

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Since we were child, gender bias for men and women often occurred in our lives. Society teaches us how we treat men and women differently because their gender is not the same. Furthermore, it becomes common sense because people consider gender is natural (Eckert and Ginnet, 2003, p. 9). For example: A mother gave different gifts for her son and daughter; the son received a robot and the girl received a doll. The mother thought that she would not give the doll to her son and vice versa. This example shows that gender bias is gained naturally by parents. Different treatments based on gender which is constructed by parent or even society will make some people or groups think that certain jobs or performances only appropriate for one gender. Therefore, this condition triggers that boys are only related with robots and girls are related with dolls.

Wienclaw (2011, p. 15) in his book "*Gender Roles and Identity*" said "women need to be protected." "Big boys don't cry." "Women and men are different but equal, and each has a unique role within society." It means that people's mind has been settled by society or knowledge that women and men are different not only on the biological reproduction but also on the behavior. It is just a few of the beliefs about gender of women and men in society. Women who stay at home, keep house, and raise the children can be seen as fulfilling mother's role.

On the other hand, men who work at company or institution, paint walls, and play sport with the children can be seen as fulfilling father's role.

According to Wienclaw (2011, p. 33), gender role has changed in many ways not only over the centuries, but within memory as well. In 1950, little girls were said to be made of "sugar and spice and everything nice" and wore pastel and organdy dresses and gloves to church. In 1960 and 1970, this had changed for many women, and patched jeans became strictly needed in fashion. That condition showed that the gender role can change every time and may happen in the future in fashion or another context.

Another example is in parenting context, a wife tells her husband to cut the lawn because it is his job. It means that the wife thinks that the activity can only be done by a man. Another example, a father spends his time to stay at home to care for his baby, but people will think that his behavior is not masculine because caring baby is a mother's job. A father should work and get high wages to fulfill his family needs such as paying bills or doing vacation with his family in summer. In society, mother who works at company and arrives at home lately everyday is portrayed that her job is the main priority instead of her children. On the other hand, father who works and does overtime work at his office is portrayed that he is hard worker. Therefore, men gained "positive" image and women gained "negative" image when tells about hard work.

Gender role in parenting context in Britain is quite different compared to that in Indonesia. In Britain, the group for "stay at home fathers" claims that the number of men who choose to stay at home to be full time fathers has increased

by around 50% since 1999, and is now 150,000 (Sunderland, 2006, p. 505). It means that people in that country are aware that a father also can take care as well as his wife. In Indonesia, a father is portrayed as a breadwinner in a family because society still thinks that a man should have a job instead of stay at home to care for his baby (Wright, 1997). The writer assumes that it is rather difficult to reconstruct gender role for mother and father in Indonesia.

Eckert and Ginnet (2003, p. 16) gave example about how people treat boys and girls. In United States, when you want to buy baby's clothes as a gift to your neighborhood, the staff will ask whether the baby is a boy or girl. The staff will offer pink color for girls and blue for boys. Furthermore, if you reply that you do not know the sex, then the staff will offer more neutral colors such as yellow, green, or white. This condition also triggers that color is also related with gender. Pink is related with girls because society thinks that the color is more delicate than blue. But, in the early twentieth century, Sterling (2000) reported that blue is associated for girls and bright pink for boys. Therefore, it also probably implies that gender role is dependent on the culture or society and can change over time.

Based on the background that the writer has already mentioned, gender role is based on culture, can change over time and gained through earlier experience from people. Nevertheless, media such as internet, magazines, or newspapers also can construct gender based on their own interest because people are surrounded by media in past, in present, or maybe in future. One of media which constructs gender role through text is magazine. Magazine is a periodical publication contains articles and illustrations, often on a particular subject or

aimed at a particular readership (Oxford Dictionaries, 2010). For example, the target market of parenting magazine is often for young parent readers who have babies or children. In Indonesia, three parenting magazines are *Parents Indonesia*, *Ayah Bunda*, and *Mother and Baby*. Therefore, their news will only related with mother's role and father's role to their children in Indonesia.

In this study, the writer wants to analyze gender role in parenting context which is constructed by text producers in articles in mother's column and father's column in official website of *Mother and Baby* magazine. The full address of this official website can be accessed on www.motherandbaby.co.id. In the website, there are two columns named "untuk ibu" and "untuk ayah" which contain articles related with mother's role and father's role to their children. The writer thinks that text producers will write articles based on power holder's ideas because they are under guidance of the institution.

In analyzing gender role in mother's column and father's column, the writer uses one approach which is suitable to find out the gender role written by text producers through structure analysis. In linguistic field, there is one approach called Critical Discourse Analysis (CDA). According to Scollon (2001, p.140), it is a program of social analysis that critically analyses discourse – that is to say language in use – as a means of addressing social change. CDA analysts see that inequality in gender is one problem that occurs in society for many years. Gender inequality happens when women have less power than men or vice versa. Society constructs that women do not have equal rights, opportunities, or privileges than men. Therefore, by analyzing gender role in parenting context, it would make

young parent readers more aware that the representation of mothers' role and fathers' role to their children which are embedded by text producer may consists of gender bias.

Based on one approach that the writer has already mentioned, there are some CDA theories such as Van Dijk's theory, Fairclough's theory and Sara Mills' theory. These three theories share the same aim which is to find out the implicit meaning or ideology through texts and talks. Nevertheless, the way these theories analyze texts are different because they have their own special tools. In CDA proposed by Van Dijk, it has a tool called textual analysis, social cognition, and societal analysis. These three dimensions are included in one approach named socio-cognitive.

Analyzing gender has been the object of several studies. Sunderland (2006) wrote an article entitled "*Parenting or Mothering? The Case of Modern Childcare Magazines*". Another study was by Sasangka (2008) entitled "*The Portrayal of Gender Stereotype in Ponds' and AXE Television Commercials (A Study of the Discourse of Advertising)*". Further, Wang (2009) made a study entitled "*Language and Ideology: Gender Stereotypes of Female and Male Artists in Taiwanese Tabloids*". These former studies analyzed gender in magazine, advertisement, and tabloid. Nevertheless, the writer has found one research gap among these former studies. The research gap is they did not analyze gender role construction on both father's role and father's role in parenting context in Indonesia.

In this study, the writer uses CDA proposed by Van Dijk and the combination of these former studies to enrich understanding about gender. This approach sees that textual analysis, social cognition, and societal analysis helps the writer to reveal gender role construction constructed by text producers.

1.2 Statement of the Problem

Media have the ability to spread news or articles and construct implicit meanings based on their own interest. Implicit meanings or ideologies can be regarded by analyzing the text producers' writing patterns. In this study, the combination of social cognition and societal analysis helps the writer to understand and find out the gender role in parenting context in mother's column and father's column in official website of *Mother and Baby* magazine. Therefore, based on the explanation above, the writer wants to find out:

How is the gender role of parenting constructed in mother's column and father's column in official website of *Mother and Baby* magazine?

1.3 Objective of the Study

We are surrounded by media in past, present, and future. They embed news or articles about gender through texts or talks. In parenting context, gender role of parents can be understood from the way text producers write articles or news about mother's role and father's role to their children. From the explanation above, the objective of the study is:

To find out gender role construction in mother's column and father's column in official website of *Mother and Baby* magazine.

1.4 Significance of the Study

Theoretically, this study aims to enrich the study of gender especially in gender role of parents in Indonesia. This study uses CDA proposed by Van Dijk with a tool named textual analysis, social cognition analysis, and societal analysis. Besides, other students can use this study as their references when analyzing texts using CDA. Practically, this study will inform young parents that mother's role and father's role in mother's column and father's column in official website of *Mother and Baby* magazine may contain gender bias.

1.5 Definition of Key Terms

Critical Discourse Analysis : It is a program of social analysis that critically analyses discourse – that is to say language in use – as a means of addressing social change (Scollon, 2008, p. 140).

Gender Role: Separate patterns of personality traits, mannerisms, interests, attitudes, and behaviors that are regarded as “male” and “female” by one's culture (Wienclaw, 2011, p. 166).

CHAPTER II

LITERATURE REVIEW