THE ROLE OF SOCIAL MEDIA IN PROMOTING GENDER EQUALITY ISSUES

Rosy Febriani Daud [1,] Poppy Suryanti[2] Henny Dewi Laras Ati[3] Zesty Miranda[4]

[1] Visual communication design, information Technology, Catur Insan Cendikia University

email: rosydaud@gmail.com

2 Public Relation and Digital Communication, Saburai University, Indonesia
email: poppysuryanti21@gmail.com

3Public Relation and Digital Communication, Saburai University, Indonesia
email: miss.laras2023@gmail.com

4public administration, Saburai University, Indonesia
email : Zestymirandanunung@gmail.com

Abstract: Mass media has an important role in influencing people's opinions and behavior. People who are accustomed to using mass media can use this platform as a means to fight for gender equality. Gender is a social concept that includes the norms and values attached to a person's gender. The aim of this research is to determine the role of social media in promoting gender equality issues. This research uses a qualitative method with a descriptive approach. A descriptive approach is used to explain the results of the development and concept of socialmedia on gender inequality. The results of this research show that this research shows that social media has the potential to play a role in mobilizing and expanding the gender equality movementin Indonesia, enabling youth, advocacy groups, and other individuals to voice gender issues, mobilize support, and spread the movement's messages.

Keywords: Roles, Social Media, Gender Equality

I. INTRODUCTION

The media has an influence on a person's views. This is formed because of the social and cultural validity construct that is socialized by the media. One of the social constructions formed by media is gender. Gender is a distinction between women and men based on characteristics, functions, roles and duties (Alzahrani, 2016). As we already know and have experienced, the cultivation of traits between each gender, both feminine and masculine, influences our development. Gender classification is also used to divide how to dress, compartmentalize types of work, and

regulate how women and men think, behave and feel what they feel.

The role of mass media is very large, especially in building public opinion and also as an indirect means of socialization for the government or for entrepreneurs who offer their products. The author sees that information media and mass media are a suggestion for socialization for society so that people can accept the idea of gender equality, which will later help develop the

social construction of our society regarding gender equality itself.

The history of gender differences between women and men occurred through quite long stages and systems. Therefore, the formation of this distinction can occur due to many things, including being formed, socialized, strengthened, even constructed through the environment, religion or by the state. With this long process, gender socialization is finally considered a provision that has been determined by the Almighty, as if it were biological and cannot be changed again. Due to the social construction of gender, menmust be brave and must not be whiny (Anindya, 2018).

Social movements that emerge through social media are better known as social media activism or digital activism. Social media activism is the use of social media platforms to raise awareness about social and political issues, to mobilize people to take action, and even to demand a role for government. Social media platforms such as Facebook, Twitter, and Instagram arecommonly used to connect with each other and share information about important issues. It has been recorded that a number of important actions at the global level started from social media activism, including the Black Lives Matter (BLM) action and the #MeToo Movement which sought to raise awareness about sexual harassment andassault. Although the use of social mediaappears as a significant tool for certain forms of activism, this cannot be interpreted to mean that it will have the same influence on all forms of activism carried out by individuals and groups.

The gender equality movement in Indonesia involves various actions and campaigns whose main aim is to change attitudes and behavior, as well as society's perspective on gender stereotypes. Actions and campaigns communicated via social media are carried out through hashtags, campaigns via photos or videos, online petitions, and creating online communities. Gender equality campaigns and actions on social media play an important role in mobilizing support, raising awareness and advocating for social change. Most gender equality activists use social media to launch online campaigns focused on specific issues. They create interesting visual content, videos, infographics or memes that evoke emotion and sympathy. The existence of actions and campaigns for gender equality through non-formal channels such as social media, shows that the patriarchal structure in Indonesian society has not experienced substantial changes.

Digital Feminist Activism (DFA) in Indonesia is influenced by socio-political and cultural factors including the long history of women's activism in Indonesia. According to him, the majority of social media users in Indonesia are urban young people who have little exposure to feminist perspectives. The agency of young people, especially women and the transgender community, is also considered to have a significant influence in forming DFA in this country (Adnyani, 2023). Based on this narrative, the researcher will provide the research title "The Role of Social Media in Promoting Gender Equality Issues". Based on the background that has been stated, a problem arises, namely the role of social media in promoting gender equality issues

II. LITERATURE REVIEW

Gender and Gender Equality

The concept of gender and gender equality is important to understand in this research. Gender is a social concept that includes the norms and values attached to a person's gender. Meanwhile, gender equality is a principle that demands equal rights and fair treatment for everyone, regardless of sex or gender identity. The concept of gender and gender equality is the basis for this research in understanding the role of mass media in promoting gender equality issues (Larasati, 2023).

The Role of Social Media

Social media has an important role in influencing people's opinions and behavior. People who are accustomed to using social media can use these platforms as a means to fight for gender equality. In this research, the role of social media is important to consider as one of the factors influencing the role of social media in promoting gender equality issues (Larasati, 2023).

History of the Emergence of Gender

Equality of women and men began with the announcement of 'emancipation' in the 1950-1960s. After that, in 1963 a women's movement emerged which declared a resolution through the UN socio-economic body. The equality of women and men was strengthened by the declaration resulting from the 1975 UN conference, with the theme Women in Development (WID) which prioritized development for women which was developed by integrating women in development. After that, several international meetings took place that paid attention to women's empowerment. Until finally, around the 1980s, various studies showed that the quality of equality was more important than quantity, so the WID theme was changed to Women and Development (WAD). Anderson and Moser's study provides recommendations that without the willingness, cooperation and involvement of men, women's empowerment programs will not be successful. For this reason, a gender approach known as Gender and Development (GAD) is used which emphasizes the principle of partnership and harmony between women and men.

In 2000 the UN conference produced 'The Millennium Development Goals' (MDGs) which promote gender equality and women's empowerment as an effective way to fight poverty, hunger and disease and stimulate serious and sustainable development (Batoebara, 2023).

III. Method

This research uses a descriptive qualitative approach. A descriptive approach is used to explain the results of the development and concept of mass media regarding gender inequality. Qualitative research methods refer to research procedures that produce words and carry out in-depth behavioral observations. Qualitative research uses different philosophical assumptions, strategies, data collection methods, analysis and interpretation. Descriptive research aims to provide a specific description of situations, social arrangements or relationships; using words or numbers. Data

collection techniques use literature studies such as books, journals and online news.

IV. RESEARCH RESULTS AND DISCUSSION

Mass media is one of the most important means of forming gender structures in society. The advantages of media can be a powerful tool for spreading gender concepts in society. Before discussing support for almost all of the basic standards that the media must observe regarding women's issues, we must first understand what gender means and how it affects women. Gender and sex differences. Many people are confused when referring to the terms gender and sex. Gender can be a term used by sociologists to explain the differences between women and men as a gift from God as well as a cultural characteristic of the times (Aprilianda and Krisnani, 2021).

Gender is defined as the dynamic roles and responsibilities between men and women determined by society and culture. For example, the belief that men are strong, cruel and superior, while women are weak, gentle and happy. Maybe this is not God's nature, but the result of socialization over a long history. The distribution of traits and characteristics of women and men is interchangeable and changes over time, from place and custom to practice, from upperclass to lower class. What gender is actually like is not God's nature or purpose, but rather a development created by individuals, society or society.

Gender differences don't matter until they create gender conflict. But the problem is that gender differences lead to different competitive activities. We talk about gender inequality when the difference in position is due to the fact that a person can be a woman or a man. Even though men have not stopped being victims of various forms of gender inequality, women still occupy the highest position as victims of gender inequality.

There is a need for journalists and the media to study and report on women's issues so that their reporting has a gender perspective. However, in the end, media professionals have to work hard. There are at least several important criteria that the media must pay attention to, namely the authoritative and ethical competence of the media in relation to gender issues which is still in the process of being considered, as for example the phenomenon of female preachers, women are used as mass media commodities packaged through da'wah programs. As a result, the network cannot cover women's problems according to urgency standards. Increasing empathy for acts of violence against women is one way to be polite, communicative and appropriate in media reporting on events involving women. Nowadays, the media is inevitably registered as a capitalist tool.

The mass media, which should be the "guarantor" of the state's interests, has now become a tool of power due to the lack of professional capacity and ethics in news editorial. As a result, women become victims of powerful interest groups who want to maintain their power. The need for adynamic role for women and their representation in the media makes it difficultfor women to get out of the current crisis. According to Debra Yatim, the Indonesian

press has proven that patriarchal culture and male capitalism are in control.

Mass media must increase the number of female professionals and present women as active activists, not as subjects. There is a need to change the world view that has developed in the mass media regarding the image of women that has existed for a long time. Images of women in the media tend to be provocative, flirtatious, vengeful, and public-spirited (Sari, 2008). Girls can be subjects and play outdoor games outside. Many arguments are often put forward against criticism and concerns about the influence of the media. Several defenses are often offered, such as that the media has limited influence on society because the public generally views the media as "entertainment" and not reality. Facts about mass media cannot be taken into account as the main or only factor capable of influencing people's imagination, because mass media only reflects the dominant culture of society.

In fact, there are other social factors that can influence society, for example family, environmental, school and religious institutions. Although there is some truth to this argument, it cannot be used to minimize the influence of the media on gender issues. First, if stereotypes about women only appear occasionally in the media, their impact will certainly be limited. The consequences of stereotyping women if society consists of educated people who often debate gender inequality, so these limitations are certainly not a problem. But the problem is that society consists of different people, with different levels of education and ages, who still accept constant

representation of women (Noeswantari, D,2002)

Mass media is basically not the only influencing factor, but due to the intensity of its consumption by society, mass media is increasingly becoming a determining agent of social processes. The influence of the media also increases when the images depicted of women are seen as a means of reinforcing established social stereotypes. So it doesn't mediate gender inequality. However, the media clearly amplifies feelings, even hatred, towards the plight of women in society. The presence of women in mass media is very important, the presence of women is not just to add to the aesthetics of the media or commodities, but the presence of women is important in balancing the viewpoints presented in mass media (Widiarini, Karlinah, and Herawati,2018).

Media has now become an everyday phenomenon and humans have to accept and even consume it. This reconstruction must start with mass media and continue to educate the public. Because along with today's consequences, we must consider the fate of civilization in the future. In addition, people accept and actively use information and communication technologies. We must prepare today for the challenges of tomorrow so that gender inequality does not re-emerge. The ideal concept of mass media to disrupt all of this can be revived by the media itself.

There are three main sources of communication, namely content, stakeholders, and audience. Content refers to the content of a media presentation, including media support, while audience

refers to the target segment. So one can understand why mass media is often used for commercial purposes and as a measure to survive in media competition. In otherwords, media is used as a livelihood that requires capital, content and an audience. These three sources of media life are interconnected. The mass media must once again raise awareness and understanding of equality issues. Of course, in the context of the program concept and the inclusion of women in da'wah programs, women are explored in terms of their qualities, abilities and knowledge about da'wah, not just in terms of appearance. Once you've gained this internal, healthy understanding, force the media to seek out, support, and leverage these three sources. Start producing educational content for the masses through educational media. Of course the shape isnot uniformly formal, but also formal and modern. Do it consistently and update the content. The media tries to create gender stereotypes and attitudes that lead to violence and gender discrimination in society.

V. CONCLUSIONS

This research succeeded in identifying the gender equality movement through social media. It is known that the role of agency is very influential in the emergence and development of a social movement. Individuals who have the capacity and great attention to an issue then network to form a structure mediated by social media which seeks to change the current structure.

They have various modalities to be able to voice their concerns and carry out social change. The existence of social media is also crucial in bridging access to information on gender equality issues which have not been featured in mainstream media. In this case, social media is also the right medium to raise participation and collective awareness of women.

REFERENCES

Adnyani, N. W. G., & Rusadi, U. (2023). Media Sosial sebagai Katalis Pendidikan: Dinamika Gerakan Kesetaraan Gender di Indonesia melalui Perspektif Strukturasi. Jurnal SAP (Susunan Artikel Pendidikan), 8(1), 70-79. http://dx.doi.org/10.30998/sap.v8i1.17797

Alzahrani, F. (2016). The portrayal of Women and Gender Roles in Films. International Journal of Scientific & Engineering Research, 7(4), 533. http://www.ijser.org

Anindya, A. (2018). Krisis Maskulinitas Dalam Pembentukan Identitas Gender Pada Aktivitas Komunikasi. Jurnal Ranah Komunikasi (JRK), 2(1), 24. https://doi.org/10.25077/rk.2.1.24-34.2018

Aprilianda, S., dan H. Krisnani. 2021. "Perilaku Diskriminatif Pada Perempuan Akibat Kuatnya Budaya Patriarki di Indonesia Ditinjau dari Perspektif Konflik." Jurnal Kolaborasi Resolusi Konflik 3(1):1–13. https://doi.org/10.24198/jkrk.v3i1.31968

Larasati, M., Rozan, H., Saputra, I. D., & Radianto, D. O. (2023). PEGEMI (Peran Generasi Milenial) Dalam Mewujudkan Kesetaraan Gender Melalui Pendekatan Media Sosial. VISA: Journal of Vision and Ideas, 3(3), 505-517. https://doi.org/10.47467/visa.v3i3.4039

Noeswantari, D. 2002. "Perempuan dan Gaya Hidup Konsumtif." Jurnal Dinamika HAM 2(2). http://efaidnbmnnnibpcajpcglclefindmkaj/https://repository.ubaya.ac.id/3372/1/Noeswantari_Perempuan_2002.pdf

Sari, Ambar. 2008. "Stereotipe Perempuan dalam Iklan Radio di Yogyakarta." Jurnal Komunikasi Profetik 1(1).

Widiarini, Annisa Dea, Siti Karlinah, dan Maimon Herawati. 2018. "Pemaknaan Perempuan Jurnalis Televisi di Kota Bandung Terhadap Profesi Jurnalis Anissa Dea Widiarini, Siti Karlinah, Maimon Herawati." Kajian Jurnalisme 02(01).