

The Construction of Father's Roles in Family Magazine: Study on Ayahbunda Magazine

Mulharnetti Syas¹, Nita Apriyani² Mulyanti Syas³
mulharnetti@yahoo.com¹, nitaapriyani@gmail.com², m_syas@yahoo.com³

Faculty of Communication, Jakarta Institute of Social and Political Sciences, Jakarta, Indonesia^{1,2},
Department of Communication and Islamic Broadcasting, Faculty of Communication, Imam Bonjol
State Islamic University, Padang, Indonesia³

Abstract. The figure of a father still dominates the figure of a mother. His role is considered very important as the head of the family, making a father a central authority in the family. This has become a culture among Indonesian society in general, known as patriarchal culture. In the past, most fathers were mostly in the public sector. However, at present time, they are also doing domestic work, such as cooking, washing clothes, caring for children, cleaning the house, and so on. Speaking of the role of father in the family, there is indeed a connection with gender. Gender is very close to patriarchal culture. Gender culture is constructed in various social life. Walby argued that gender culture is actively constructed in all areas of social life, including family, media and school [1]. Discourse of masculinity and femininity is contested in the workplace and the country, as well as individuals. The development of gender culture in society cannot be separated from the role of the mass media. The mass media spread various information, including information about the role of a father in the family. In this regard, a change in the role of a father in the family is presented in various mass media in Indonesia, especially in family magazines, one of which is the Ayahbunda Magazine. The formulation of the research problem is to know how the construction of the father's role in family magazines is, especially in the Ayahbunda Magazine. This study aims to examine the role of fathers from a gender perspective on family magazines. This research is expected to provide input on gender studies in the mass media, especially in the editorial of Ayahbunda Magazine. In this study, the author uses a constructivism paradigm and a qualitative methodology. The research method used is framing using the model of William A. Gamson and Mondigliani. The results of this study reveal that Ayahbunda Magazine constructed the role of fathers, which was originally only in the public domain, but now also is in the domestic realm. Father participated in helping and alleviating a mother's duties. However, father still has dominant power, even though father has a dual role in his life.

Keywords: Media Construction, Father's Role, Family Magazine, Gender Perspective.

1 Introduction

The figure of a father still dominates the mother's. His role is considered very important as the head of the family, making a father a central authority in the family. This has become a culture among Indonesian society in general, known as patriarchal culture.

Nugroho said, "Gender is the social role built by the community, as well as the responsibilities and opportunities of men and women that are expected by society so that social roles can be carried out by men (women and men)." [2].

Fakih argues, because of social gender construction, men must be strong and aggressive, so they are then trained and socialized and motivated to become or lead to gender traits determined by society, which are physically stronger and bigger [3].

Even so, these traits are community constructs that can change from time to time. Most cultures consider men to have a large influence in the public settings, while women have a greater influence on private / domestic one.

The role of women in the domestic realm makes it a subject that regulates household affairs, such as cooking, pregnancy, giving birth, breastfeeding, raising their children, and even caring for their entire family. Meanwhile, men work in the public domain to be decision makers, give advice, show their skills, and solve problems.

Speaking of the role of fathers in the family, of course there is a relationship with gender. Gender is very close to patriarchal culture. Gender culture is built in various social life. Walby mentioned that gender culture is actively built in all fields of social life, including family, media and school [1]. Discourse about masculinity and femininity is contested in the workplace and country, as well as individual learning.

The development of gender culture in society cannot be separated from the role of mass media. The mass media spread various informations that occurred daily. Community's needs for information make mass media very important. The information was conveyed to the public through several types of mass media, including electronic media (television and radio), print media (newspapers, magazines, tabloids, bulletins), and online media.

In this case, a change in the role of a father in the family is presented in various mass media in Indonesia, especially in family magazines, one of which is the Ayahbunda Magazine.

Magazines are print media products that have advantages, one of which is a documentary, which can be documented so that it can be read over and over and has more in-depth news, and a longer time.

Yunus said: "This magazine is a communication medium that presents information (facts and events) deeper and has a longer actuality value." [4]

The formulation of the research problem is to know how the father's role in a family magazine is constructed, especially in Ayahbunda Magazine. This study aims to examine the role of fathers from a gender perspective in family magazines. This research is expected to provide input on gender studies in the mass media, especially in the editorial of Ayahbunda Magazine.

2 Literature Review

2.1 How to do Feature

According to Romli [5]: "Feature is a typical essay. Type of writing in the mass media other than news and articles that tell facts, events, or processes accompanied by an explanation of the history of its occurrence, its case, the process of its formation, and how it works, using the style or technique of writing literary works, such as short stories and novels.

One type of feature is 'How to do Feature'. Sumadiria explains, "'How to do Feature' teaches how to do something. The printed media, which is published once a week, such as tabloids or magazines, according to the field of work and the group of readers, always presents 'How to Do' features." [6]

The object of this study is the 'How to Do' Feature in the "For Dad" rubric in Ayahbunda Magazine.

2.2 Reality Construction

The mass media presents information by highlighting certain aspects so that it can construct reality. According to Eriyanto, in the process of forming and constructing that reality, the end result is that there is a certain part of reality that is highlighted and easier to recognize [7]. As a result, audiences are easier to remember given certain aspects that are prominently presented by the media. The aspects presented are not even reported to be forgotten and totally ignored by the audience.

Sobur said, "The content of the media is essentially the result of the construction of reality with language as the basic device" [8]. Furthermore, Sobur explains, social reality is constructed through external processes, objectivation, and internalization. Social construction, in their view, does not take place in a vacuum, but is full of interests [8].

In this study, the construction of the father's role in Ayahbunda magazine was examined.

2.3 Framing Theory

According to Gamson and Modigliani in Sobur "Framing is a way of telling stories or clusters of organized ideas in such a way as to present the construction of the meaning of events related to the object of a discourse." [8]

The framing model of Gamson and Modigliani considers a way of looking at it as a media package that contains the construction of meaning for the events to be reported. In the media package there are two structures, namely the core frame and condensing symbols. The core frame helps the communicator to show the substance of the issue to be discussed. In the condensing symbol there are two sub-structures, namely framing devices and reasoning devices. Framing devices include metaphors, exemplars, catchphrases, depictions, and visual images. Reasoning devices include roots, appeal to principle, and consequences.

3 Methodology

In this study, the author uses the constructivism paradigm. To study the construction of the father's role in family magazines, the author uses a qualitative methodology, to find out the meaning of an object that cannot be measured systematically or through calculations in a text.

In this study, the author uses the framing model of William A. Gamson and Andre Modigliani to analyze the text and images contained in the Feature 'How to Do' in the 'For Daddy' Rubric in Ayahbunda Magazine. The elements analyzed are media package, core frame, condensing symbols, framing devices, reasoning devices, metaphors, exemplars, catchphrases, depictions, visual image, roots, and appeal to principle.

This research is descriptive. This is consistent with the opinion of Emzir, "Qualitative research is descriptive. The data collected takes the form of words or images rather than numbers. Written research results contain quotes from the data to illustrate and provide presentation evidence." [9]

The research material used was 'How to Do' feature on the 'For Father' rubric in Ayahbunda Magazine.

According to Arikunto, "The unit of analysis in the study is a particular unit that is counted as a research subject" [10]. The unit of analysis used in this study are words, sentences, paragraphs, images, and photos contained in the how to do feature.

The research population was, 8 how to do features in the 'For Daddy' Rubric, Ayahbunda Magazine, January to May 2016. The researchers used purposive sampling technique. In accordance with the purpose of the study, the researchers established 3 research samples, namely the feature entitled "The Most Beautiful Environment" edition 22 February-06 March 2016, "Say This, Don't That" edition March 21-April 8, 2016, and "Become Guards During Field Trip" edition of April 18-May 1, 2016.

There are 2 types of research data sources, namely primary data and secondary data. According to Sugiyono, "Primary sources are data sources that directly provide data to data collectors and secondary sources are sources that do not directly provide data to data collectors." [11].

In this study, the primary data is how to do feature in the 'For Daddy' Rubric 'Ayahbunda Magazine. While the secondary data is in the form of in-depth interviews with informants, namely the Managing Editor of the Ayahbunda Magazine. Regarding data analysis, the author uses data framing analysis techniques for Gamson and Modigliani models.

3 Results and Discussions

3.1 Results

The core frame of Ayahbunda Magazine is the following: a father contributes to the household and helps his wife in carrying out daily tasks. In addition, the father also acts as a standby husband in the household. In the metaphors element found that children feel happy if their father invites them to get to know their neighborhood.

In their catchphrases element, Ayahbunda Magazine attracts the attention of readers, especially fathers, in recognizing things in the household. In the exemplars elements, the fact emphasized is that fathers in the household play a role in giving good examples to their children, such as behavior, speech, and moral values. In the element of depictions, the father teaches about the reality that exists in society.

In the Visual images element, there is a photo that describes the role of fathers in the household: caring for their children, inviting their children to know the surrounding environment, and husbands who are very considerate of their pregnant wives. In the Roots element the role of the father who is involved in child care and is ready to stand in the household is described. In the elements of Appeals to Principle, the moral values described, the role of the father who teaches his child about responsibility, discipline, respect for others, respect for common property, give a good example to the child, guard the feelings of the wife, and give special attention when his wife is pregnant.

The generated consequence is that Ayahbunda Magazine presents information, specifically for each father, to be aware of his role in the family.

Regarding the role of fathers, Ayahbunda Magazine constructs that the role of fathers in the family is formed not by itself, but due to the socio-cultural construction of the culture of the community itself. The role of a mother in the family is still inherent in the domestic realm because a mother is described as a gentle person and carries out the main task of taking care of

the household. Meanwhile, the role of fathers is still a domination in the community because they are considered the most powerful and good decision makers.

However, over time, even though gender culture still prevails, gender equality begins to be considered. A mother can work in the public sphere and fathers can help with maternal work in the domestic sphere.

This is due to a shift in patriarchal culture, especially in urban communities. Fathers have begun to realize the importance of their role in the household, helping his wife, in addition to being the head of the family. They also realize that the role of fathers in the household is equal to that of the mother.

However, the nature of masculinity attached to a father will never shift. In essence, the father as the head of the household must be successful in the public sphere, which has the income to support his family and have the manhood in protecting and protecting his family.

3.2 Discussions

Ayahbunda magazine constructs the role of fathers that is not only in the public sphere, but also in the household realm. Ayahbunda presents special tips on how the father can look after his wife and children.

The role of fathers today is as important as the role of mothers in the domestic sphere. Father also played a role in taking care of children, taking care of the household, and being a father of alert for his wife and children. Ayahbunda magazine presents special information 'For Daddy', so dad can also get involved and realize that his role is also as important as his wife.

Editor in Chief of Ayahbunda Magazine is a woman. As editor in chief, she surely has a stake in positioning women. This can be seen from every information presented by Ayahbunda Magazine describing a mother who can work but still needs help from a father in the household. For this reason, Ayahbunda Magazine provides a 'For Ayah' Rubric which aims to position a father who can help a mother, especially in the household, so that Ayahbunda Magazine tries to balance the position of father and mother.

So the gender perspective in the Ayahbunda Magazine, especially in the 'For Father' Rubric, does not deny the existence of patriarchal culture in society that is difficult to eliminate. However, the Ayahbunda Magazine wants to raise the role of fathers who were originally only considered to be in the public sphere and can also enter and participate in the domestic sphere which has been considered only for a woman (mother).

Ayahbunda magazine realized that there was a shift in patriarchal culture. In this case, Ayahbunda Magazine supported gender equality and justice, both for a mother and a father.

4 Conclusions

The role of fathers in the household is as important as mothers, and even has become equal partners or the best partner of mom. Ayahbunda magazine constructed the role of father, which was originally only in the public domain, but now also in the domestic realm. Father participated in helping and alleviating a mother's duties. However, the father still has dominant power, even though he has a dual role in his life. (*)

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