

# Woman and Corruption in Mass Media

Hadiati

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**T**elevisi is one of the electronic mass media with high attractiveness. It assumes able to change human life values and routine and also to change the audience's nature and behavior. At present the television's function has changed from informative educative into receptive responsive. It means television program are not only informative tool for its audience but also as portrait and public opinion creator. Therefore program which present women involve in corruption cases at various televisions indicate and reflect those functions. Those stereotypes unconsciously construct the women involve in corruption cases under media control especially television. This article will explore the stereotypes context of this program position in television and its effect on woman's image in the community. This article will also research the expose woman representation and the stereotypes from the news discourse.

The result shows the corruption news on television, has created inopportune image for woman. Media especially televisions hopefully give useful education for the community without gender bias.

Keywords: media, woman, corruption.

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## Research Background

These last years television has gained vast network and consumer in Indonesia. Reform movement in 1998 with freedom and democracy slogan created chances for modal owner to establish television stations. Therefore television has different function then in Suharto's era. Television not only functions as entertainment and education tool but also as has multi function as entertainer, portrait capturer, and public opinion creator. Television not only functions as messenger for the government, educative media and entertainer. Public opinion implies the audiences indirectly require to response a program and interpret behavior and nature of a person in the program. The various functions of television and the established ideology of the media creates program which satisfy its audience and give profit for business owner. Blood, money and woman are aspects to gain audience and profit. Relate to woman many programs open their private life for public space therefore the public able to response and justify the role in various cases including corruption.

One of the gained attention program is new program. In Suharto era *Dunia dalam Berita* gained more attention than *Berita Nasional* today various televisions compete to make attractive new program. One of much attractive news is corruption news. Corruption develops as human civilization, not onlt in Indonesia but aslo in developed countries. Muhammad Zein said that corruption is extraordinary crime. Corruption derived from Latin *Corruptio-Corruptere means* rotten, broken, uncertain, and twisted or bribe. According to Huttington (1968) corruption is public official deviate behavior to fullfill his/ her private needs. Corruption is public power misuse for private needs. Corruptions not only judge by its harm the state but also the fulfillment of its elemnet. Corruption in Indonesia has vast root and spread practice. Corruption involved in various Indonesian government levels, person and vast networks. A phenomenon of corruption case in 2011 until 2012 is some women caught as corruption suspect.

Corruption case program has vast man and woman image indirect implication in the community progressively. This implication creates problem. The problems do not come from the judgement of the audience to the people they do not know other than the television's images creation. This images wil become new models to construct public idea and create stigmatized woman role.

This article does not support mechanical concept relate which relate television and public opinion whether journalism discourse has important role in collection production and reproduction representation. This article will analyze the representation of woman who involve in expose corruption case and stereotypes created by the news discourse. This research will explore stereotypes contexts of the news of the women involve in corruption case and its effect on women image in community.

The reseach used descriptive method. Nawawi (1990:64) said descriptive method focuses on problems or phenomena at actual date of the reseach, describe the facts as they are, and accurate rational interpretation. This research will present some modification with gender perspectives as the reseach's goal. The gender perspective will create some inputs for the media enlightment to act critically without gender bias on woman especially the one involve in corruption cases.

The method in use is quantitave and qualitative. The quantitative approach to make systematical data of how often stereotype aspects on corruprion cases on the news. Qualitative approach has important role in content analysis into strong perspective and to focus on qualitative codification base on units observation establishment frequency.

Analysis on corruption case news in television with sustainability observation technique differs into same steps. The first step is orientation on gender of woman involve in corruption cases. Second is orientation on private and public space on these cases. The last step is research on theme and the main content of woman invlove in corruption case such as Miranda Swaray Goeltom, *Bank Indonesia* bribery case suspect, Malinda Dee, suspect on Citibank customer fraud case, and Angelina Sondakh, *Wisma Atlet* fund fraud case. These three women choose for their professional work in capital. The reseach is done in two weeks, in January 1<sup>st</sup> until June 1<sup>st</sup> 2012.

## **Analysis**

There are 12 news in accordance to this research: *Siapa Menyusul Miranda* (Who Follows Miranda), *Suami Miranda Bawakan Buku* (Miranda Husband Brings Books), *Miranda Tetap Tampil Modis Dan Berkesan Glamour* (Miranda Keeps Fashionable and Glamorous), *Miranda Gultom masuk Lapas Wanita Tangerang* (Miranda Gultom Enters the Tangerang Women Prison), *Ups Melinda Dee Menangis Sebelum Sidang* (Oops Melinda Dee Cried Before

Court), *Si Cantik Pembobol Bank* (The Beautiful Bank Fraud), *Mobil Sport Mewah Malinda* (Malinda's Luxury Sport Car), *Malinda Operasi Radang Payudara* (Malinda's Breast Inflammation Surgery), *Angie Marah Tolak Dipanggil KPK* (Angie Upset and Refuse KPK Call), *Angie Menangis di 2012* (Angie Cried in 2012), *Angie oh Angie* (Angie oh Angie) and *Hotman Ungkap Lima Fakta Angie Pakai BB* (Hotman Describe Five Facts of Angie's BB use). All of that news aired in Metro TV and TV One.

Mass media especially television has strong power to affect the community's nature and behavior. Mass media also determines the community developments. Mass media able to direct, lead and affect community's life at present and in the future. Therefore the news room, no longer consider as a sterile "black box", which has political and business interest. The interests will decide the news present in the television's new room (Garnham N.:2002). Therefore it would not be a surprise to find unbalance construction on news of woman.

Carole Pateman (1988:11) in her book "The Sexual Contract" explain historically whether women often absence in community matters. Some women attend the community matters because of their privileged position in the community, for example women from noble family and their husband's role in the community which creates gender bias. Another element which sustains gender bias is woman position as a group with reproduction function. Yuval-Davis (2003: 23) argued: "Women have roles as symbolic border guards and as embodiment of the connectivity, while at the same time being its cultural reproducers".

This dimension strengthen their role in private sector because its relation to child birth and nursing. the journalist more focus on the woman's private aspects as news object which shows imbalance role of men and women in public and private dichotomy. Woman private life is more attractive because it considers as intimate aspect which gives pleasure. These phenomena appear from some aspects such as woman's physical appearance which creates aesthetical value in entertainment world. This value creates woman physic convention. Lifestyle and private behavior is an object in control culturally and collectively. Therefore woman has cultural implication naturally in control aspects and organization of their body. Woman associations with private matters strengthen stereotype and construct an understanding in exposing their private life to the public. It means there are no fault in cultural and social perspective on woman intimate aspect.

Otherwise men is a group with normalize productivity. Men present in political scheme. They are not objects with weakness therefore they are subjects with productive process. Their private life does not expose because their morbidity considers common and need no control, therefore there is a normalize perception on this group.

However woman condition is different, especially the ones involve in corruption cases. Although those women have important role in public sector, their private role stereotype more focused on because the strong collective appreciation on this representation. Although focus on this private life is fragile because community appreciation more emotional and subjective. Public opinion will direct into negative judgment. Therefore public life which represents creativity will bring community into positive understanding.

The result shows the corruption in Indonesia has entered various groups, and vast network. The fact shows the women involve in corruption is fewer than men. Therefore the news coverage is larger, because the news is more massive especially on television. Television present women involve in corruption cases with more focus on their woman context. For example: Miranda Gultom, a professor in a famous Indonesian university. She always has fashionable outfit and hairstyle, the corruption's motive and political interest has not yet revealed. This news implies that Miranda Gultom is a more "serious" political conspiracy victim. Malinda is a corruptive socialite to fulfill her lifestyle and Angie, a Miss Indonesia, with complex love relation with few men and involve in corruption case. The news on women involve with corruption cases is different with men. Their news spiced with other matters than the corruption. Media function in the news on women involves with corruption cases as information carrier and supervisor is not working. The news is mostly about gossip and the private lives of the women involve with corruption cases not the substantial matter, the corruption. The representation of women involve with corruption cases strengthen the assumption as a weak creature and problems. Woman's exclusivity in the community creates their role which focus more private aspect which usually relate to domestic area. There is power constellation dichotomy in public-private relation, namely domination and subordination. Public sector, which usually relate to real production, organization, idea construction and decision making bring its actor, men historically, to dominant position. Men established regulations, concrete and symbolically in real life. Therefore private space with indirect relation to political decision making, place women in subordinate position. Women become group regulated by other group, men.

Television news usually does not place men and women in the same position. The patriarchy power tradition place women in marginal public place because their access is not large in this space. There are some cases of women has the same chance as men in spaces usually dominated by men, with exceptional elements. The fact of private side of women involve in corruption cases will strengthen the stereotype. For example of the news : Miranda Gultom Keeps Fashionable and Glamorous, Malinda Dee Corruption Because Her High Class Lifestyle and her 14 years younger husband, Angie lover the investigator etc. there is a dichotomy on both sides with the same values as the negative implication with different paths. At one side these women has dominant character and power especially verbal dimension, but the other side shows they are weak creature with weak physical and psychological, and also subordinate position. The subordination shows in the news which focus on their moral. The men behavior however only focus on a short time. The men's case is considers personal disaster than collective opinion's sensitivity. It means after did their time, men with the remorse attitude will be forgiven and the personal disaster end.

Bias of this stereotype is women need to be organized in material and symbolic by the collective public, whether men organize their own problem personally. The judgement imbalance is the result of dichotomize news of the private and public life of men and women. Whether women public space focus as men, there will be a constructive thought that women has productive role and representation in the community. The women involve in corruption cases have great talent and ability in production, work, profession which rarely reported. This shows the women's images destruction unconsciously due to the social construction. This caused by the imbalance news of the women involve in corruption cases.

## **Conclusion**

The women involve in corruption cases news representation in Metro TV and TV One exposes mostly on woman's aspect. It shows woman's public role which concentrate on affection and emotional sector.

Gender stereotype context exploration on the news of women involve in corruption cases discourse is a form of violence on media. This violence considers as common thing because the patriarchy culture in power of man and woman imbalance relation. Those two

televisions are products of a community closely relate to patriarchy culture. The media content closely related to patriarchy culture because the media owner is the product of community.

Hal ini berarti media tidak menjalankan fungsinya sebagai alat kontrol sosial, malah secara tidak sadar menyebarkan stereotip yang tidak baik terhadap satu golongan tertentu diantaranya kepada perempuan. Dengan demikian, berbagai stereotip imaji perempuan muncul dari pengkonstruksian ide publik lewat tayangan beritakorupsi di televisi.

There is an image construction externally, which means agents outside woman enter their area. Construction in this process has structural nature which place woman below the power of image with masculine ideas. Man internal construction is horizontal with their role as creator value and a system to organize them. Man and woman has different public opinion construction stereotype although the public opinion is the center of construction's dimension. Collective construction with institutionalized external nature I public opinion directed to woman with regulations and rules.

The regulations create woman's stigma in material, namely the entity with improper sign. Symbolical understanding shows the different woman social status of man. Construction with public opinion has a symbol as norm creator and norm maintenance. Women and their image place below the conserve collective power. Men however become independent group with their internal construction to create a system without them inside. Masculine group has power historically in regulation some elements give them chances to justify the aspect which could creates stereotype. The negative image covers with their logical productive symbols, for example their real function in community or with their creative ideas.

The corruption cases news on television is a negative image creator for woman. Media especially television could give more useful education for the community with program that not only entertain but also with positive constructive nature such as program which establish logic and intellect in common which are the basic human nature to develop and maintain gender balance.

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