Women Source Person in the Men-Dominated News
A Content Analysis of Local Election News in Four Jakarta’s Newspapers

Awang Ruswandi
Department of Communication
Universitas Indonesia

Abstract

The Millennium Declaration resolves to promote gender equality and the empowerment of women as basic human rights. It is assessed by measuring gender equality in three areas: education, employment and political decision-making. In Indonesia, women’s participation in political decision-making – especially women’s parliamentary representation – was an important issue. Ideally, mass media should endorse women’s participation in political area. Mass media could provide spaces for women to discuss political issues. It could be conducted by choosing women as news sources.

The study is a content analysis of local election news in four Jakarta’s newspapers. It examined how newspapers gave opportunity to women for expressing their aspiration about local election. The findings indicated that news of Jakarta’s local election was dominated by men. All newspapers only quoted only 6.08% women. Therefore, women were minority news sources. In other word, men source person still dominated the political news. Women’s voices that quoted by journalists were also limited in such area like daily life during campaign, general impression of election, or campaign rally. Journalists didn’t quote strategic issues like candidate’s capacities, money politic, or gender’s sensitive issues. The journalists didn’t take women prominent and expert analyst to evaluate the election as well, whereas in fact there are many women political scholars in the country.

Key words: news sources; gender and journalism; women’s voices, newspaper; political news