

WOMEN STRUGGLE FOR WORKERS' RIGHTS IN RADICAL AND MODERATE FEMINIST MEDIA

ABSTRACT

Aims: This study sought to take a closer look at how a message and theme are presented by two online feminist alternative media considered to have distinct styles, namely Konde.co that is Radical and Magdalene.co that is Moderate.

Study design: This study used quantitative text analysis.

Place and Duration of Study: 35 articles that are relevant to the topic were taken as research material, with a publication period between April 1, 2019 –May 31, 2023. This period was chosen due to the nuance of Labor Day where many working women voiced their aspirations at that moment

Methodology: Content analysis is an important research method in social sciences and human sciences. This method has two key advantages. First, it accepts symbolic communications, which are relatively unstructured, as data. It means that content analysis can accept data in the form of text, images, or other symbols, even if they lack clear formal structures.

Results: Text in the news is very effective in shaping public perceptions of existing reality. In the context of news, text functions as a representation of communication. Through words, sentences and writing styles, text in news is able to shape how readers perceive and judge a reality. In addition, text as a symbol has the ability to convey meaning that seeps into people's feelings or emotions. The massive scale of developments of information technology makes it easier for people to access text in news. It is also utilized by certain groups to disseminate information using their own media. As a result, media have grown healthily in Indonesia. and platelets/ splenic diameter ratio (1676.7 to 824.6) declining significantly. Logistic regression showed splenic collaterals and platelets are significantly but negatively associated with esophageal varices grades.

Conclusion: Non-invasive independent predictors for screening esophageal varices may decrease medical as well as financial burden, hence improving the management of cirrhotic patients. These predictors, however, need further work to validate reliability.

Keywords: New Media, Female Workers, Workers' Rights, Feminist Movement, Quantitative Content Analysis

1. INTRODUCTION

Text in the news is very effective in shaping public perceptions of existing reality. In the context of news, text represents communication. Through certain words, sentences and writing styles, text in news is able to shape how readers perceive and judge a reality (Alimuddin et al., 2022). In addition, as a symbol, text has the ability to convey meaning that penetrates people's feelings or emotions (Insulander, 2019)

Comment [A1]: Which quantitative tool was utilized?

Comment [A2]: General discussion is not needed in methodology rather add your own methods.

Comment [E3]: ??????Correct thhe conclusion

Comment [A4]: Provide background of the study. Include statement of the problem and research questions.

The development of information technology plays an important role in making it easier for people to access text in news (Sari et al., 2023). According to the Indonesian internet penetration survey results by the Indonesian Internet Service Providers Association (*APJII*) in 2023, post Covid-19, internet has become a necessity for people, where the growth was tremendous, reaching 215.63 million users (Andrean W. Finaka, 2023).

The incredible developments of information technology provide certain groups with an opportunity to disseminate information in their own ways. As a result, media saw healthy growth in Indonesia, especially during the 1988 reform era. In the Press Council data released until 2017, the number of cyber media in Indonesia reached 43,300 media (Stellarosa & Silaban, 2019).

In the latest media developments, there are at least two major interests, namely economic interest and power interest. Both are able and intend to influence the content of the information presented and the meaning conveyed. This is an irony, because the media, which is supposed to be a public sphere, is instead forced to accommodate these two interests. Ultimately, it is difficult for the media to be honest, fair, objective, and open (Media et al., n.d.).

Alternative news media outlets operate with a significant degree of independence within the news landscape, enabling them to have greater freedom in disseminating information (Buyens & Van Aelst, 2022). However, it is undeniable that in pursuing alternative media, owners often face significant obstacles, especially capital. The main reason is that alternative media usually adheres to the principle of not being business-oriented. However, due to current technology being more affordable, alternative media have a better chance of surviving.

Media alternative make women's issues easier to be heard by and disseminated to the public. *Tirto.id* stated that disseminating information on feminist issues on online media has an effectiveness figure of 57.1 percent, only behind social media with 72.5% (Iswara, 2021). It is not surprising the media's in influencing public perceptions of feminicides is essential. Through their choices and reporting on current issues, they mold the views, beliefs, and actions of their audiences. Additionally, the content of news can reflect how a society treats women (Pröll & Magin, 2022).

Konde.co and *Magdalene.com* are among active online media that actively echo feminist activism. *Konde.co* is an alternative medium focusing on issues such as gender inequality, marginalization, minority rights, and female workers. Founded in 2016, *Konde.co* was actually born from the *Konde Institute* which was initiated by several individuals. The word 'Konde' itself is derived from an Indonesian women's accessory (KWOK, 2023). Through their published writing, *Konde.co* seeks advocacy for women and marginalized groups. Based on the survey by *Similarweb*, *Konde.co* is ranked 1,485,742 in the global ranking, up 421,167 places. While domestically, it rose 14,978 places to occupy position 62,627. In the news & media publisher category, it is ranked 1,693, up by 581.

Furthermore, *Magdalene.co* is a medium focusing on women, providing critical, empowering and motivating content by inclusive and entertaining journalists. It accommodates various voices of feminist, progressive and pluralist groups. It also provides an open space for women from all walks of life to be themselves through writing without discrimination or judgment (Yoedtadi & Pribadi, 2020). In addition to providing content through their website, *Magdalene.co* is also quite adaptive in response to developments in digital media. For example, *Magdalene.co* has accounts across many popular online social platforms such as Instagram, Youtube, TikTok, Twitter, Facebook, dan LinkedIn, where according to

Similarweb, it is ranked 313,654th in the global ranking, down by 88,477 places. Domestically, Magdalene.co is ranked 13,562, down by 1,921 places. In the news & media publisher category, it fell 34 places to rank 416.

Konde.co and Magnalene.co hold different journalistic authority. Konde.co, according to the researcher, follows a rather radical journalistic style, where every news or article published calls for a change in the existing situation. The word 'Radical' itself came from the word "radic" which means root. Every news item posted on the media assertively explores every issue. Workers are the frequent the focus of Konde.co featuring the keywords 'suara pekerja #StopKEKERASANdiduniaKERJA' (<https://www.konde.co>).

Magdalene.co itself is a medium of moderate journalism. It often places itself in the middle without leaning towards a particular party. Visually, Magdalene.co comes off as more flexible and lenient compared to Konde.co, with the color pink featuring dominantly in the word 'Magdalene'. The color pink itself is often associated with feminism, creativity, love and fun (yen fatahila, 2022). As a result, the various articles published by Magdalene.co are intended to provide insight and motivation while still being entertaining for readers.

So far, there are not many studies that carry out quantitative text analysis using the two feminist media as the object of research and studying how text in feminist media is composed. A number of such studies only discussed the credibility of online news portals in reporting on the Sarinah bombing in 2016 (Handayani and Hermawan,2017); Image is formed through text entitled "Citra Pemerintah Indonesia di Acara Pembukaan Asian Games 2018: Analisis Isi Kuantitatif Pada Situs Berita Online Tribunnews.com, Detik.com dan Liputan6.com" in 2018 (Isi et al, 2020); and discussions on feminism without any comparison of two media, such as "Gerakan Feminis Islam di era Digital: Analisis Bibliometrik pada Data Dimensions" (Djati & Seeries,2023).

Therefore, in this study, **the researcher saw a hypothesis** regarding the differences between radical and moderate text-based feminist digital media. This study sought to examine text in radical and moderate media.

Comment [A5]: ????

2. METHODOLOGY

This study employed a quantitative content analysis technique. This technique involved the use of statistical methods to analyze numerical data. It included descriptive statistics, inferential statistics and multivariate analysis. Descriptive statistics were used to summarize and describe the characteristics of a data set such as mean, median and standard deviation (Babbie, 2004).

Comment [A6]: These are 2 different approaches.

Content analysis is considered as an important research methodology in the social sciences and humanities for two reasons (Macnamara, 2019). First, content analysis accepts relatively unstructured symbolic communication as data, where they can be taken in the form of text, images, or other symbols. Second, content analysis allows us to analyze unobserved phenomena. Using this method, researchers are able to study phenomena that cannot be observed directly, but are manifested through media or symbolic representations (Arthur Asa Berger, 2011).

Therefore, the stages carried out in this text study were:

Comment [A7]: Write your own research methodology and no need of definitions of research methods.

Table 1. Struggle for Female Workers' Rights

Topic: Struggle for Female Workers' Rights	Category
	Working Hours
	Sustainable/Equal Income
	Sustainable Job
	Equality Before the Law
	Legal Awareness
Off-hours	

- (1) determining hypotheses discussed in the beginning of the study.
- (2) determining categories
- (3) this research took on the topic of the struggle for female workers' rights in feminist online media, namely *Konde.co* and *Magdalene.co*
- (4) 35 articles that are relevant to the topic were taken as research material, with a publication period between April 1, 2019 –May 31, 2023. This period was chosen due to the nuance of Labor Day where many working women voiced their aspirations at that moment
- (5) text explanation as a unit of analysis. Text as a form of communication message that employs symbols with a fairly broad meaning and includes several forms of communication. This also includes public communication messages, which are aimed at a wide audience, and private messages which are aimed at one or several individuals.
- (6) categorization was carried out by documenting the selected articles, which are then read and classified by the researcher according to the specified categories.

3. RESULTS AND DISCUSSION

3.1 Pragmatics

Pragmatics is the study of language which focuses on communication from a functional point of view, namely by trying to explain aspects of language structure by considering factors outside language that influence them (*Innovation Scientific Journal Innovation Scientific Journal*, 2022). This study divided pragmatics into three parts, namely dominant theme, dominant message and source in *Konde.co* and *Magdalene.co* media so that signs can be classified according to cause and effect.

Table 2: Difference between *Konde.co* and *Magdalene.co* in the Pragmatic Category

PRAGMATICS	Media	
	<i>Konde.co</i>	<i>Magdalene.co</i>
Dominant Theme	8 articles (Sustainable/Equal Income)	6 articles (Sustainable Job)
Dominant Message	Economy	Existence
Source	- Women Activists - Legal experts	- Community - Entertainment/

	- Public officials	entrepreneur
		- Academics

As seen in the table above, within the specified period Konde.co has published eight articles containing the theme of sustainable/equal income. While Magdalene.co has published six articles containing the theme of sustainable job. As for dominant messages, Konde.co highlighted the Economic side, while Magdalene.co actually prioritized the Existence side. For the last pragmatic data, namely sources, Konde.co preferred sources such as activists, legal experts and public officials. Magdalene.co employed sources such as community activists, entertainment or entrepreneurs and academics.

It can be concluded that the frequent theme on Konde.co is sustainable income, where out of 23 articles picked as the research sample, eight articles raised the theme of sustainable or equal income. It is inline with the study of (Magda & Salach, 2023) stated that men are paid more than women. Ironically, this inequality continues to increase every year. Some researchers have corroborated this gender pay gap such as Bahransyaf (1997) and Cecep (2000).

Comment [A8]: Can be should be avoided.

Meanwhile, on Magdalene.co, the frequent theme is sustainable job, where out of 11 articles picked as the research sample, six out of them raised the theme. The results of this study are also corroborated by the study conducted by (Rohmany & Alfirdaus, 2018), which expressed that female workers are still shackled by a patriarchal culture which results in them still facing discrimination both from their employers and their male counterparts. This is exacerbated by sexual harassment practices that occur in the work environment. In addition, the existence of view that women are the second sex further perpetuates discriminatory practices that lead to unsustainable employment for a woman.

Both dominant themes are also found in dominant messages, where Konde.co emphasizes women workers' rights from an economic perspective, with a number of articles talking about wages, salaries, Holiday Allowances (*THR*), and Pension funds such as Employment Security (*JKT*). These themes missing on Magdalene.co which leans more towards how women can exist in the working world. Economic aspects are pushed aside in favor of appeals for women to have a clear career path, a prestigious position, and to respect working women as they are.

As a medium that often imbues radicalism in its articles, Konde.co often used women activists as sources to complement their stories of working women. In addition to activists, legal experts and public officials were quite regularly featured in their articles. In other words, the presence of these resource persons is intended to corroborate the statement written by Konde.co in fighting for the rights of working women. In stark contrast, common figures in Magdalene.co's articles include community activists, entertainers or entrepreneurs, and academics. The researcher believes that the reason these resource persons were often featured is because Magdalene.co wanted to make a point that voicing women workers' rights can be done in any form and through the lowest stages, namely, awareness or introduction to the public.

3.2 Semantics

Semantics is one of the linguistic disciplines that has notable association with the social sciences, including in the discipline of communication science (Du et al., 2022). Broadly speaking, semantics categorizes meanings in language and in this case, text in articles on Konde.co and Magdalene.co

Table 3: Frequently Appearing Words

Frequently Appearing Words	Konde.co		Magdalene.co	
	Word	Total	Word	Total
	Wage	110	Worker	145
	Worker	74	Wage	47
	THR	49	Harassment	13

Some words appeared more often than the others in Konde.co and Magdalene.co's articles. In the case of Konde.co, they want to constantly put a spotlight on the struggle of women workers and their economic issues until a change happens. As for Magdalene.co, they want the struggle of working women to at least be known to the public, that women can occupy certain positions with affirmative language.

4. CONCLUSION

Movement in the digital world is actually very massive in relation to the dissemination of information. It is evidenced by alternative media that emerged as an answer to activists' concerns in fighting for minority voices. Here, Konde.co and Magdalene.co, among others, fill the role of alternative media in voicing women's issues, especially working women.

In terms of writing style, Konde.co and Magdalene.co could not be more different when it comes to the words contained in the title, lead and content of the news. Konde.co with its bright orange color is aggressively voicing the issue of female color workers using radical language and diction, where such use of language is intended to encourage readers to act in unison in realizing justice, especially related to economic aspects such as wages, allowances and so on so that women can live a financially sufficient life.

On the other hand, Magdalene.co, in writing their news, is consistent in pushing the belief that women deserve the same stability and career path as men. Using more general, educational and entertaining choice of words, Magdalene.co positions itself as a moderate alternative medium. Unlike Konde.co, Magdalene.co's mission is to make readers aware of the issue of working women.

REFERENCES

- Arthur Asa Berger. (2011). *Media and Communication Research Methods* (D. McDaniel (Ed.)). SAGE Publications, Inc.
- Babbie, L. A. B. / E. (2004). *The Basics of Communication Research* (Annie Mitchell (Ed.)). Holly J. Allen.
- Buyens, W., & Van Aelst, P. (2022). Alternative Media, Alternative Voices? A Quantitative Analysis of Actor Diversity in Alternative and Mainstream News Outlets. *Digital Journalism*, 10(2), 337–359. <https://doi.org/10.1080/21670811.2021.1929366>
- Du, H., Liew, Z. Q., & Lim, W. Y. B. (2022). *Semantic Communications for Future Internet: Fundamentals, Applications, and Challenges*. *Innovation Scientific Journal Innovation Scientific Journal*. (2022). 1(11), 30–36.
- Insulander, E. (2019). Representations of migration, borders and memories in exhibitions: a multimodal text analysis. *Museum and Society*, 17(1), 117–132. <https://doi.org/10.29311/mas.v17i1.2400>
- Iswara, M. A. (2021). Feminist Survey: Reject the Feminist Label, but Support Women's Issues. Tirto.Id. <https://tirto.id/survei-feminisme-tolak-label-feminis-tapi-mendukung-isu-perempuan-ggLF>
- KWOK, L. (2023). Inspiring Social Change through Independent Media: Case Studies on Bulatlat and Konde. co. *Researchgate.Net*, February, 0–22.

- https://www.researchgate.net/profile/Levon-Kwok/publication/368187712_Inspiring_Social_Change_through_Independent_Media_Case_Studies_on_Bulatlat_and_Kondeco_SEAMSJ_ISSN_2718-9236/links/63dc9f06c97bd76a825cb5c7/Inspiring-Social-Change-through-Independent-M
- Macnamara, J. (2019). *Content analysis. September 2018*.
<https://doi.org/10.1515/9783110481129-012>
- Magda, I., & Salach, K. (2023). Gender Pay Gaps in Domestic and Foreign-Owned Firms. Media, I., Dan, M., & Society, C. (n.d.). Mass media ideology and the development of civil society. 189–199.
- Pröll, F., & Magin, M. (2022). Framing Femicides—A Quantitative Content Analysis of News Stories in Four Colombian Newspapers. *Journalism and Media*, 3(1), 117–133.
<https://doi.org/10.3390/journalmedia3010010>
- Rohmany, S. M., & Alfirdaus, L. K. (2018). Policy for the Protection of Female Workers from the Perspective of Gender Justice and the Rights of Female Workers (Case Study of PT X Work in Jepara Regency). *Angewandte Chemie International Edition*, 6(11), 951–952., 3(1), 10–27. <https://medium.com/@arifwicaksanaa/pengertian-use-case-a7e576e1b6bf>
- Sari, M. D., Sylvina, V., & Yufriadi, E. (2023). *Social Construct of Online Gender-Based Violence in Mainstream and Special Media in the Era of the COVID-19 Pandemic*. 2899–2908. <https://doi.org/10.46254/ap03.20220496>
- Stellarosa, Y., & Silaban, W. (2019). Women, the media and the journalist profession. 7(1), 97–109.
- yen fatahila. (2022). The meaning of the color pink and its most popular types. Atome.
<https://www.atome.id/en-id/blog/makna-warna-pink-dan-jen-jennya-yang-paling-popular>
- Yoedtadi, M. G., & Pribadi, M. A. (2020). *Alternative Media as Counter-Hegemony: A Case study of Konde.co and Magdalene.co*. 478(Ticash), 99–107.
<https://doi.org/10.2991/assehr.k.201209.013>

Comment [A9]: Check it.

Comment [A10]: Check it.