

EFFECTS OF FEMININE VALUES AND COMMUNICATION COMPETENCE OF THE WOMEN PR ROLE IN COMPANY

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Abstract

The difference between men and women in the workplace appears on the role, function and treatment. The woman, condition and their job in Indonesia is as follows. This research was conducted in Jakarta because Jakarta as a city with varies of problems in economic, social, cultural, security, and demographic conditions, demanding the metropolitan women in more competence to be competitive and still exist. As a profession, PR in public or private sector services identical with the women world of work, handled by workers with 'female gender', identical to the women personal values, women are more flexible, women are more patient, more competent to relate to women jobs. According to that issue, the formulation of the problem is described How much the feminine values effect on the role of public relations women in the company? How much the communication knowledge effect on the role of public relations women in the company? How much communication skills effect on the role of public relations women in the company? Under explanatory research with survey method. And the unit of analysis is individuals who work in private and public companies as a PR, 162 respondents. Findings showed that the research questions are answered.

Background

Discussing about the gender gap between women and men is an endless matter to be studied. These problems in the PR profession's world are interesting. In general, Farell (2005) illustrates that difference is not only about salary. The difference between men and women in the workplace appears on the role, function and treatment. The role and function showed that men more dominant were placed on the managerial role and production function, while most women were placed at some positions that are not too influential in the production or function that produces money.

About salary, Farell said the same thing that wages between men and women are different. About treatment also stated that women often considered not be able to do the job (Glass Ceiling).

The interesting fact, Farell (2005) from some data tells that PR is a field among 26 areas where women with high graduate have higher salary than men. Women PR was offered a salary 31.441 \$ while men 30.682 \$. Why this happens, whether this is related to the PR profession that were considered not as production function, bottom line and not a man.

The percentage of PR profession, Cutlip, Center and Broom (2006) citing Smith, that in some countries in 1968, only one of ten women is a member of PRSA. The ratio became one of seven in 1975 and in 1990's 54% PRSA members were women, and 60% as a member of other international association of business communicators (IABC) were women. Whether they can be said that tradition of men domination had collapsed?

Further Paluszek (2000) said, that today the professional membership profile shown that 65% were women, and data from the academy and universities shows woman students who take public sector two times than men in numbers. Mc Gregor (2002) stated: in New Zealand (Statistics Nz, 2002), this pattern shows some variation between public and private sectors. Overall, there are more women in the public sector (56%) compare to total workforce (47%).

Toth (2001) said, from year 2000 gender study (the most recent) of the United State industry, that the current profession's demographic in the country was 70% women and 30% men. Their Studies reflected a steady increase of women entering public relations since the early 1980s. Meanwhile Grunig (2001) said, also recognized a paradigm shift when he note that public relations switched from a male to female majority in 1989.

The woman, condition and their job in Indonesia is as follows. The proportion of women who work at private and public sector always lower than men. The proportion of women in various sectors is 40% and men 60 %, while 50% from the 40% are under employment (works less than 36 hours per week), or proportion of women who work fully only 20% within various work levels. If seen from some sectors with larger women employee, women are more occupying technical position than managerial position, really?

The Indonesian demographic data according to National Statistical Bureau (2008), totaling 222.192.000 people with 48,63% are woman. Populations aged above 15 years were 97.583.141. Labor force participation number is 84,74% dominated by men. According to the population data from all over the world, the population reference bureau (PRB) in 2005 the number of Indonesian women is 112,7 million, Age distribution consist of 28% from 0 to 15, 55% from 15 to 49, and 17% above 50.

According to PRB, from normal working hours per week (at least 35 hours), the national number of full working hours is 66,46 %, men still dominates about 73% of men workforce, and women about 54 % of women workforce. Many women who worked under 35 hours per week set as under employment. That could be because the dual role of women besides work and have to make households, so that they work part time or odd jobs.

The role of women at work, private sector or public, formal or non formal, there are links between gender, role, function and work type. Women seem prefer to the manufacture, hotel or hospitality, and trading or services sector.

Kinds of work that the woman on are in various working level, managerial level until technical level, which eventually produce various professions earned by women, do as a public relations (PR), lecturers/teachers, doctor, stewardess, executives, researchers, etc.

In a more micro-scale on a profession that many women carried, off course not far from sectors where the proportion of women is lot. More specifically, on the profession of PUBLIC RELATIONS in the company of more occupied by women rather than there is no reason, though its nature is still possible.

Percentage of population aged 10 years and above in the urban area, female 20.16% and 21,86% are male, while the Diploma level I/II women higher i.e. 1% 0.75% male, Diploma III female 1.90% and 1.66%, while women's percentage ownership of a Diploma Degree/S2/S3 in 2,89% urban women and men 4,72%. Here we can see that the percentage of Undergraduate level education level and above whom enters employment more men than women.

This research was conducted in Jakarta because Jakarta as a city with varies of problems in economic, social, cultural, security, and demographic conditions, demanding the metropolitan women in more competence to be competitive and still exist.

Employees who work in Jakarta largely away from the city center, ranging from Bogor, Depok, Cibubur, and South Jakarta, East Jakarta to Bekasi, the west began from West Jakarta and Tangerang. Distant location of employees demand on more travel time, and more complex if we count the time for other business. Men and women have a lot of challenges get to places, whereas the organizations (company) have strict rules about time, yet the dual role of women for the family. With all reasons above, the Central Jakarta designated as a place of this research.

Based on the data, this study wanted to explore by analyzing whether the Self Image of PR Women Profession in Indonesia related to the placement of women role in the organization. The following presentation will begin with an overview of data regarding the distribution of women in Indonesia. These data are presented to provide an overview of the proportion of women than men in the workplace.

In various libraries stated that Public Relations is a management function. PR has the function of connecting the communication between an organization and its publics, both internal and external. Grunig and Hunt (1984) in Grunig (1992) said that the function to manage communication within the organization means that the function is much broader than just a technician. Public Relations have the task starting from managing the overall activities of communication within the organization, and conduct the evaluation.

There is no accurate data in Indonesia about the percentage of men and women in PR business, neither the company type nor the demography. Here is precisely the strength of this study, whether the trends and issues that occur in several countries about “women in the work place, women in public relations, women in PR, educations, research and journals result” also occurs in Indonesia, and how about the variations?

From the statistic, number of students nationally from Department of Education (2006) the S1 degree and above consist of 50.48% men and 49.52% women of 3,663,435 totals. Students in Jakarta Province are men 28.259 (47.88%) and women 30.762 (52.12%) of the 59.021 students. While based on the Field of Communication Studies and Documentation 24.585 students and graduated 2,446 people.

Based on the proportion of male and female students in Jakarta, more women choose to work after graduation. One type of women's work in company is as Public Relations, either in the private or public sector.

Problems that are often associated with women are gender distinctions between men and women, the proportion of women is lower in some areas, under employment, marginalized women, trafficking, migrant workers, the dual role, role in politics, advertising commodity, pornography, and prostitution or victims of male domination. The description above brings subordinate of women to men.

Stereotyping of women that should be meek, submissive, wavering, indecisive, inconsistent, and others, is that true? Other sides of womanhood is rarely discussed and developed. For example, the distinctive abilities of women in leadership, personal relationship, responsive in facing the problem, the values of women (feminism values), job knowledge (job competence), communication competence-role and position of women and the distinctive culture of women (feminine culture) are built on a variety of professions.

In addition, there has been an impression that some PR works are technical work, the level of scientific categorized PR as a skill rather than as a science. As a profession, PR in public or private sector services identical with the women world of work, handled by workers with 'female gender', identical to the women personal values, women are more flexible, women are more patient, more competent to relate to women jobs.

Feminine values are different from the female gender, although it often related with women. Likewise masculine values differ with male gender, although it can be said or often related with men. As a value, the value is not always identical to gender, female gender may have a 'value' to another. While which the value of women are dominant, how the image of feminine values that appear at the beginning of work and after a few years later. Are varied circumstances requiring expertise in managing the value should be used?

Dozier (Dozier, 1995; 10) said if PR is the manager of excellence communications, where is the role of PR in terms of relationships with other parties is a positive communication 'facilitator' between an organization and its publics, and expects in excellence communication within the organization wants to built, it requires:

1. The Excellence of PR
2. Matching in PR and organizational expectations
3. Conditions of organizations that embrace participatory culture.

On the issue of men and women leads to the points number three. An organization that adheres to the conditions of participatory culture, is an organization that knows no gender bias. Good organization should support the difference. The difference from a wide variety of Tribe, Religion, Race and even Sex. Why the distinction is considered to represent a culture which is less positive? In the book 'Invisible Management the Construction of Leadership', Anna Wahl describes it. He stated that in some cases, women are considered not qualified to lead. Women portrayed as less willingness, less competent, less confidence and other things needed on the quality of a leader (Sjostrand, 2001; 127). In fact, there is stereotyping that women often use her sexual appeal as the power to ride or get a certain position? Are there any symptoms about this trend in Indonesia?

Hoping the existence of the PR profession is determined by the roles and functions that can be done, not only because he is male or female. Moreover, if there is a presumption of women deserves to be PR for the stereotype that the 'relationship with the public' needs 'womanhood' in a negative sense.

While in the company women hold top leadership of PR Division, for example, the question is whether because of the larger number of women who pursue this type of work? Are the values of womanhood better suited to the type of public relations work?

What the effect of communication competencies (knowledge, motivation and skills) of PR is more dominant, and could reach a managerial role? Or are feminine values and communication competencies possessed is just enough to put PR in the role technically better suited to handle the job?

Whether the top PR profession position more suitable held by the male with masculine values? Or held by women who have masculine values, or suited better held by women with feminine values? Are feminine values tend to be 'negative' appears at the beginning of the work, and diminishing along with the job position?

The question is exactly led what the further will be investigated. Based on these descriptions, the formulation of the problem is described as follows

- a. How much the feminine values effect on the role of public relations women in the company?
- b. How much the communication knowledge effect on the role of public relations women in the company?
- c. How much communication skills effect on the role of public relations women in the company?

Literature Review

Discussion on women and men in the working world, is always following the thinking development about feminism. Tong (1998) describes the development of the issues ranging from liberal feminism that discussed the treatment of women and men. The evolution of the feminist movement rolling up to the post modern era, and called themselves as post-feminist. One of literature that discusses this study is Brooks (1997), which led to criticism and self-criticism for the women's movement to improve their lives, both in the workplace and the family, in different realities.

Discourse on women has also occurs in the communication disciplines. Rakow Wackwitz (2004) elaborates on feminist communication theory who dissected the themes of difference, voice and representation of women.

More particularly feminist problems go deeper to the communication context that is Public Relations. Women problems in the PR profession emerged around 1989 in the United States. This issue continues to expand on the issue of the proportion of male-female in the industry or company. The jobs dichotomy of men and women is the wage gap men and women who both started working as the PR profession. This problem, if viewed from a broader perspective because of society in socio-cultural holistically beneficial and give opportunities for more in men.

Lukovitz suggests that women as PR extends in issues of connection in the working world, life and gender. Task force on women in PR, which later became the discussion on work, life and gender Issues. While Toth and Hon in wider and sharper, about the effect of gender in employment practice. Grunig, Toth, and Hon (2001) wrote one of the main texts on females in public relations. Women in public relations: How gender effects practice, deals with issues such as status, salary, equity, gender, gender bias, and sexual discrimination. Primarily, it aims to "make an issue out of sex discrimination in our field" (p. 30).

The issues not only the problem in gender differences in working environment. Problems of women position socially in a social system, whether the status as part of the system within the organization, status in the family and society, which is typically a collection of various obligations and rights that should be obtained. Problems of fair salaries, working environment, are common but the accessibility for a fair opportunity as an interesting issue.

Gender is described over the conception which is based on the roles and responsibilities of women in the social and cultural systems. Thus the conception of gender will also follow the dynamic socio-cultural change in which it is located. The opening opportunities of the women in educational, pressures by the government to employ women, potential and

competitiveness of women in the work, make more opportunities for women joining the company.

Discussing gender in organizations, Hofstede (2005) stated that this issue has long appeared in the society which is then applied in the organization. Hofstede identified three levels of culture that is universal, collective and individual. Hofstede also identified four principles of culture, they are power distance, uncertainty avoidance, individualism-collectivism and masculinity-feminist. Consistent with the formulation of research problems, then these four principles will be outlined here.

Masculinity is characterized as bold; have the opportunity to get a higher income, recognition; awarded and will be remembered when doing a good job, advancement; has a self-development opportunities to gain higher rank, challenge; has the challenge of the work performed, from the work that can be completed alone and cause personal sense if the work can be done. While the feminine side described as manager; have a good relationship with her supervisor, cooperation, and work with people who can cooperate with each other, living area; living in an area that is desired by his family, employments and security; have a sense of security, can work as far as she could.

Vasquez and Taylor (2000) states that this cultural dimension takes effects in individual communication and ultimately affects the function of the communicator in the organization. Communicator function is meant here are four models of communication according to Grunig, namely press agency, public information, two ways asymmetrical, two ways symmetrical and craft worldview (technicians) and excellent worldview (managerial).

The results show that collectivism, femininity correlated with two-way communication and public relations are excellent (management). The results are consistent with research from Yunna Rhee implemented in Korea. Femininity reflects in the practice of public relations excellence. Excellent PR has a feminine character that emphasizes social values over individual values. This is shown in mediation activities opposing groups, suggesting cooperation and build relationships.

In the context of feminist, is there a standard of ' woman values ' that is used as the actions orientation and behaviors as belonging together? Where the universal culture, a shared culture and which is characterized by a person of a certain race or ethnic. Thus, if the values are considered as ideal and shared, Could they put woman PR who works in the company with a 'feminine values' themselves in a managerial role?

Furthermore, associated with the concept of communication competence, Spitzberg and Cupach's relational model (1989) in Payne (2005 65) argued about the term of communication competence is incorporates personal components-knowledge, motivation, skills, and contextual components-patterns of interaction, norms and rules, relationships types, settings, and activities. Both personal and contextual components are essential to understanding the attribution of competence in organizations and the outcomes of such judgments. The competent communicator possesses certain motivations, knowledge, and skills.

Various situations, conditions and contexts of communication led to various terms of communication competence. Similarly, the dimensions for measurement of communication competencies. No communication competencies that are used to measure the competence of teachers to teach in class, inter-racial communication competence, communication

competence in interpersonal communication, competence in establishing communication with the internal/external public and so on. Then there are various terms such as knowledge communication, cognitive abilities (cognitive communication competence), competence communication behavior (behavior communication competence), intercultural communication competence (a cross culture communication competence) etc.

Furthermore, in communication competence Payne (2005) suggested the dimensions used to measure communication competence are:

- a. Communication knowledge. The next major component of the competence model is knowledge. Questions were generated addressing the three major dimensions of competence pinpointed in this research: empathy, adaptability, and interaction management.
- b. Communication skill, empirically grounded, a priori skills can serve as the building blocks for assessing employee competence. The skill scale has three dimensions: empathy, adaptability, and interaction management. The scale measures an employee's actual communication skill level as judged by a supervisor because supervisors exert the most effect on evaluations of job performance
- c. Communication motivation. The motivation component is conceptualized as one's willingness to approach or avoid communicative interactions. The most salient skills to competence were narrowed to empathy, adaptability, and interaction management, so a motivation scale was designed to measure employees' willingness to extend empathy, manage interactions, and adapt communication within the organization

In a communication competence, Janusik Laura A. (2004 57-58) suggests the dimensions used to measure communication competence are: Competence as Knowledge, Skills, and Behaviors. Knowledge refers to knowing what to do; skills refer to taking the knowledge and applying it; and behaviors are the physical manifestations that are perceived by others. Some argue that competency includes demonstration of both cognitive and behavioral aspects of the skill (Cooper, 1988; McCroskey, 1982; Rhodes; 1987; Rhodes et. al, 1990; Ridge, 1984, 1993; Wiemann & Backlund, 1980).

In addition to knowledge, skills, and behaviors, Wolvin and Coakley added the fourth component of attitude – “the willingness to engage as a communicating listener” (1994, p. 151). The attitude would precede the skill and behaviors, and if the attitude is not appropriate, then the manifestation of the behavior would not be appropriate. Because the position of competence as perceived was taken, the awareness and intentionality of competence becomes moot. It is only the behavior that can be perceived by others. Thus, for the purposes of this study, verbal and nonverbal behaviors that are perceived as competent by the conversational partner are what constitute competence.

Discussing about PR, Cutlip, Center, and Broom (2006) states public relations is a management function that builds and maintains a good relationship between the organization and rewarding public that affect the success or failure of the organization. Further stated, that the public relations function includes:

- a. Support the activities of management and achieving organizational goals
- b. Creating a two-way communication on a reciprocal basis to disseminate information from the company to the public and as a channel of public opinion to the company
- c. Serving the public and give advice to the leading companies in the public interest

- d. Harmonious relationship between the organization and the public, both internal and external.

Related to the role of public relations, public relations roles have different levels within the organization Cutlip, Center, and Broom (2006) suggests four (4) the role of PR, namely;

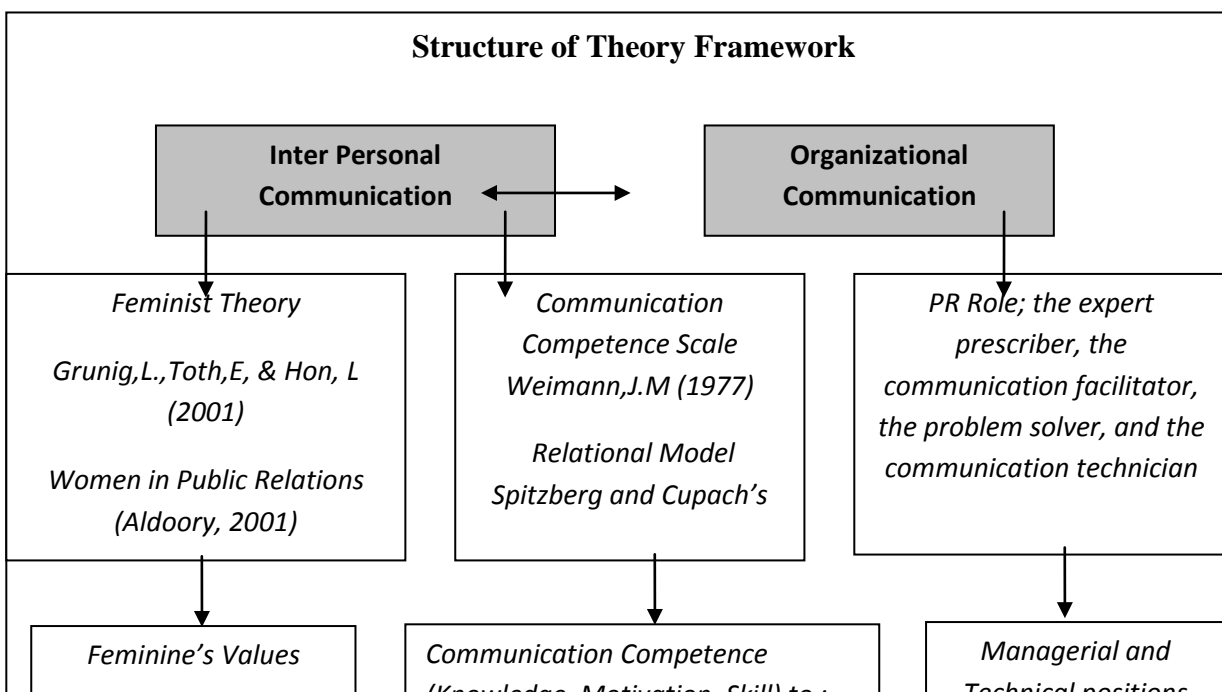
- a. Expert Prescriber Communication (Public Relations is regarded as a person skilled communications)
- b. Problem Solving Process Facilitator (Public Relations as a facilitator in the process of solving the problem).
- c. Communication Facilitator (The Role of Public Relations as liaison, translator, and mediator between organizations / companies and public).
- d. Communication Technician (Public Relations as the executor of the technical work of the leaders in the field of communication and establish relations with the public).

The link between the functions, roles and communication skills, communication skills whether as workers in technical or managerial position, is a component that must be owned by public relations practitioners. Normally women workers who have recently graduated and beginning to have a job, it is a must-have basis.

While management is a science and art, thus management can be studied as a science, while the management as the art appears and evolve as a manifestation of one's personal values. Likewise, in addition to managerial skills can be learned and continue to evolve according to the old work, the opportunity to apply, experience, etc.

Based on the problem formulation, research objectives and mind frame then the hypothesis of this study are as follows

- a. There is the effect of the values of womanhood on the role of women in organization
- b. There is the effect of communicating knowledge about the role of women in organization
- c. There is a communication skill effect on the role of women in organization
- d. There is the effect of motivation to communicate on the role of women in organization
- e. There is the effect of the values of womanhood, communicating knowledge, communication skills and motivation to communicate together on the Role of Women in organization



Methodology

The nature of this research is explanatory research with survey method. The unit of analysis is individuals who work in private and public companies as a PR. While the classification of the company are large and medium enterprises in Jakarta assuming; Directorate / Division / PR Section exist in the company, with the above criteria there are 306 large and medium (prepared from Kompas, March 23, 2009 and Business Information Guidance of Yellow Pages-2007).

The questionnaire and the letter to proceed as the participants are sent via e-mail, letter, or in any other way to the 300 respondents to the provisions in accordance with the problems and research purposes (purposive) that the location of the Company or the Central Office in Jakarta, there is a PR Directorate / Division / Section, whether there is a public relations approach and PR functions (although the division is not explicitly naming as a division PR), willing or not as a participant by completing the statement and return the questionnaire.

Data collected by using the closed and open questionnaire according to concepts of operational, and secondary data in the form of documentation and various libraries. After the selection of completed questionnaires, it is easily understood that the data tabulated in the table. Demographics of respondents were analyzed with descriptive statistical analysis, i.e. the number, average, and percentage, for a brief illustration is presented with a graph.

While the data from the closed questionnaire using a Likert scale to produce data in ordinal level, to test the research hypotheses with correlation and path analysis (path analysis) Data is at least interval and assuming follow a normal distribution. While the data from the closed questionnaire using a Likert scale to produce data in ordinal level, to test the hypothesis of the study with correlation and path analysis, at least the intervals assumptions are fulfilled and follow a normal distribution.

Findings and Discussion

Based on the research results, discussion (data interpretation) and research objectives, this study provides empirical evidence that:

Each of these organizations (companies) does not always have a division or section explicitly as PR division. Handling stakeholders tailored to the needs and dynamics of each organization.

Some divisions or Public Relations sections named explicitly, and the part of public relations work carried out by the corporate communications division, by corporate secretary, and also by the marketing communications division, marketing, HR and even run by financial or other. Three hundred questionnaire, distributed back 187 (62.33%) returned complete 162 (more than the minimum requisite sample, i.e. 100 respondents) there is a division of PR or public relations activities with a full respond rate reach (54%) ,

Of the 162 respondents, 34 respondents (20.99%) as a company PR and majority or 128 respondents (79.01%) as a PR division explicitly, but no PR activities are handled by the division as varied. Unfortunately the job task from each PR or activities handled by the division as the others have not determined. There is an interesting finding, because of each company aware about PR activities run by the company, although not of all respondents.

Respondents in this study aged 20-30 years mostly as 91.98% and 30-40 year age as much as 8.02%. Based on the findings of this study turned out most of the respondents are young PR and has a long career at the company where he works or elsewhere when he moved. Assuming the longer career (age in a career), the higher experiences, and vice versa.

Age data of respondents, when compiled with the level of education is still largely from diploma graduates (58%), thus the potential for self-development can still be done by taking PR education at a higher level. Women's role in the company's PR is largely determined by how companies exploit and use PR approaches and functions that can be played by HR PR. From the standpoint of organization, public relations placement policies whether on own position or become one with the other divisions, not without reason. The company's progress, problems faced, the financial ability of the company and the views of management (leadership) will determine the policies of PR.

In terms of human resources, creativity, the competence of PR will increase its role in the company. In terms of stakeholders, each company has the characteristics and deployment of PR human resources variable, so it would be fair if each company has a different view about where the PR division located, even perhaps in explicitly PR division, but PR combined with other functions in the structure of employment. 5 major areas of business respondents most coherently, namely trade, banking, industry, mining and financial services. This type of business is certainly cannot answer what the business sectors mostly having PR or PR activities. This proportion would only describe the state of the 162 respondents in this study. At least variability of business inform the areas where there any activities of PR.

Most respondents relatively young, mostly have working period below 5 years. At that time a new employee said to be able to follow the dynamics of the company after the training period (6 months), or at least once a year or so new employees can be considered as exist. This working period will be related to employee groups among the existing structure. To have a level of supervisor or head of division / department or a particular division and even the position of manager, of course it takes a career step. Compilation between age, education and

work longer seems reasonable. Results of the data analysis PR Women's role in the company will be seen also in the compilation of this data.

Based on the type of training from respondents, the majority is training of computer technology, more specifically the use of the Internet and the use of communications technology. Based on these data this training is a general competence as an employee. While training for PR competencies, such as table manners, personality development and event management. In the analysis, the proportion details are not analyzed, because each respondent is not in the same amount and type of training. This training course will be associated with PR HR competency in performing their duties, whether the capabilities at the level of common, technical whether at managerial level.

Feminine value in general, women have sensitivity in communicating with the other person. If talking about which is more certainly when compared to men. Based on data analysis that category of women has a sensitivity to the interlocutors reached 44.44%, 29.01% hesitate, and disagree and strongly disagree reached 26.54%. Based on these findings, respondents who disagree and undecided if women have sensitivity to the other person quite large as well, although most believe that the tendency that women have sensitivity to the other person has the largest proportion.

In interaction, politely in interaction is understood at the level of hesitation as the dominant proportion of 34.57%, which means that the respondents themselves feel quite doubtful whether he had done enough polite or not, and as many as 49 respondents (30.24 %) stated courtesy is not so important. If the opinion is positioned on a male, that not all women polite in communication, more polite than men.

Opinions if the empathy value of women in the workplace believed to have a fairly high degree reached 50% of respondents, 45% undecided whether empathized on the speaker and the lowest opinion of the respondents who stated value of empathy is absent in women 22.22 %.

Opinions if it is easier to communicate with women in the workplace is believed to have a fairly high degree reached 57.41% of the respondents, 24.69% hesitate whether it is easy to establish communication on the speaker and the lowest opinion of respondents stated not easy establish communication or experience communication barriers reached 17.90%.

Opinion if the acceptance of women in the workplace reached 54.94% of the respondents, 24.07% hesitate whether empathize with the other person and the lowest opinion of the respondents who stated value of empathy is not attached to the female 20.99%.

Acceptance of women to men in the workplace is believed to have a fairly high degree reached 52.47% of the respondents, 29.01% hesitate whether it receives more men than women and the acceptance of the declared value is not forever more accepting of men than women reached 18.52%. This opinion if compiled with the acceptance of women in the previous table, it turns acceptance among women is higher than in men, so that this stigma for women more accepting of men at work does not apply to all respondents.

Opinions if politeness is not confined to women is believed to be the majority of respondents 55,56%, meaning politeness as a value is also run by a man too many polite. This interpretation can also be said if politeness as a value is not tied to whether male or female,

because they are both running. Opinions of respondents stated that belongs only to female modesty as much as 17.26%.

Opinions of women honesty value in communication have a fairly high reached 59.26% of the respondents, 25.93% hesitate if it already has honesty value in communication, and the lowest opinion of respondents stated that women value of honesty in communication not present reached 14.81%.

Opinions of men honesty value in communicating have a fairly high reached 54.94% of the respondents, 30.86% hesitate whether it has honesty value in communication, and the lowest opinion of the respondents who stated that men value of honesty in communication not present reached 14.20%.

Opinions if the fairness of men in communication is believed to have a fairly high reached 50.00% of the respondents, 31.48% hesitate whether to have fairness in communicating, and the lowest opinion of the respondents who stated values of men fairness in communication is not present reached 18.52%.

Opinions if the women value of empathy are fairly high reached 50% of respondents, 45% undecided whether she empathized on the speaker and the lowest opinion of the respondents who stated value of empathy is not owned is 22.22%.

The proportion of women's ability as a conflict mediator was approved by 50%, opinion undecided 29.01% and the lowest opinion of the respondents stating unable to reach 20.99%. The assumption that women are able to mediate the conflict is believed by some respondents. Attempts to mediate the conflict must be done with two-way communication, and communicate their interests in the workplace, is believed to be done by women.

Various values, decency, accuracy, tenderness, acceptance and so on as the theoretical value as feminine values, and assertiveness more on the masculine value. Based on the opinions of respondents that women can also be assertive is believed to be 54.32%, which is undecided whether he firmly reached 26.54% and stating if women are not assertive at work is 19.14%. The lack of women assertive must be observed by PR women, because the management decisions of organization should be run strictly in achieving the goals that have been outlined.

Tenderness as a value is not a physical weakness, but the tender in behavior, how to communicate and interact in a variety of situations. Opinions if tenderness is more important than rigor is not believed by 13.58%, and doubting if in carrying out important work more tenderness than firmness as much as 35.19, and are believed reaches 51.23%

Opinions if establishing relationships needed in the workplace are not believed by 23.46%, and doubting the needs of establishing relationship as 33.33% and are believed establishing relationships needed for women reached 43.21%

The assertion if women should be gentle doubted by most respondents 41.36%. Gentle like what, what circumstances it takes to be gentle. The tendency of women's overall gentleness is not accepted by most respondents.

Interactions between employees or with the leaders are verbal and non-verbal. The ability to communicate is determined by the knowledge of how to communicate in a variety of

situations. Respondents said knowing how to communicate effectively there are 40.74%. While respondents were unsure how to communicate existing is 31.48%, while feeling no knowledge of how to communicate with 27.78%. As new employees working under 5 years, understanding the situation requires communication, whether the communication is personal as well as public speaking or in a meeting.

The process of effective communication requires the ability, knowledge and willingness as a good listener. Good listeners have a chance to understand the messages on inter-personal communication. Capable as a good listener 40.61%, which is doubtful whether good or not in the hearing 29.30%, being difficult as a good listener, there were 19.75%.

A company has a lot of task, the communication should be solid and short as possible. Some employees before delivering the problem will be preceded by a greeting, delivering the problems and continued with another conversation outside the main conversation. Employees considered competent communication if has the knowledge to end the conversation, both formal and non-formal smoothly. Respondents who have the knowledge / ability as much as 37.04%, which is doubtful as much as 36.42% and 26.54% who are not.

Effective communication process needs the ability, knowledge and willingness to listen to the contents of the communication. A good listener can listen to the content of the communication. Knowledge of how to listen a conversation is 34.57%, which is doubtful, or sometimes can be a good listener or not that is 38.89%, being disable to listen to the conversation as much as 26.54%.

Context of communication, such as communication situation, how to talk to a new person requires the ability to choose the subject. People who comfortably interacting mostly able to choose the subject, with the main subject and subject to familiarize. Respondents who feel less competent in choosing the subject as many as 26.54%, were hesitant and doubtful 38.8%, and who feel capable are 34.57%.

Verbal and nonverbal messages in interpersonal communication delivered to respond quickly. The ability to non-verbal messages for some respondents is difficult, because the non-verbal messages can be interpreted diverse. Respondents who feel less good at non-verbal messages as many as 16.67%, which is 38.27% hesitate and always pay attention to non-verbal messages as much as 45.06%.

The reality that everyone have the experience, knowledge, motivation, and how to communicate is different, not to dominate the conversation, control ability is believed by the majority of respondents that people are aware of the differences in the interaction is 45.68%, which is 32.10% hesitate and feel sometimes forget or do not realize as much as 22.22%

The context of communication, different communication situations, requires an understanding to the feelings of the others. Respondents who felt understood the other person as much as 43.83%, which is 33.95% hesitate and feel or do not understand the feelings of the other person is 22.22%

The ability to make conversation so interesting is also required. Improvisation, humor and funny expression in formal communication needs to be known. Respondents who feel less out in managing the conversation in order to remain attractive as many as 24.69%, which is 37.65% hesitate and feel competent is 37.66%.

Skills in adapting any various communication situations is 21.10% stated afford, which still doubt the ability to adapt to communicate is 21.10%, and stating the existence of barriers to adapt as much as 35 , 81%. Means that the majority of respondents stated that there were barriers in adapting to various communication contexts.

Skills in adapting to the communication situation deeper if it is able to adapt the topics of ongoing communication. Based on the research findings of 40.74% said easy, which still doubt the ability to adapt to the subject is 30.86%, and stating the existence of barriers in adaptation is 28.40%

The appeal of the communication behavior based on the findings of the study 46 respondents (28.39%) expressed interest, which is still doubting the appeal of its communication behavior are 58 respondents (35.80%), and stating the existence of barriers as much as 58 respondents (35.80). Based on the findings, the respondents stated that their communication behavior and not or less interesting.

Ease in establishing a relationship based on the research findings of 53 respondents (32.72%) said easy, which is still doubt ease in establishing relationships as much as 57 respondents (35.19%), and stating the existence of barriers in adaptation are 52 respondents (34.10) , Based on these findings the majority of respondents claimed to establish a relationship is not easy.

In establishing a relationship with the boss is based on the research findings of 73 respondents (45.07%) stated are not nervous, undecided 54 respondents (33.33%), and who was nervous are 35 respondents or 21.60%. This certainly related to the ability to control all the emotions and the difficulties in communication with the higher position (power distance).

In establishing mutual relationships with people based on the findings of the research, 60 respondents (37.04%) said easy, which is still doubt ease in establishing relationships are 59 respondents (36.42%), and stating the existence of barriers to adapt as much as 43 respondents (26.14%). Most states are easy to establish mutual relationships with others.

The motivation to understand others is important as internal willingness as a motivation to communicate. Respondents who claimed having the motivation to understand others are 73 respondents or 45.06%, and the lack of understanding of others (with low motivation) are 46 respondents (28.39%).

PR role of women is determined by the capabilities and functions for the company. Based on the data, PR women have managerial skills as a communicator, as a troubleshooter and as a liaison with the public, which is believed by 79.00 respondents, and still doubt are 45.67% and said it was not able to be 37.33 % . Based on these findings the respondents felt able to act as PR, both positions at managerial level or technical level. Understanding of policy makers plays an important role in addition to the organization to accept the ideas of their employees.

The findings when compiled with the technical role of a woman PR, was more portion of 84% in technical role. This data, if compiled with the working duration and level of education will increasingly show its direction. The level of education and working duration, and the women PR role in the workplace is still more technical roles than managerial role.

Research Variable

Feminine Values in Enterprise

Description of the research results on Feminine Values (X1) obtained from respondents answers on the effect of women PR role in corporate (Y). Scores Feminine Values of the role of women is determined on the basis of PR statements / items which refer to the Likert scale. For positive items, scores the answers given weighted value is 5 to 1 for negative items, scores the answers given weighted value that is the opposite of positive items 1 to 5.

Based on data from respondents, PR jobs require values in feminine values that are not bound by gender, i.e. sensitive to others, more able to communicate in both directions, polite, gentle, honest, equality with the speaker, the ability to reduce conflict and capabilities to establish relationships, compared to masculine values. Respondents stated strongly agree are 12.4%, who agree are 37.90%, which is doubtful that feminine values impact on the Women PR role in the company are 30%, which did not agree 15.90% and strongly disagree 3.8%.

Sha (2001) give arguments :

That feminization would make public relations more ethical in appearance and practice. Larissa Grunig (2001), Dozier (1988), and Rakow (1989) have suggested the prevalence of women would introduce characteristics such as collaboration, sensitivity towards audiences, and better two-way communication. Grunig et al. (2001) argue that public relations are an industry founded on feminine values, such as honesty, justice, and sensitivity, which enhance the symmetrical communication patterns of public relations. Furthermore, the two-way symmetrical model of public relations requires resolving conflict and building relationships, which they indicate are intrinsically 'feminine' values.

Aldoory (2001) argued that only four specialist industry areas (of 11 analyzed) were significantly more male than female-oriented, and those specialties entailed areas of expertise that were traditionally male-dominated: technology, finance, sports, and industry.

The tendency of respondents is agree that in carrying out the work or activities of PR it takes the feminine value. Sha described the feminine values as universal values associated with PR work.

Communication knowledge in the enterprise

Description of the research results on Communicating Knowledge (X2) obtained from respondents' answers to the effect of competence in the company, to the role of women PR in the company (Y). Scores of respondents referring to Likert scale. Based on data obtained from the respondents, that the PR job requires more communication knowledge to adapt to any different situations, conditions, to establish relationships. Overall aspects of communication knowledge will appear on the entire verbal and nonverbal messages. Knowledge in choosing a word / phrase, sentence structure, style of delivery, intonation, and non-verbal messages imaged when communicating.

Spitzberg and Cupach's relational model (1989) in Payne (2005 65) argued about the meaning of communication competence is incorporates personal components-knowledge, motivation, skill, and contextual components-patterns of interaction, norms and rules, relationships types, setting, and activities. Both personal and contextual components are essential to understanding the attribution of competence in organizations and the outcomes of such

judgments. The competent communicator possesses certain motivations, knowledge, and skills.

In communication competence Payne (2005) suggested that communication knowledge: is the next major component of the competence model is knowledge. Questions were generated addressing the three major dimensions of competence pinpointed in this research: empathy, adaptability, and interaction management.

This is based on respondents who stated strongly agree 12.3%, which states agree 28.70%, which is doubtful that the communication competencies effect on the Women PR Role are 35.30%, who do not agree 20.50% and strongly disagree are 3.20%. Based on these data the tendency of respondents believes knowledge can determine the Women PR communication Role in Corporate.

Communication Skills in Enterprise

Description of the Research results in Communication Skill (X3) was obtained from respondents' answers to the competence effects of the Role of Women PR (Y). Scores of respondents referring to Likert scale. Based on data obtained from the respondents, that the PR job requires skill to communicate more to adapt to different situations and conditions to establish relationships.

Payne (2005) says Communication skill is empirically grounded, a priori skills can serve as the building blocks for assessing employee competence. The skill scale has three dimensions: empathy, adaptability, and interaction management. The scale measures an employee's actual communication skill level as judged by a supervisor because supervisors exert the most effect on evaluations of job performance. Respondents stated strongly agree are 11.20% of respondents, who agree 24.70%, which is doubtful if the communication competency effect on the role of women PR 33.60%, which did not agree 23.50% and strongly disagree 7%.

The tendency of respondents believes communication skills have contributed to the role of Women PR. The levels of confidence among respondents who agree, hesitated and did not agree are not significant, although most are agree. This is because the respondents doubt the ability to communicate, whether it is adequate or not, while disagreed considers that the communication does not always have the strength to play a role in the company.

Communication Motivation in Enterprise

Research results of Communication motivation (X4) obtained from respondents' answers to the communication motivation effect to the role of women PR (Y). Scores of respondents referring to Likert scale. Based on data from respondents, PR jobs require more motivation to communicate to adapt any different situations and conditions to establish relationships.

Motive to communicate Payne (2005) says Communication motivation: The motivation component is conceptualized as one's willingness to approach or avoid communicative interactions. The most salient skills to competence were narrowed to empathy, adaptability, and interaction management, so a motivation scale was designed to measure employees' willingness to extend empathy, manage interactions, and adapt communication within the organization

Findings of respondents stated strongly agree are 13.10%, which agreed are 36.40%, which is doubtful if the motivation to communicate effect on the role of women PR are 28.00%, which

did not agree are 18.50% and strongly disagree with are 4%. The tendency of respondents stated that the motivation to communicate determine the role of Woman PR in Company.

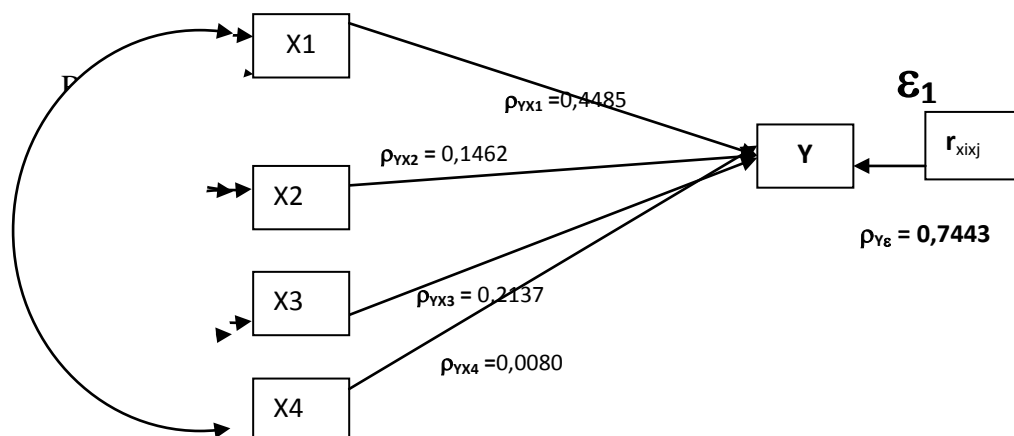
The Role of Woman PR

Cutlip, Center, and Broom (2006) says that public relations is a management function that builds and maintains a good relationship between the organization and public that affect on the success or failure of an organization. Toth et al. (1998) identified the following as work activities included in the managerial-based roles of manager and agency: planning and managing public relations programs, implementing new programs, planning and managing budgets, evaluating program results, counseling management, and supervising the work of others. Technician activities included disseminating messages, writing, editing, and producing messages, making media contacts and implementing the decisions made by others.

Research results on the Role of Women PR in Corporate obtained from respondents, about the role of women PR in the company PR (Y). Scores answer, r refers to the Likert scale. Based on the findings of the questionnaire, respondents disagree and strongly disagree as much as 21.50%, which states hesitate Women who performed the role of PR in the company as much as 28.40% and stated strongly agree and agree as much as in 50.10%.

Variables Relationship

Testing the hypothesis of the study conducted by Path analysis. The analysis is used to determine in testing of feminine values (X1), communicating knowledge (X2), Skill Communicate (X3), Motivation Communicate (X4), on the Role of Women in Corporate PR. Based on the research hypothesis relationship effect of independent variables (X) on the dependent variable (Y) fully illustrated in the following diagram:



Relationship and effect of independent and dependent variables

From the chart above can be found that the partial path coefficient between Feminine Values (X1) with the Role of Women in Corporate PR (Y) equal to 0.44858, the path coefficient between Communicating Knowledge (X2) with the Role of Women in Corporate PR (Y) at 0,1462, Communication Skill (X2) with the Role of Women in Corporate PR (Y) of 0.2137, Motivation Communicating (X2) with the Role of Women in Corporate PR (Y) of 0.0080.

From the above calculation the other path coefficient variables (ϵ) $P_{y\epsilon}$ at 0.7743. Furthermore, more details of the total direct and indirect effect of X to Y, proportion are as follows:

- a. Effect of feminine value on the role of women PR in corporate is 26.89%
- b. Effect of communication knowledge on the role of women PR in corporate is 7.46%
- c. Effect of communication skills on the role of women PR in corporate is 12.98%
- d. Effect of communication motivation on the role of women PR in corporate is 0.22%
- e. Effect of feminine values, communicating knowledge, communication skills and motivation to communicate on the Role of Women PR in corporate is 47.38%
- f. Effect of other variables on the role of women PR in corporate is 52.61%

Testing the F count, $F_{\text{count}} = 88,5243$ and $F_{\text{table}} = 2,4275$, so the hypotheses are acceptable, means:

- a. There is the effect of feminine value on the role of women PR in corporate
- b. There is the effect of communication knowledge on the role of women PR in corporate
- c. There is the effect of communication skills on the role of women PR in corporate
- d. There is the effect of communication motivation on the role of women PR in corporate
- e. There is the effect of feminine values, communicating knowledge, communication skills and motivation to communicate on the Role of Women PR in corporate

Conclusion and Suggestions

Feminine values that include honesty, fairness, and sensitivity in interacting, softness, ability to defuse conflict, the ability to empathize in communication, accuracy, decency, honesty, overload capability two-way communication, and the ability to establish relationships among women and men in the workplace has an effect on the role of PR women in the company.

Feminine values have greater effect than the overall communication competence, while communication skills having a greater effect than communicating knowledge and communication motivation. The Role of Women PR in the company are still mostly technical than managerial role, although the difference is relatively small.

Skills to communicate includes the skills to adapt to various situations and the content of the communication. Skills in establishing relationships and rewards useful for communicating with other people, interpersonal communication behaviors, and skills to communicate with superiors bring positive effect on the role of women PR in corporate

Motivation in communication that include motivation to understand the other person, open, caring and motivation not to impose, will be of a positive influence on the role of women PR.

Feminine values has a greater impact than the overall communication competence, while communication skills having a greater influence than communicating knowledge and motivation communication.

The Role of women PR in the company are still many in technical than managerial role, although the difference is relatively thin.

Influence of feminine values and competence of communication on the role of women PR contributes about 47.38%, thus the influence of other variables not examined by is 52.61%. Theoretically another variable is the willingness of policy makers to give the role of the PR unit (women PR), the openness of the organization, personal skills of women PR, etc

Based on the research results, discussion and conclusions obtained in this study and the limitations of the study, it presented some suggestions, both for the future scientific research, public relations practitioners and educational institutions public relations, such as:

1. This study has limitations in the exploration of the various roles of PR based assignments and positions in the company, as well as the varied perceptions of policy makers in placing and naming PR Company, thus subsequent researchers can examine the PR from the dominant coalition's view in company.
2. Feminine values appeared to have a greater effect in dealing with PR work, thus these values can be used to carry out their role in the company.
3. Communication Competence is needed more at the level of communication skills, so PR always expected to improve their communication skills in a variety of situations, conditions and communication context.
4. For educational institutions, various knowledge and soft skills in communication, which is based on feminine values and competencies should be upgraded, and giving the role in communication of a PR.

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