

## GENDER ANALYSIS OF PUBLIC RELATIONS AND ADVERTISING IN INDONESIA

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**ABSTRACT :** This study aims to analyze is public relations predominant feminine or masculine, to analyze the indication of feminine in Indonesian public relations, and to analyze the indications of masculine in Indonesian public relations. Researchers uses social rules theory and issues of gender in public relations and advertising to develop a conceptual of gender in public relations and advertising in Indonesia. This research is conducted by phenomenology research design in order to answer the research design in order to answer the research questions. Data has been collected by participant observation, in depth interview, and literature review. Findings showed that all respondents in this respondents in this study described that public relations is prodominate masculine because respondent perceived it to male characteristics. They indicated feminine in "women are not thinking long term", "calm person when they become spoken person in front of public", "sociable", and "heedful". They also indicated masculine refers to make behavior. Likewise in advertising practice showing the dominance of female gender is a myth. Women appear in advertisements in different faces. Women are symbols of intelligence, independence and decision makers. There are masculine values that are built in the appearance of today's women. This research has offerend a new gender conceptalk in the Indonesian public realtions.

**KEYWORDS:** *gender, Indonesian public relation, feminine, masculine, advertising.*

### I. INTRODUCTION

Public relations industry in Indonesia have been developed since 1966. The number of public relation proffesion increase follow by the creation of proffesional and industry bodies. Several of PR organizations has been built such as Cordinating Body of Government to cordinate the pre activities of all government agencies (Bakohumas, 2012). In 1972, the PR Association of Indonesia (Perhumas), and in 1987 the association of PR companies to increase PR profesionalism within agencies in Indonesia. In 1983 there was economic deglaration policy also led to privation in the economic sector and gave more opportunity for the public to participate in (Soesastro, 1989). As result, there was an increasing number of private companies which need more PR practitioners to support their bussiness strategy. In 2015, there are more than 15.000 government PR practitioners, on other hand, 10.000 PR practioners have been worked in private company, and in facing of globalization era and ASEAN community era Indonesia public relations magazine officially launched (<http://www.prindonesiamagz.com/about-us>). Because of an increasing number of Indonesia public relations practitioners, more women are working as public relations in various industry. Public relations seems as gendered proffesion. In US, 70% of PR practitioners are female (Voerhoven, See Aldoory & Toth, 2012). There are many viewed in order parts of the world have been researched about women in PR; For example in Netherlands (Voerhoven, Van Ruler, & Elving, 2007). In the provious research aspect of feminization have been discussed including the concequences feminization for the credibility of the PR profession, the power it holds in organization, the position of female and male in PR professionals in profession. In Indonesia, public relations is often regarded as female field (Simorangkir, 2010). Research from Grunig, Toth, and Hon (2001) claimed that difficult and they can achieve prosional status. However, public relation following research question: 1) Is public relation prodominant feminine or masculine, 2) what is indications of femininne in Indonesia PR ? and 3) whaat is indications of masculine in Indonesia PR ?

In the world of advertising in Indonesia, the face of Indonesian advertising is clearly dominated by the gender role of women in conveying marketing messages for all products. Starting from electronic advertisements, cars, motorcycles, food and beverages, cosmetics and beauty to cellular phone products. According to advertising practitioner MirantiAbidin, feminism in the advertising industry cannot be separated from the consequences of the women's movement that has developed in many countries at once which has succeeded in placing women at

the top level. (<https://katadata.co.id/timrisetdanpublikasi/berita/5e9a55d3c4f83/keberadaan-perempuan-dalam-industri-ads>)

Although women in the advertising industry are treated equally, this is not the case as messengers or objects in advertisements. The role of women as models, commercials, or endorsers often creates gender bias, as well as reinforces typical patriarchal stereotypes. Women's sexuality is also used as a commodity. Many products have absolutely nothing to do with the female body but display the female side of sensuality in their advertisements. A soft drink ad, for example, features a sexy artist in a tight dress and a low neckline. WoroAstuti, one of Indonesia's senior advertising practitioners, admits that such advertising products target the lower classes, especially men, who apparently still rely on women's sensuality as a selling strategy.

But in its development, advertising with the exploitation of women's bodies like this began to be avoided by brand owners. "My clients now don't want their advertisements to highlight women's bodies too much," (<https://katadata.co.id/timrisetdanpublikasi/berita/5e9a55d3c4f83/keberadaan-perempuan-dalam-industri-ads>)

The previous research public relations shows that men and women working in the domain of public relations have different perceptions and experiences with regard to several aspects of their profession (e.g. Grunig et al, 2011; Choy & Hon, 2012). To understand this difference, researchers use the theory of Deborah Tannen, an American sociolinguist, who tape-recorded and analyzed numerous conversations for a better understanding of miscommunication between men and women (Tannen, 1990). Tannen claims that there are gender differences in ways of speaking. This starting point is acknowledging that people in interaction try to realize two universal needs: (1) the need to be connected to other people and (2) the need to be independent. These needs are not easy to fulfill, and they often create dilemma situations. We are individuals as well as social beings, we want to be unique and make a difference, but we also want to belong to others. When communicating and expressing our need for intimacy, our need for independence may become at risk.

Previous research on gender in advertising has been done by Vaishali Shrikhande on her study. This study examined the portrayal of women in television commercials and documented the stereotypes associated with women in today's television commercials. Content analysis was chosen as a method of inquiry for this study. Two hundred and twenty six advertisements were recorded from the three chosen networks, ABC, CBS and NBC. No local advertisements or public service announcements were included in the sample. Each advertisement was initially coded for the central figure, whether the central figure was a male or a female. In addition, each central figure in the advertisement was coded for the following categories: 1) age; 2) product use; 3) occupation; 4) voiceover; 5) product representative; 6) stance; and 7) product types. Analysis was performed to determine the extent to which female characters portrayed in these advertisements were subject to stereotypical portrayals. The analysis of the data gathered reveals that portrayals of women in television advertisements in many ways conform to most advertising's stereotypical portrayals of women (as documented by previous researcher). However, the study provides evidence that the stereotypes associated with women is lessening. The study provides evidence of the emergence of a new trend in some cases toward portraying women and men as equals.

According to Tannen, men and women express themselves differently and thus construct different frames in interaction for different reasons. Men use communication to express and maintain independence, while women try to maintain intimacy when communicating. These differences result in different perceptions and experiences are expressed in conversations within interpretive communities. Taking into account that reality is constructed in interaction, it is suggested that while communicating in different interpretive communities, perceptions and experiences will be reaffirmed, reproduced and strengthened in every interaction in which they are not actively contested.

Men in public relations are more likely to be promoted into managerial roles; most women in public relations are employed in technician roles. Women in public relations earn less than men overall (Aldoory & Toth, 2012). Although factors such as years of experience, skills and training (O'Neil, 2013), and balance of work and family contribute to the likelihood that women will work in also a factor (Aldoory & Toth, 2012; Aldoory, Reber, Berger, & Toth, 2018). O'Neil (2018) found that female public relations practitioners have less formal structural power than male public relations practitioners.

Bromm (2019:7) defined public relations as follows: "Public Relations is the management function that establishes and maintain mutually beneficial relationships between an organization and the publics on whom its success or failure depends". Another definition with a new dimension is offered by The Chartered Institute of Public Relations (CIPR) :

"Public relations is about reputation, the result of what you do, what you say and what others say about you. Public relations practice is the discipline, which looks after reputation with the aim of earning understanding and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics."

Bromm And Smith (1979) defined four major public relations roles. These roles are: expert prescriber, communication facilitator, problem solving process facilitator, and communication technician. Each role represents a different behavior pattern, but practitioners often perform more than one role or develop a certain pattern as the dominant role behavior (Bromm&Smith, 2000, pp. 47-59). The technician role focuses on producing and distributing information while practitioners who play the menegemet role primarily participate in management decision-making more frequently than technicians (Bromm & Dozier, 2010).

Experts in public relations throughout Europe refer to communications in the context of an organization as a "specialized management field" (van Ruler et al, 2018). Anglo-American authors argue that public relations is a field that should not mereley be seen a tactical and artistic-creative function, but should rather be concidered managerial and strategic (Grunic, 2012). These authors emphasize the importance of a mutual communication system, which requires a specialized management function at a high level.

"Inclusion communication management in the dominant coalition seems vital," wrote Larissa Grunig (2010). Communication management is a startegic management activity that helps secure the longterm function of an organization in the society, and this requires hiring specialists at a managerial level, e.g., communication managers, rather than communication technicians (Dozier, 1988). Therefore, the dominant role of PR practitioners should be managerial, not technical. Nevertheless, in Indonesia, as in many countries, practice lags behind theory yhe development of the public relations industry in Indonesia has somewhat lagged due to the Indonesian people's lack of understanding about PR and how it support accompany's communications objectives and corporate brand in a competitive business environment (The Jakarta Post, 2012).

Social roles theory developed by Alice Eagly in 2011. This theory tell us about how to understand and to analyze why gender in important phenomenon in public relations. This theory explained from structural perspective why individual behave the way they that suggests that most behavioural differences between males and females are the result of stereotypes about gender and resulting social roles that are taught to young people (Eagly, 2011). Gender refers to the role assigned to males and females by society. Gender roles are "socially and culturally defined prescriptions and beliefs about the behaviour and emotions of men and women" (Anselmi and Law, 1998:3). Eagly (2011), offers an explanation for gender development that based on socialization. The social role theory posits that men and womenbehave differently in social situations and take different roles, because of the expectations society puts upon them (Eagly, 2011). According to Eagly (2012) , society has shared expectations about women and men. These expectations about women and men. These expectations from female and male gender roles. Eagly (1997), suggests that beliefs about the differences between men and women can be devided into two dimensions: communal and agentic. Bakan (2006) suggests that agentic qualitiesare manifested by self-assertion, self-expansion and the argue to master and be independent. Agentic qualities are often atributted to males. Communal qualities are manifested by selflessness., concern for others and emotional expressiveness, commonly associated with domestic activities, and for the most part associated with women. Eagly (2011) uses these dimensions to differentiate between males and females in work and family life.

Archer (2010) criticises the social the role theory. He examined and compared social role theory and evolutionary theory as explanations for sex differences. Evolutionary theory attributes most sex differences to the consequences of sexual selection and the conflict that arises with the different reproductive strategies of the sexes. Archer (2010) concluded that, sine evolutionary theory could explain "other mammals" sex differences, that it was a better explanation (Dulin, 2017). Eagly (2011) explains that social role theory is one of the many interrelated theories that worked with other theories to explain certain aspects of psychological and social precesses by which gender behaviour was produced but not an ultimate answer to the puzzle of sex differences. This theory is used by us to understand and to analyze the connection between the Indonesian PR to understand and to analyze the connection between the Indonesian PR practitioner's gender and their roles in the organization.

In the practice of implementing gender in television advertising, this research applies a media text framing strategy with a critical paradigm. Robert N. Entman emphasized the understanding of framing as the selection process from various aspects of reality so that certain parts of the event become more prominent than other aspects. It also includes information in a unique context so that certain sides get a bigger allocation than the other side. (Eriyanto, 2011,77) Meanwhile, William A Gamson emphasizes that framing is a way of telling a story or a group of ideas that are organized in such a way and present the construction of the meaning of events related to the object of a discourse. The way of storytelling is formed in a package (package). Packaging is a kind of schema or structure of understanding that is used by individuals to construct the meaning of the messages that he conveys, as well as to interpret the meaning of the messages he receives. (Eriyanto, 2011, 77)

As for Todd Gitlin: a strategy for how reality or the world is shaped and simplified in such a way as to be displayed to an audience of readers. Events are featured in the news to make them stand out and attract the attention of the readers. It does so by selecting, repeating, emphasizing and presenting certain aspects of reality. David E. Snow and Robert Sanford provide a different understanding, for him framing is the giving of meaning to interpret relevant events and conditions/frames organize a belief system and are manifested in certain

keywords, clauses, certain images, sources of information and certain sentences. Meanwhile, Amy Binder stated that framing implies an interpretation scheme used by individuals to locate, interpret, identify and label complex events into forms and patterns that are easy to understand and help individuals to understand the meaning of events.

Scientists Zhong Dang Pang and Gerald M. Kosicki reinforce the meaning of framing which means a construction strategy that processes news, cognitive devices used in encoding information, interpreting events, and being associated with routines, and news reporting conventions. (Eriyanto, 2011, 78) In general, Eriyanto concluded that framing is an approach to find out how the perspective or perspective used by journalists when selecting issues or news. Framing determines what facts are taken, which parts are highlighted and omitted and where the news will be taken. The media text framing method has developed which is not only aimed at revealing news texts but also revealing film texts and advertising texts. In this advertising research, framing is used to analyze scenes, images, advertising endorsers, music, songs, both verbally and non-verbally. (Eriyanto, 2011. 78)

Psychologically, framing is an effort and strategy by journalists to emphasize and make messages more meaningful, more conspicuous, and noticed by the public. Psychologically, people tend to simplify reality, and the complex world is not only simpler and easier to understand, but also has a certain perspective/dimension. People tend to see the world in a certain perspective. The same reality can be described in different ways by different individuals. (Eriyanto, 2011, 82) Sociologically, the frame is used to explain how the organization of the newsroom and the news makers form the news together. Frame views news as a complex organization that includes professional practice. News is a social institution, news is placed, searched for, disseminated through professional practice in organizations. (Alfred Schutz, Erving Goffman, Peter L Berger) (Eriyanto, 2011, 91)

This research focuses on framing theory in a critical paradigm. The critical paradigm states its idealism that freedom of expression, on the one hand, is understood in the context of the power of hegemony. The power of the hegemony is from the state and business institutions. On the other hand, freedom of expression means suppressing the public. Gramsci defines hegemony as cultural leadership carried out by the ruling class. (Ritzer, 2013, 300) Furthermore, Gramsci explained that hegemony is a condition that occurs when power, domination over life values, norms, and culture in community groups. (Faradina Kartika, 2018, 3) Hegemony is unconsciously understood and agreed upon and used by community groups so that the lower class must obey, and cannot do anything. When hegemony enters as non-physical power through a new ideology in community groups, the process of domination of power becomes even greater. One of them is in the ideology of media discourse. There are framings of media texts which we understand as framing.

This study applies the framing analysis of William A. Gamson. The concept of framing is done by using two tools how these ideas can be translated into news texts. First, the framing device, which is a device that relates and is directly related to the central idea or frame that is emphasized in the news text. This framing device is characterized by the use of certain words, sentences, graphics or pictures and metaphors. Second, the reasoning device is an idea that is not only in the form of words or sentences, the idea is also always marked with certain justifications, certain reasons and so on. The basis of justification and reasoning not only confirms an idea, opinion or view but also makes these ideas, reasoning and views appear true and valid. The public will accept that the message appears to be true, natural and reasonable. (Eriyanto, 2011,226)

Framing Analisis Gamson Anthony dan Modigliani

Frame central organizing idea for making sense of relevant events, suggesting what is at issues	
Framing Devices	Reasoning Device
Metaphors	Roots (Sebab-akibat)
Catchphrases	Appeals to principle ( Premis dasar, claim moral)
Exemplar (Framing)	Consequences (Efek, Consequences of Framing )
Depictions (description of issue, connotative, label)	
Visual images (Gambar, grafik, citra pendukung pesan yang ingin disampaikan)	

Source: Alex Sobur,2002, 177

Gender ideology

Gender is an inherent trait of men and women that is socially and culturally constructed through a long process. So gender is a sociocultural construction which is basically a cultural interpretation of gender differences. (Fakih, 2012,8) for example, such as gentleness in women and strong in men. Gender identity is an individual's self-concept about his condition as male or female or not both, which is felt and believed personally by the individual. Gender identity is implemented by individuals in behavior and behavior. (Alfian, 2021, 10)

Gender gave birth to a dichotomy of the nature, roles and positions between men and women. The dichotomy includes feminine traits for women and masculine traits for men. Domestic roles for women and public roles for men. A subordinate position for women and a dominating position for men. The nature, roles and positions are interrelated with each other and are difficult to separate clearly. (Muthali'in, 2001,2008)



Gender stereotypes are a broad category that reflect impressions and beliefs about what behavior is appropriate for men and women. (Alfian, 2016, 10) for example feminine is beautiful, sexy, charming, soft-spoken, sweet, full of affection. Masculine is strong, big, well built, athletic, tall, and muscular. Gender identity is usually associated with gender bias. Gender bias is a condition that favors or favors one of the sexes. In gender bias, there is an unfair distribution of positions between men and women. Feminine women are seen as appropriate to be active in the domestic sector, and masculine men are seen as more suitable to play a role in the public sector. (Alfian, 2016,11)

Gender equality is the struggle of an ideology for equal rights of women in occupying positions in the public sector. This struggle was achieved by massive movement. In the understanding of Islam as a religion that never separates the relationship of worship with Allah SWT and human activities in the world in life, has positioned men and women proportionally. As stated in the word of God, "Whoever does righteous deeds, both men and women in a state of faith, then indeed we will give him a good life.." (Surah An-Nahl: 97) This verse shows that Islam does not discriminate between men and women differently. All have the same right to worship and receive rewards from God.

## II. RESEARCH PURPOSES

This study aims to determine the extent of the role of gender, whether gender is dominant in the work practice of Public Relations and the practice of showing advertisements on television media in Indonesia.

## III. RESEARCH METHODS

This study is conducted by phenomenon research design. Creswell defined phenomenology as follows; *"Whereas a biography reports the life of single individual, a phenomenological study describes the meaning of the live experiences for several individual about a concept or phenomenon"* (Creswell, 1998:51). We used phenomenology research design to describes the meaning of the live experience for several Indonesian PR in order to interpret of PR as gendered profession. Data has been collected by participant observation, in-depth interview with Indonesian PR in Jakarta because as the nation's capital and it is the center of the PR industry in Indonesia, and literature review.

We used purposive sampling in order to choose a key informants, so we would only focus respondents who were employed as senior public relations practitioner, his or her educational background was communication or public relations studies, and he or she had experience in public relations industry more than 5 years. We also applied IPA, interpretative phenomenology analysis as technique analysis in order to answer the research question. According to Smith (2009:79-109) there are several steps of IPA such as 1) Reading and re-reading; 2) Initial noting; 3) Developing emergent themes; 4) Searching for connections across emergent themes; 5) Moving the next cases; and 6) Looking for patterns across cases.

The advertisement study was conducted by means of document studies and did not involve informants. Advertisements are selected by determining the criteria according to the research objectives. The criteria are: television advertisements, cigarette products, automotive products and strong drug products. Several advertisements were selected and analyzed phenomenologically, with document analysis reinforced by supporting theories

## IV. Result and Discussions

The research question asked: is public relations predominate masculine or feminine ? Three respondent in this study described that public relations is predominate masculine. Because public relations profession is depicted as masculine traits such as "strategic thinker", "logical", "realistic", "decision maker", "men like the challenges", and "kharismatic".

One male senior associate public relations consultant argued that public profession is "predominate masculine" because it refers to men's characteristic as "strategic and logical thinker", "realistic", and "decision maker". Where as female public relations only accentuate her physical appearance when a crisis occurs. Women are more emotional than men. There are more in technical rather than managerial.

On the other hand, one female owner of public relations agency felt doubtful that public relations is predominant masculine, and she said,

"Men still feels prestige that public relations profession is more feminine oriented than masculine oriented. The most important criteria to be public relations practitioner should have skills in communication and it's not consider a gender orientation. Now a days in many corporation recruit public relations staff is not based on their gender orientation but their communication skills".

All respondents also perceived female public relations practitioners figure as "motherly", "emotional", "sympathetic", "empathic", "calm person", "sensitive", "communicative", and "open and personable".

One of female respondent, a government public relations agreed,

"In my point of view, public relations profession is predominant masculine. Because it is masculine profession, which portrays male behavior like strict or firm. Where as female public relations

practitioners have sense of motherhood, empathic, and symphathic, to the public problems. It's not easy for male public relations practitionare to act like that."

Second research question asked: What is the indications of femininine of public relations in Indonesia ? EB, female respondent a government public relations answered,

Female public relations practitioners are more like talk motherly, they are emphatic and symphatic to the public problems. They are more proactive, initiative, and inovatif in order to tell their idea for make a concept and a public relation strategies in oral and written. Meanwhile male public relations practitioners are more like to talk strict, and dare to take a risk, and also they can face challenging. Nevertheless they are not more proactive than female public relations practitioners.

On the other hand, DU, an educator and senior public relations consultant have different perspective about the indications of the feminine of Indonesian public relations, said

"Female public relations as a company image. Female tends to slow at making decisions, female is not good in negotiating, female is more emotional than male, female's speed work is slower than male, female's speed work is slower than male, and female is more responsive than female. In some case, female needs to make decisions, likes challenging at work, and dares to take a risks."

One male respondents, AD, senior associated added,

"Public relations proffesion is suited for both of men and women but it depends on what kinds of industry that she or he work and also the challenges they face."

### **The Gender Preference of The Indonesian Public Relations**

All respondents in this study agreed that the gender preference of the Indonesian public relations is based on what kinds of industry. The hospitality industry has been dominated by females. Because they play a role as hotel brand representative. Otherwise in public sector industries such as mining oil, airlines still regarded as male domains. It's not just about gender ratio both of men and women but also there was another factors such as public relation's roles, functions, capacity, and competency in order to develop a conceptual of public relations strategy.

EB, female respondent, a government public relations said,

"Sex and gender are two different things. Sex is male or female refers to biological differences, meanwhile, gendervis the role of male and female. In my opinion, it's depends on what kind of industry the he or she works as public relations. Males are more than females; mostly men are emplyed as public relations in private sector such as oil, mining, airlines. Where as in hospitality indsutry is more dominated by women rather than men. In gender lens, it is not only about ratio males and females but what kind of industry and organization including also the role, the function, the capacity, and the competency females and male public relations practitioners in developing of concept and publicrelations strategy. I have ever handled rallying workers case, which is not easy job for me as female. I more concern on gender equity in the context of salary, male public relations practitioners are paid more than female public relation practitiners.Public reations is not easy job, its harder for women to bargain salary than mene."

Another answer with a new critical perspective is revealed by AD, male respondent, said

"AS my experience, public relations has not become gendered proffesion. It depends on the kind industry that he or she works. I have made a friend within many male public relations practitioners. Let me give you in example; brand public relations and corporate public relations are two different things. Brand public relations which is correlated within lifestyle such as hotel, restaurant, and spa has been dominated by females public relations practitioners. Because females are sociable, female have physical characteristic that make men more attractive (because mostly journalist are male), and females are calmer than male when they perfomed in front of public. For example, Mandala Airlines rebranded as tiger air campaign was created by male public relations practitiner not female public relations pratitioner. Female public relations practitiners have been dealing within humanity problems and human rights. Otherwise, corporate public relations practitioners represent corporations are mostly male. Because males are more logical than females (mathematical minded) and males are having better decision making abilities than females. Corporate public relations requires a deep analyses in order to calculate a sentiment analysis and to formulate a public relations strategy. It seems that females are not capable of doing it. Usually investor relations still viewed as male domains and also mostly the real PR job is done by males."

According to his answer, more women are working as brand public relations because of women characteristic. Women in brand public relations have been stereotyped as pretty (phisycal apperance), calm person, women are more humanity than men, and he claimed that sometimes corporations need women's soft side to explain the issue to the public, and he was assuming that women are incompetence to make decisions and to do some male public relations job desks such as media centiment analysis and investor relation's job descriptions. He has perceived that women in public relations as sweeter figures.

DU, an educator and senior public relations argued,

"I am disagree and senior that women in public relations industry only act as sweeter figure for the corporation. Because public relations profession is not only need physical appearance but their skills to face challenges at work. In my point of view, when you asked me about the gender preference in public relation in Indonesia., it's depends on what kind of industry and corporation's need in order to do the corporation's activities. In oil industry they would not recruit women because it belongs to men. More female public relations are working in hospitality because of the job descriptions as public relation in hotel such as guest relation and hospitality industry needs feminine touch. Why public relations is often regarded as female field? It might cause by mass media always presents women as public relations practitioners."

### **The Indonesian Public Relations Practitioner's Gender and Their Roles In Organization**

Eagly (1997), suggests that beliefs about the differences between men and women can be divided into two dimensions: communal and agentic. Bakan (1966) suggests that agentic qualities are manifested by self-assertion, self-expansion and the urge to master and be independent. Agentic qualities are often attributed to males. Communal qualities are manifested by softness, concern for others and emotional expressiveness, commonly associated with domestic activities, and for the most part associated with women.

Two respondents in this study agreed that communal characteristic to female public relations practitioners and agentic characteristic to male public relations practitioners. When we asked about whatever they perceived women and men have different communication styles, they interpreted agentic as firm, logical, rational, mathematical minded, unambiguous, charismatic, independent, and hardiness, and strict.

On other hand, the also stereotyped communal traits attributed to female public relations practitioners were as follow; feeler, calm, sensitive, heedful, responsive, optimistic, sociable, and communicative. As DU, female respondent said,

"I agreed that communal attributed to female public relations because women are more sociable and communicative than men, agentic attributed to male public relations because men like challenges, logical, rational, and quick decision maker."

She also said that she uses agentic communication styles in order to gain compliance in some case. According to Tannen (1990) men and women express themselves in some case. According to Tannen (1990) men and women express themselves differently and thus construct different frames in interaction for different reasons. Men use communication to express and maintain independence, while women try to maintain intimacy when communicating. She agreed with Tannen that female public relation is communication with other people to maintain intimacy and otherwise, and they communicate to other to express and maintain independence.

Thus, two another respondent argued that communal traits attributed to female PR and agentic traits attributed to male PR. They said that it's depend on both of men and women's personality and family background.

Is there a connection between the Indonesian public relations practitioner's gender and their roles in organization? Results from the in-depth interview with 4 Indonesian senior public relations practitioners showed that they play different roles in their organization.

First respondent, VMS, a female owner PR agency said that in general, both of men and women are able to communicate and as we can see now, big corporates are not considering the public relations as gender orientation. As her experience the most important things in PR that is communication skills.

Second (DU) and third respondent (EB) also agreed with VMS, they said,

"Gender is not affecting the roles of public relations in organization."

Although DU is woman, as her experience, she has done men's job. She is capable in making decision for her company, she likes a challenges, and she thought in making decision for her company, she likes a challenges, and she thought that she is logical in order to solve the case. She also did managerial and technical. As well as EB, she has been handled rallying case which is not easy job for woman like her. She is more concern on gender equality in the context of salary, why female public relations practitioners are paid more than female public relation practitioner. She argued that public relation is not easy job so it's not fair if male public relations practitioners are paid less than male public relations practitioners. As female public relation it's hard to bargain salary rather than male. Otherwisw, AD, male respondent revealed that gender is not influencing the role of public relations in the organization but their job desks. According to him as we can see now that woman's viewed as calmer person in the mass media. Thus, male PR is responsible for formulating strategic PR because men have thinking long term well organized (women roles only as spoken person when press conference occurs), investor relations viewed as male domains because they are firmer than women. Another questions, is there gender bias in PR profession? No, it depends on male and female public relations job desks. It seems like his answers are contradicting with public relations practitioner's gender and their role in organization. He has perceived that women are not capable than man in order to formulate public relations strategic, because men are long term thinking logical, and firm. The role of women in public relations as only sweeter figures and spoken

person when a crisis occurs, because of their feminine traits. Overall, we have been found gender bias in public relations profession in Indonesia.

### **The Balance Role Woman in Advertising**

The findings of television advertisements for car products, strong drugs and cigarettes show that television advertisements with female endorsers wasn't dominate appearances in television advertisements. Some advertisements feature women in products that are not specifically for women, even these products have a male market segment, for example, cigarette advertisements, automotive advertisements, advertisements for male strong drugs. Women are shown as builders of physical attractiveness. The position of women is to create attraction for men. Women are shown in television advertisements in physical form as women, but television has built a masculine image of women. Women are described as strong figures, as working women who make a living, busy women, physically and physically attractive, reliable decision makers, flexible in socializing and also love their family. The study of the image of women in advertisements that has been carried out by Y Oktaviani 2018, depicts the female figure as a beautiful and sexual commodity.

The following are primary data on the findings of the advertising endorser study using framing analysis. The adventurer version of the Mitsubishi Xpander ad, showing the family episode of a husband, wife and two sons and daughters enjoying an excursion with the Mitsubishi Xpander. The advertising message was conveyed as follows: "The new Mitsubishi Xpander adventure partner, the family's mainstay. Every time together is so precious, their jokes, laughter and smiles are our greatest gifts. Accompanying them to grow and develop towards the ups and downs of the path of life, is an adventure that never ends. Giving a sense of security and comfort is the main thing. We make sure they make it to their destination. That is true hope. "Life's journey will not always be smooth, there are times when we have to turn around, or face obstacles, or obstacles, but the presence of a reliable figure makes us sure we can go through everything. Because the whole family trip is a real adventure. New Mitsubishi Xpander, your adventure partner in the family."

This ad places the positioning that the Xpander is a family car. This advertisement places the position of women as companions to the head of the family. the term "mainstay figure" has a double meaning, bias is intended for Xpander cars, bias also for female figures. Women are also mothers of growing children, study friends, discussion partners, travel friends, playmates and friends to achieve their dreams. Women as a woman are built on the image as strong, beautiful, perfect physically and in life, dignified, fashionable and stylish, always happy and living full of happiness.

The Kuku Bima NEg-G Plus Vitamin C 1000 advertisement featured an episode of the Indonesian band Wali group, who was playing a gig accompanied by band workers and personnel. They are male and female. The strong drug advertisement by inserting the Javanese tagline "Roso, Roso, Roso" which means strong, strong, strong, displays a female figure as a supporting endorser. The appearance of women wearing t-shirts and jeans is polite and does not show a woman's physique or body. Kuku Bima's advertising message is as follows: "My Nail Bima energy-G plus vitamin C 100 has a high immune system, stamina is maintained, looking for a mouthful of live rice to be rich, great, nich. My Bima energy-g nails plus vitamin C 1000, Roso, Roso, Roso"

The original spirit version of the Dji Sam Su Cigarette ad

This ad shows episodes of young boys and girls who are working. Create business, decorate the city. There is lively music and there are advertising text messages "Too often we are dictated to, doubtful, not yet daring to make dreams come true, make dreams come true, not yet daring to show works, dare to show works, don't dare to relax, dare to relax and enjoy the moment, it's time to dare to choose what is satisfied sure, dare to process, dare to work, dare to enjoy, dare to be original."

The position of women who are trying and working among men. In advertisements with the male market segment, women are always present as complements. However, women are shown with reasonable behavior and appearance. Women have their own attractiveness that is different from men. Advertising does not exploit women's bodies as a commodity.

### **Perspective of Islamic Value**

In this case it can be understood from the words of Allah, "And I did not create the jinn and humans except to worship Me (Qs. Al-Dzariyat: 56). Capacity as human beings, men and women are also the same, the value of the degree is the same, which distinguishes the glory of a person only his piety (Qs. Al-Hujurot: 13).

Second, men and women were both created as caliphs. Allah says, "Indeed, I want to make a caliph on earth .. (Qs. Al-Baqoroh: 30). This verse according to Nasaruddin Umar does not indicate a specific gender. Men and women have the same function as the caliph who will be responsible for his caliphate on earth.

Third, men and women alike bear the trust and receive the primordial covenant with God. At that time, the sex of the baby was not known whether it was male or female. Therefore, Allâh has done justice and enforced gender equality by first he must accept the covenant with his god (Qs. Al-A'raf: 172)



Fourth, gender equality in the Qur'an can be seen from the fact that between Adam and Eve are actors who are equally actively involved in cosmic drama. The story of their life in heaven, for some reason, had to come down to earth, illustrating the equality of roles played by the two. (Qs. Al-A'raf: 22)

Fifth, in line with the principle of equality, both men and women have the right to achieve in life.

Based on this description, it can be said that Islam gives the message of equality between men and women. The question is, what if we come across the message of the Qur'an and Hadith that indirectly weakens the position of women? Quraish Shihab states that there are some texts listed in the Qur'an and Hadith that tend to be misunderstood in meaning, message and context. Therefore, it is necessary for 'a reader' to understand well and correctly of a speech or editorial. According to Quraish Shihab, first, understanding a message is not enough with the text, but it is important to understand the context, the Qur'an has *asbabun nuzulnya*, while the hadith has *asbabul wurudnya*. Second, it is important for the reader to understand the existing vocabulary. Third, look at the general Islamic guidance that deals with certain polemical themes, one of which is related to gender issues.

One example of a hadith message that is often misunderstood according to Quraish Shihab is, "If I were to order someone to prostrate to another, I would have ordered the wife to prostrate to her husband (Narrated by AT-Tirmidhi)." This hadith is misunderstood that the wife must be completely obedient to her husband, where the level of obedience makes a woman melt in the personality of the husband so that he no longer has the right to reject or dispute. Apparently, the context (*asbabul wurud*) of this hadith is not so. It is narrated that the companion of the Prophet Mu'adh ibn Jabal when he returned from Sham and faced the Prophet SAW, the companion prostrated to the Prophet. Then the Prophet asked, "What is this, O Mu'adh? Muadz replied, "I have just returned from Sham, and I saw them prostrating before the monks and priests. So I want to do it for you." This is where the Prophet SAW forbade such a thing by saying, "Do not do that. If I ordered someone to prostrate to another, I would order the wife to prostrate to her husband" (Narrated by Tirmidhi and Al-Hakim).

Thus, the above explanation shows us that the teachings of Islam are very supportive of gender and feminist movements that generally demand fair treatment between men and women in public and domestic spaces. In this case, the measure of the best position of men and women should be judged from their best competencies, achievements, and abilities, and no longer be based on a mere spirit of social status based on gender.

Furthermore, the teachings of Islam according to the author are very compatible with the norms of human rights law that guarantee the rights of women, among them is the Convention on the Elimination of All Forms of Discrimination Against Women. We know that this convention has three important principles, namely the principle of non-discrimination, the principle of equality (substantive justice), and the principle of state obligation. Normatively this convention guarantees women's civil and political rights (right to vote and be elected, right to participate, right to hold office in government, right to citizenship, and so on), guarantee economic, social and cultural rights (right to education, right to employment, right to health, and so on), equal rights before the law, and there are reporting and monitoring mechanisms related to the fulfillment of women's rights.

Quite a number of rules and cooperation that directly and indirectly currently emerge as part of protecting women's rights, including the Law on the Elimination of Domestic Violence, the *Mou Komnas Perempuan*

## V. Conclusion

All respondents in this described public relations profession is predominate masculine. Because all respondents perceived it as masculine traits such as "dare to take a risk person" "a man who like challengeing", "a man who can do men's job", "kharismatic", "independent", "decision maker", "hardiness", "strategic thinker", and "logical". They indicated feminine in the Indonesian public relations as women's physical appearance, "feeler", "women are not thinking long term", "calm person when they become spoken person in front of public", "sociable", and "heedful". They also indicated masculine refers to male behavior. This research has offered a new gender conceptual in the Indonesian public relations. These findings ia contradicting with previous studies of gender in public relations, in other country, including Netherlands (Van Ruler & Elving, 2007), Germany (Bentele & Junghanel, 2004), Indonesia (Simorangkir, 2011), & USA (Tsetura, 2014). Further analysis demonstrated that public relations is nor regarded as female field. In heavy industry such as mining, oil, airlines still viewed as male domains. More female public relations are employed in soft industry such as hospitality. Public relations profession is suited for men and women but ir depends on what kind of industry and corporations needs. Future research should investiage the gender bias in Indonesian public relations. We also recommend that this research needs to examine because we only interviewed four key informants so that in future research, researcher needs to enlarge sample in order to clarify our research findings.

The role of women in advertising has progressed, the role of sexual attraction is an outdated analysis and is only a myth in the world of advertising. Women appear to put forward the intellectual side, feminism intelligence and sexual appearance are only sweeteners and do not have the main goal. It is a challenge for women to continue to show their existence in a smart way in supporting marketing efforts. The progress of civilization positions women as active advertisers.

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