ALIRAN FEMINISME DALAM MAJALAH WANITACOSMOPOLITAN
Analisis Framing Majalah Cosmopolitan Edisi Maret 2008

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ABSTRAK
Sebuah teks tak pernah lepas dari ideologi dan memiliki kemampuan untuk memanipulasi pembaca ke arah suatu ideologi. Saat ini, para feminis memiliki akses yang luas terhadap media massa untuk mempromosikan transformasi feminisme. Hal ini didorong oleh kesadaran bahwa melalui media massa mereka dapat melakukan pencapaian tanpa menentang struktur fundamental atau elit penguasa.

Saat ini banyak majalah-majalah wanita yang dianggap mengusung nilai-nilai feminis. Yang terpopuler adalah majalah Cosmopolitan. Majalah bulanan wanita ini disebut sebagai tonggak lahirnya generasi baru perempuan yang mewarisi pencerahan feminisme. Sementara anggapan lain menuding majalah dengan oplah sebesar 139.000 eksemplar per bulannya ini sebagai majalah yang hanya menjual seksualitas perempuan. Ideologi feminis dalam majalah Cosmopolitan dianggap salah kaprah dalam merepresentasikan pembebasan perempuan.


Ruang lingkup penelitian ini adalah lima buah artikel pada beberapa rubrik dalam majalah Cosmopolitan edisi Maret Yang dipilih berdasarkan fokus penelitian yaitu wacana feminisme. Setelah melakukan pengumpulan dan pemilihan data berupa keliping judul yang dianggap paling representatif, analisis data dilakukan dengan analisis framing model Pan dan Kosicki dengan mengamati beberapa unsur yaitu judul headline, lead, latar informasi, kutipan sumber, pernyataan, penutup, kelengkapan berita (5W+1H), paragraf, proposisi, kalimat, hubungan antar kalimat, kata, idiom, gambar/foto dan grafik. Semua unsur ini dibagi ke dalam empat struktur besar yaitu struktur sintaktis, skrip, tematik, dan retoris.

Dari hasil analisis data, maka dapat diambil kesimpulan bahwa dalam majalah Cosmopolitan menggunakan pendekatan tiga aliran feminisme yaitu feminisme radikal, liberal dan postmodern. Pandangan feminisme dengan tema yang mengangkat tentang Beberapa nasehat penting dalam berkarir dan artikel tentang betapa pentingnya seorang perempuan membekali diri. Pemikiran feminisme posmodernisme tampak pada Tema-tema yang memaparkan feminitas perempuan dikaitkan dengan kekuatan dan kekuasaan perempuan. Sementara pemikiran feminisme radikal tampak dari tulisan Cosmopolitan yang dengan detail menceritakan kekuatan dan kehebatan wanita, dan mengekspos kekurangan pria. Pada salah satu artikel yang menyuguhkan tips-tips berosialisasi dengan pria, Cosmopolitan bahkan memposisikan pria sebagai musuh perempuan. Berdasarkan penelitian diatas, dapat direkomendasikan pada Kepada media sebagai produsen, untuk senantiasa mengacu pada tanggung jawab etis dengan mengemas feminisme dalam teks media secara proporsional sebagai media pemberdayaan perempuan, bukan sarana untuk
menumbuhkan prasangka dalam isu gender.

ABSTRACTION

A text have never gets out of ideology and has manipulation ability of reader to towards an ideology. Now, the feminists has wide access to mass media to promote orthogonal transformation of feminism. This thing pushed by awareness that through mass media they can do attainment without opposing basal structure or power elite.

Now many woman magazines assumed carries feminist values. Popular is magazine Cosmopolitan. This woman monthly conceived of bollard borns it new generation of woman who is inheriting clarification of feminism. Whereas other assumption accuses magazine with 139000 exemplar per month of this as magazine which only sell woman sexuality. Feminist ideology in magazine Cosmopolitan assumed to be wrong in representation of liberation of woman.

Thereby, analysis framing is approach at the same time correct theory in analysing research problems. This research applies approach in framing Zhongdang Pan and Gerald M. Kosicki purpose of this research is to know how Cosmopolitan frames feminism in Cosmopolitan magazine on edition March 2008.

This research scope is five fruit of article at some rubrics in magazine Cosmopolitan edition of March Selected based on research focus that is feminism discourse. Gathering having taken steps and election of data in the form of keliping title assumed very representatif, data analysis done with analysis framing model Pan and Kosicki by observing some element that is title headline, lead, information background, citation of source, statement, cover conclusion, equipment of news (5W+1H), paragraph, proposisi, sentence, the relation of between sentences, word, idiom, picture and graph. All this element divided into four big structures that is structure sintaktis, scrip, tematic, and retoris.

From result of data analysis, hence can be taken conclusion that in Cosmopolitan magazine applies approach of three feminism streams that is radical feminism, liberal and postmodern.

Feminism opinion sight with theme lifting about some important advise in having career and article about how the importance of woman empowerment. Idea of feminism of postmodensm seen at themes explained woman feminity related to strength and woman power. Whereas idea of feminism of radical seen from article Cosmopolitan which with detail tells strength and woman greatness, and mengekspos lacking of man. At one of article serving tips-tips socialization with man, Cosmopolitan even positions man as woman enemy.

Based on research is upper, can be recommended to media as producer, for always refers to ethical responsibility for package feminism ideology in media text proportionally as woman empowerment media, non medium to grow prejudice in issue gender.
ABSTRACT
Religious proselytize basically is an integral part in Islam religion. Progressive religious proselytize would influence the religion improvement. In the contrary, low religious proselytize would effect the low of religion. Majelis Ta’lim Darul Hijrah is a Islamic proselytize which doing their activity in Tengger area. The Islamic proselytize needed the right methods and communication approach to the communication. So that the research aimed to find out approach in proselytize communication which was done by Majelis Ta’lim Darul Hijrah in Islamic Proselytize to the Tengger Society.
Islamic Proselytize has close relation with persuasive communication since they both paid attention to the attitude change or faith from the communicant (Iswandi) That’s why there needed an effective approach in Islamic proselytize activity so that it would be effective. The approach consisted of: assumption that inside them there were education approach assumed that formal or non-formal education was important since they improve and built morality human. Cultural approach saw that the society has culture as artwork and needs tied them. Economic approach, economic was the basic needs of human. This approach aimed to increase the life welfare. The second approach was psychological approach, a proselytize consisted of 2 aspects, first image of proselytize that human has gift compare with the other creature. The second aspect was that human has some deficiency so that proselytize should give solution by conseling or illumination.

The research used qualitative descriptive method. The research held in Majelis Ta’lim Darul Hijrah which was done Islamic Proselytize in Ngadas village. Data technique were done by interview with the Proselytizer, Majelis Ta’lim Darul Hijrah who was proselytizing in Ngadas village, village elders for data verification. The writer also used observation technique and documentation. Data analysis technique used was triangulation data analysis.
According to the research, there could be concluded that in their proselytizing activity, Majelis Ta’lim Darul Hijrah considered three learning method, they were bil-hikmah, the method was done in the beginning of proselytizing by watching the object condition and early target, they
were Islam introduction, so that there needed a wise application to create the object’s sympathy. The next phase, Darul Hijrah applied bil hal method, since they considered that proselytize object were freshment, they could not think critical, so that they needed concrete and real example. In developing proselytize activity by the development of knowledge and understanding about Islam, the next method was bil lisan, so that the process would be directed to the scheduled learning method, like scheduled Qur’an examination, mother group, etc. The three methods has included into multi-approach which was done by Majelis Ta’lim Darul Hijrah, psychological approach, consisted of 2 aspects. Those were: human has more strength, compared with the other reature, so that in this approach he would did bil hikmah. The second aspect considered that human had problem in theirselves, it could be seen from billisan method through group learning, which would give him/her knowledge about Islam. It also could be done to non-Islamic in persuasive communication, cultural approach. Indirectly, Darul Hijrah offered a traditional solution about doing a ceremony. While economic approach was done before the mosque, by dealing out religious meal and sacrifice meal.