

WOMEN STEREOTYPE ON TV TALK SHOW

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Abstract

Of the many influences on how we view men and women, media are the most pervasive and one of the most powerful. Woven throughout our daily lives, media insinuate their messages into our consciousness at every turn. All forms of media communicate images of the sexes, many of which perpetuate unrealistic, stereotypical, and limiting perceptions. Television as one of the mass media portrays women stereotype as “Ini Talk Show” program does.

“Ini Talk Show” is like any other talk shows—the host, topic, and guests. But “Ini Talk Show” has slight differences on the setting such as they put a house living room concept. Besides the host, topic and guests, there are some characters shown there such as Sule as an intern host, Andre as the co host, Saswi as Sule’s uncle, Parto as the house security officer (Satpam), Maya Septa as the a domestic help and Yurike Prastika as Sule’s mother.

This research is descriptive and qualitative approach using John Fiske Semiotics which follows three types of analyses: reality level, representation level and ideology level. The reality level includes appearance, dress, make up, environment, behavior, speech, gesture and expression. Representation level is about technical code such as camera techniques, lighting, editing, music and sound transmitted conventional code representation which shape narration, conflict, character, action, dialog, setting and casting. And the last level is ideology level.

This research shows that “Ini tak Show” program portrays women stereotype in the media. The ideology revealed from this program is patriarchy where Man (Sule-the main host) always gives orders and sometimes give envelopes (money) to other characters showing the power relation. And women are represented by the two characters: Maya the domestic help who is dutiful and submissive character that always does what she is told to do and Mami the host mother who likes spending money on glamorous fashion.

Introduction

The media (media is the plural form of the term medium) are, we must remember, part of society. The media are one of many different institutions that exist within a society—institutions being term sociologists use to stand for enduring entities and organizations that play an important role in maintaining society. Some of the more important institutions in modern societies are those involving education, the family, religion, politics, and particular importance to us, the mass media. The media

help shape our identities, our attitudes toward racial and ethnic minority and our attitudes about sexuality.

Television as a mass medium “presents us with a continuous stream of images almost all of which are deeply familiar in structure and form. It uses codes that are closely related to those by which we perceive reality itself. It appears to be the natural way of seeing the world. It shows us not our names but our collective selves”

Nowadays television is familiarity, its centrality to our culture, which makes it so important, so fascinating, and so difficult to analyze. It is somehow one of basic habit in everyday life. It is rather like the language we speak: taken for granted, but both complex and vital to an understanding of the way human beings have created their world.

Of the many influences on how we view men and women, media are the most pervasive and one of the most powerful. Woven throughout our daily lives, media insinuate their messages into our consciousness at every turn. All forms of media communicate images of the sexes, many of which perpetuate unrealistic, stereotypical, and limiting perceptions. Three themes describe how media represent gender. First, women are underrepresented, which falsely implies that men are the cultural standard and women are unimportant or invisible. Second, men and women are portrayed in stereotypical ways that reflect and sustain socially endorsed views of gender. Third, depictions of relationships between men and women emphasize traditional roles and normalize violence against women.

Television as one of the mass media portrays women stereotype as “Ini Talk Show” program does. “Ini Talk Show” is airing on Net TV and It has been number-one rating program on Net TV since it was first aired.

Research Objective

This research is to find how women are being stereotyped in a TV talk show “Ini Talkshow”

Literature Review

Television

Television or broadcast television is a medium of communication networks which has the same characteristics as other mass media—one-way communication, institutionalized source, general content, simultaneity, heterogeneous receivers.

Television is the most perfect electronic medium and has the greatest effect on audiences than other electronic media such as radio, because television is an audio-visual medium that is informative, entertainment, education, knowledge, and also means of social control.

With its advance in technology, television has become the most desirable and most frequently used by the audiences. Television is something unique, not only in form of the content/message but also from visualization, camera movement, editing technique, and also the language.

As television has a great influence in shaping the perceptions and behavior of audiences, television has a vital role in society. The nature of the audio-visual media is a powerful reason why television is said to have great power in society.

Talk Show categorized as soft news, is a program that displays one or more people to discuss a particular topic that is guided by a host (host). Like any other television programs, talk show also helps shape audience attitudes

Stereotypical Images of Relationships Between Men and Women

Given media's stereotypical portrayals of women and men, we shouldn't be surprised to find that relationships between women and men are similarly depicted in ways that reinforce stereotypes. Four themes demonstrate how media reflect and promote traditional arrangements between the sexes, namely:

1. ***Women's dependence/men's independence.***
2. ***Men's authority/women's incompetence.*** A second recurrent theme in media representations of relationships is that men are the competent authorities who save women from their incompetence. Television further communicates the message that men are authorities and women are not. One means of doing this is sheer numbers. As we have seen, men vastly outnumber women in television programming.
3. ***Women as primary caregivers while men as breadwinners.*** A third perennial theme in media is that women are caregivers and men are providers.

4. *Women as victims and sex object/ Men as aggressors.* A final theme in mediated representations of relationships between women and men is representation of women as subject to men's sexual desires. The irony of this representation is that the very qualities women are encouraged to develop (beauty, sexiness, passivity, and powerlessness) in order to meet cultural ideals of femininity contribute to their victimization. Also, the qualities that men are urged to exemplify (aggressiveness, dominance, sexuality, and strength) are identical to those linked to abuse of women.

Patriarchy as an Ideology

Jorge Larraín sees ideology positively and negatively. Positively, the ideology is perceived as a view of the world (worldview) that includes the values of certain social groups to defend and advance their interests. Negatively, ideology is seen as false consciousness, which is a requirement to commit fraud by turning back the people's understanding of the social realities.

Ideology is a practice or idea that implies the existence falsity, irregularities, or concealment of a certain reality, here the ideology becomes a tool to hide the actual reality; in this way the dominant classes feel safe and the oppressed class do not feel being oppressed.

The word 'patriarchy' literally means the rule of the father or the 'patriarch', and originally it was used to describe a specific type of 'male-dominated family' –the large household of the patriarch which included women, junior men, children, slaves and domestic servants all under the rule of this dominant male. Patriarchy is a female subordination ideology in society. Now it is used more generally "to refer to male domination, to the power relationships by which men dominate women, and to characterise a system whereby women are kept subordinate in a number of ways"

Research Method

This research is descriptive and qualitative approach using John Fiske Semiotics which follows three types of analyses: reality level, representation level and ideology level. The reality level includes appearance, dress, make up, environment, behavior,

speech, gesture and expression. Representation level is about technical code such as camera techniques, lighting, editing, music and sound transmitted conventional code representation which shape narration, conflict, character, action, dialog, setting and casting. And the last level is ideology level.

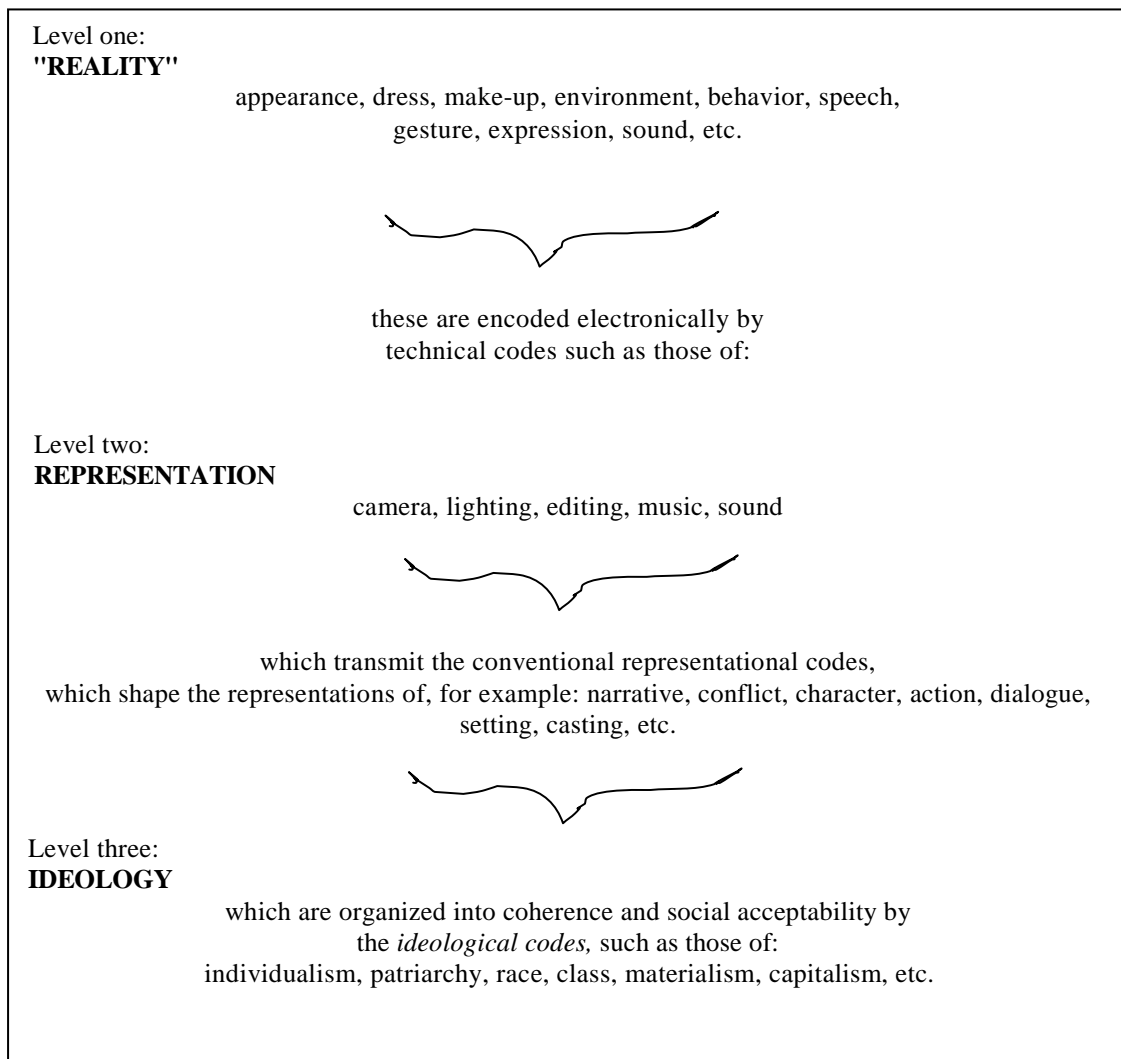


Fig.1 The Codes of Television

Level One Analysis: Reality

In this level, reality can be seen in appearance, dress, make-up, environment, behavior, speech, gesture, expression, sound, etc.



Picture 1 The characters in Ini Talk Show

As seen from picture 1, the intern host (Sule) dressed in a suit and on his right side there are his uncle (in red) and the security officer. And on his left side, there are Andre the host-consultant, Mami (the mother) and Maya (the domestic help). With his centered position, Sule leads the talk show; in this case, he rules the show.



Picture 2 The Setting of The Talk Show

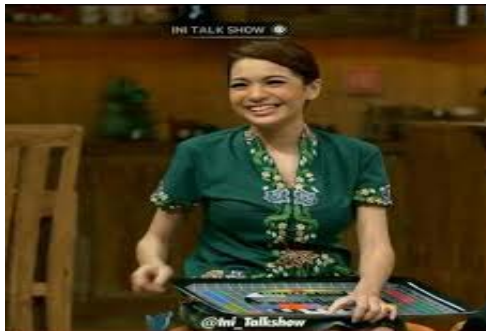
The setting of the talk show is living-room like in-door studio with big sofa in the middle of the room and the kitchen as the background. The house-like setting shows us the talk show represents a daily life in the society. Sule always sits down on the big arm chair; nobody is allowed to sit there. The big armchair is the representation of power which is possessed by Sule. He arranges the situation in his “living room”

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Picture 3 The appearance of Maya

Maya, the character of the domestic help, wears *Kebaya* and knee-length *Kain* and she always wears sandals in every episodes. With this appearance, the audience will find out that the dress represents social status.



Picture 4 Maya The Domestic Help Handing A Tray

As seen in picture 4, Maya as a domestic help, always brings the refreshment (tea served in a glass) to the guests as an order from Sule. With this description, woman is stereotyped to serve the man.



Picture 4 The Appearance of Mami

Not like Maya, Mami is heavily make-up, dresses elegantly. Her hair is often in a bun bouffant style. This hairstyle represents social status. Mami likes to shop branded items and often she comes to Sule to ask for some money. In most episodes, Mami is described as a dependent woman—financially dependent. Besides financial dependence, Mami is also emotionally dependent to her son—Sule. From time-to-time episodes, Mami often seeks for Sule’s advice. This shows how woman portrayed incompetence and Man shows authority.

Level Two: Representation

Codes in second level relate to technical codes such as camera work, lighting, editing, music and the sound which transmit the conventional representational codes, which shape the representations of, for example: narrative, conflict, character, action, dialogue, setting, casting, etc.



Picture 5 Sule sings for Maya

In every episodes, Maya brings along tea on a tray. Her specialties are teh Bohay and teh Asoy Geboy. Sule names those two kinds of tea.

Lyric of Tea Asoy Geboy (really cool tea)	Lyric of Teh Bohay
<p>“Nikmatnya.. Minuman.. Si neneng Maya.. The tea made by Maya is so tasty</p> <p>Putih dan gurih. White (fair) and tasty</p> <p>Montok dan molek. Plump/sexxy and beautiful</p>	<p>BOHAAAAYYY/ Bodi Aduhai (sexy body)!</p> <p>Teh bohay buatan maya (the tea is made by Maya)</p> <p>teh bohay buatan maya (the tea is made by Maya)</p> <p>teh bohay yang aku suka (the tea that I like)</p> <p>teh maya yang aku cinta (Maya whom I love)</p> <p>BOHAAAAYYY!! Teh bohay buatan maya teh bohay buatan maya</p>

Figure 3 Lyrics

The lyrics of the songs imply that it is not about the TEA but it is about HOW the male (Sule) sees the woman (Maya). The songs clearly state that woman is portrayed a sexual object.

Level three: **IDEOLOGY**

Level three is organized into coherence and social acceptability by the *ideological codes*, such as those of: individualism, patriarchy, race, class, materialism, capitalism, etc.

The ideology being revealed in this Talk Show is Patriarchy.

Results and Discussion

“Ini Talk Show” is a TV talk show on Net TV. This talk show has different format as other talk shows. There some characters. Usually in a talk show, there is a host and guest but in this talk show, there are some characters besides the host: Sule as the intern host (main character), Andre as the host-consultant for Sule, The characters of women in this show are represented by Maya as the domestic help and Mami as the mother. Maya is characterized as dutiful domestic help.

In Reality level, the talk show has living room setting and it shows a family living in the house where man (Sule) is as the leader/breadwinner of the family. While women are represented by Mami who is very dependent financially and emotionally to her son, Sule. And Maya is described as a dutiful and obedient domestic help. She dresses differently with other women in the talk show. She Kebaya and traditional Kain and she always wears sandals.

In Representation level, there are two songs that portrayed women as sexual objectives. In most episodes, there is a fragment which Sule and other men’s characters make flirts to Maya or women guess. There are also two songs about the tea made by Maya and they clearly show men’s sexual desires to women.

Relationships between women and men are similarly depicted in ways that reinforce stereotype. Four themes demonstrate how media reflect and promote traditional arrangements between the sexes, namely:

1. ***Women’s dependence/men’s independence.*** The women are represented as dependence to men as Mami often seeks for advice and money from Sule.
2. ***Men’s authority/women’s incompetence.*** Men, in this case, is represented by Sule has authority in managing the family. The role of Mami is often seen incompetence and Sule is portrayed as a problem solver and has biggest authority in the house.
3. ***Women as primary caregivers while men as breadwinners.*** In this talk show, Mami is (sule’s mother) responsible for taking care of the house while Maya has role as a help in the house where she is responsible for kitchen routine and serves the guests. In some episodes, it is shown that the other characters ask for

money from Sule. And Sule is portrayed as a breadwinner for the family in the house.

4. ***Women as victims and sex object/ Men as aggressors.*** Women are portrayed as sexual objects. In this talk show, Maya is Sule's sexual desires as it is an irony that there are songs about the tea made by Maya but the lyrics are about how Maya become Sule's sexual fantasy.

In level three, we can conclude the ideology shown in the talk show. The ideology is Patriarchy which Male domination done by Sule. In this patriarchal system, men and women behave, think, and aspire differently because they have been taught to think of masculinity and femininity in ways which condition difference.

Patriarchal system shows in or accept that men have, or should have, one set of qualities and characteristics, and women another. Such as 'masculine' qualities (strength, bravery, fearlessness, dominance, competitiveness etc.) and 'feminine' qualities (caring, nurturing, love, timidity, obedience etc.). Patriarchy is the system of male domination and female subordination in economy, society and culture that has characterized much of human history to the present day.

Conclusion

This research shows that "Ini tak Show" program portrays women stereotype in the media. John Fiske semiotics uses three level of analysis which are Reality, Representation and Ideological. The ideology revealed from this program is patriarchy where Man (Sule-the main host) always gives orders and sometimes give envelopes (money) to other characters showing the power relation. And women are represented by the two characters: Maya the domestic help who is dutiful and submissive character that always does what she is told to do and Mami the host mother who likes spending money on glamorous fashion.

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