

ABSTRAK

Penelitian yang berjudul Praktik Jurnalisme Berperspektif Gender di Radio Bersegmentasi Perempuan (Studi Kasus She Radio Surabaya) ini membahas mengenai praktik jurnalisme yang dilakukan di radio bersegmentasi perempuan. Topik ini dianggap menarik karena dunia jurnalisme seringkali diasosiasikan dengan dunia laki-laki, sedangkan She Radio muncul dengan segmen pendengar perempuan sehingga asumsinya She Radio sudah tidak memunculkan ketidakseimbangan mengenai gender dalam praktik jurnalisannya dan memposisikan perempuan dan laki-laki secara setara dan tidak mengidentikkan peran gender sebagai peran jenis kelamin. Namun ternyata, masih ada ketimpangan gender di media bersegmentasi perempuan khususnya di She Radio.

Peneliti menggunakan tinjauan pustaka Peran Jurnalisme Berperspektif Gender dalam Media; Nilai-Nilai Personal Jurnalis dan Institusi Media Tempatnya Bekerja; dan Radio Bersegmentasi Perempuan sebagai Industri. Peneliti dalam penelitian ini menggunakan metode kualitatif dengan tipe penelitian eksploratif untuk dapat menjelaskan secara mendalam mengenai praktik jurnalisme berperspektif gender di radio bersegmentasi perempuan. Dari analisis yang telah dilakukan oleh peneliti, ditemukan bahwa pada praktik jurnalisme radio di She Radio masih belum sepenuhnya berperspektif gender karena masih ada bias-bias yang didasarkan pada stereotip yang berkembang di masyarakat sehingga memunculkan pemilihan topik yang kurang berperspektif gender.

Kata Kunci: Perspektif Gender, Praktik Jurnalisme, She Radio, Peran Gender.

ABSTRACT

This study examines the usage of gendered journalism in the media, specifically, in female radio. This research is interesting because it's very rare to find a study about radio and gender and the journalism itself is usually associated as men's world. The emerge of female radio (She Radio) which brings the vision of empowerment shows a question, whether they really do not differentiate between male and female worker. Because the definition of gender itself means not differentiating people based on their sex but on their gender role which is can be interchanged between men and women. She Radio is chosen because it's the only female radio in Surabaya that has male workers as announcers.

Through this study, researcher want to identify the practice of journalism used in thi radio. By using a type of explorative study with case study as a method, researcher are expected to identify what kind of journalism is used in She Radio and whether it uses gendered journalism or not.

The conclusion from this study indicate that She Radio has not yet fully use gendered journalism as a method to do their work. Even though they treat their worker equally in redactional area, but they still manage to place women in their stereotypes in some aspects.

Keywords: Gender Perspective, Gendered Journalism, The Practice of Journalism, She Radio, Gender Role

