Jurnalis Perempuan di Media Mainstream dalam Menghadapi Tantangan Media Daring di Era Covid-19

Female Journalists in Mainstream Media in Facing The Challenges of Online Media in The Covid-19 Era

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Abstract: For mainstream media, the outbreak of Covid-19 hit them hard as it complicates the existing challenges. The mainstream media have to deal with the Covid-19 effect, and at the same time must strive to survive online media attacks. This study aims to find out the relationship patterns, work processes, and effects of journalistic work among women journalists in mainstream media. This research uses a qualitative approach with a phenomenological strategy. Data was collected through in-depth interviews. Observations were also carried out to enrich the data. The results of this study can be constructed into three categories, namely relationship pattern, work process, and effect of journalistic work. This study conclude that patterns of relationships between mainstream media women journalists and their news sources are developed based on the principles of professionalism, idealism, and neutrality. The work process of women journalists consists of finding, collecting, processing, and publishing activities. The effects of journalistic work created by mainstream media women journalists occur in the form of praise, complaints, insults, and intimidation from news sources or the public.

INTRODUCTION

Indonesian women possess distinctive characteristics that distinguish them from women in other countries. Saguni (2020) observed that Indonesian women have their own unique characteristics that have been recognized internationally. These characteristics include friendliness, humility, physical beauty, respectfulness, exoticism, understanding, politeness, religiosity, motherliness, and national pride.

Kusumawijayanti (2021) noted that women are often stereotyped as physically and psychologically weak. The stereotype has been passed down from generation to generation, subtly limiting the women’s role and harming them. The negative image of women is ingrained in human history and culture, and this overall portrayal of women is often seen as inappropriate. This has led to the emergence of various women centers and women’s studies centers established by government agencies, women’s community organizations, and various higher education institutions.

According to Satria and Junaedi (2022), women are also expected to create a sense of security, comfort, and peace for their family members (husband and children). Women who are wives are expected to foster a harmonious atmosphere, look clean, attractive, and encourage their husbands to do positive things. This role is certainly not an easy, but the willingness and effort to learn are essential. To meet the psychological needs of their children, a mother needs to create a safe environment.

Nowadays, women in Indonesia, as in other countries, have taken on important roles in public life, without being restricted by cultural and social constrains. Indonesian society has generally embraced women emancipation and support women in playing various roles in the public life, beyond being not limited to domestic works. Indonesian women have freedom and courage to choose any profession that aligns with their desire, talents, and competences, including job that are traditionally considered men and considered male-dominated and challenging, such as journalism.

Being a journalist requires hard work and dedication. The job is characterized by long hours, varied environments, and a dynamic office atmosphere. Journalists must be prepared to be called upon at any time, ready to go very early in the morning and go home very late at night. A journalist keeps working when others are enjoying their holidays. Even on big religious days, journalists are still on duty (Ishwara, 2011).

Journalists play crucial roles in establishing proficient press agencies or online media. It is therefore understandable that journalists constitute one of the most pivotal elements in mass media organizations (Zion et al., 2022). Their responsibilities extend beyond crafting news based on factual data; they also contribute to shaping the meaning of events in the field. In so doing, journalists not only fulfill their duty of conveying information but also influence the thinking of listeners, audiences, and readers (Wibawa, 2012).

The journalistic profession is not new to Indonesian women. The women’s emancipation movement has paved the way for women to choose journalism as a viable career option. Their choice is also supported and encouraged by Indonesian mass media who often highlights women’s careers and achievements. In essence, mass media has played a significant role in shaping the Indonesian women’s identity that today is no longer limited by certain social and cultural restrictions.

According to Luviana (2012), in the subsequent era, more Indonesian women journalists entered the field of journalism. They expressed their ideas and thoughts through writing in mass media, such as Poetri Hindia newspapers during the
1908s. The newspaper was founded by Tirto Adhi Soerjo and had all-female editorial board. In Poetri Hindia, many women wrote about their experience during the Dutch colonial period (Luviana, 2012).

More recently, the Covid-19 outbreak dramatically took the global spotlight due to highly contagious virus that may cause fatal consequences. Diverse countries adopted different approaches and measures to address this threat. On March 3, 2020, the Indonesian government officially declared the covid-19 outbreak a national disaster. on February 4 2020, The Indonesian Ministry of Health, tasked with addressing the Covid-19 pandemic, issued Decree number 104 designating the novel coronavirus infection as a disease capable of causing an outbreak and outlining measures to address it (Kementerian Kesehatan Republik Indonesia, 2018). Pursuant to the decree, the ministry issued several guidelines on risk communication and enhancing communication, information, and health education to the public. One of the tangible outcomes of these guidelines was the implementation of large-scale social restriction (LSCR) across all provinces in Indonesia.

The implementation of Large-Scale Social Restrictions (LSCR) encompasses the restriction of at least seven activities, including teaching and learning activities, working in offices, public religious activities, activities in public places, sociocultural activities, transportation, and other activities. The implementation of the LSCR has impacted various aspects of social, cultural, and economic life, including journalists’ activities.

For female journalists working in mainstream media, LSCR adds new challenges. Not only have be more creative and innovative in limited conditions, but they also have to face tough challenges from female journalists in online media. While the impact of the pandemic affected all journalists, it was particularly severe for female journalists due to the “dual role” that they must navigate. On the one hand, they continue to fulfill their professional duties as a journalist and, on the other hand, they also carry responsibilities in domestic affairs. This includes taking care of children who are vulnerable to exposure to the virus.

Numerous researchers have conducted research on female journalists (Allison, 2010; Cunha & Lúcio Martins, 2023; Wulandari & Sari, 2020), but limited attention has been given to the experiences of female journalists in mainstream media who face two simultaneous challenges. The first challenge arises from the expanding influence of online media, posing a threat to the existence of female journalists in mainstream media. The second challenge stems from the pervasive Covid-19 pandemic. Female journalists could not avoid the latter challenge due to the demands of their work while the threat of contracting the Covid 19 virus was ever-present.

Study aims to construct the viewpoints of female journalists in mainstream media regarding their existence in the era of the Covid-19, based on their own perspectives and experiences. In this way, it is hoped that this research could offer a new understanding of the perspectives and experiences of female journalists working in mainstream media when facing the challenges posed by the Covid 19 pandemic. To achieve this, this research adopts a social action theory perspective. According to Weber, social action is all human behavior on which an individual assign subjective meaning (Mulyana, 2018). From this standpoint, the activity undertaken by women journalists in mainstream media can be interpreted as subjective meaning creation by the women journalists as individuals and subjects of the action. Furthermore, taking Weber's perspective, one can also see that the
behavior exhibited by female journalists in mainstream media while working as journalists is a behavior that carry specific subjective meaning.

Many previous researchers have investigated the theme of female journalists in mainstream media. Pusparini and Swardhana (2021) conducted a study focusing on the protection of female journalists. Their research concludes that gender issues within the media landscape often involve the marginalization and subordination of women. Their findings highlight the exploitation of women for the sake of rating and circulation, whereas in general the mass media plays a significant role in constructing individual reality.

In contrast, Bire et al. (2019) adopted a phenomenological approach to examine female journalists. Their study challenges conventional notions by asserting that there is no difference in the division of labor between male and female journalists. They found companies provide equal opportunities for all female journalists based on their abilities. The study found instances where women journalists ascend to leadership roles, even reaching the position of editor-in-chief.

The professionalism of women journalists is evident in various ways, encompassing a deep understanding of journalistic work and ethics combined with a profound sense of responsibility towards their profession. Such professionalism is also interpreted as a journalist’s conscience, a sense of guilt, a commitment to professional writing standards, and technical expertise.

In a related study, Siregar et al. (2020) explored the theme of “Gender Equality: A Case Study of Women Journalists on Metro TV”. Their research concludes that while gender equality is generally well-realized in the Metro TV work environment, particularly in the newsroom, women still carry certain privileges in risky reporting. For example, in a conflict zones, male journalists are prioritized, even though women could also cover natural disasters and demonstrations.

Many researchers remain interested on the theme of female journalists and their activities. However, research on the perspectives of female journalists associated with the threat posed by online media upon the existence of mainstream media is very rare. Therefore, the study female journalists’ views on online media that may undermine mainstream media. The research focuses on the views of female journalists on the presence of threatening online media during the Covid-19 era. Even though it includes the Covid-19 period, it fails to explore thoroughly how female journalists carry out their duties during the Covid-19 period. The Covid-19 discussed in the study simply serves as a temporal marker.

**METHODS**

The subject of this research is Indonesian women journalists working in Indonesian region. The study is not intended to find correlations or prove hypotheses. Therefore, the most suitable research method is descriptive research method with a qualitative approach. This study also observes activities of women journalists in mainstream media within their professional environments and tries to understand the languages and interpretations held by the informants about their surroundings and personal experiences.

The data collection technique used in this study are interviews and observations. For the interviews, the researcher employed unstructured interview techniques. The technique is chosen for their flexibility in delving deeper into the perspectives and attitudes of the women journalists serving as informants. In addition to interviews, data is also gathered
through observational methods. Observation is a process of recording and observing logically, systematically, rationally, and objectively various phenomena in either artificial or real situations to achieve a specific goal (Arifin, 2017). Data collection for this research began in late 2019, when the Covid-19 became prevalent in Indonesia, but was stopped and was only resumed in mid-2022.

The author selected six women journalists as informants. The number of informants is in accordance with the recommendation of Dukes in Creswell, who stated that the required number of informants in qualitative research is 3 to 10 informants (Creswell & Creswell, 2018). The criteria for informant selection in this study follow the advice of Arikunto stating that the selection of the informant must be based on the following conditions. First, informants must have certain characteristics, traits, or qualities that are the main characteristics of the population. Second, the informants must be the subjects that contain the most features found in the population. Third, the population characteristics must have been determined carefully in the preliminary study.

RESULT AND DISCUSSION

In this study, several theories were employed to facilitate a comprehensive understanding of the subject under investigation. These theories include Peter L. Berger and Thomas Luckmann’s social construction of reality theory, Alfred Schutz’s theory of phenomenology, and Herbert Blumer’s theory of symbolic interaction. The social construction theory posits that individuals are the creative actor of their own social reality. In the context of mainstream media women journalists, mainstream media women journalists are perceived as the creators of social reality in their social world, exhibiting a relative independence. Social institutions are created, maintained, and transformed through human activities and interactions. Although these society and social institutions may seem visible and objective, they are, in reality, constructed subjectively through the interaction process (Mulyana, 2018).

The actions of mainstream media women journalists in the field are considered as a way of creating meaning. Through their action, these journalists individually impart meaning to the existing reality in society. However, the interpretation of reality, and consequently the construction of reality itself, is not the result of individual efforts, but also emerges through intersubjective process. Therefore, to understand the intersubjectivity nature of reality, this study incorporates the phenomenological theory.

Phenomenologists posit that consciousness is not arbitrarily created by chance by something outside the self; rather it is created by the individual herself, including the individual’s consciousness about reality. In this sense, phenomenology emphasizes the importance of the subject (individual) in its relation to reality, a characteristic that is similar to the social action theory. Hence, phenomenological theory is considered to be part of social action theory (Mulyana, 2018).

Another influential theory incorporated into this study is Herbert Blumer’s symbolic interaction theory, which posits that human beings act upon something on the basis of the meaning that objects have for them. In symbolic interaction theory, meaning is considered a product of social interaction within society and is subject to modification through the interpretive process of each individual engaged in the interaction (Mulyana, 2018).
Viewed through the perspective of Blummer's theory, it is can be asserted that mainstream media women journalists view their activities as journalists based on their own or others' views. Symbolic interaction theory also explain that these journalists act on the basis of the meaning they possess as subjects. This meaning or symbols are, in turn, result from the interaction of the women journalists and then interpreted by themselves and by others, including communities they serve.

Based on interviews and observations involving over more 30 Indonesian mainstream media women journalists working in Indonesia, this research identifies three categories of how mainstream media women journalists respond to online media attacks during the covid-19 era can be categorized into three categories. First is the pattern of interaction between women journalists and their news sources; second, the women journalists' work processes; third, the consequential effects of journalistic work undertaken by these women journalists. These three categories will be described in the following section. However, for the safety of the informants, pseudonyms are used instead of their real names.

**Relationship Pattern**

According to the informants, the relationship pattern revolves around the interaction built between journalists and news sources, including between mainstream media journalists and online media with sources. Furthermore, the informants stated that the pattern of a relationship built by mainstream media women journalists with news sources is not affected by the presence of online media women journalists. This resilience is attributed to the recognition that all women journalists are having their weaknesses and strengths in performing their duties and work.

Indah, an informant from the *Pikiran Rakyat* newspapers, said that women journalists who work in the mainstream and online media basically have the same the same task of collecting information from news sources to produce news. However, the two groups of journalists have different characteristics in how they perform the same job. One of the characteristics, according to Indah, is related to the publication schedule of mainstream and online media. The mainstream media adheres to a fixed publication schedule such as daily, weekly, or monthly. In contrast, the publication schedule of online media publication is characterized by its unpredictability, ranging from daily and half-daily to intervals as short as three hours, two hours, even every hour. Indah explains the differences as shown below.

"Given that the mainstream media and online media have different characteristics, it creates different opportunities in establishing relationships pattern with the sources".

Indah added that the relationship pattern built between mainstream media journalists and their sources is neutral where interactions are shaped based on each professional role. Mainstream media women journalists assume the responsibility of acquiring and extracting information from sources through interviews, while the sources reciprocate by conveying information to journalists when they are being interviewed.

Indah's statement was supported by Tia, an informant affiliated with the *Galamedia* newspapers, who agrees that the fundamental relationship pattern shared between the two groups of journalists and their sources remains the same. However, each media has distinct characteristics that can not be shared with
others, let alone different media. Tia remarks,

"Every women journalist has their own way of building relationships with the source, but we in the mainstream media always keep the relationships pattern right so that neither party is harmed".

These statements are in line with previous research on the relationship patterns between sources and journalists conducted by Wibawa (2018). Wibawa’s research highlighted that the relationship pattern between Indonesian journalists with news source are constructed based on the principle of neutrality and professionalism, not profit or loss consideration. Indonesian journalists and news sources believe that it is important to have relationships that result in positive communication patterns. However, this pattern does not have a single meaning because each party has differences and limitations. Furthermore, Indonesian journalists and news sources may have different priorities and methods when providing information to the public, so the two may have opposing positions (Wibawa, 2018).

In addition to neutrality, Tia underscores the relationship pattern between mainstream media journalists and their news sources consistently promotes professional relationships. Professional relationships are built based on the level of capacities or skills of the journalists in performing their tasks.

Tia’s statement is also supported by other informants, such as Dea and Nita. According to these informants, professionalism is related to four aspects that mainstream media women journalists should have: independence, commitment, expertise, and responsibility. Nita specifically underscores the significance of independence, characterizing it as the journalists' ability to flexibly fulfill their duties without taking into account the good or bad relationship patterns they have built with news sources. This interpretation aligns with Ida’s perspective on independence, as with the opinions of Amar (1984); Masduki (2015). Other informants support Ida's opinion, suggesting that professionalism also implies the freedom or autonomy of journalists to make their own judgments. Masduki, Amar, and Roshan argue that freedom or autonomy is one of the inherent components of the journalist's professionalism in performing their duties. Good journalism does not need to get orders from anyone. Its spirit and ideas are always aimed at producing news reports that can inspire the hearts of readers. Amar argues that a good journalist does not need to receive orders from anyone. Their enthusiasm and ideas are always aimed at producing news reports that can stir the hearts of readers. Masduki argues that autonomy is in line with the universal principles of the journalist profession in carrying out social control functions (Amar, 1984).

Amar asserts that a good journalist is one who operates autonomously, driven by enthusiasm and ideas aimed at crafting news reports that resonate with readers. (Amar, 1984). This autonomy, as emphasized by Masduki, aligns with the universal principles of the journalistic profession, particularly in the context of fulfilling social control functions. (Masduki, 2015).

Commitment to the profession means not putting personal interests ahead of the interests of the profession and the wider community. The informants' statements about commitment are in line with the opinions of Amar (1984), Masduki (2015), and McQuail (2012). MacQuail wrote that journalists are committed to serving the public, not making a profit or gaining personal financial benefit. Roshan
Anwar argued that when a journalist works in the field, they must prioritize serving the public and avoid seeking personal or financial benefits.

All informants agree that expertise is closely tied to the educational background of journalists. Mainstream media journalists would not sacrifice their expertise to gain sympathy from the news source. Ida and Tia's opinions are consistent with those of some researchers (Masduki, 2015; McQuail, 2012; A. Siregar, 2018). Masduki, Ashadi Siregar, and McQuail all viewed expertise as essentially providing a unique and essential service based on the intellectual capacity gained over a long period of time, and not just on practical training in journalism.

Informants defined responsibility as the willingness to bear the consequences of the work produced by journalists. Their views are supported by Masduki (2015), McQuail (2012), and Siregar (2018). According to these researchers, the principle of responsibility that journalists need to have is the ability to fulfill obligations or act without order and work without the demands of supervisors but on personal initiative.

Lia, an informant from Radio Kencana, stated that in addition to professionalism, the relationship pattern between mainstream media women journalists and news sources also upholds the idealism of mainstream media journalists. In Lia's view, journalistic idealism is the need for mainstream media women journalists to follow the rules of the game in the world of journalism. This is reflected in the following quote:

"Women journalists of the mainstream media are unlikely to ignore the rules of the game in the journalistic world. In any situation, they must prioritize the rules in carrying out their work. The rules of the game are a set of guidelines in the profession of journalists".

Her statement is also supported by other informants. The informants agreed that journalists must obey the rules of the game, or specifically, a code of ethics.

**Work Process**

Mainstream media women journalists work on media with predetermined publication schedules, such as daily, weekly, or monthly. This means that they are not typically required to update information in real time, as is common for online media journalists. According to the informants, mainstream media women journalists are viewed as having a work process that is both uninterrupted and superior to that of their online counterparts. The superiorities especially lie in their meticulous approach to digging for new material, where speed is important but secondary to the priorities of accuracy, rigor, and data completeness. Compared to those in online media, women journalists in mainstream media are required to be more creative and more comprehensive in delivering their journalistic work in order to produce excellent news content. Along with their work processes, women journalists in the mainstream are also required to be more imaginative in order to produce special and popular journalistic works.

Nita, one of the informants, explained that the work process of mainstream media women journalists is based on assignments from their supervisors, such as editorial leaders, editorial secretaries, and coverage coordinators. She stated that the four stages of the work process are finding, collecting, processing, and publishing.

Tia supports Nita's perspective. She explained that the first step in the work process is to find a number of information sources through interviews, observations,
or secondary sources such as books, journals, and other written data. Tia stated, "The next process after finding is collecting. In the process of collecting news material, the journalists collect all forms of information using simple tools, such as flash disk, or for more complex information can use data bank".

This statement is supported by Dea. She explained that in addition to finding and collecting information, the work process also includes processing and publishing. Dea described the processing stage as follows, "Once the journalist finds and collects information and data, the next step is to process the obtained information and data into news and feature".

Similarly, Tia underscores that journalists’ final work process, after finding, collecting, and processing information into journalistic work, is to publish the work in the form of news and features to readers, listeners, and viewers. The purpose of publication is to inform the public about events that they may not be aware of or to change their opinions about certain issues.

The informants agreed that mainstream media women journalists must take their work process seriously, from finding and collecting information to processing and publishing news. Otherwise, they will struggle to compete with online media.

Statements from those informants are consistent with the Guidelines of the Press Council of 2018. The Guideline mentioned that journalists are individuals who regularly carry out journalistic activities in the form of finding, obtaining, owning, storing, processing, and conveying information in form of writing, voice, and voice and graphics, as well as other forms, using print media, electronic media, and all kinds of channels.

**Effect of Journalistic Work**

According to the informants, mainstream media still has a significant impact on changes in public attitudes, opinions, and behavior. As a result, the effects of journalistic work by mainstream media journalists, including women journalists, cannot be underestimated. Indah stated that the influence of the mainstream media remains significant because it can still affect people's attitudes, opinions, and behavior.

The informants also stressed that the mainstream media cannot be disregarded. The works of mainstream journalism, including those produced by women journalists, are still used as references by the public and institutions from a variety of backgrounds, including online media. Tia made the following statement, "There is still a lot of news made by mainstream media women journalists used as references by online media to be developed into new journalistic works in the form of news, features, and other forms".

The informants also stated that mainstream media journalism is still in high demand among readers, listeners, and viewers, so the effects or responses of readers, listeners, and viewers on the work of mainstream media women journalists are inevitable. The effects or responses can take the form of praise, insults, complaints, or even criminalization such as oppression and intimidation.

The informants agreed that praise will be given to women journalists by the source or the public if the reporting is considered to be in line with the wishes of
the news source and the public. This type of news can even add value to the news sources. However, if the opposite is true, and the news does not align with the wishes of the news source, the possible consequences include complaints, blasphemy, and even intimidation. In this regard, Nita stated,

"So far, we have not reported anything to the police or had to testify in court because of the reporting we produce even though we frequently get praise, insults, complain, and intimidation after the publication".

Nita’s statement about the public response to journalistic work is supported by Indah, Ati, and Ida. They explained that it is convenient for the public to express their responses to news due to their office contact details that are listed in newspapers, on the radio, and on television. Nita stated,

"Because it is easy to contact us, so we frequently get a quick response from our audiences. The public response generated from the reporting published by mainstream media journalists in general is also experienced by women journalists."

Nita added that women journalists usually receive complaints, insults, and intimidation if the news they produce does not match the wishes of the news sources, or if there is some news content that the news sources or the public believe is wrong. The informants stated that journalists often receive minor insults from news sources and the public, who may say that they are not professional, not idealistic, and not educated. Intimidation or threats are often conveyed by news sources and the public when the news produced relates to cases that are to be filed with the police, prosecutors, and courts.

For mainstream media women journalists, praise is one of the responses from sources that do not need to be interpreted heroically. On the other hand, they should not be excessively afraid of responding to insults, pressure, or intimidation from anyone. Journalists must work in accordance with established rules, so they cannot simply follow the wishes of the source to get praise or avoid criminalization.

The informants suggest that when performing their journalistic work, women journalists face different interests, including their professional interests as a journalist and the interests of the news sources or the public. These interests may be aligned or conflicting. In this sense, it is normal for women journalists to receive praise or complaints, including forms of criminalization such as insults and intimidation.

This conflict of interest is a longstanding issue, spanning the transition from the New Order era (censorship press era) to the Reformation era (free press). Conflicting interests often occurs between journalists and news sources from different backgrounds, including high-level officials and the general public. (Muljono, 2017).

In the pursuit of presenting the truth, journalists, including women journalists working in mainstream media, have a difficult task in presenting the truth from any event or incident in the field. On the other hand, journalists rarely have the opportunity of accessing news sources or experts for confirmation of the truth or fact they gain from the field (Arifin, 2017).

**CONCLUSION**

The presence of online media women journalists does not disrupt the established relationship patterns between mainstream media women journalists and news
sources. This relationship pattern is built on the principles of neutrality and professionalism. A professional relationship is based on the journalist’s ability to perform their tasks.

Professionalism among mainstream media women journalists encompasses four key aspects: independence, commitment, skills or expertise, and responsibility. Independence is the flexibility of the journalists to carry out their duties without being influenced by the potential positive or negative consequences of the relationships they build with news sources.

The work process of mainstream media women journalists is superior to that of online media journalists. This is particularly evident in the way they gather and research new material. Mainstream media journalists are not only concerned with speed, but also with accuracy, detail, and completeness of data. The work process is based on a set of established assignments from editorial leaders, editorial secretaries, and coverage coordinators. The stages of the work process of women journalists consist of finding, collecting, processing and publishing. Various public response received by mainstream media women journalists upon publishing their journalistic works can be in the form of praise, insults, complaints, and potential criminalization in the form of oppression and intimidation.

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