

Media Construction of Gender: Framing Analysis of Rape Cases in the Mass Media

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ABSTRACT

Construction of the printed media which tends to dramatize and blow up the reporting of rape cases has in fact discredited the rape victim, resulting in gender bias. This is due to the fact that media present the news content concerning on the victim and the perpetrator in imbalanced reporting, in that the victims are scrutinized from diverse facets. This paper analyze the coverage of printed media in rape cases by means of framing analysis. The result shows that printed media coverage generally goes beyond the rape case itself as the victim's identity and images of the incident are also revealed. The using of visual image (victim's image) is probably aimed to present an overview on the fact or the truth from the media viewpoint. This presentation, however, obscures the differences between factual and fictional reality and this might lead to different interpretation on the readers' side. Furthermore, inappropriate reporting might become the society's reference concerning on the modus operandi, in that the society learn or imitate the aspects they once did not know of. Visual image will create a second rape by the media toward the victim, in addition to the stereotyping developed in public, which often brings out psychological impact to the victim and the family. This is called the third rape.

Keywords: Patriarchy, Gender, Rape, Framing Analysis

ABSTRAK

Konstruksi media cetak yang cenderung mendramatisir dan melakukan blow up terhadap kasus-kasus pemerkosaan ternyata memojokkan korban sehingga menimbulkan bias

gender. Hal ini disebabkan media menampilkan isi berita yang tidak seimbang antara korban dan pelaku, yakni dengan menampilkan lebih banyak sisi lain korban. Tulisan ini menganalisis pemberitaan media cetak dalam kasus pemerkosaan dengan menggunakan analisis framing. Hasil analisis menunjukkan bahwa media cetak ternyata tidak hanya mengungkap kasus pemerkosaan saja namun seringkali memunculkan identitas korban dan foto-foto kejadian. Penggunaan visual image (foto korban) dapat dimaknai untuk memberikan gambaran kepada pembaca mengenai fakta atau kebenaran menurut media. Hal ini menimbulkan batas-batas antara realitas yang bersifat factual dan kenyataan yang bersifat watak fiktional menjadi kabur sehingga akan menimbulkan interpretasi yang berbeda dari pembaca. Disamping itu menjadikan pembelajaran bagi masyarakat tentang modus operandi dengan melakukan imitasi sehingga mereka yang tidak tahu menjadi tahu. Visual image justru akan menimbulkan the second rape (pemukosaan kedua) oleh media terhadap korban belum lagi karena stereotipe yang berkembang di masyarakat, sehingga menimbulkan dampak psikologis bagi korban dan keluarga. Hal inilah yang disebut the third rape (pemukosaan ketiga).

Kata kunci: Patriarki, Gender, Pemerkosaan, Analisis Framing

INTRODUCTION

As a matter of fact people today are still overshadowed by the norms of Victorian era (Foucault, 1997: 202) wherein women are placed in a weak position. At that time women were the *property* (complement), consequently they are positioned as objects of sexual exploitation. Public perception makes the violence to women occur repeatedly.

Hesti Armiwulan (2004), a woman activist, considers that the violence in the physical form especially in women is a crime, although it occurs in domestic area. Ironically, the Criminal Code sanction given to criminals is still too lenient. For example, in the case of rape, the offender is fined with a small compensation in the amount of tens of thousands. Although the Penal Code also states that criminals could be sentenced to a maximum of 20 years in prison, but in executing rarely or almost never occur an offender of violence against women was sentenced to 20 years in prison. Though suffering insufficient replacement, especially the psychological impact suffered by victims, punishment given to crimes of violence against women is not in accordance with the humanist values.

Judicial decisions in cases of rape are always detrimental to the position of women. This is due to the fact that our society still adheres to a patriarchal culture. They construct the position of women lower than men and women are property. Such perceptions often lead to violence against women (Siregar, 1999: 370); moreover, the definition of violence

against women has been increasingly blurred. Consequently, patriarchy culture gives legitimacy to a man to commit violence against women.

Construction of the community who regard sex as a taboo resulted in sexual violence against women. On the other hand, ashamed-rape victims feel afraid talking about her traumatic experience, so it is hard to investigate the rape cases. Furthermore, if rape case was revealed in the media, the victim will suffer even more. Under these conditions *the second rape victim* by the media occurs. The second rape by the media through news reporting has definitely caused tremendous psychological impact for the victim, so the victim loses the sympathy of the public. These conditions resulted in the closing of many cases of sexual violence experienced by women. Often in cases of rape, the victim and her family cover up what they have experienced.

The stereotype that views women as sexual objects is clearly a form of discrimination and injustice. Veritable stereotypes have limited freedom, complicate and harm women (Fakih, 2003: 74). As a result, women are highly exposed to violence, both physically and psychologically. Violence against men is basically derived from a variety of sources. One of the violence against women is in part caused by the incorrect gender assumption. Violence caused by gender bias is well-known gender related violence (Fakih, 2003: 17). Hence, people still think that women below men. Women are still regarded by most people qua the properties that are the object of sexual violence.

There are many kinds of crime that can be categorized as gender violence. *The First*, the form of raped against women, including rape in marriage. Rape can happen if someone is forced to obtain sexual services without compliance, including those who have become husband and wife. This is due to some factors, among others, fear, cultural and economic compulsion. *The Second*, the act of beating with a physical attack in the household (domestic violence), including the rape of children. Many cases of rape were not revealed and likely closed because people still considered taboo, thereby offering more reticent and do not want to be the gossip in community (Fakih, 2003: 18). *The Third*, the form of torture that leads to organ (*genital mutilation*), for example circumcision occurs on girls. Although circumcision on women have a rational reason, but it

could be categorized as genital mutilation. *The Fourth*, violence in the form of prostitution. Prostitution is a form of organized violence by an economic mechanism with the result that harms women. Every society always uses double standards against sex workers. On one side, the government ban such practice, but on the other side the government charges entertainment tax out of that business. *The Fifth* is the types of coverted violence (*molestation*), the holding or touching the female body in various ways and opportunities without the willingness of the owner of the body itself. Type of violence is common in the work place or in public places such as on the bus. *The sixth*, crimes against women are common in today's society known as sexual harassment (*sexual and emotional harassment*).

The notion that prevalence of sexual violence decreases is believed to embark from quantitative basis. However, when seen from qualitative aspect (*meaning*), sexual violence in fact continues. Coverage on rape cases in various printed media became an attraction sold by a variety of media, such as Radar Surabaya Daily newspaper and Memorandum Daily newspaper.

Coverage on rape cases in various printed media is pertinent to this analysis because it involves issues of awareness. How the media consider the families of victims of rape that could potentially convey gender bias, especially news discrediting victims. Media coverage tends to neglect the Journalists Code of Indonesia since it was named Journalist Code of Ethics Indonesia. In Article 3, paragraph 6 (Patmono, 1996: 139), the boundaries of a coverage that is not contrary to moral norms, especially for victims of rape, is explained.

In reporting a rape victim printed media should hold onto the Code of Conduct by using a pseudonym or initials. But those boundaries disappear when cases of rape were reported with the offender's name, parents' names, addresses, ages; especially the language used tends to lead to gender bias and discrediting the victims. Coverage of rape case often disrespect the dignity and honor of the victims and their families.

Media coverage is often unsatisfied with the identity of the victim, then, it attaches the photographs that illustrate the state of the victim to accompany the story. The media is always trying to dramatize the news

coverage both in terms of language and image of real victims. This is even more vicious than the rape itself. The reality is interesting to examine and so is an analysis of media construction toward gender concerning on rape cases on mass media, unjust practices and the impacts suffered by the rape victim.

THEORETICAL FRAMEWORK

1. Gender and Stereotypes

Gender is an inherent nature of men and women which is socially and culturally constructed (Fakih, 2003: 8). In general stereotype is defined as labeling or tagging of a particular group. Stereotypes are always detrimental to the women that lead to injustice. One form of stereotyping is sourced from incorrect perception of gender; thus, there are a lot of unjust practices happen to woman.

People assume that women's main duty is to serve her husband so they do not need to be educated. The stereotype results in diminishing women's education (Fakih, 2003: 17). There are many government regulation, the rules of religion, culture and customs of the people developed under the legitimacy of these stereotypes.

2. Gender and Symbolic Violence

Violence is an attack or invasion of a person's mental and psychological integrity. Violence against a particular genders due to the assumption that one gender (*gender bias*). Violence caused by gender bias called related gender violence (Fakih, 2003: 17).

a. *Typology of Violence Galtung*

Violence can be physical or psychological dimension of personal and structural. Violence personal dimension (right) occurs when there are subjects (humans). Conversely, it is called structural violence if the power is attached to the structure and the person behind is not recognized anymore. Galtung Typology of violence emphasizes personal-structural violence. Personal violence has subject-object relations and personal concern for the subject and the object is a human being. The difference between personal and structural violence is not very clear. Both have a causal relationship and the dialectical relationship and can be physical or psy-

chological harmful, but structural violence is often seen as psychological violence (Marsana, 2000: 72).

Structural violence can occur in all sectors of politics, economy and culture. Authoritarian political system that violates the individual political rights, discriminate law and facilitates the exploitation of the elite of the society is politically structural violence. Besides distinguishing perpetrators of violence based on the presence or absence (personal-structural) and its consequences (*physical and psychological*), Galtung also developed typologies of violence with some other dimensions; intentional or not, latent or manifest, and there is or is not an object.

b. Symbolic Violence Bourdieu

Symbolic violence is a violence *discourse*, which is more of intellectual activity aimed to intervene the thinking process of others so that various kinds of violence could be accepted or even, needed. Because if it works at the level of thought, the victim does not feel abused, physically and psychologically (Marsana, 2000: 15). According to Bourdieu, symbolic violence is violence that is “enforced” to get compliance is not perceived as a constraint by relying on the collective expectations of the beliefs that are socially embedded. The theory of symbolic violence based on the theory of production belief, derived from the socialization process necessary to produce social actors equipped with schemes of perception and appreciation which enables them to receive commands given in a situation or a discourse and compliance (Rusdiarti, 2003: 38).

Social actors accept symbolic violence as a proper conduct because it uses cognitive structure that social actors has possessed from birth with objective structure in social world. Mechanism of symbolic violence goes in two ways, namely *euphemized* and *censorship*. *Euphemized* usually makes symbolic violence invisible, run smoother, cannot be recognized, and is selected by “unconscious”. The shape can be a trust, duty, loyalty, courtesy, gift, loan, reward or mercy. Meanwhile, *censorship* mechanism make the symbolic violence appears as a form of preservation of all forms of value that are considered the “norm honor” (Rusdiarti, 2003: 39).

c. *Simulacra Reality*

Rape cases can be studied with the theory of *agenda setting* Maxwell E. Maccombs and Donald L. Shaw (1992), the choice of media to disclose, publish or not a fact. However, when analyzed more deeply, the actual coverage by the media is to establish what is called *simulacra of reality* by Baudrillard (1995), the disappearance of boundaries between factual reality and reality is a fictional character. That is because the media slender do *blow up* and dramatize actual fact that it is difficult to distinguish between the real conversely. What is called to the fact the truth is replaced by the fact that packaged by the media to dramatize that fact. This resulted in a second rape (*the second rape*) because the news media will make a tremendous psychological burden for the victims and their families.

And mass media pose new era in which the old forms of production and consumption has given way to the new world of communications. Unlike the old world, the new world order is basing itself on the pattern of feedback liaison and interacting; processes are narcissistic and always involve a change in the surface. Along with the disappearance of public space, news invaded up to the private sphere. The loss of public space is followed by the disappearance of the private sphere. Public space is short term a spectacle and private space is no longer a secret. Even before there is a clear distinction between public and private spaces, now the distinction has been erased in the form of obscenity information in the most intimate of our lives and has become a media spotlight (Sarup, 2008: 299).

There is an interesting relationship between writing Marshall McLuhan and Baudrillard writing. According to McLuhan, the medium is the message and the importance of that message and not the content but the form of media. While the view of Baudrillard, TV and media functions are blocking the response, privatize individual, put them in a private space and cause the *simulacra of reality*. This means that a real watch and May no longer be distinguished. Society has now reached a stage called hyperrealists, the state where the state between reality and illusion become blurred, the reality as it is and reality as it should be gone. In the world of Baudrillard, all “hyper” than the reality. Being hyper means defrosting, not exceeded or separates their reality. When the boundary line

between the real and the result of reality eroded mangier more “*real than real*” and has become the only existence.

REASEARCH METHODS

This study used a qualitative approach to spectrum the depth of social phenomena. Rape cases that had been reported by the media tend to lead to gender bias. Media coverage is a fact that creates a multi-interpretation. This is seen in the use of written language in the news media that tend to marginalize women.

Collected data is done by prioritizing search cases of rape were reported in the press. Rape cases analyzed in this study came from Surabaya and Daily Radar Daily Memorandum. The reason for using the media source contains as many cases of rape and can be used as a comparison in the news media, especially loading photos and text language used so bring up the subject.

This study uses framing analysis. A method has reveals the politics of mass media. Eriyanto (2002), William A. Gamson and Andre Modigliani (1989) and Robert Entman (1993), saw the news media qua a fact that that is the problem framing analysis is how the media constructed reality or event. More specifically how the media framed the events in a particular construction. Framing a focal point is not whether the media gives a negative or positive interpretation but how to frame developed by the media.

Analysis framing, according to George Aditjondro (1992) is a method of presenting the reality of where the truth about an event not avoided completely, but gently deflected by giving attention to certain aspects only using certain terms connote, aided photographs, caricatures and tools illustration involving all workers editorial section of print media. Reporter in the field to determine who interviewed and whether the report will be posted on the reporter or not and to determine what titles will be awarded. Advance planning officer with or without consultation with the editor to determine whether the text should be accentual news with photos, cartoons or other illustrations or not accompanied by photographs, caricatures or even illustrations are selected.

Even framing the analysis involves not only media workers, but also

parties to the dispute in certain cases, each trying to show the sides of the information you'll want it while actualize validity of his views with reference to knowledge, ignorance and feelings of the reader. Analysis of the mass media as framing makes an arena where information about certain issues contested in a symbolic battle between the various parties who are both wanted his views supported readers. Framing analysis as a method of text analysis much influenced by sociological theory: Peter Berger and Erving Goffman (Jacky, 2003: 5), ie, the fact is social construction.

These processing is ultimately framing the analysis of how the reality of it present in front of the reader. What do we know about the social reality depends on how we do the frame of the events that provide insight and specific meaning to events. Framing can cause a similar event can produce radically different story if the reporter has a different frame when he saw the incident and wrote his views in the news. If reported by the media is often the result of their views (predisposing perceptual) reporters when seeing and covering events. Framing analysis is used to determine how the reality of the same events differently packaged by journalists to produce news that is radically different. Here are the stages or the process of framing analysis (Eriyanto, 2007: 83):

TABLE1. FRAMING ANALYSIS STAGES

ASPECTS	THE QUESTION ASKED
Coverage of certain events	1. Why the incident reported? 2. Why other events are not reported? 3. Why place the same event or different parties are not reported?
Defining the specific realities	1. Why is reality defined as such?
Presentation of certain side	1. Why you'll enjoy certain side? 2. Why can not the other side?
The selection of certain facts	1. Why is the fact that you'll enjoy? 2. Why does not the other facts?
The selection of a particular resource	1. Why informants were interviewed? 2. Why does not others?

Sources: Eriyanto, 2007: 83

One of the effects of framing social reality is complex, full of irregular dimensions and presented in the news as something simple irregular and meets certain logic. Framing provides tools how events are shaped and

packaged with a category known to audiences as it helps the audience to processing framing information is known, the key words and a certain image (Eriyanto, 2007: 83).

RESULTS AND ANALYSIS

The preaching of some media about cases of rape is very interesting to analyze because it involves the protection of the dignity of women victims of rape and her family especially if the offensive and create gender sensitivity. Many freight media coverage of rape cases turns more to discredit the victim, causing gender bias. In the media often publish rape victims or reveal the identity of the photos of the incident. That is because the use of *visual images* (in this case the victim's photo) gives the reader the authentic facts of the case (Jacky, 2000: 5). But the visual image will only lead to the second rape (*second rape*) by the media to the victim yet again with the stereotypes that developed in the community over the news media came to be called the third rape (*third rape*). The third rape is a term used to describe the result of another writer who felt victim of rape. This result may be a rumor (stereotype) from the community, which in our society develops the notion that rape is a *disgrace*.

1. Daily Radar Surabaya

The first rape case is including an exceedingly provocative title of "Father of ravish Stepchildren". Of the title is the word "ravish" replaces the word rape and giving it meaning rape action without any coercion and away from violence. The sentence is a symbol of a given medium as its message. These symbols communicated in the media thus can be captured by the public, including victims of rape or a rape victim's family. The process of interaction like this is categorized Bourdieu qua symbolic violence (Marsana, 2000). "It looks qua often left his wife works out of town that Sugeng lonely". Sentence fragment above can be interpreted that the rape caused Sugeng left his wife works out of town so the less sexual desire fulfilled that eventually became an outlet stepsons. In this case the media gives it meaning that rape is the fault of his wife, who works out of town.



FIGURE1. TEXT NEWS RAPE “BAPAKHAMILIANAKTIRI”

Sources: Daily Radar Surabaya, March 24, 2005

The attitude of the news media that dramatize the psychological burdens for the victim despite the victim's identity disguised as “bunga”. The media use the word “bunga” saving constructs of language. The word “interest” connotation where “interest” is a fragrant herbs and anyone can pick it. Connotation of the concept of “sign” in semiotics approach emerged as a stable of a function “sign” denotative (Umberto, 2009: 80). Media bias against the perpetrators clearly demonstrated with the preaching of the word poll cornering women. A woman who is received stereotypes of society. Stereotypes attached to women this is a form of injustice (Fakih, 2003: 17).

Construction people who think sex is a taboo to be one of the causes of sexual harassment. Most people do not want to reveal even the meetings tend to hide the incident as rape was considered a disgrace. So the case was revealed mid-September 2004 after seven months has not publicly known. This proves the fears of victims and families of the “rumors” of society. Media in this case as if just transferring the facts on the ground, but the rape news reporter (news writer) deflect the fact that the case with the simulacra of reality rape.

From the results of the offense, the offender was sentenced to only seven years in prison. Obviously this punishment is not proportional to the suffering of the victim by the act of a father who thinks his son as a prostitute that can be used at any time as the goods.

“bunga, cannot do anything about it. Until finally, mis conductles to occurred in bunga room. Since then, every existing occasion, Sugeng stepson's always screwed. In fact, intercourse is done up to ten times more. Every time is clocked. Interest, has given pocket money Rp 5000-10000 “(Radar Surabaya, March 24, 2005).

Of the phrase “Bunga, given pocket money 5000-10000 Rupiah” shows that women only undervalued before men. Women in this case considered being items that can be used and purchased with money, without considering the human aspect. Not to mention the rape perpetrators are parents though its status is father-in-law, but it remains that rape is one of the acts of violence (violence), which is an attack or invasion of a person’s psychological mental integrity (Fakih, 2003: 17).

The word “intercourse” that replaces the rape was not worth it because of marital intercourse is typically done without coercion. Media in this case showed no coercion in rape. Elements of violence and coercion are not shown by the media in the case of rape, and the victim is made the object of preaching.

Fragment of the phrase “Bunga” cannot do anything about it. Until finally, the misconduct that occurred in the room of bunga “, illustrate the women do not have any ability and strength when dealing with men. Women have constructed the man standing under construction so it becomes legal and legitimacy that women do not have the strength to fight the man when the battered condition. Culture patriarchy who thinks men are above women always be an inspiration to construct rape media in preaching.

2. Daily Memorandum

In cases of rape Memorandum Daily published on December 5, 1999, entitled “Uproar Kediri, Girl Raped and Murdered Veiling: Towards Emerging Fasting, Allegedly Semobawok Doctrine” which is placed on the first page of the media. The news comes with a photo of the victim who was wearing a headscarf. In the news flow of events rape Memorandum contains complete with the victim’s identity.

The media is censoring body’s photo by blurring the hips and thighs victims, so it seemed pathetic. However, when examined more precisely loading the photo itself that much more pathetic. Pooled photo looks naked bodies are hurting the dignity of the victims and the families left behind. Loading of the photo is a form of symbolic violence (Jacky, 2000: 50) to the victims and their families. Photos of victims of the “spectacle” the public will make families become psychologically collapsed.



FIGURE2. TEXT NEWS RAPE “UPROAR KEDIRI, GIRL RAPED AND MURDERED VEILING”

Sources: Daily Memorandum, December 5, 1999

Violence against victims does not just stop there. Photos of the deceased when he was alive, too soccer jersey are daubed. Not bear-hearted photo is loaded with photo pose veiled. This seemed to provide a clear picture to the reader about the identity of the victim of the original face as a victim and not just photos bodies were deliberately obscured the picture. While showing photos with hijab pose will also cause religious sensitivities and obviously this is a form of harassment against one religion.

Loading rape story was a form of simulacra of reality characterized by the disappearance of public space so that the news can be invaded up to the private sphere. *Home territories* have been lost marked by the loss of *private sphere* due undermined by the media (Sarup, 2008: 299). *Private sphere* turned into a public agenda that the media is able to enter the private to public access. Rape case which was originally a private arena successfully herded into the public arena so that media bias for public consumption.

It is not known exactly what the media mean additional photos deceased when he was alive. It may be that this is just a media strategy that

preaching is more impressive, because the picture can explain more about the identity of the victim so that it seems more dramatic and sensational. However, the question is whether to picture the deceased victim was still alive when it needs to be displayed? Is not it better showing photos perpetrators of rape if the perpetrator has been caught, so people know clearly about the identity of the perpetrator.

CONCLUSION

Until now the construction of a patriarchal culture still puts the position of women under men so that they only used the *property* (complement). This view led to violence against women. The existence of violence is against women due to the inherent stereotypes triggering men to commit such acts. The violence also affects children under age girl or teenager.

Media should stick to the Code of Ethics of Journalism at the preaching of rape victims, the need to use a pseudonym or use initials. But those boundaries disappear when the media show the name rape victims, parents' names, address, age. It stretches and will only show gender bias. Moreover, the language used tends to hyperbole and dramatized so impressing cornering victims are mostly women. News media also frequently override the dignity of victims of rape. This is called the second rape (rape second).

In the media often publish rape victims or reveal the identity of the photos of the incident. The use of *visual images* (in this case the victim's photo) can be interpreted to give the reader an overview of the authentic facts of the case. Ironically, it would likely cause the stretcher second rape (*second rape*) by the media to the victim, not to mention the stereotype that developed in the community for the news media came to be called the third rape (*third rape*).

Coverage in some media about cases of rape is relevant to analyze because it involves the protection of the dignity of the victims of rape and their families, as touched on gender sensitivity. Many news media reveal cases of rape turns more to discredit the victim, causing gender bias.

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