ABSTRAK

Penelitian ini berfokus pada perspektif gender jurnalis perempuan di media maskulin di Indonesia. Media maskulin yang dimaksud adalah majalah pria dewasa yang memiliki segmentasi pria dewasa antara usia 25-35 tahun. Penelitian ini menggunakan majalah *Popular* sebagai objek penelitian. Majalah *Popular* merupakan satu-satunya majalah pria dewasa di Indonesia yang berasal dari dalam negeri. Majalah *Popular* memiliki semacam 'tradisi' menempatkan jurnalis perempuan dalam redaksinya. Peneliti tertarik untuk mengeksplorasi perspektif gender yang dimiliki jurnalis perempuan yang bekerja di majalah *Popular*. Tujuan dari penelitian ini adalah menjelaskan perspektif gender jurnalis perempuan di majalah *Popular* dapat diidentifikasi sebagai perspektif gender maskulin atau feminin.

Peneliti menganalisis data menggunakan metode analisis wacana kritis Norman Fairclough. Data tersebut berupa teks artikel yang ditulis oleh jurnalis perempuan dalam majalah *Popular* antara edisi Juni hingga November 2015, serta transkrip wawancara mendalam dengan jurnalis perempuan sebagai informan penelitian. Pemilihan data didasarkan pada tema edisi dan bentuk artikel. Kerangka analisis wacana kritis Fairclough dibagi menjadi tiga dimensi, yakni dimensi tekstual, dimensi kewacanaan, dan dimensi praktik sosial. Peneliti melihat diksi yang digunakan jurnalis perempuan dalam teks, kemudian menjabarkan wacana yang timbul dari diksi tersebut dan kaitannya dengan konteks sosial, kemudian dari wacana yang dimunculkan oleh jurnalis perempuan, peneliti menarik kesimpulan apakah teks tersebut berperspektif maskulin atau feminin.

Hasil analisis peneliti menunjukkan bahwa jurnalis perempuan memiliki perspektif gender ganda dan bersifat dinamis. Jurnalis perempuan dapat memyajikan suatu isu dari perspektif gender maskulin maupun perspektif gender feminin. Hal tersebut dipengaruhi oleh empat faktor, yakni lingkungan keluarga di mana jurnalis perempuan menerima sosialisasi peran gender, pergaulan dengan masyarakat termasuk di lingkungan tempat jurnalis bekerja, pendidikan formal dan informal yang didapatkan jurnalis perempuan, dan latar belakang sistem kepercayaan yang dianut berupa agama dan adat istiadat.

Kata kunci: perspektif gender, jurnalis perempuan, majalah, CDA

ABSTRACT

This research is focus on gender perspective of female journalist in Indonesian masculine media. Specifically, masculine media that meant here is adult men magazine. Adult men magazine has a segmentation of adult men aged between 25-35 years old. This research uses *Popular* magazine as research object. *Popular* magazine is the only Indonesian adult men magazine which is originally from Indonesia. *Popular* magazine have a kind of 'tradition' to put female journalist as a part of their editorial staff. The researcher is interested to exploring gender perspective of female journalist in adult men magazine, with basic assumption that female journalist has a masculine perspective. The purpose of this research is to elucidate that gender perspective of female journalist in *Popular* magazine could identified as masculine or feminine perspective.

The researcher uses critical discourse analysis (CDA) method from Norman Fairclough to analyze data. Those data include textual article written by female journalist in *Popular* magazine issued between June until November 2015, and in-depth interview transcript with *Popular* magazine's female journalist as main research informant. The article as data was selected based on monthly theme of *Popular* magazine and article structure. Fairclough's CDA framework is divided into three dimension: textual dimension, discourse practice dimension, and sociocultural practice dimension. First, researcher see the diction that used and produced by female journalist, then explain the emerging discourse from that diction and relates with social practice context. Researcher uses the emerging discourse from article of female journalist to conclude which is she has masculine or feminine perspective.

The result of researcher's analysis indicates that female journalist have multiple and dynamic gender perspective. Female journalist could presents some issue from both of masculine and feminine perspective. It is influenced by 4 factors: female journalist's family where gave her socialization about gender role, interaction with the society (include her workplace community), formal and informal education as a journalist, and belief systems include her religion and customs.

Keywords: gender perspective, female journalist, magazine, CDA