

## Exploitation and Marginalization of Women in Online Media News

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### Abstract

*The phenomenon of online media coverage is that many women's reports exploit the existence of women as objects to seek benefits from this gender, the news of the two women who are used as objects that are treated as biological satisfiers, as objects that can be harassed or even marginalized. The primary data of the study were 10 online media reports, using Nourman Fairclough's Critical Discourse Analysis tool about "Exploitation and Marginalization of Women in Online Media Reporting". This qualitative descriptive research method aims to describe: (1) Marginalizing women's news in online media. Based on the results of data analysis, it can be concluded that the exploitation of women in online media includes: a) Online prostitution, b) Women are made into commodities, c) Threats of digital violence, d) Women are sexually harassed, e) Harassment of women in the name of local culture, f) Contract marriage 'siri' marriage. Whereas the form 2) Marginalizing Women in Online Media is carried out such as: a) Title of online news that corner women, b) Marginalizing women by using diction, c) Lowering the dignity of women with culture, d) Lowering the dignity of women with terms.*

### Keywords

exploitation, marginalization, women, online media



## I. Introduction

Mother's Day as a reminder of women, women as people who are so exalted until women's holidays are determined such as: Mother's Day December 22, May 12 as International Mother's Day. Paradoxical with the figure of a mother or woman who is still used as material for exploitation and marginalization which is carried out consciously or unconsciously. The exploitation and marginalization of women is a form of crime against female figures in online media coverage.

Based on the report of the National Commission on Violence (KNAK) against Women (2019: 1), namely in the public sphere and community violence against women was recorded 3,915 cases. 64% of violence against women in the public or community sphere is sexual violence, namely fornication (1,136), rape (762) and sexual harassment (394). Meanwhile, there were 156 cases of copulation.

News in online media such as: International Women's Day, AJI: Stop Exploitation of Women in Online Prostitution News in Jombang Dismantled, Muncikari Offers Underage Children Kompas.com - (17/01/2020), Police: Wife of Medan District Court Judge Sends 2 People To Kill Her Husband Kompas.com (07/01/2020), Abuse Students in the Campus Bathroom, Lecturers Become Suspects of Kompas.com (24/02/2020). 6 Facts about Husbands and Wives in Gresik Offer Online Prostitution Services, Through WhatsApp to Lending Houses (2019/11/20), Police Unloading Online Prostitution Business in South

Kalimantan, Arrest 4 Women and 2 Underage Men (Kompas.com, 24/01 / 2020). A number of organizations held demonstrations to commemorate International Women's Day (IWD) (Suara.com, Friday (8/3/2019). "Based on the AJI Jakarta study, "Threats of 'digital violence' on dating apps: From posting vulgar photos to threats with secretly taken photos / videos" (4 June 2020)

Women and poverty are still in desperate need of attention and solutions, because until now there is still a lot of data that concludes that women and poverty are so high in percentage rates. This situation as with Santi (2007) says according to UN data, one third of the world's population lives below the line poverty and 70% of the poverty rate are filled by women. BPS (Central Bureau of Statistics) in 1998, more than 79 million people or 40 percent of the population were below the poverty line, many of the poor were characterized by women with low education and even illiteracy. (Lubis et al, 2019)

The cases of exploitation above often occur in quite varied forms according to technological developments in cyberspace, ranging from online media coverage such as online prostitution to sexual harassment. Juju and Feri (2010: 73) describe that other than the real world, there is also a cyber crime. This type of crime refers to activities where a computer or computer network becomes a tool, such as auction fraud, check forgery, credit card fraud, confidence fraud, identity fraud, child pornography, online prostitution, and many more.

According to Sagala and Rozana (2007: 21) states that there are five forms of exploitation, namely: 1) sexual exploitation, 2) forced labor, 3) slavery, 4) inhibition, and 5) harvesting of body organs . The fate of women as objects of exploitation in news in the mass media by using the depiction of women in online media publications and even in various advertisements that serve to increase consumer attention to the products offered, but implicitly this has a destructive impact and or no longer upholds and respects the rights and a woman's worth.

Wolf in Sunarto (2009: 4) the figure of a woman by the mass media, either through advertisements or news, is always described negatively and is very typical, namely the place where women are at home, having the sole role of being a housewife and caregiver. The existence of women is also not represented proportionally in the mass media, either in the entertainment media industry or in the news media industry. Based on the above background, this research team tries to reveal online media objects with a study of Critical Discourse Analysis on online news texts, with the research title, Marginalization and Exploitation of Women in Online Media Reporting.

## **II. Review of Literature**

Mass media is a tool used in conveying the message from the source to the audience by using mechanical means of communication, such as newspapers, radio, television and etc. In this case, here the mass media is print media or newspapers. (Saragih, 2018).

News is an event report that has journalistic value or has news values - actual, factual, important, and interesting. News is also called "latest information". Types of news include: a) Direct news (Straight News / Spot News / Hard News), b) opinion News, c) Investigative news, d) Soft News. Views are views or opinions about an issue or event. This type of information includes columns, editorials, articles, reader letters, caricatures, corners, and essays. There are also writings that do not include the news also cannot be called opinions, namely features, which is a combination of news and views. The most popular types of

features are feature tips (how to do it features), biographical features, travel / adventure notes, and human interest features. (Saragih and Harahap, 2020)

Online media coverage carries the topic of gender, as the object of greatest interest to readers, so that the topic of gender remains a trending topic. At first, gender analysis according to Oakley in Mossae (2002: 23), the issue of gender is considered a good analysis to understand the issue of discrimination against women in general. According to Fakhri (2012: 12) gender injustice is a system or structure for both men and women to become victims of the system.

Online news in text form wacana as the most complete language unit in the grammatical hierarchy is the highest or largest grammatical unit. Discourse analysis of online news texts aims to make explicit norms and implicit rules for producing language. Discourse analysis can be seen as a reaction to more traditional forms of linguistics (formal and structural linguistics according to Bells, 1998: 135-140). This paper refers more to the viewpoint of Critical Discourse Analysis (AWK). Discourse analysis emphasizes the use of language in social contexts, especially the use of language in online media. Critical discourse analysis (AWK) attempts to analyze domination and unfair practices and is operated through discourse. According to Fairclough in Hamid (2004: 35) states that Critical Discourse Analysis (AWK) shows the cohesiveness of (a) text analysis, (b) analysis of the production, consumption and distribution processes of texts, and (c) sociocultural analysis that develops around the discourse. Likewise, according to Stubbs in Darma (2009: 15) says that discourse analysis is a study that examines and analyzes language used naturally, both spoken and written, for example the use of everyday language communication as well as online news texts, Fairclough argues that AWK see discourse as social forms and practices.

### **III. Research Methods**

Language research also places great importance on context, both the context of language and the situation, the context of language use in discourse. This research data collection using a qualitative descriptive method. The research used a qualitative descriptive method, which means that the data obtained is actually data from 10 online media reports as primary data sources and secondary data from critical discourse analysis theory books and gender from various sources. Sutedi (2011: 53) explains that in research activities methods can be interpreted as methods or procedures that must be taken to answer research problems. This procedure is a systematic work step, starting from planning, implementing and drawing conclusions. The data collection technique was carried out, namely first, collect data on women's news through online media according to 'Marginalization and Exploitation of Women in Online Media Reporting. Analyzing qualitative data according to Bodgan and Biklen in Moelong (2005: 248) says that qualitative data analysis is an effort made by working with data, organizing data, sorting it into manageable units, synthesizing it, looking for, finding what is important, what to learn, and decide what to tell others.

### **IV. Discussion**

Based on the analysis of online news text data, it is understood that the construction of online news texts found gender-based violence, so a text analysis was carried out on 10 online news headlines, about exploitation, violence against women, sexual harassment in online media coverage. The results of the analysis found two studies, namely the exploitation and marginalization of women in online media coverage, so that it will be more clearly described as follows.

#### 4.1 Exploitation of Women in Online Media

The media make women a commodity that news can exploit in order to attract readers. Exploiting women in reporting is done to make profits, thus the commodity of reporting lies in the selling value of women's lexis. The results of data analysis from various online media reports in relation to women's exploitation found types of exploitation such as: online prostitution, b) women are made into commodities, c) threats of digital violence, d) women are sexually harassed, e) harassment of women in the name of local culture, f) marriage the contract 'marriage siri', to be clearer, will be described as follows.

##### a. Online Prostitution

The rise of cases that ensnare top artists in cases of online prostitution, has an impact on the bad assumption that the artist is the center of a tarnished figure with the raid of a number of artists in cases of online prostitution. Whether it's the journalist's initiative to report on the case. Or even the editorial department who wants the case to be reported continuously so that readers come to read the writing. Another problem arises due to the prevalence of reporting by the media, especially the online media. with various rates such as online media coverage:

*Women: Exploitation and a Media Commodity*(geotimes, 21/2/19) Reporting on the online prostitution case that befell a female artist with the initials VA. He is said to have sold himself at a very fantastic price, 80 million rupiah. Unfortunately, VA was caught red-handed while transacting at a hotel in the city of Surabaya (D8 / P2 /,6/2/20)

##### b. Women Are Made Commodities

After falling down a ladder, that's the right adage and happened to the victim, because cases were caught online prostitution, several cases were revealed that became trending topics such as distributing vulgar photos to several people, so that they were caught up in the ITE Law, "VA is now made a suspect by the police the reason she is active in distributing vulgar photos to several people. He was hit by the Information and Electronic Transaction Law (UU ITE) article 27 paragraph (1). "(D8 / P2 /, 6/2/20). This was also experienced by UI students who became journalists 'commodities when he was with a porn video scandal case,' *A student at the University of Indonesia with the initials HA has also been a byword about a porn video scandal. Videos that he made with his partner spread on the internet.* '(D8 / P4 /,6/2/20)

This was expressed by Junaidi in the following news text, "Ahmad Junaidi in his article *Covering Women and LGBT Issues* in the book *Diversity Journalism: A Reporting Guide* explains that the exploitation of women's bodies is not only shown in vulgar pictures or photos. However, the exploitation of women can be through the title and / or content of a story. In a sense, today's media make women a news commodity to attract readers. " (D8 / P7 /, 6/2/20)

So, the role of online media journalists in preaching HA quickly and widely. Not only that, real identity and all privacy about HA's personal life were reported. In this case, VA and HA are victims in today's media interest, because online news is influenced by viewers as readers. Women's bodies are exploited by the media, because what is shown is not only vulgar photos, but women's lexis that can be exploited through the headline or the content of a story.

##### c. Women Are Made Commodities

The rise of dating applications from cybersex using single applications bro, "match, chat, date" which leads to sexual harassment, greeting with inappropriate words, being rude to women or being terrorized by a photo of the genitals sent by one of his male acquaintances on Tinder. Now, that is a bad experience, "said Bunga to journalist Yulia

Saputra in Bandung who reported to BBC News Indonesia. It is claimed that sexual harassment often occurs on dating apps, not only in the form of dirty words. It could even be worse, like what happened. experienced by Ades, a woman in her 20s this year, once, "When I didn't have a direct sexual relationship, I was asked to ID Line, I continued to give them. Not yet chatting, he just said, 'Hi Des, immediately pap (post a picture) of the genitals', "(D4 / P 4, 14/6/20)

The data above shows the fact that cases of violence against women often appear every year, in the socio-cultural life in the community. Whether it was revealed to the mass media or what was hidden or even deliberately not disclosed to the surface, because it had been resolved with the peace of the two parties or was not disclosed because of pressure or because of protecting the faces of both parties to the public.

#### **d. Women were Sexually Abused**

Online facilities provide a variety of human needs that function to meet all human needs including dating applications or cybersex with applications that have a "match, chat, date" slogan which leads to sexual harassment, which has often happened. Introductions on the site will certainly continue which will have an impact on casualties, still from the women's side. It begins with greeting each other the men they meet on Tinder.

Which of course ends with a bad experience, that's what the victim experienced, "said Bunga to journalist Yulia Saputra in Bandung who reported to BBC News Indonesia. It is claimed that sexual harassment often occurs on dating apps, not only in the form of dirty words. It could even be worse. again, as experienced by Ades. (D4 / P 4, 14/6/20)

Verbal sexual harassment has been experienced several times by this office employee. "There are people who greet with inappropriate words, not polite to women. Now, that's a bad experience," Bunga told journalist Yulia Saputra in Bandung who reported for BBC News Indonesia.

#### **e. Harassment of Women in the Name of Local Culture**

A similar incident was experienced by women on behalf of the existing culture in Sumba society. Violence against women is considered a complex set of beliefs that support sexual aggression and violence against men against women. This culture sees violence as something sexy and sexuality as violence in the name of the Kawin Catch culture in Sumba with the headline, "Married Catch: The story of a woman being kidnapped for marriage in Sumba, 'crying until her throat is dry.'" and Child Protection (PPPA), Bintang Puspayoga, expressed concern that he visited Sumba last week to discuss the practice, which he calls a form of violence against women and children in the name of culture. (D8 / P2, 23/12/19)

Universal subordination of women is their distinctive impact and function in the traditions and culture inherent in society. Women are seen as caregivers and people raising children. Women are also always identified in the household realm. In a different position, the gender hierarchy places men as a strong gender, always wins, never cries, and is only responsible publicly - not domestically.

#### **f. Marriage Contract 'Marriage Siri'**

Marriage as something sacred has recently been exploited to become a kind of legality of the relationship between men and women for various reasons, which by nature exploit women in the legality of husband and wife relationships. This is analyzed from the headline of online media: Exploitation of Women (Republika, 12/6/19) The exploitation of women in legalizing is analyzed from online news texts,

Twenty-nine Indonesian women were married off to Chinese but were forced to work without wages. Quoted from VoaIndonesia, they are suspected of being victims of trafficking in persons involving Chinese and Indonesian syndicates. (Voaindonesia, D10 / P1, 12/6/19)

Because of this system, how women are continuously exploited, even traded like goods. The gender equality that has been predicted does not match expectations, because in fact it actually adds to the sad fate of women. (DVoaindonesia, D10 / P5, 12/6/19)

Women must receive supervision from an early age, before the lure of material deceives them as in the case above and makes them victims of profit seekers in the name of religion, implicitly exploited, parents or husbands.

## **4.2 Marginalizing Women in Online Media**

The phenomenon of marginalizing women, which considers women to be seen as "victims, weak, whiny, objects" in various perspectives. The practice of marginalizing women is not appreciative in seeing women as partners who have the same function as men. Seeing the gender of women in the context of the relationship between women and men is often responded to by various negative opinions that consider women only from the biological and sexual point of view of men. In fact, women are often seen as merely satisfying the eyes and 'biological' desires of men. The marginalization of women, without realizing it, slowly enters the position of women in various policymaking arrangements, be it in the economic, political, social, and governmental power structures.

On the other hand, the existence of women who are only considered as a means of fulfilling the sexual instincts of men, is given freedom and is worshiped, but that freedom and adoration is aimed at fulfilling men's sexual needs and tastes. Which forms a popular mass culture. In fact, without realizing it or even deliberately marginalizing women, online media such as: a) The title of online reporting that corner women, b) Marginalizing women by using diction, c) Lowering the dignity of women with culture, d) Lowering the dignity of women with terms, so that the following will be discussed more clearly.

### **a. Title of Online Coverage That Corner Women**

Realizing or deliberately making headlines deliberately discredited the position of women, who deliberately looked as if deliberately dragging her into the case that hit her. In fact, it can actually be packaged to raise the dignity of women, so that the title has a more female perspective. Example in an online news headline: Police: Wife of Medan District Court Judge Sends 2 People to Kill Her Husband Kompas.com (07/01/2020). Even though the sentence structure by taking a wife is the topic, it seems that the wife has bad characteristics, even though something arises because there is a law of causality between the Judge and his wife which affects the death of the Judge. It means that there is something very heavy and depressed experienced by the Judge's wife so that she recklessly finishes off her husband. The same goes for online news headlines: 'Women: Exploitation and Media Commodities (geotimes, 21/2/19)', Threat of 'digital violence' on dating apps (CNN, 14/6/2020), 'Married Catch: Stories of women being kidnapped for marriage in Sumba,' cries until the throat is dry (D2 / bbcnews, / 8/7/20) 'Ravish Students in the Campus Bathroom, Lecturers Become Suspects of Kompas.com (24/02/2020). 6 Facts about Husbands and Wives in Gresik Offer Online Prostitution Services, Through WhatsApp to Lending Houses (2019/11/20), Police Unloading Online Prostitution Business in South Kalimantan, Arrest 4 Women and 2 Underage Men (Kompas.com, 24/01 / 2020). A number of organizations held demonstrations to commemorate International Women's Day (IWD) (Suara.com, Friday (8/3/2019)

## **b. Marginalizing Women with the Use of Diction**

Textually, the news texts about cases of violence against women above show gender bias. This can be seen from the choice of words used by journalists, such as: 'scandal', 'porn videos', 'being stripped', 'dating apps', 'cybersex', 'sexual harassment', 'genital photo terrorism', 'Women in their 20s', 'sexual relations', 'genital smearing', 'online prostitution', 'selling themselves', 'transacting in hotels', 'Married Arrests', 'Stories of women being kidnapped to marry', 'cry till my throat is dry',

*"Well, that's a bad experience," said Bunga to journalist Yulia Saputra in Bandung who reported to BBC News Indonesia. It is claimed that sexual harassment often occurs on dating apps, not only in the form of dirty words. It could even be worse, such as what happened to Ades, a woman in her 20s, once, "When I didn't have a direct sexual relationship, I was asked to ID Line, and then I was given it. Not yet chatting, he just said, 'Hi Des, immediately pap (post a picture) of the genitals'." (D4 / P5 /, 14/6/2020)*

The lexis used in online reporting is intended to attract the attention of readers, especially men, that is, it is adjusted to the perspective of diction that can stimulate men about the sensitivity of women that the media can sell to readers by following men's perspectives and tastes.

## **c. Undermining the Culture of Women**

Netizens have recently talked about 'arresting marriage' after a video that went viral in late June showed a woman being forcibly taken by a group of men in Sumba. There are many cases of arrest and marriage in the name of local culture, where a woman is arrested and held in marriage to a son's son. Some of the women managed to escape, while three of them went on to marry, Aprissa said. The two most recent cases occurred on 16 and 23 June, in Central Sumba where one woman finally got married. This is still found in Southwest Sumba Regency and Central Sumba Regency, East Nusa Tenggara Province, with the title of online news, 'Deviating the dignity of women'

*According to data collected by Aprissa Taranau, chairman of the National Executive Board for the Theological Education of Women in Indonesia (PERUATI) Sumba, there have been at least seven cases of marriage and arrest from 2016 to June 2020. (D2 / P1, 08/07/20).*

"This arrests only results in violence and injustice against women, physically, sexually, psychologically, not to mention the stigma of leaving a marriage that she doesn't want. (D2 / P4, 08/07/20) Practice on behalf of local culture It is clearly degrading to women, because women who are arrested for their human rights are shackled by the culture of marrying and catching them, because the men who catch them are unknown, so they are forced to marry, so many run away. Disi looks like women are weak and have their dignity humiliated

## **d. Lowering the Dignity of Women with Terms**

Women are analogous to dishes, beds, and frames, this is certainly degrading women only from the perspective of men who consider women only as servants, beds, or women's perspectives only for biological relations, as well as frames are interpreted as decoration in the household or a tool to satisfy men. This is expressed in the following sentence in the text:

*"The sociologist Thamrin Amal Tomagola said that women are depicted as dishes, beds, and frames. Let me examine these three meanings. First, the word dish means a dinner plate. But in this context, what is meant by a dish is a woman in the same way as a servant who brings plates to guests and serves them. Second, the bed itself means a place to rest or a bed. However, the intended context of the word complaint does not end there. The complaint that is meant is women as objects in sexual orientation or as a means of satisfying men.*

*Third, a frame is not just a picture or painting in a room for decoration. Women as frames mean that women are only used as decoration in the household..”(D6.P4 / P5 / P6, 21/2/19)*

Many terms are put forward to denigrate women, even though they unconsciously marginalize the wife's function as the queen in the household, as well as the term "Kitchen, Well, and Mattress" which is often heard for housewives who show a triangle as the axis. activity of a woman. Without realizing it, this has dwarfed and marginalized the function of women as mother figures. Now, if a sociologist has a narrow and dwarf paradigm, of course, it is only about satisfying and satisfying the needs of the husband. A sociologist should have opened broader horizons so that it has many positive sides that are used as concrete examples, not vice versa.

## V. Conclusion

Online media coverage is unnoticed or unwittingly by journalists and editors in packaging news so that news about the marginalization and exploitation of women has an impact on the marginalization of the position of women in the eyes of men through various cases of news through online media which are carried out with a lot of waste and continue to occur in the middle of society. Thus, the incidents of reporting on the marginalization and exploitation of women in various media do not diminish in the midst of the many threats to these perpetrators, they do not deter the perpetrators of such violence. Sexual violence in cyberspace often occurs in social life.

Based on the results of data analysis on the study of online media coverage of women who had gone viral in cases of exploitation and marginalization which accidentally or deliberately increased the number of readers of online media. Online reporting carried out by online media has two functions, namely as a conveyor of information to the reading public and on the other hand the media also plays a role in marginalizing and exploiting women with the aim of taking advantage so that the reading community increases rapidly so that readers 'viewer' as visitor readers provide the profit impact on print media companies.

Based on the results of data analysis, it can be concluded that eThe exploitation of women in online media includes: a) Online prostitution, b) Women are made into commodities, c) Threats of digital violence, d) Women are sexually harassed, e) Harassment of women in the name of local culture, f) Contract marriage 'siri' marriage. Whereas the form 2) Marginalizing Women in Online Media is carried out such as: a) Title of online news that corner women, b) Marginalizing women by using diction, c) Lowering the dignity of women with culture, d) Lowering the dignity of women with terms

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