

Media Education and Women's Role in Indonesia

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Abstract

The television development as means of communication in Indonesia is very rapid. Almost there are no houses not having televisions. Exceedingly, Indonesia has at least 11 national television stations and hundreds of local television stations that spread in 33 provinces in Indonesia. Television is also supposed as the most effective means to deliver messages to the public.

Based on the data of survey, television telecommunication instrument ranks in the top grade, then followed by radio, printed media and internet. In one hand, implication of technological advance is advantageous, but on the other hand it is also disadvantageous. Particularly, the hegemony of capitalists dominate media industries, so people act as viewers, can not do a lot, except just wait for what program will be exposed on television. Surely, the broadcasting program has been set for their advantages only. Moreover, if all of programs are led to spoil and provide entertainment to viewers and very little educational function. Therefore, it is like poison that accidentally we allow it gets into our children at home unconsciously. Above all, parents are also busier, so more or less, educational pattern is contributed from the existence of television.

Certainly, the impacts are influential for the child personality development further. Not apart from it, television also stimulates the emergence of change in the family system, mainly domestic communication pattern. Indonesian family usually spending the time to gather and sit together in the afternoon while enjoying snacks and tea or coffee, at present it has been rarely found.

Based on a variety of phenomena above, the research in the field formulate the problems as follow: (1) How is the housewives' attitudes in Surabaya in consuming television media? (2) And how are women's roles, especially housewives in educating their environment through literacy media activities?

This research uses Rahmat's quantitative-descriptive approach (2002, p.24) namely the method having the purpose of describing situation or event and not finding or explaining the relationship, not testing the hypothesis or making the prediction. In this research, the writer intends to reflect the housewives' attitude in Surabaya (the capital of East Java) in consuming television media and the housewives' roles in literacy media.

For the result or the finding of this research, it can be concluded as follows:

Most of housewives in Surabaya and its surrounding do not know about the literacy media. This number is large enough, means only 35 people know, based on the data analyses, and only 5 housewives can answer well. While, 165 other people do not know yet. There is significant development that the most time consumed by mothers to watch television is about 2-3 hours. It shows that television does not merely become a primadona for them. They are more selective to choose the proper program for themselves. Then, the time spent by their children to watch television is still about 2-3 hours, followed 3-4 hours a day, but there is opinion that it is still hard to determine the time children to watch television. From this answer, it can be seen that there is no mothers' knowledge about which program is feasible to watch and which one is not allowed to be watched by children. It means, there is a program that should be in the safe, careful and dangerous zones, unknown by mothers. They still use basic knowledge, based on values and norms they only know that this program contains violence and love that unfeasible to be watched by children and others. It can be concluded that discourse roles about literacy media developing