

Women Frame in Media Discourse

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Abstract

This research is motivated by high public attention in the case of online prostitution *Vina Garut*, which is reporting about her the case brings up gender discrimination, and the media that actively contribute to these cases is suara.com. In this study, the authors pick nine news the period 15 August to 21 September 2019, which are then analyzed using Sara Mills's critical discourse analysis. From the results of the analysis, Vina is a woman who is at the same time is displayed as a negative character in this case. Apart from that, Vina is also positioned as an objectified party. This is seen in the way the media features news that highlighted gender discrimination. Researchers see that patriarchal discourse in Indonesia still positions women as people who have high news values but are also vulnerable to being positioned unevenly. Researchers also see that the media of the object of this article's research has tried to choose diction and arrange sentences in a balanced manner. But patriarchal ideological discourse is still seen in several narratives and readings of the production and consumption of public discourse in news portals in particular and discourse in public in general.

Keywords: Discourse, Critical Analysis, Online News, Woman

1. Introduction

News that involves women always has more appeal to the public. This attraction can be seen in how the media can make periodic coverage with a high frequency which makes women the center of attention. The attractiveness of these women is also often used by the media to gain audience attention and increase its profit for the media. The news itself in simple definition is what people want and need to know or more broadly by the public. By reporting the news, the mass media provide information about what they need. In the references that the authors have, the news is defined as the fastest report on the latest facts or ideas that are true, interesting, and important for most audiences, through periodical media such as newspapers, radio, television, or online internet media (Sumadiria, 2012). The author comprehensively describes the news as a quick report of events delivered by journalists about facts that are interesting, important, and need to be known by a wide audience. News can be distributed through printed and electronic mass media such as social media, radio, television, and online media such as the internet. News now has begun to enter the digital realm that making the process of circulation fastest (Prayogi, Sjafirah, Ariadne, 2020). In just seconds an event can be spread by digital media that is already internet-based.

This media is better known as online media. With this technological advancement also online media created a news production process which is also called online journalism. Furthermore, online journalism is also defined as the process of gathering, writing, editing, and disseminating news online on the internet. Journalistic online (Online Journalism) is also called cyber journalism, internet journalism, journalism web (web journalism) is a new generation of journalism after conventional journalism (print journalism, as newspapers) and broadcast journalism (broadcast journalism, radio, and television) (Romli, 2012). Journalism Online is journalism that uses the Internet as a medium to broadcast a story that can be accessed globally.

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Its application in online journalism is marked by the emergence of the online news portal, currently, every reader can provide responses and comments on available news portals (Fachruddin, 2019). This is what makes online media can form two-way communication between the media and the public in large numbers. When news is on the rise, audiences can become very active on social media (Bahri et. al., 2021), without exception to the news that makes women the object of news. However, very often the media overly positions women as the object of reporting without regard to the private aspects of women. Further women in the news are often used as a frame that is used only to attract the public's interest in consuming information and the media that report it. The news which is most often a public conversation where women are positioned as the object of news is prostitution news. The news that makes women the center of attention makes it seem that women do not have aspects that need further protection. Very often the media places women as perpetrators or sources of problems.

As technology develops, prostitution also transforms with a digital system, so it is also known as online prostitution. By utilizing the internet and social media networks, online prostitution is so much happening. Recently in 2019, there have been many cases of prostitution that have become very popular. Of course, we have heard about online prostitution cases involving public figures Vanessa Angel, followed by cases of "gangbang porn" videos from "Garut" and the latest case of a "Puteri Amelia" that just happened. This case often becomes the main role in the media. The position of women in prostitution cases here seems quite sad with how the media framed it by making it too preaching about the sensuality and background of women, regardless of the private side and self-esteem of women. Gender discrimination will be strongly felt in the reporting of online prostitution cases which often make women the center of negative problems. This article seeks to illustrate how women are marginalized in online prostitution. By using the analysis of the critical discourse of Sara Mills's model, the writer tries to see the media discourse in framing women and making it a news story or discourse. By raising the case of "gangbang" from Garut which recently became the center of public attention. The object of research in this article is the online media Suara.com, which published nine news items about vira Garut from the period of 15 August to 21 September 2019.

2. Literature Review

In this article, the writer uses Discourse Analysis as an application for analyzing female text frames in Media discourse. Discourse analysis is a general term used in many disciplines and with various understandings. Although there is a large gradation of various definitions, the point of contact is discourse analysis concerning the study of language use (Eriyanto, 2012). The application of Discourse Analysis as a media text analysis initially only existed in the positivistic realm that discussed the news text quantitatively, namely content discourse analysis. With the development of media text analysis in communication science, discourse analysis also developed and began to enter the critical realm known as Critical Discourse Analysis. Critical Discourse Analysis in more detail emphasizes that critical discourse analysis here is not understood merely as a study of language. Discourse analysis does use language in texts to be analyzed, but the language analyzed here differs from the understanding of language in the traditional linguistic sense. The language analyzed is not merely describing only its linguistic aspects, but also relates to the context in which the context here can mean that language is used for specific practice purposes, including the practice of power (Mills, 2001).

According to Fairclough and Wodak, critical discourse analysis shows the use of language in discourse with writing as a form of social practice. Describing discourse as a social practice causes a dialectical relationship between certain discursive events and the situations, institutions, and social structures that shape it (Mills, 2001). The practice of discourse can display ideological effects that can produce and reproduce unequal power relations between social classes, men and women, and majority and minority groups where the difference is displayed to social audiences through the media and discourse made by the media. Analysis of discourse critical indeed represents a variety of theories, methodologies, and definitions that include the concepts of the theory of discourse and theories critical that suggest a method to reveal the relationship between the various perspectives (Helmayuni et. al., 2022). Analysis of discourse critical is the study of the text, speech or talk, and images visually to find or express a variety of meanings that were distributed as well as contribute to or represent the structures of social and ideological (Mills, 2001). As for who becomes the cornerstone of analytical discourse critical is the theory of discourse that was initiated by Michel Foucault who states that: Critical discourse analysis or critical discourse analysis (CDA) is different from discourse analysis in terms of the political and social objectives. The roots of critical discourse analysis lie in Rhetoric, linguistic texts, anthropology, philosophy, social psychology, cognitive science, literacy studies, and sociolinguistics as well as applied

and pragmatic linguistics (Eriyanto, 2012). In the 1990s, the analysis of discourse critical combines the good analysis is the analysis of language is spoken with an interest in the strength and inequality social.

Apart from the accent that is different from the same one another, the analyst discourse critical unites the efforts they are to reveal how the working language in a power relationship of the social and normalizing effect of discourse that occurs. They show a strong data preference related to various social issues such as gender inequality and racism. A concrete example is how men and women are represented in the media and how various ethnic groups appear in policy documents. The approach in the analysis of critical discourse includes matters relating to action, context, history, power, and ideology (Mills, 2001). These five things will be mutually sustainable when critical discourse analysis is applied in media text analysis, which the author will explain in more detail in the following paragraphs. Further parsed analysis of critical discourse would certainly get a lot of thought contributions from experts in the analysis of discourse. The expert analysis of discourse was critically inspired by some predecessors such as flow Frankfurt and Jurgen Habermas, Antonio Gramsci, Michel Foucault, Mikhail Bakhtin, Michael Halliday, Robert Hodge, and Gunther Kress (Abdullah, 2014). On a critical level, according to Foucault discourse is not just a series of words or propositions in the text. Discourse is something that produces something else. Discourse forms a certain set of constructs that shape reality. That is, our perception of ourselves as an object is shaped and constrained by a view (dominant) that defines something that is true and others are not. Discourse limits our view of an object. Objects can be no change, but the rules of discourse that is what make the object of the change. Althusser explains discourse as a practice where a person is positioned in a certain position in social relations. Discourse plays a role in defining the individual and positioning a person in a certain position (Mills, 2001). Certain discourse shapes the subject in certain positions in a series of relationships with the social forces that exist in society. In CDA, discourse is not understood as the study of language as in traditional linguistics but is also related to context, in understanding

The language is used for the purpose and practice of specific, including in it the practice of power. Our words are never neutral. CDA investigates how through language group social that there is mutual fight and filed reality respectively. Some understanding of critical discourse analysis put forward by experts such as Teun A. van Dijk explains that critical discourse analysis is an approach to the study of text and speech, which arises from critical linguistics, critical semiotics, and in general socio-politics and is a different way to investigate language, discourse, and communication (Dijk, 1997). According to Norman Fairclough what is meant by critical discourse analysis is discourse analysis which aims to (a) systematically explore the relationship between causality and determination among discursive practices, events, and texts; (b) broader social structures and cultural structures, relationships, and processes; (c) to investigate how practices, events, and texts develop outside and are ideologically shaped by power relations and survive from power; and (d) to explore how the opacity of the relationship between discourse and society itself is a factor in securing power and hegemony. Analysis of critical discourse consists of 4 (four) main concepts, namely discourse, critical, ideological, and power (Norman, 1995).

First, the discourse is distinguished from the text, especially images, writings, and utterances. Discourse is a form of the whole of knowledge and an arena that does not restrict expression. According to Michel Foucault, the use of language and words are determined through discursive formations are various kinds of conventions and rules that are forcing the knowledge and meaning against various kinds of things (Helmayuni et. al., 2022). Discourse is an area where social relations, social practices, and social behaviors are formed and managed. Secondly, Critical is an aspect of critical discourse analysis that is characterized by concerns about the realization of power and ideological work. Concerns this can we browse through the results of the work of the Marxists and the influence of the researcher stream frankfurt who argued that ideologies are certainly delivered through text and other forms of culture. Third and fourth, namely, Ideology is an important concept in the analysis of critical discourse because it is through ideology that power and inequality are managed. Textual production and acceptance are social processes. The meaning of the text is always encoded in the force, although the meanings and effects of language also produce negotiations between producers and consumers, and the context of the social/cultural is more spacious (McQuail, 2011). Texts can be open to the contestation of various kinds of individuals and groups (producers and recipients of messages) to maintain meaning and effect. The role of ideology is to naturalize dominant structures so that the process of forming meaning and social formation becomes blurred (Littlejohn, 2016). To be more comprehensive, the writer tries to use a theory of communication science in this article, because critical discourse analysis is a model of text analysis as well as a theory that is less than ideal if it has not been paired with a theory. Therefore the writer tries to use feminist attitude theory (West Richard, 2017). Attitude

theory gives authority to the individual's voice (West & Turner, 2019). This theory encourages people to criticize the status quo because it is a form of power structure from domination and pressure, hence attitude theory points to problems in the social order and also implies new ways to organize social life so that it becomes more equal and fairer (Fiske, 2012). With the condition of prostitution cases, the theory is considered appropriate to be applied in this article. In more detail, the author will elaborate on this theory to be implemented with a critical discourse analysis of Sara Mills's model.

3. Methodology

The type of study of this article is qualitative descriptive (Krisyantono, 2014), where the object of the research is news regarding the case prostitution online “Vina Garut” on media suara.com the period 15 August 2019 to a 21 September 2019. Restrictions on the range of time such as the case of this into the media agenda which is discussed intensively and has a frequency which is quite high in the period that. Then the articles will be analyzed using Sara Mills's critical discourse analysis approach. The concept of critical discourse analysis by Sara Mills is expected to be able to dissect *Suara.com*'s frame of gender-based reporting by analyzing media texts in reporting the case of prostitution online *Vina Garut* to show how women are marginalized in news discourse. Sara Mills's focus point attention to the discourse on feminism: how women appear in the text, both in drawing or photograph or in the news. The core perspective of this feminist discourse wants to show how the text is biased in presenting women (Mills, 2001). Women tend to appear in the text as the wrong party, and marginal compared with the men. Injustice and depictions of the poor the women here who became the target main of writings Mills. The focal point of discourse analysis is to show how women are depicted and marginalized in the news text, and how the form and pattern of the marginalization are carried out. In this field, Sara Mills looks more at how actor positions are displayed in the text (Eriyanto, 2012).

Table 1. Level and That Wants To Be Seen

Level	That Wants To Be Seen
Position Subject-Object	How events are seen, from whose perspective the events are seen. Anyone who is positioned as the narrator (the subject) and anyone who becomes the object that is told. Does each actor and group social have the opportunity to show you his own, his ideas or his presence, his ideas displayed by group/others?
Position Author-Reader	What is the position of the reader displayed in the text? How the reader positions himself in the displayed text. To the group in Which the reader identifies himself.

4. Result and Discussion

The explained in the research method regarding critical discourse analysis to aspects that will be seen from the critical discourse analysis of the Sara Mills model, the writer will directly analyze the news published on Suara.com regarding the case of “vina garut”.

Critical Discourse Analysis “Vina Garut”

The following is a critical discourse analysis of all the “Vina Garut” news titles from one online news portal, Suara.com. All Nine headlines were analyzed using Sara Mills's critical discourse analysis model, along with the analysis:

- **Media: Suara.com**
 - **News Title: Video Actress “Vina Garut Gangbang” Becomes a Suspect**
 - **Published: August 15, 2019 (11:00 AM)**

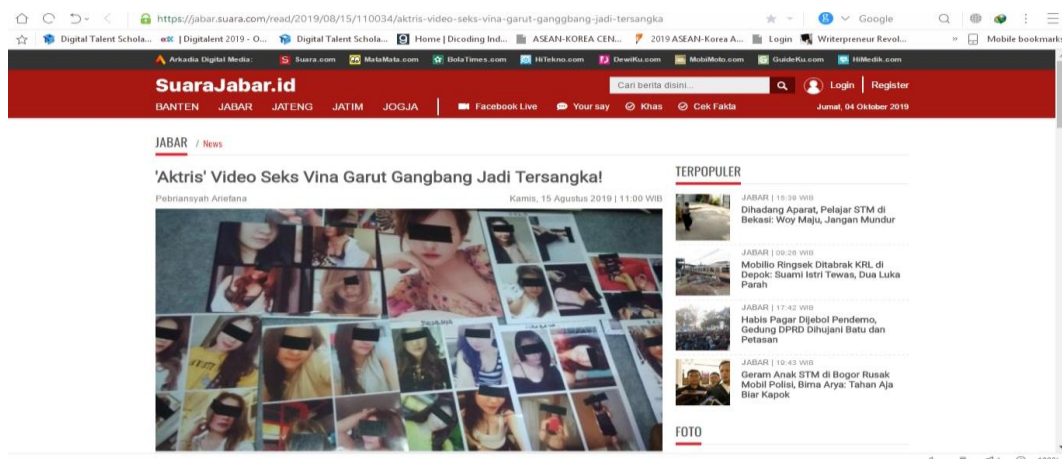


Fig. 1. News Title: Video Actress “Vina Garut Gangbang” Becomes a Suspect

The results of the analysis show that the Suara.com media is very focused on the figure of the female arrowroot called the label "Actress". Vina's position here is described in sufficient detail with a female illustration drawn. Suara.com also emphasizes the figure of Vina rather than the two other suspects who are also named as suspects.

- **News Title: Become a Sex Video Suspect, “Vina Garut” Immediately Detained**
- **Published: August 15 (11.11 AM)**



Fig. 2. News Title: Become a Sex Video Suspect, “Vina Garut” Immediately Detained

In this second news, Suara.com still lifts a frame that is almost the same as the first news. The arrowroot vina is described as the source of the problem and is immediately put in prison. Vina is again defined as the figure who "seems" most responsible for the online prostitution case "Vina Garut". Quite sensual words like "gangbang" and "threesome" are very attached to the figure of Vina. The illustration of a woman with her eyes covered by a black cloth can also be seen in this second news, which the writer assumes is a comforting woman.

- **News Title: Rayya, Opponent of Sex “Vina Garut” is ill**
- **Published: August 15, 2019 (11:32 AM)**

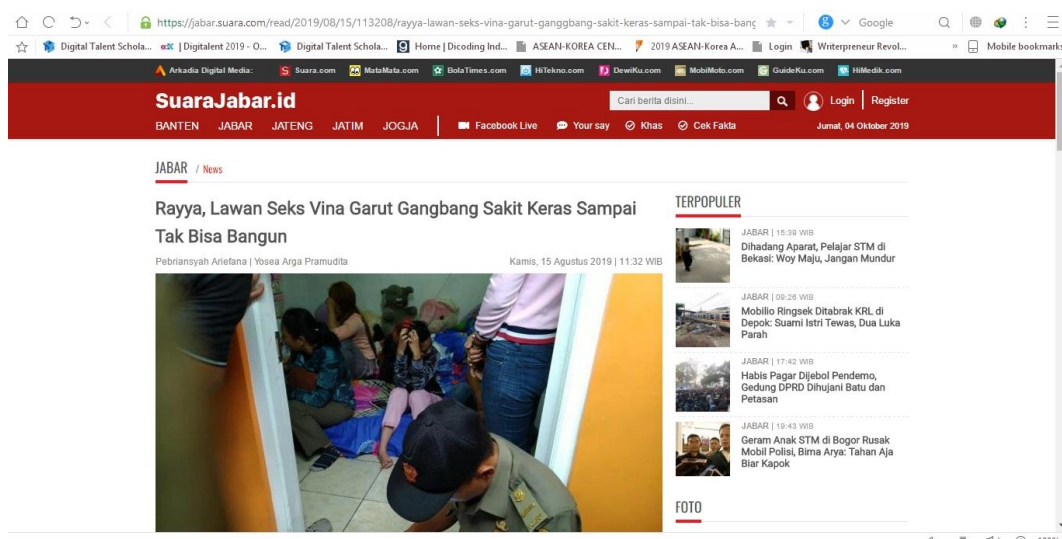


Fig. 3. News Title: Rayya, Opponent of Sex “Vina Garut” is ill

In the third news, Suara.com wrote the condition of one of the actors in a porn video who was ill. Rayya who is also a suspect is described as very sad on this news. This news also described quite detailed contents of a porn video that lasts one minute and three seconds.

- **News Title: Vina Garut Gangbang Threatened Sentence and Fines**
- **Published: 3 December 2018 (3:49 PM)**



Fig. 4. News Title: Vina Garut Gangbang Threatened Sentence and Fines

In its fourth news, Suara.com detailed that Vina is the most guilty figure. Vina is described as the main cause of this online prostitution case. Sentences ranging from prison confinement to financial penalties are clearly stated by Suara.com. The figure of the vina here is also illustrated quite sensually as shown in the picture above.

- **News Title: Rayya, Garut Wild Sex Video Actor was former Vina's Husband**
- **Published: August 15, 2019 (1.41 PM)**

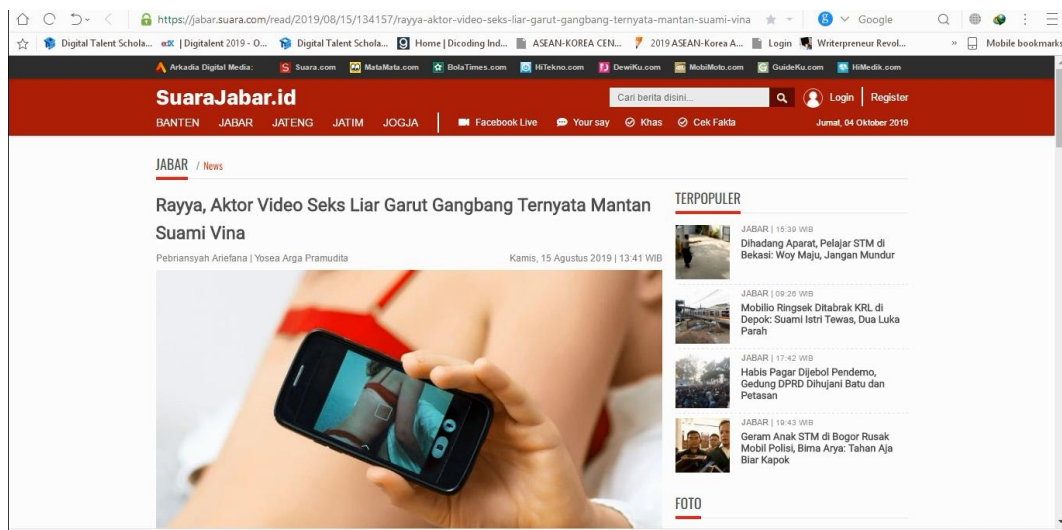


Fig. 5. News Title: Rayya, Garut Wild Sex Video Actor was former Vina's Husband

In this fifth news, Suara.com tells the figure of Rayya who is a former husband of Vina. The background of the two suspects is very popular in this news, especially the background of Vina. Starting to unfold why both of them began to do this quite abnormal sexual life. In this news, Suara.com again shows the sensuality of discovery in the title of the story by putting women in a pretty open photo like the picture.

- **News Title: 5 New Facts**
- **Published: August 15, 2019 (3:18 PM)**

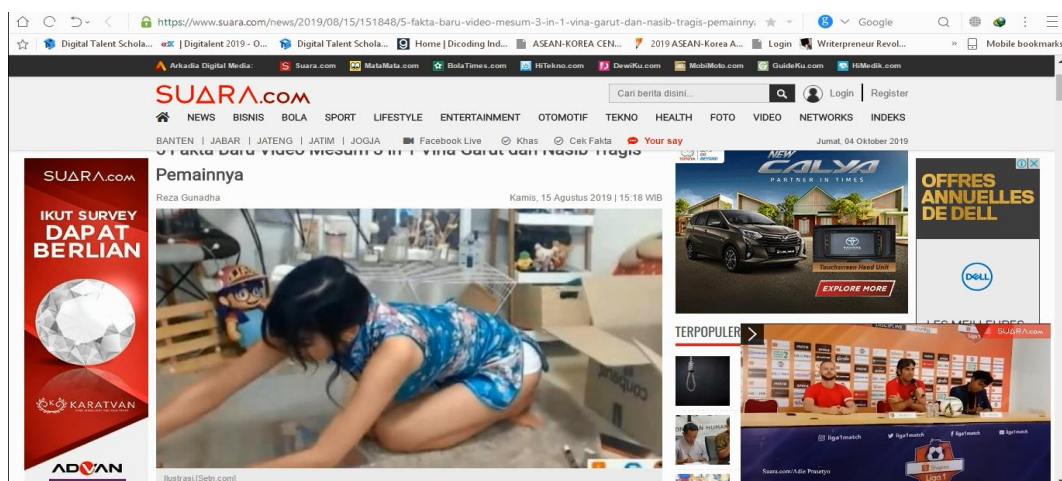


Fig. 6. News Title: 5 New Facts

In this sixth news, Suara.com writes 5 facts about the condition of the porn video player “Vina Garut”. Suara.com summarizes the five previous stories and makes this sixth news a concise description of the conditions related to the suspects. The background of the suspect, especially the figure of Vina, is written in sufficient detail in this sixth news. The sensualized side is again shown on Suara.com through the female figure in the picture above.

- **News Title: Vina Garut Gangbang Scandal, Vina Collect Half Miliion Rupiah (IDR)**
- **Published: August 15, 2018 (6:03 PM)**

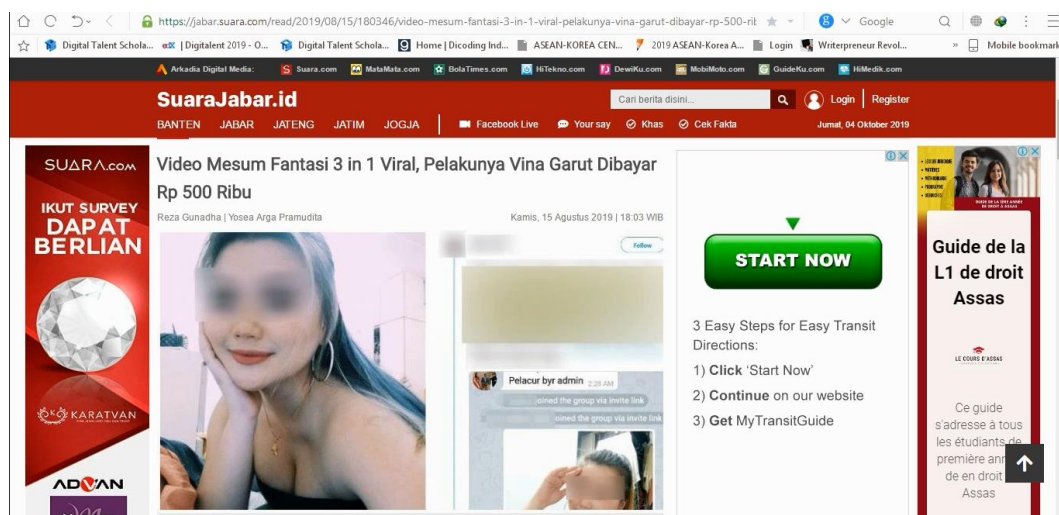


Fig. 7. News Title: Vina Garut Gangbang Scandal, Vina Collect Half Miliion Rupiah (IDR)

In this seventh news, Suara.com clearly explains the price to pay for the services of actress Vina. In this news, Suara.com shows in detail how Vina's figure was exposed very negatively. The sensualized side of women can also be seen clearly from the images listed by Suara.com on its news lead.

- **News Title: Hunters Spread Video Ganbang Vina Garut, West Java Regional Police Form Team**
- **Published: August 28, 2019 (7:03 PM)**

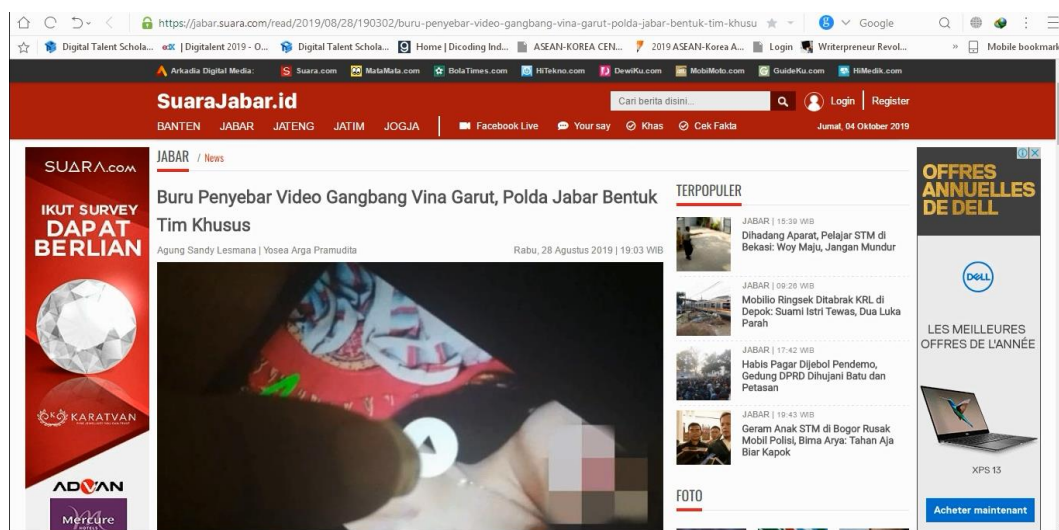


Fig. 8. News Title: Hunters Spread Video Ganbang Vina Garut, West Java Regional Police Form Team

In this eighth news, Suara.com began writing news with another perspective focusing on the figure who spread the video of Vina Garut. The figure of the suspects, especially Vina is not too highlighted in this news. However, the sensualized side of women remains in the photo illustrations made by Suara.com at the beginning of the news.

- **News Title: National Commission for Women Asks to Investigate the Case of “Vina Garut” Terminated**
- **Published: September 21, 2019 (21:13 AM)**

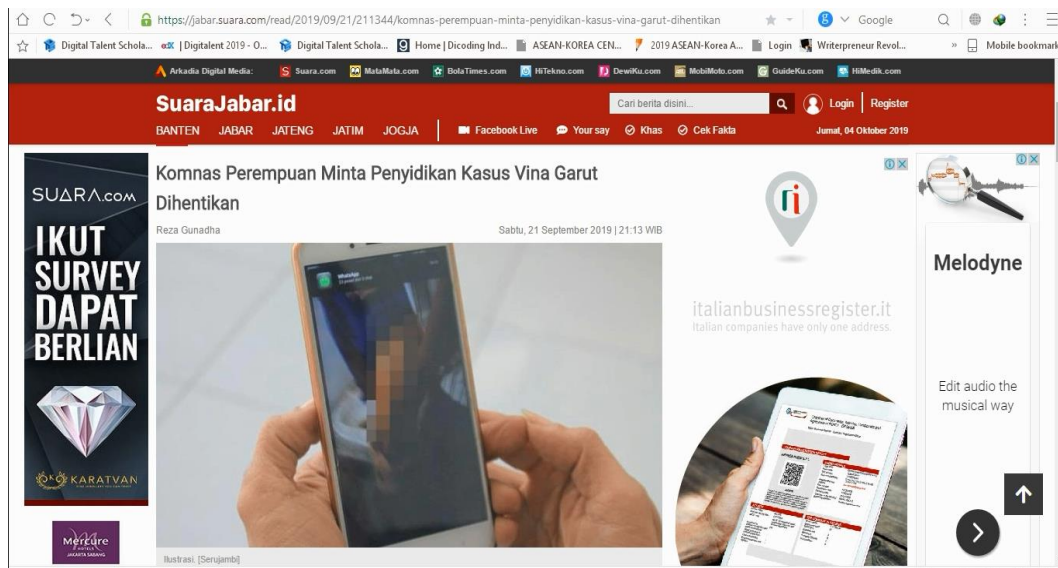


Fig. 9. News Title: National Commission for Women Asks to Investigate the Case of “Vina Garut” Terminated

In this ninth news, Suara.com is trying to portray its partisanship to the National Commission of Women to stop the case of Vina Garut. This alignment seems to reflect the concern of Suara.com for gender justice based on the conditions that occur to the suspects, especially Vina Garut

5. Conclusion

This research was conducted to analyze in what way injustice, discrimination, and cornering against women in news discourse. From the results of the critical discourse analysis of the Sara Mills model regarding the case of prostitution online "Vina Garut", it can be concluded that the figure of Vina as a woman is very marginalized. Seven news analysis results show that Vina is presented very negatively as the most guilty figure in the online prostitution case of Garut. The use of diction like "gangbang" and "threesome" also shows a woman's sensuality which is quite extreme. The sensuality and gender discrimination side is also seen in the illustrated pictures displayed by Suara.com in the coverage of vina garut. Only the last two news stories that are quite far from the initial seven news stories were raised, where these two news stories clearly describe a gender frame without bias regarding women being posted in the media discourse. The patriarchal ideology is not the only reason that this media exploits Vina in the case of "Vina Garut", but the ideology of capitalism also plays a role whereby displaying the sensuality of excess women will invite the audience to consume news content from a media.

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