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**The Role Of Women In Managing The Mass Media**

**By**

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## THE ROLE OF WOMEN IN MANAGING THE MASS MEDIA

The mass media in Indonesia is developing rapidly. In big cities like Medan, North Sumatra - Padang, West Sumatra, - Bandung, West Java, - Semarang, Central Java - Surabaya, East Java - Ujung Pandang, South Sulawesi - Manado, North Sulawesi - Denpasar, Bali - and Jakarta, the capital city of Indonesia, it develops like mushrooms in the rainy season.

Jakarta, the seat of the government, has become the source of news items of the entire sector of life. Besides serving as the source of the most actual news items, capital cities are also the biggest market for publishers who are selling their products throughout the country, product like Sunday papers, dailies, as well as magazines.

Taking into account all sorts of publications, the developing mass media and its development which are encouraging, the publishing mission has at present the tendency to put matters concerning the lives of women and their families in the forefront. However, it does not mean that the editor consist of women nor that the publishing firms are managed by women.

If we make a study of the role of women in Indonesia in managing the mass media, we cannot find any prominent figure yet who can serve as an example, whom we can boast of. The role of women in this section is still limited. In general they do not start from the science discipline of the mass media and moreover not all of them receive publicistic education. The involvement of Indonesia women in the mass media world is from the starting point joining their husbands as partners, then continuing their husbands's career. The sensitivity of human values closely related with the mission committed by a publishing company, is also due to the function of the journalist world itself, which does not serve as a fighting media anymore but as the result of any industry that, whether you like it or not, is directed to commercial values.

Departing from the principle of managing a mass media in



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Indonesia as collective work program, the role of women in this matter not only still limited, but is declining. Publishing firms pursuing a market among women's circles in Indonesia are not solely managed by women. Notwithstanding the above it does not mean that the presence of women in the mass media in Indonesia is not fitting to be put forward. As journalists, the Indonesian women may show off their high skills and are not less alert than men.

The supporting factor of the presence of women in the mass media apart from the background of mastering the hunting grounds, the sensitivity toward problems, the high penetrating power also due their better knowledge in literature. A number of scholars literature are involved in each publishing business, especially magazines concerning women and families. In addition it is because of their well-known names for example as writer and novelists. Due to the fact that the key position in a publishing company does not only concern editorial matters, but also marketing, promotion, and advertising, sophisticated women in these branches of business are very few in Indonesia, causing the role of women still discouraging.

Mrs. Ani Idrus in Medan is the chairman of the daily paper "Waspada". Working together with her husband in the publishing business she takes over the leadership of him and making her son participate in the business. Mrs. Herawati Diah, wife of B.M. Diah, general chairman of the daily paper "Merdeka", started her career as journalist, but to the present time she has not been able to produce real journalistic works that will deserve her a famous name. Miss Gadis Rasyid, a senior journalist, started her career during the revolution period but does not show up as a business woman, and her presence in the mass media is not even widely noticed.

Mrs Pia Alisyahbana of the "Femina" group is her equal. In cooperation with her husband, Sofyan Alisyahbana, her leadership in the group is more or less aided by the success of her husband. Mrs. Titie Said and her sister Miss Lies Said are executive managers of "Famili" magazine having served in various mass media as reporter, is now better



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known as a novelist instead of achieving a name in journalistic works. Mrs. Tuti Adhitama, an English Program TV-announcer who becomes general chairman of the monthly magazine "Eksekutif", only write her report rarely. Mrs Widarti Gunawan, wife of Mr. Gunawan Muhammad, chairman of most popular magazine "Tempo", also more successful as manager. While Mrs Merry H. Tanjung of Sarinah Magazine has indeed succeeded in managing the scope of the company's trustworthines toward those leading the advertising section. In other words, the involvement of Indonesian women as successful managers because of their positions as high officials in the mass media, is not encouraging at all. Many magazines namely "Women and Family" just like "Kartini", "Sarinah", and "Pertawi", the key positions are in the hands of men.

The role of Indonesian women in managing the mass media is still in a state of complementing, not playing the main role. In general, the role of women in the mass media world in Indonesia turns out to be complementary although with high taste. They appear as directors and the mass media they represent, managed in accordance to their quality are much liked. Those are assisting their husbands, should be evaluated as a lucky factor, as they have not ability yet to manage.

In Indonesia the presence of women in the journalistic word are partly incidental, but taste and talent can be rooted in the long run. Like Mrs. Nurseha, a reporter of "Detik", a crime magazine, she is an ex famous singer. Mrs. Sari Narulita, an ex film star is now active as fashion editor of "Sarinah" Magazine. Mrs. Tuti Indra Malann, Indonesian best actress last year, also now active as an editor of "Matra" Magazine. And I, a housewife, but due to my hidden that was revealed by my husband who is a journalist. I work for a magazine now and write about all of circumstances. My background education on faculty of psychology supported my job very much. As Mrs. Widarti Gunawan, a graduate of faculty of English literature who gains success in journalism, is Mrs. Titiek WS. She was once managing editor of "Sarinah" Magazine, now switching over to "Serasi" Magazine, also as managing editor. Once again, though it does not mean that we play the main role in management yet, we have our share.

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in creating a mass media we represent, and becoming much liked by  
our readers.

Donna Sita

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