

Framing Media About Lesbians: Preliminary Analysis Regarding Psychological Impacts and the Role of Counselors

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Abstract-*Today the role of media is so important in the process of disseminating information. The increasingly rapid development of media provides easy access for the society. Media in conveying information has a strategy in leading public opinion; this strategy is called framing. Framing is the way the media packs information on an event that occurs in accordance with what the media wants, such as reporting on deviant sexual orientation (lesbian). News reportedly can be framed and constructed in such a way without caring for the truth of the information. The purpose of this paper is to present an analysis of the impact media framing about lesbians who can affect one's judgment about an event through the news displayed by the media, thus impacting on a person's decision making, mindset, attitudes and behaviour towards sexual orientation (lesbian). Counselors as professionals have a role in helping individuals to be carry out preventive efforts related to media framing about lesbians to filter, re-examine information received, and foster a critical attitude in receiving information from the media.*

Keywords: Framing, Lesbians, Psychological Impacts, Role of Counselors

I. INTRODUCTION

Today's technological developments cause the information available to be very diverse and easy to access (Borah, 2011). The validity of information now can also be doubted, because of the various interests in disseminating that information (Lumsden & Morgan, 2017). Media becomes important for the community to know the latest events from all lines of life. But it will be different if the information that reaches the public is not actual information (fake news) or information that has been framed in such a way as to the interests of certain groups (Kort-Butler & Habecker, 2018).

One of the gender issues that has been widely discussed in the media is LGBT. LGBT stands for Lesbian, Gay, Bisexual and Transgender (Zaini, 2016). Indonesia is one of the countries with the most demographic bonuses in the world. This causes greater potential for transgender and homosexual exposure because the younger generation is an active user of technology, so that all information, both positive and negative, can be easily accessed and large enough to have a deviant mindset and behavior (Muttuqin, 2017).

A study of framing analysis in several Indonesian media related to sexual orientation deviations stated that the Tempo.co report from 9 to 20 February 2016 was more supportive of LGBT people who continued to show their identity and asked for the legitimacy of their existence to the public (Lingga & Syam, 2018). Furthermore Kompas.com in its framing accepted the existence of LGBT from a science approach. Kompas.com accepts the fact that there are some people who are born biologically as LGBT (Nirwanto, 2016), although some experts claim that genetic factors are not a homosexual cause (Jannini, Blanchard, Camperio-Ciani, & Bancroft, 2010). Based on these studies which explain the framing of news about deviations from sexual orientation can have a negative impact. This is because the values embraced by Indonesian society are contrary to homosexuality (Bertelsen, Sørensen, & Jensen, 2019; Borah, 2011; Dufwenberg, Gächter, & Hennig-Schmidt, 2011; Lumsden & Morgan, 2017).

The number of homosexuals in the community is 1% to 10% of the population. A famous sexologist, Kinsey, even mentions that at least 2% to 5% of women are lesbians. Based on research conducted by Kinsey in 20 year olds, 17% of women have lesbian experiences. In research conducted on adolescents aged 16-19 years, there were 6% of lesbian women. There are also experts reporting that 10.7% of high school students aged 12-18 years were unsure of their sexual orientation, around 5-6% of these students were described as lesbians (Kinsey, Pomeroy, Martin, & Gebhard, 1953). Based on these data, it is known that lesbian phenomena that exist in the community cannot be ignored, considering that these numbers will continue to grow. This of course can be influenced by various news circulating in the community.

A framing if done massively and sustainably will certainly affect public opinion (Borah, 2011), framing can also influence people's beliefs about something and influence someone's choice and how he behaves towards others (Dufwenberg et al., 2011). This is certainly not a problem as long as the news received by the public is not a hoax (fake news) or news that violates the general norms adopted by the community, so it does not cause rejection, fear, worry, or even unilateral judgment from the community (Lumsden & Morgan, 2017) rather, the expected output is related to positive actions and policies that are beneficial for overcoming sexual orientation deviations (Bertelsen et al., 2019).

The spread of the image of an event in various types of media is inseparable from the role of the media in constructing a story (Kort-Butler & Habecker, 2018). The role of the media in the dissemination of images on news about deviations in lesbian sexual orientation has been illustrated in several media, especially social media and news media (Lumsden & Morgan, 2017). Several studies have mentioned that the effects of the disclosure can lead to misperceptions in society (Kort-Butler & Habecker, 2018; Lumsden & Morgan, 2017; Nirwanto, 2016; Oh & Ki, 2019; P. L. Pan, Meng, & Zhou, 2010; Quinn, Prendergast, & Galvin, 2019). This then gives special attention to professionals including counselors to provide interventions related to this (Harahap & Maryolo, 2018; Kementerian Pendidikan, 2003). The prevention effort that can be done by the counselor is to provide counseling services so that individuals are able to filter, re-examine the information received, and foster a critical attitude in receiving information from the media and conduct prevention and alleviation of students who have sexual disorientation.

II. METHOD

This study used a library research method, library research or literature can be interpreted as a series of activities relating to the method of collecting library data, reading and recording and processing research material. In the literature study there are at least four main characteristics that the author needs to consider, among others: First, that the writer or researcher is directly dealing with the text (Khatibah, 2011) or numerical data, not with direct knowledge from the field. Second, library data is "ready to use" meaning that researchers do not jump directly into the field because researchers are dealing directly with data sources in the library. Third, that library data is generally secondary sources, in the sense that researchers obtain material or data from second hand and not original data from the first data in the field. Fourth, that the condition of library data is not limited by interest and time (Zed, 2008). Based on the above, data collection in research is conducted by examining and/or exploring several journals, books, and documents (both printed and electronic) and data sources and/or other information deemed relevant to the research or study.

III. RESULT AND DISCUSSION

The Concept of Framing

Framing means the process of selecting and paying more attention to a part of an event. The term frame and framing have been used in various fields such as sociology, politics, linguistics, psychology and pure art (Borah, 2011). In the field of Sociology, frames are defined as 'schemata of interpretation' or 'parts that get more attention to be interpreted'. In this process individuals determine, perceive, identify and label an event or information (Z. Pan & Kosicki, 1993). In the field of Psychology, the term framing relates to the cognitive processes of individuals in processing information. Whereas in the political field, Entman defines framing as 'public opinion' where in the democratic process, this framing is controlled by the political elite (Entman, 1993).

In general, the process of meaning that occurs in the framing media is in line with those described by Hall in the encode/decode model (Hall, 1980). Media communicators or organizers encode messages to be published in the media, by selecting and emphasizing the emphasis on facts that would attract the audience's attention. The audience accesses the media and decodes the packaged text according to the background of knowledge, values, culture as well as references from people who influence the audience. So that the contents of the media text can contain a lot of meaning or polisemy, depending on who is interpreting it.

Research on framing and its influence on the audience began to get attention in the study of media frames and the formation of public opinion. (Gamson, 1992) saw a link between social movements, media coverage and everyday public talk. Gamson concluded that the media frame will have a strong influence on the audience when they do not have sufficient experience and knowledge related to the issues raised in the media. Conversely, the media frame will not have a meaningful role when the audience has sufficient knowledge and experience about an issue and contradicts the content of the media, in this case the audience trusts the issues circulating in public discussion compared to the media frame.

Lesbians in the News Frame

News reported in a media, of course, has a variety of topics. Homosexuality is a topic that is enough to grab people's attention. In Indonesia in particular, homosexuality is something that is contrary to religious norms and values that apply in society. However, based on a study it was found that in 2014 it was estimated that people with LGBT were as much as 1% of the total population of Indonesia and it is estimated that this number will continue to increase every year (Azmi, 2015).

Homosexuality is an issue related to context. Unlike the case with Indonesia, developed countries like America and Spain tend to framing to support homosexuals. A study states that various media tend to framing LGBT rights are human rights that must be protected (Holzhacker, 2014). Even the media tends to lead public opinion to avoid rejection of homosexuality. As in the research conducted by (Carratalá, 2017) who analyzed quantitatively coverage of the news of violence experienced by gays and lesbians by two of the best-selling newspapers in Catalonia (La Vanguardia and El Periódico). Based on the analysis carried out, the news presented by the two media explained well in accordance with editorial policies and the political context in the country that homophobia included social problems.

In Indonesia, framing of the news should be directed at rejecting homosexuals. Although after the revised DSM IV (Diagnostic Statistical Manual for Mental Disorder) homosexuals were no longer included in the classification of mental disorders in 1973 (Yustinus Semiun, 2006). However, the Chairperson of the Section for Spiritual and Psychiatric Religion (RSP) at the Association of Indonesian Mental Medicine Specialists (PDSKJI) stated that this only applies to developed countries such as America that legitimize homosexuality because psychiatric science cannot be separated from religiosity (Anwar & Wahyuni, 2017). In response to this, media framing about lesbians in Indonesia should be intended so that people have a mindset to reject homosexuality. However, some media actually frame news about homosexuals with the intention of directing public opinion to accept, support and legalize homosexuality. The following is a study that states that online Kompas during February 2016 in framing news tend to support minority discourses in LGBT reporting, this can be seen from the analyzed headline, lead and rhetorical titles (Kodrat, 2017). The news headlines used by online Kompas to frame the news are: 1) Minister of Religion: we must not oppose LGBT, 2) Neurologists: LGBT is not a disorder or disease, 3) LGBT has been formed since the fetus, 4) Luhut: LGBT is also an Indonesian citizen have the right to be protected by the State, 5) Chairman of the MUI: LGBT may not be discriminated against.

Psychological Impact Media Framing About Lesbians

The impact of framing for people who get framing information about lesbian behavior certainly influences mindset, attitudes and behavior. A person can reject and accept an event based on his understanding of the event (Drissel et al., 1999). The psychological impact that occurs in the community as a result of framing carried out supports the lesbi namely (Susanti & Widjanarko, 2015).

1. Individuals have wrong perceptions, where the result of media framing done by someone can draw the conclusion that lesbians are a natural thing and can even help the government overcome the population explosion because they can think they will not get pregnant because they engage in illicit relationships with same-sex people.
2. The framing of the media about successful lesbian figures, such as Ellen (Ellen Show) causes one to make a role model of a woman who behaves and looks masculine.
3. The creators of creative content originating from lesbians are the motivating motive for someone to be lesbian.

Framing too cornering lesbians also has a bad impact on society. Inadequate information and lack of education received by the community will cause certain fears such as homophobia, bi-phobia, and trans-phobia in the community (Ardi & Yendi, 2017; Worthen, 2012).

Role of Counselors

Counselors have a stake in helping individuals avoid misperceptions. Errors in concluding a news can occur because of lack of knowledge and lack of experience in certain issues (Waterton & Watson, 2013). Counselors as professionals who are active in the school environment have more responsibility to prevent students as the younger generation from filtering information circulating in the media (Haug, Bielenberg, Linder, & Lembke, 2016). The condition of a lack of adequate information on this matter brings certain stigma and conditions of fear, especially if the news framed actually harms the victim. This can lead to phobias and psychological trauma. Conversely, if the information reported supports the existence of lesbians, this will also have an impact on the increasing deviation of sexual orientation in Indonesia. Even though LGBT is a behavior that is not in accordance with religious values and norms of Indonesian society.

One of the causes of the lack of knowledge is the low public literacy index, therefore designing a service program for students aims to improve the culture of literacy. As for some of the roles that counselors can do

in schools, namely: 1) guidance and counseling services provided aim to improve students' ability to filter and re-examine information that has been received. This service can be provided through content mastery services by providing competencies to students, 2) guidance and counseling services focused on problem solving skills, critical and innovative thinking skills. Services that can be held in the form of group counseling services, discussion techniques, FGD, problem solving or simulation games, 3) collaborate with relevant parties such as parents to guide children in concluding an event based on the prevailing norms.

The role of the counselor in helping students prevent lesbian behavior by holding counseling sessions (Hermawan, Hapit, & Putra, 2017). Before carrying out counseling on things that were done for the first time to help students who experience this LGBT trend behavior, counselor must recognize these students first. This is done to make it easier to provide assistance to these students. To recognize students who experience this problem use a measuring instrument to measure homosexual tendencies, sociometric questionnaires or referrals from the student's homeroom teacher (Ilyas, 2018). Other interventions that counselors can do in treating students who have a deviant sexual orientation by doing cognitive behavioral therapy. Cognitive behavioral therapy is one of the psychological interventions to help individuals modify their moods and behavior by changing their self-destructive thoughts. The role of the counselor with the use of care is very important in overcoming the behavior of juvenile deviant sexual orientation found in schools today (Fadli, Ifdil, & Sari, 2017).

IV. CONCLUSION

Media framing is a selection, pounding, factual strategy into the news to make the information more interesting and can lead readers. In this case media framing has an impact to influence people's perceptions. If the news offered is framed and constructed not as it should, this will have an impact on the psychological audience resulting from media framing including cognitive influencing and can even lead to fear, enmity, division and rejection in society. Each individual receives the right to receive information, but not necessarily the information received will be interpreted the same. Of course this depends on the knowledge and experience received by each individual. Thus the counselor has a role in helping the community to provide understanding related to the increasing trend of homosexuality that can be obtained through various types of services and assist in prevention and counseling interventions for individuals who have lesbian behavior.

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