

# *Women on Article about Infidelity in Online News Media*

## *Case Study of “Mrs. Dendy” on Tribunnews.com*

Husnaeni Fauziah Amani  
 Communication Department  
 Faculty of Social & Political Science  
 Universitas Indonesia  
 Jakarta, Indonesia  
 hsnfauziah@gmail.com

Udi Rusadi  
 Communication Department  
 Faculty of Social & Political Science  
 Universitas Indonesia  
 Jakarta, Indonesia  
 firusadi51@gmail.com

**Abstract**—Every online news portal has its own frame and perspective to the same topic. This paper wants to analyze how the media portray women on the negative issue, like infidelity. “Pelakor” which means “man stealer” is a new term to describe women who involved in infidelity. That new term is not yet in the Indonesian Dictionary (KBBI) that is why media have an important role in shaping the meaning of that term. Media actors have a big role to change or strengthen value on society. This paper use framing tools from Gamson and Modigliani as an analysis tool. The results showed that online news portal portrays women as the main subject for infidelity news and the ones who should be blamed. The term “pelakor” constructed as a negative connotation for women. It proved that, online news portal still marginalized women.

**Keywords**—*framing media gamson modiglian; online news; hegemony*

### I. INTRODUCTION

Online media characterized by its closeness to the public because it can be accessed anytime, anywhere, rapidly and affordable for all levels of society just by using the internet [1]. Information disseminated quickly and massively with the help of online media, and people rely on online media as their first source of information. That makes online media have a big role to construct public opinion [2].

Every online news portal has its own frame and perspective to the same topic. These perspectives can be influenced by various factors, such as media ideology or journalist’s understanding [3]. According to Hall, media does have tendency to marginalize non-dominant groups and strengthen the status quo position of the dominant group. The process takes place in a complex situation that is often we do not realize [3].

Currently, many online portal news writes about infidelity issue. This article wants to analyze how women portrayed on that issue. News about infidelity raises a new term, “pelakor” (man stealer). There is no official definition on Indonesia Dictionary (KBBI) yet. Permadi [4] wrote that the term “pelakor” is used to refer to a woman who become the third person in one’s relationship. Based on Google Trend’s, the first-

time term “pelakor” appears on internet was on the 12th week of 2017 (March 26-April 1) [5].

Prior research about framing women on online media was written by Maheswari, Amanda Gelgel, & Pascaran [2], about “*Framing of Fitriyani Lim on the case of Intimate Photo with Abraham Samad and Feriyani Lim in Tribunnews.com Online News Portal*”. Results show the news about that case was dominated by the portrayal of Feriyani Lim compared to Abraham Samad. Media has a special agenda in conducting news construction.

We have not found a framing analysis for how online news media constructs meaning for women in infidelity cases. How media portray women in news related to the infidelity will determine ideology and value on society.

### II. LITERATURE REVIEW

#### A. Framing Analysis

Media is not a value-free channel, media constructs reality, with its own perspective, biases and partiality [3]. Framing analysis is used to see how reality is formed and constructed by the media [3]. The news that we read so far does not only describe reality, or show the opinion of news sources, but also the results of the media construction itself [3].

#### B. Society Ideology

Ideology is used by the bias tendency of social values and organized by groups in categories such as identity, group based on tasks, goals, norms, positions, and ownership of resources [6]. Society ideology can be used by the media as a news construction based. As written by Shoemaker and Reese [7] in the process of making news there are several determined factors, like ideology, organizational, media routine, and individual factors from media workers.

#### C. Patriarchy

The word patriarchy itself means the power of the father or “patriarch” (patriarch). Initially patriarchy is a term for “families controlled by men”. Now the term patriarchy is used

more generally to mention men’s power [8]. The concept of patriarchy was originally used by Max Weber to mention the formation of social and political systems that glorify the dominant role of fathers in the family and the public sphere such as economy. Traditionally, men are the main source of income in the family, while women are housekeepers [9]. Then radical feminists emphasize that men domination exists in all fields, for example, politics, religion, and even gender [10].

*D. Framing Gamson & Modigliani*

Gamson & Modigliani Framing sees media representation as a social reality, which consists of several packages (packages) and contains certain meanings [3]. The package is seen as a scheme or understanding that is used to construct the meaning of messages delivered and received. In the packages, there are two structures, the core frame which is a central idea of how someone or the media in understanding the issue and condensing symbol is the result of the reflection of symbolic device interactions. Condensing symbol consists of framing devices that are directly related to the central idea of text or news, and reasoning devices that provide an understanding of the causes and effects.

**III. RESULT AND DISCUSSION**

We choose, an infidelity case that went viral in February 2018 as our research object, it was "Mrs. Dendy" case. We analyzed how Tribunews.com - the biggest online news portal in Indonesia - portray women on infidelity case. We also choose Tribunews.com because its editors were dominated by men. There were 18 articles on the first day of Mrs. Dendy case appeared on news, February 20th, 2018.

After analyzing 18 articles, we found out that all articles focused on Mrs. Dendy and Nyla, Mr. Dendy’s affair partner.

TABLE I. FRAME COMPOSITION ON NEWS

Frame focused on Mrs. Dendy	Frame focused on Nyla
1. An angry woman. She angry at Nyla, who is considered as her husband’s affair partner.	1. Labelled as “pelakor”
2. Her economic background	2. A slut who only did everything for money
3. This is karma for her, because she also stole Mr. Dendy from his first wife.	3. A traitor, because she had affair with her best friend’s husband.
4. Her past as dangdut singer	

Frame on the news construction dominated by "Mrs. Dendy" and "Nyla" through the phrases, labeling, and pictures that used in the article. All article tends to forget about Mr. Dendy's involvement to this case. This is due to the patriarchal culture that develops in societies that see that men are above women in the family. So, if there is an affair, the problem is women not men.

We found three frames on the news, the first one is related to the economic background of Mrs. Dendy as a rich businesswoman. Second, “pelakor” have a negative

connotation for women who steal men and only want his money. And the last framing illustrates that the news of infidelity is just a problem between women.

*a. Women Construction on Infidelity Case by Tribunews.com*

TABLE II. MRS. DENDY AS RICH BUSSINESS WOMAN

<b>Frame: Mrs. Dendy as Rich Business Woman</b>	
<b>Framing devices</b>	<b>Reasoning devices</b>
<p><i>a. Metaphors</i> Not by physical violence, she admonish her friend Nyla by "showering" a hundreds of thousands of rupiah. The huge amount of money was to bought her best friend's pride"</p>	<p><i>a. Root</i> Mrs. Dendy claimed that Nyla stole her husband and asked money to her husband.</p>
<p><i>b. Examplaars</i> "Showering money to Nyla is not a big deal for Mrs. Dendy because she often goes a luxurious trip"</p>	<p><i>a. Appeals to principle</i> As a rich business woman and an official wife of Mr. Dendy. What Mrs. Dendy did is a normal thing for the society.</p>
<p><i>a. Visual Image</i> Dominated with Nyla's photo with money all around her.</p>	<p><i>b. Consequences</i> Media constructed that women are the one we should be blame in infidelity case. And what Mrs. Dendy did consider normal.</p>

Tribunews.com only uses three framing devices to portray Mrs. Dendy as rich businesswoman there are, metaphors, examplaars, and visual images. Media showed us that Nyla only seeks Mr. Dendy money, that is why society sees Nyla deserve to be humiliated by Mrs. Dendy.

**TABLE III. IMPLEMENTATION ON FRAME “PELAKOR HAVE A NEGATIVE CONOTATION FOR WOMEN WHO ONLY SEEKS FOR MONEY**

<b>Frame: Pelakor have a negative connotation for women who only seeks for money</b>	
<b>Framing devices</b>	<b>Reasoning Devices</b>
<i>a. Metaphors</i> She admonishes her friend Nyla by "showering" hundreds of thousands rupiah. The huge amount of money was to be bought her best friend's pride"	<i>a. Root</i> Mrs. Dendy claimed that Nyla stole her husband and asked money to her husband.
<i>b. Catchphrase</i> "Mrs Dendy "sawer" her best friend who stole her husband"	<i>b. Appeals to principle</i> As a rich business woman and legitimate wife of Mr. Dendy. What Mrs. Dendy did is a normal thing for the society.
<i>c. Exemplaar</i> Usually, netizen angry with "pelakor", but this time they focus on something else.	<i>c. Consequence</i> Pelakor should get unfavorable treatment from society. Media construct that all we need is blamed women.
<i>d. Depiction</i> "Best friend figure who also a backstabber as pelakor"	
<i>e. Visual Image</i> Dominated by Nyla's photo that looked pathetic around the money. Others photo shows that Nyla likes to do her make up. Nyla's photos sometimes posted without blurring the face.	

Term "pelakor" does not available on Indonesian Dictionary (KBBI) yet. From framing analysis, we know that Tribunnews.com construct a negative connotation for "pelakor". The word pelakor itself is not a favorable term for women, because it uses "steal". It shows that, women are the active subject in infidelity case, therefor men become a passive subject in that case.

**TABLE IV. IMPLEMENTATION ON FRAME “INFIDELITY IS JUST A PROBLEM AMONG WOMEN”**

<b>Framing devices</b>	<b>Reasoning devices</b>
<i>a. Metaphors</i> Angry with her own friend, that called as pelakor because she stole her husband.	<i>a. Root</i> Mrs. Dendy claimed that Nyla stole her husband and asked money to her husband.
<i>b. Catchphrase</i> "Pelakor is acronym for men stealer. This phenomenon troubling a married women"	<i>d. Appeals to principle</i> As a close friend, the incident was considered a form of betrayal of a friend. "... Nila has pawned her trust as a friend because of money." Whereas there are no appeals to principle which states that Mr. Dendy is an unfaithful husband.
<i>c. Depiction</i> "Video 'Bu Dendy vs Pelakor'"	<i>e. Consequence</i> Media construct that all we need is blamed women. In infidelity, we cannot find men as a news subject.
<i>d. Visual Image</i> Dominated by Nyla and Mrs. Dendy's photo. There are some of their photos that were not blurred, but when it comes to Mr. Dendy Tribunnews.com blurred his face.	

Media framed infidelity as a problem among women only. Tribunnews.com framed women as a subject who responsible for infidelity, starting with blaming Nyla who was suspected as Mr. Dendy's affair partner to the statement that Mrs. Dendy deserves this as her karma.

Tribunnews.com used visual image dominated by images of Nyla and Mrs. Dendy. The visual image presented by Tribunnews.com shows a tendency to accuse women in infidelity case. The patriarchal view in the article can be seen from the linkages of construction in images that support framing in the news text. The selection of photos gives the meaning of framing, that Nyla is a woman who stole others husband just because for his money. Plus, there are photos that are given a caption such as "Intimacy Between of Legitimate Wives with Pelakor".

Mr. Dendy was never being the main subject of the article written by Tribunnews.com. If he mentioned in the article, it just for additional information to complement the background of the two women. This is due to the patriarchal culture that develops in societies that see that men are above women in the family. So, if there is an affair, the problem is women, not men.

#### IV. CONCLUSION

Media can construct messages by eliminating or focusing on certain parts. The media has an important role in conveying the thoughts and point of view of the newsmaker to the society. In writing news related to the infidelity case, Tribunnews.com put women as the main subjects of the

article. Male-dominated editor at Tribunnews.com may be one of the factors supporting that phenomenon.

“Pelakor” which is a new term and does not have a definition in Indonesian Dictionary yet, have a negative connotation for women. From the news title written by Tribunnews.com, media gives a negative connotation to the term “pelakor” which is intended to labeled women as stealer. She steals someone else's husband. All written titles tend to corner women who are labeled as the stealer so that readers can judge that women deserve to be blamed.

The title of every article on Tribunnews.com directing what kind of thought and perception the reader should have. In addition, selection of the main images in the article also reinforces that women who have the label as "pelakor" are the only parties who caused infidelity. By just looking at the titles and images from the articles, readers who don't see body text will have fast conclusions according to what is desired by Tribunnews.com.

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