities in the social, political, and economic fields between men and women (Gultom, 2021). In the practice of life, men and women have equal opportunities in various ways. Opportunities obtained by men can also be accessed by women. Then, what is meant by gender equality in a job?

Gender Equality

According to Gultom (2021), gender equality is a state in which women and men have equal opportunities in various aspects of life, including in employment. This theory is the basis for assessing how local media provide equal opportunities in careers and responsibilities in the workplace. Indicator: Equal opportunities for women and men in career promotion, division of duties, and responsibilities in the work environment.

Local Cultural Influences

Bire et al. (2019) female journalists are not facing discrimination against, and they have the opportunity to work according to their abilities, without being compared to male journalists. Indicator: Implementation of Javanese cultural values in daily interactions, decision-making, and internal organizational policies.

Perception and Understanding of Gender Equality

Gultom (2021) emphasizes the importance of equal perceptions of gender roles in the workplace. This perception relates to how employees understand and apply the principles of gender equality in their interactions. Indicator: There is equal understanding and acceptance of the roles and contributions of women and men in the workplace, without bias or discrimination.

Hegemony and the Dynamics of Power

Surachman (2021) Mass media is the most effective in instilling the concept of hegemony. The media engage in what Balai calls "the politics of meaning," where the media produce images of the world that give meaning to certain events. Media images not only reflect the world, not only reproduce the "reality" of the world "out there," but the media engage in practices that define reality. Indicator: Leadership that is dominant but does not create an imbalance in power dynamics and roles in the workplace.

Performance-based Career Opportunities

Bire et al. (2019) female journalists are not facing discrimination against, and they have the opportunity to work according to their abilities, without being compared to male journalists. Indicator: Promotion and career advancement determined by individual performance, with fair assessment and without gender bias

No Discrimination in the Workplace

Wulan et al. (2023) state that a work environment free from discrimination is essential for creating a gender-equal work culture. Indicator: No reports or cases of gender-based discrimination, indicating an inclusive and supportive work environment.

Indonesia is a multicultural country, many cultures influence and are influenced. One of them is gender equality which is influenced by culture. In Javanese culture, there are many terms that place women in a lower position than men. And these terms are deeply embedded in the hearts of the people, so they are understood and taken for granted. Let's take an example, in Javanese terms there is a mention that the wife is a *kanca wingking*, meaning a back friend, as a friend in managing household affairs, especially children's affairs, cooking, washing and others. There is another term, *nunut neraka katut*. The term is also intended for wives, that the husband is the one who determines whether the wife will go to heaven or hell. If the husband goes to heaven, the wife will also go to heaven, but if the husband goes to hell, although the wife has the right to go to heaven because of her good deeds, the wife does not have the right to go to heaven because she has to follow her husband into hell. (Hermawati, 2007)

RESEARCH METHODS

Type of Research

This research uses a qualitative research design, the data obtained by this research is based on the results of direct interviews with two resource persons who are employees and directors of the *Harian Jogja* and *Kedaulatan Rakyat* media offices which are the objects of research. Researchers determined the sources based on observation first. Researchers used a sampling technique, namely Purposive Sampling. By using the Purposive Sampling technique,

the determination of sources does not merely take sources randomly, but on the basis of a goal in research.

This research employs a qualitative method aimed at exploring and understanding the influence of Javanese cultural values on gender equality in two local media outlets in Yogyakarta, namely *Kedaulatan Rakyat* and *Harian Jogja*. The qualitative approach is chosen as it is suitable for investigating the subjective views and direct experiences of key informants, particularly editors and journalists in these media outlets, regarding the implementation of Javanese cultural values in reporting practices and daily workplace interactions. For example, previous studies have shown that local media in Yogyakarta, like *Kedaulatan Rakyat*, maintain a close connection with Javanese culture, as reflected in polite reporting styles and harmonious workplace relations (Rubba, 2019).

Previous research supports this approach, where qualitative methods effectively reveal the implicit aspects of Javanese patriarchal culture that continue to affect gender equality. Rabbaniyah and Salsabila (2022) indicate that Javanese culture often emphasizes domestic roles for women, such as *macak* (beautifying oneself), *manak* (giving birth), and *masak* (cooking), which restricts women's participation in public spaces. Through in-depth interviews, this research seeks to further understand how these cultural values are adopted and implemented in the local media landscape of Yogyakarta, as well as their impact on career opportunities and gender equality.

Additionally, Yogyakarta's position as the cultural center of Java provides an ideal context for capturing the complex social and cultural dynamics that are challenging to quantify. Yogyakarta has Indonesia's lowest Gender Inequality Index (GII) score at 0.098, indicating active efforts within the region to advance gender equality (Pemda DIY, 2024). With a qualitative approach, this study can examine the nuances behind these statistics, such as the tension between traditional values and modernization, which promotes gender equality within media organizations.

The qualitative approach is also relevant because this study aims to contribute to Sustainable Development Goal (SDG) 5, which advocates for gender equality. Through this approach, the study can capture direct experiences of media practitioners regarding the application of Javanese cultural values in the workplace and how this culture can adapt to

support gender equality objectives. These findings are expected to provide valuable insights for more inclusive, culturally grounded policies, tailored to the local context in Yogyakarta.

Data Type and Source

Type of data

Data is a result of recording research, either in the form of facts or figures, the data used in this study are as follows:

a. Primary Data

Data taken directly by researchers to the source without any intermediaries by exploring the original source directly through responses. Primary data sources in this study are female journalists and the chief editors of Kedaulatan Rakyat and Harian Jogja.

b. Secondary Data

This is data in the form of facts, agendas, texts to support research obtained from books, journals, and research articles.

Data source

The data obtained by the researcher came from Kedaulatan Rakyat and Harian Jogja as the object of research. Kedaulatan Rakyat and Harian Jogja are institutions that are closely related to Javanese culture. According to Rubba (2020) Kedaulatan Rakyat is a newspaper that so distinctively represents Yogyakarta, so it is incomplete if it is not Kedaulatan Rakyat that is referred to as the newspaper with the "most" Yogyakarta flavor. In a research interview conducted by Adikara (2022), the Editor-in-Chief of Harian Jogja, Anton Wahyu Prihartono, also admitted that some shares of Harian Jogja were owned by the Ngayogyakarta Hadiningrat Sultanate family, although he claimed not to know the details of the percentage of share ownership. The two data above show that Kedaulatan Rakyat and Harian Jogja have a close relationship with Yogyakarta, which is a city that is very thick with Javanese culture. Therefore, researchers feel that the two newspapers are suitable objects and data sources.

Data Collection Technique

Data collection techniques are the most strategic step in research. Data collection techniques are very important, because they are carried out to obtain data in the form of facts, objects, numbers, or others to conduct research. The data collection techniques in this study were carried out by means of field research with the interview method. Interview is data collection by asking questions directly by the interviewer (data collector) to the respondent, and the answers from the respondent are recorded or recorded with a recording device (Nurbuko & Achmadi, 2007). This interview is intended to find out how the Javanese culture that develops in Kedaulatan Rakyat and Harian Jogja affects gender equality on the part of workers and activities in the office. Through interviews, researchers are expected to know more in-depth things about participants in interpreting situations and phenomena that occur, which cannot be found through observation.

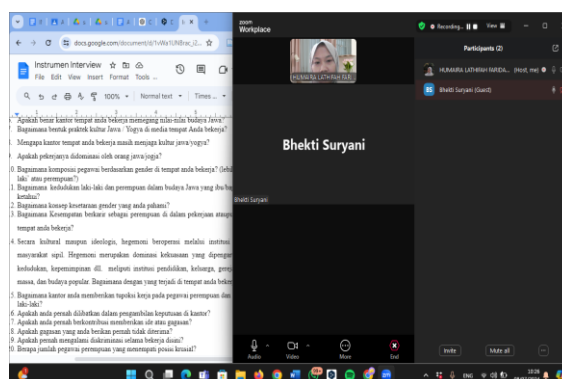
Data Analysis Techniques

The data analysis that researchers use is qualitative data, so after researchers make instruments and collect data from interviews, researchers can draw conclusions about the final results of the research. The results of the interview will be important data for this research. Researchers also make field notes to collect data to get good results for this research.

RESULTS AND DISCUSSION

Based on interview data that researchers obtained from interviews with Octo Lampito as Chief Editor of Kedaulatan Rakyat and Bhukti Suryani as a female journalist and editor of Harian Jogja. The following is the interview documentation.

Picture 1. Interview Session With editor of Harian Jogja



Source: Author

Picture 2. Interview Session With Chief Editor of Kedaulatan Rakyat



Source: Author

The researcher obtained results on the research questions, with the following explanation.

Implementation of Javanese Cultural Values in Local Media

Both Octo Lampito and Bhekti Suryani emphasized that Kedaulatan Rakyat and Harian Jogja uphold Javanese cultural values in their reporting style and workplace interactions. Here is what Octo Lampito said in his interview *"Yes, indeed we were born in Jogja and then we maintain the values of Jogja. Our Javanese culture is indeed a part of the style of the people's sovereignty style, to display for example the culture then Java and so on it becomes part of the People's Sovereignty"*.

This adherence to local values is in line with Rubba's (2020) statement that Kedaulatan Rakyat is a newspaper that so distinctly represents Yogyakarta that it is incomplete if it is not Kedaulatan Rakyat that is referred to as the newspaper with the "most" Yogyakarta flavor. In her interview too, Bhekti Suryani said, *"Still criticize, for example, but for example subtly, like in Jogja, in the world of characters, the characters are like that, so they adjust to local conditions. Because if we, for example, apply Jakarta's color pattern to Jogja, it usually doesn't go in."*

In the interview results above, researchers saw that both in Kedaulatan Rakyat and Harian Jogja, the two news agencies still held Javanese cultural values. This is in accordance with what the researcher wrote in the introduction, so the object of this research is appropriate.

Gender Equality in the Workplace

Interview data shows that career opportunities in this media organization are based on performance, not gender. The following is an interview with Bhekti Suryani, *"In my place, the career is determined by performance. So it's not gender. So whoever he is can occupy the upper position. If they have a good performance. In my office, in fact, there are also women who, for example, lead as head of marketing and so on. Because the system in which I work also uses a competency test"*.

This finding supports the observation of Bire et al. (2019) that female journalists are not facing discrimination against, and they have the opportunity to work according to their abilities, without being compared to male journalists. However, physically demanding tasks remain a challenge to achieving full equality. Octo Lampito stated that although they have equal opportunities for career advancement, roles that require physical strength are still dominated by male employees. *"...it's just that sometimes for heavy things like coverage that requires heavy physicality. We don't give them that. For example, at night, the action demos have to deal with the violence of stone throwing. We don't do muscular soccer, we don't do that, but the coverage of Merapi erupting at that time was also women's coverage"*.

In the interview, Octo said that sometimes the office gives tasks that are considered more physically demanding to male reporters. However, it does not rule out the possibility that if there are female reporters who are willing and have the skills, then such tasks can be given to them, such as the task of covering the erupting Mount Merapi.

No Discrimination in the Workplace

No cases of gender-based discrimination were reported by interviewees, indicating an inclusive work environment. *"Not in the office. So for example, if they want to bully or body shaming. We must have reprimanded them, most of our female friends at Jogja daily have a better gender perception,"*.

From the results of the interview, it was found that what happened in Harian Jogja and Kedaulatan Rakyat was not in line with the survey data found by the Media Regulation and Regulator Monitor (PR2Media) and the Alliance of Independent Journalists (AJI). Showing that in covering or carrying out journalistic duties, the results of the survey data show that around 29.6% of female journalists still experience gender discrimination in media institutions (Wulan

et al., 2023). The results of Bhekti Suryani's interview show that the condition of gender equality is quite good. The results also show that views on gender equality have improved.

Perception and Understanding of Gender Equality

The concept of gender equality is well understood by respondents, who see it as equality in roles and interactions without gender-based power dynamics.

"Gender equality that I understand is that everyone can interact equally, there are no power relations. Everyone can express their ideas equally and perform their roles equally and not be differentiated because of gender or physicality". According to Bhekti Suryani. *"Yes, we understand that actually women are the same as men in coverage, but we also understand that suddenly maybe they, for example, have a baby, then take leave, we understand, so it's okay. We also understand how the nature of women is for things that cannot be avoided, we understand".* According to Octo Lampito

This finding is in line with Gultom's statement (2021) Gender equality is equal opportunities and opportunities in the social, political and economic fields between men and women. This perception is essential to effectively implement gender equality policies. Respondents highlighted that their understanding of gender equality goes beyond representation and focuses on equal treatment and opportunities.

Hegemony and the Dynamics of Power

Although there is some dominance from leadership, it does not create a significant imbalance in workplace dynamics. *"Sometimes there are, not so strong, if it's the same in my place because the editor also conveys the rejection of ideas so not all of them. Sometimes it's a bit dominating because he leads. But sometimes we refuse if we are not in line"* According to Bhekti Suryani.

This finding suggests that leadership practices can coexist with egalitarian workplace values. Thus, this finding is in line with Surachman's (2021) statement that mass media is the most effective in instilling the concept of hegemony. The media engage in what Balai calls "the politics of meaning," in which the media produce images of the world that give meaning to certain events. Media images not only reflect the world, not only reproduce the "reality" of the world "out there," but the media engage in practices that define reality. Leaders in these organizations are seen as guardians of cultural values, ensuring that traditional values are respected while promoting modern principles of equality.

Gender Composition in the Workplace

Based on the data obtained by the researchers. It was found that in quantity, male journalists still dominate both in Kedaulatan Rakyat and Harian Jogja. *"But there are more guys than girls. Those in Jogja alone are around 1,2,3,5,6,7, yes around 8 people 8 people. Yes, 8 female journalists"* according to Octo Lampito. *"3 women out of 10 editorial members"* according to Bhukti Suryani

Although there is no discrimination against women, the number of female journalists is still relatively small when compared to male journalists. This finding is in line with Asnaura's et al. (2021) said that In a news post highlighted by Risna Halidi and Lilis Varwati on Sunday, March 8, sourced from Endah Lismartini said that in Indonesia, there is only 30 to 35 percent of women who work as a journalist professionally. According to AJI, the number of female journalists in Indonesia is currently far from that of male journalists, only around 1:3 or 1:4 in Indonesia. This comparison makes women journalists vulnerable to gender discrimination.

Equality in Benefits and Health Insurance'

All employees receive the same benefits and health insurance, demonstrating the organization's commitment to equitable employee welfare. The following is an interview with Octo Lampito and Bhukti Suryani *"All BPJS health is the same. We participate in BPJS health, we give the same to everyone,"* according to Octo Lampito. *"There is health insurance and it is very complete if my office guarantees labor health and so on,"* according to Bhukti Suryani.

This finding is not in line with Stellarosa and Silaban's (2019) statement which highlights two main injustices experienced by Indonesian women journalists. The main injustices experienced by Indonesian women journalists. One of them is in terms of health benefits and facilities, female journalists are not considered as heads of families so that the facilities and health insurance received are different from male journalists. This policy ensures that all employees, regardless of gender, have access to the same level of support and security.

Structural Work

Based on the data obtained by researchers, it shows that no female journalist has ever served as editor-in-chief or managing editor. The highest position held by one of Kedaulatan Rakyat's female journalists is editor. *"There are editors, up to editors. But we give him a chance if he can move up, why not?"* according to Octo Lampito

This finding is not in line with Asnaura's et al. (2021) said that In a news post highlighted by Risna Halidi and Lilis Varwati on Sunday, March 8, sourced from Endah Lismartini said that in Indonesia, there is only 30 to 35 percent of women who work as a journalist professionally. According to AJI, the number of female journalists in Indonesia is currently far from that of male journalists, only around 1:3 or 1:4 in Indonesia. This comparison makes women journalists vulnerable to gender discrimination. The data shows that there is still a possibility for female journalists to be promoted. Because the assessment is based on ability, not gender as previously explained.

CONCLUSION

This study found that Javanese culture in Yogyakarta influences gender equality in Kedaulatan Rakyat and Harian Jogja. The implementation of Javanese cultural values is evident in reporting styles and workplace interactions, reflecting a strong local identity. Despite Javanese culture's patriarchal roots, career opportunities in these media organizations are predominantly performance-based rather than gender-biased, signaling a positive shift toward equality. However, challenges persist, such as the underrepresentation of women in leadership positions and structural imbalances in gender composition. These findings underline the need for sustained efforts to address these gaps while respecting cultural values. The progress in Yogyakarta demonstrates that traditional norms can coexist with modern principles of equality, offering a model for broader societal change. Future initiatives should focus on enhancing policies that promote inclusivity, such as equitable access to leadership roles and addressing residual cultural barriers. This research contributes to ongoing efforts to achieve Sustainable Development Goal (SDG) 5 and underscores the importance of cultural adaptation in advancing gender equality within local contexts.

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