

RESEARCH ARTICLE**JURNAL
NOMOSLECA****WOMEN'S SILENCE IMAGINATIVE-PROXIMITY IN MEDIA**Saudah¹ | Dodot Sapto Adi²

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Abstract: *The condition of society is equal to the need for information presented in the mass media. This uniqueness places women in an important position in finding the existence of the media. Women have a dual position as creators and connoisseurs of mass media, because there is sufficient time to utilize the media as a solution. The growing phenomenon lies in the reality that can be formed from the conditions created between women, and conventional mass media as well as renewable media. By conducting in-depth interviews, the results show that the media has the ability to form and strengthen identities, and get closer to the media, so that they can carry out the process of adapting to the patterns presented by the media. This situation causes the emergence of women's closeness to the mass media which is shrouded in a distinctive imagination. Each will mean the information presented, and provide a process of knowing, imitating, and forming identity on the mass media.*

Keywords: *Women, Mass Media, Medium Wise*

Abstrak: Kondisi masyarakat dejet dengan kebutuhan terhadap informasi yang tersaji dalam media massa. Keunikan ini menempatkan wanita semakin menempati posisi penting dalam kaitannya dengan keberadaan media. Wanita memiliki posisi ganda sebagai kreator dan sekaligus penikmat media massa, karena ada ketercukupan waktu untuk memanfaatkan media sebagai solusinya. Fenomena yang tumbuh terletak pada realitas yang dapat terbentuk dari kondisi yang diciptakan antara wanita, dan media massa konvensional maupun media yang terbarukan. Dengan melakukan wawancara serta observasi secara mendalam diperoleh hasil, bahwa media memiliki kemampuan untuk membentuk dan mempertegas identitas yang dimilikinya, dengan mendekati diri kepada media, sehingga bisa melakukan proses adaptasi terhadap pola-pola yang disajikan oleh media. Keadaan inilah yang menimbulkan menguatnya kedekatan wanita dengan media massa yang diselubungi imajinasi bersifat khas. Masing-masing akan memberikan makna terhadap informasi yang tersaji, dan proses identifikasi, imitasi, dan pembentukan identitas terbentuk atas kehadiran media massa.

Kata Kunci: Wanita, Media Massa, Cerdas Bermedia

1 | INTRODUCTION

The study of imaginative proximity becomes something that is very intriguing to be expressed through the depth of understanding the problems of the media and women. The conception of public media behavior, especially women, has now entered a new phase. It is not only seeing the closeness of the community to the media, the use of media by the community or also how the media is able to change people's lifestyles. The media provide all the information that people want, and for that it can be ensured that the connection will be able to last in a relatively long period of time.

It is interesting to study further regarding women always trying not to be left behind in media activities. The benefit of using media is that it can inspire women, because of the diversity of information presented (Jung et al., 2022), ranging from fashion (Bandyopadhyay, 2022), culinary (Effendy et al., 2021), infotainment (Erkmen, 2022)s, news (Fahmi et al., 2021), and other content that is able to provide space for women to express themselves. Women are identical with a different look or style on every occasion (Setiyaningsih, 2020) showing that appearance can support the growth of strong self-confidence to support the existence of women in their social environment, able to reflect their social class to the orientation of what has been decided in forming a personality.

Indications of a strong woman figure have been raised by the media, for example when commemorating Kartini Day or Mother's Day, the media immediately provides full space to inform about the figure of an inspiring woman. Print media displays the figure of an accomplished, tough and dedicated woman in social life and brings great benefits to others. Television media presents women as presenters at events that involve women as hostesses and shows events that tell about tough women's actions in the midst of society and are able to inspire others through their achievements.

When examined further, the figure of women is able to fill the advertising spaces in the media that are constructed in such a way. As if apart from the heavy burden, that the media carries the principle of being able to persuade through advertisements to soap operas. Local anesthetics seem to give awareness that women are objects that should not be "lost" from the media. The presence of a figure who is admired by the community, a figure who becomes a role model, a person who sells hope and this is reflected by the media to media connoisseurs. The extent of the study of women and the media seems to bring fresh air to many observers, that media content that uses the name of women as its object can still be packaged in such a way as to become an interesting program or product without violating the rules.

Women and the media are two sides of a coin that unite each other, give meaning and as icons that are useful for human life. This reality can be built by the media, that the female figure carries a broad appeal, can hold viewers in front of the television, can keep listeners from following the radio broadcasts or also make readers willing to spend money to get tabloids or women's magazines. It is this reality that currently deserves to be raised as a topic of discussion, that the ability of the mass media in persuading the public still focuses on women.

The representation of women in the media, in general, can be used as a reference by the public, especially by the media audience and to "see" the figure of women with various accompanying dimensions (Watie, 2016: 1). The current use of media is also inseparable from the support of creative technology which can generally be used by the community (Triono, 2021:84). In various existing conditions, media utilization spaces can be easily reached if the female figure is close to the medium as a form of support for the development of communication technology. Women with various aspects of their nature are also positioned in private and domestic areas or spaces (Astuti, 2016:26).

Creativity is limitless and sometimes it can't be stopped instantly. The media and women when combined will make a beautiful "product". Innovative work not only emphasizes the female figure, but the contents of positive messages can at least be highlighted. Perfect beauty when able to provide benefits to society. Information is broken from visualization, the effect is not only on images or sounds, but when technology is present, it will be a force to change the mindset that women are "easy targets" for the media, but more elegant when expressed in softer language that women are the source inspiration for the media to optimize creativity that can be useful for the community.

Meanwhile, voice is heard stating that the media is the most effective medium for persuading the public, it should be remembered that the media acts as a social institution as well as a business institution, so that media commercialization becomes rampant. Normatively shows that the media is still playing its role well and is in the "objective" corridor. When the media is reminded that there is an informative function to carry out, there is an entertainment function, then an educational function and an influence function, then the media should install a "body" as the front line in providing healthy information. Regardless of the business factor or whatever, what needs to be reiterated is that the presence of new media can no longer be contained. The speed of information being hunted, not spending much time reading newspapers, not taking too long to look at the news, that's what we are currently facing. The habit of instant reading ultimately requires the media to be more creative in assembling a program. The relationship created between the mass media and women; this study is able to contribute to the development of public media intelligence. In more depth, that this study aims to find out more about how reality is formed from the closeness between women and the mass media, both with conventional mass media and with new mass media.

2| METHODS

This study uses qualitative methods to obtain a depth of analysis. To explain the facts that want to be revealed in more detail, ethnomethodology is used comprehensively so that it will give a certain meaning. Researchers actively go into the field to conduct interviews and observations and complete with literature studies related to research problems. The stages of the research include (1) building relationships with predetermined target groups, especially women who cannot be away from the media in their daily activities; (2) direct dialogue with the target group; (3) make observations related to media activities. After the process was carried out, the researcher also coded the information obtained, especially information related to the research problem. The next step is to classify the information and arrange it in the form of a narrative and draw conclusions based on the previous narrative arrangement and the last step is to verify the results of data analysis and previous conclusions.

3 | RESULT AND DISCUSSION

Contextual Media Uses

Humans are said to be conscious and reflective actors, in their frame of mind is someone who is able to elaborate objects that are known through the process of self-indication, which is interpreted as a communication process that is passed by a person, where there is an ability to assess, interpret, and decide to act. take action on the meaning that has been formulated by him (Wirawan, 2014:129). Humans are figures who are also able to inspire others to always do good. Messages carried by other people, presented through direct and

indirect communication, ultimately confirm that within a person, communicating a message that is constructed in such a way.

Communication is now a necessity that cannot be abandoned by every individual. Information age (information age) that is passed, until now still leaves challenges that always make people curious. The need for adequate information continues to increase all the time and all are looking for sources of information that can immediately meet these needs. Sometimes individuals are not satisfied when they only consume one media, so that the presence of new media continues to be hunted and what is seen is the emergence of satisfaction when they can be part of the frontline people in receiving the latest information. The plurality of media use means that a person does not only relate to one media, and this is supported for various reasons.

To be able to take advantage of all the information presented in the media, at least there is sufficient time so that all information can be received in its entirety. Media has the ability to reach places that not everyone can directly go to those places. From here, the media is able to grab people's attention so that people can't stay away from the media. The media is able to communicate everything that exists in society. Communication is indeed dynamic, so that the dynamics of society can be monitored by the media from various angles, ranging from personal, group to mass levels.

Seeing the use of media by the public, gives a belief that the advantage of mass media is that it is able to convey information quickly and precisely. However, sometimes misunderstandings arise due to communication failures through the mass media. Sometimes the message conveyed by the media is not conveyed in its entirety, cannot be conveyed correctly, resulting in different perceptions or meanings and conflict can no longer be avoided. Offendedness over an information may arise, because each person has a different perception, and there are pieces of information that are presented to "close" the actual event. The point is in packaging a message, like what and how is a question that appears on the surface. Media benchmarks can be different from the wishes of the audience, because today's audiences are also increasingly critical in interpret news.

One of the public's needs for the media is certainly inseparable from human nature, namely socializing. Each individual has the same opportunity to obtain information. Transparency in obtaining information or in building closeness with the media as a woman's self-actualization. The news topics presented by the media in a transparent manner are able to make people aware that expressing the reality experienced by women, presenting images of women, and discussing women in the media is not a taboo subject. It can be seen in several shows which show that women are able to express their affection for men first. Or soap operas that tell the story of women's struggles to become workers to support their families. The story illustrates that the media is able to reveal the figure of women in various situations.

When talking about the attachment of individuals to the media, there is one picture that attachment to the media is very personal, and shows a meaningful relationship and must be realized to emphasize the strength of the attachment itself (Holmes, 2012: 4). Individuals will find the lifestyle brought by women in the news in the media. With these conditions, it will show that there are values or life orders that develop in society. It is clearly seen that society is an important aspect in an effort to examine the lives of women in the media. The community's line of thought implies various conditions which are primarily a structured series, ranging from likes to things that are not happy in nature.

The values adopted by the community can be said to be almost the same, because of their high involvement in daily life with the media. One thing that should be observed is that this condition implies a situation that will lead people to justify women in the media. No longer

just looking at the charm that appears in women, but the figure who appears in the media is the chosen one, regardless of the news content, positive or negative, is the power of the media. Some programs on television, for example, are able to drain emotions from viewers, and in fact, who stands out the most? Media that packs a program or character who is playing a role based on a scenario? That's the power of the media.

The context of the use of media emphasizes how governance is within a person who is able to take advantage of the existence of the media as a medium for socializing. Until now the mass media has a role as one of the important channels for the continuity of the socialization process which also teaches about the existence of cultural values in society and also provides alternative solutions to problems in social life (Hanurawan, 2010:55). Mass media is a channel of socialization that brings the cultural realm in a society. In the socio-cultural context, at least the socialization process is able to provide the community with norms that should be developed and respected. One of the roles of the mass media is as a social institution that also collaborates with other systems to make a positive contribution to the community through comprehensive information.

If you follow Parsons' view of society, it can be seen that the survival of the community does not only require the growth of common values that are mutually agreed upon by most people, but these values are also lived through the process of socialization (Nasikun, 2001:65). Socialization is a process by which individuals get the culture of their group and can internalize their social norms so that they can motivate others in relation to the growth of new expectations. Socialization is a process that occurs continuously, and some complex parts of socialization are carried out by the mass media (Sumadiria, 2014: 181). This complexity also leads to public use of media.

The reality raised by the media offers a side of actuality that can be packaged and presented quickly. The timing of the presentation of the program has also been taken into account in such a way by the media. Programs aimed at women, for example, will be placed in accordance with the daily routine carried out in accordance with the existing field of work. Women in the media and how to optimize the use of media by women form a separate image. The discussion about image or image is universal, and this also emerges by examining the use of media by women. Communication behavior can be observed related to building one's self-image through real actions (Morissan, 2013: 274).

It can be said that until now, women still adhere to the principles of their life, it can also be known through the programs presented in the mass media. Stories about other people's lives seem to be a mirror that the reality is close to everyday life. Each individual seems to communicate what is being done, and the message content that will hit someone and will settle to later be used as a reference to overcome the problems that are happening. Each individual will be able to give meaning to the information presented in the media and exposure to messages in the media can have an influence on the formation of one's identity in the community.

Until now, the media is said to be a medium that produces an effective message. When someone gives awareness to himself, that in life, each person has a specific purpose in utilizing the media and is able to follow the changes that occur in the media. Stories about women as workers in the media, for example, have graced the rich screen and of course this is an access that can be used to open up wide opportunities for women who want to dedicate themselves through the media. However, the media is an effective agent of socialization because it has characteristics that can bring them closer to the community. There are so many life stories that are able to be presented by the media, and people can consume this information anytime and anywhere.

The Power of Technology in Creating Women's Fantasy in Media

The reality of the world has been realized through language based on facts or events that are ethically constructed through the locutive power of the discourse presenter subject (Wibowo, 2015: 34). It is true that what women say sometimes represents what she thinks her mind is capable of digesting. Everything that is expressed through language reflects life in shaping the world of women's imagination. The greatest hope is participation in accommodating thoughts, feelings and normative values as social beings. His greatest strength is being able to find a moodbooster to step steadily in his social and personal life. Totality as a female figure is a self-shield as an effort to show her existence as someone who is able to string up life to be even better.

Women are described as figures who have no end to talk about, and what is in the media when it makes someone laugh happy or even sad, because sometimes what is seen on the television screen, sells various fantasies about the ideal woman. This is driven by the use of increasingly sophisticated technology, which will pay attention to a person's appearance before being broadcast by the media or before a photo is printed on a newspaper. The technology is so powerful and has a big contribution to the media crew in presenting interesting shows. The audience's fantasy to be beautiful like the artist on television, for example, is inspired by the female figure in programs about the world of women.

The logical consequences that women bring up in media are never separated from the strokes of life that they have lived themselves and also reflect on what is happening in other people. It is very human when a strong woman figure appears in media work. The figure of a woman who is able to radiate love in herself is when she can cultivate love, generous, honest, productive and simple (Prasadja, 2005: 34). It is a totality that is able to show the character of a woman. Emphasizing on the word "productive", as if to show that women do not just stay silent in carrying out all their obligations, and do not procrastinate or be half-hearted in carrying out their work. This is the power that ultimately gives rise to the closeness of women and the media.

This closeness can be realized by setting aside time on the sidelines of his busy life to enjoy what is presented by the media. At the right time, it seems as if the media are the second friends who are able to become the foundation of hope as a place to share happiness, complain, release sadness and become friends in their spare time. The choice to be close to the media is endless, because if the house doesn't have a television, it's as if something is missing. As if it is "obligatory" to put the television in one of the family's favorite rooms. There are even times when the existence of television is not enough with one television. The closeness of women to the media is so strong, that it seems as if the media is an important part in completing daily activities.

If examined from the perspective of rational choice theory, what can be described as a commitment to the methodology of individualism and the view of choice as an optimization process, of course, it is used to explain the intentional or purposeful actions of an individual (Haryanto, 2013: 201). The desire to determine the choice of using a media is of course also based on the convenience obtained after consuming mass media. There is nothing wrong if women consuming more than one or two media because each of them provides information that they like and seek so that they complement each other. Some media can accommodate all of that, but the satisfaction of having more than one media brings its value. There is a feeling of pleasure, and pride, even as if being one with the media environment because a strong interest will lead to a person who has high curiosity.

Examining more about the role of women in community development, can be studied through a development approach that leads to planned changes to make positive behavioral changes (cognition, affection, and skills) that will bring benefits to the community (Hubeis, 2010: 93). Referring to the role inherent in women, there are several important things, (1) the role of tradition that places women in the reproductive function; (2) the role of transition, which is also still patterning the role of tradition in maintaining family harmony; (3) dual roles, positioning women in two roles, namely domestic roles, and public roles; (4) egalitarian roles, where women are wasted time for outside activities; (5) contemporary roles which are women's choices to be independent in solitude (Hubeis, 2010:105).

From the role inherent in women, it can be illustrated that women can develop their potential, especially in the use of media as a medium for self-actualization. Media as a medium that plays a major role in distributing messages and reflecting habits in society. So far, the media sees that with the existence of a heterogeneous audience, the media can answer the adequacy of information from this heterogeneity. Every idea related to women also becomes a commodity to be poured into a program. One of the strengths that exist in women is the freedom to make choices about the media to be consumed. In practice, women choose television as a medium for seeking entertainment, women choose radio as a friend in carrying out domestic activities, women choose print media as a medium that is able to answer their needs, and women choose to be active in social media as a means of self-actualization and other reasons. appear.

The use of mass media will certainly involve a process that is not enough just to read, see or hear. More than that, there is a re-thinking process (rethinking and criticizing the message conveyed). This process eventually becomes a habit, because it is done continuously. Thinking processes can occur in oneself or involve other people. What is thought, will be more certain if it is strengthened by the opinions of others. The process of selecting and sorting messages will of course go back to each individual, with a real awareness that one's interest in a media is based on different needs.

Technological developments in the world of media blend into the system of society that has undergone many transformations. Mainly from the aspect of women's empowerment which is increasingly aggressively breaking through spaces that were previously not identical with women as workers. Currently, media work has also become a part of women's lives and has created figures to be reckoned with because they have brought many positive achievements and are able to become people who can manage the media business well. This is the strength of the media, by providing equal opportunities to participate in the world of media with professional management.

Another aspect, the desire to see the media as a whole is constrained by activities that must be carried out daily. At least with the readiness to determine the information to be consumed, it becomes the basis for providing an assessment of the existing information. A glimpse of an image and a glimpse of sound are able to enter the cognitive realm, and are supported by other domains, so that the integration to provide meaning is of positive value. With this involvement, it gives a re-awareness that women are social beings, so that there is always a desire to talk back to what has been obtained through the media. What is also inherent in a person is that humans are individual creatures, are unique individuals according to their personality traits including their own abilities (Gerungan, 2004:25). Skills are manifested in choosing media that can help build fantasies about life, raise enthusiasm in carrying out daily activities to as a medium for channeling feelings.

In addition to presenting the realities of life, mass media also has a function to convey the facts (the facts), present opinions and analyzes (opinion and analyses), conduct

investigations (investigation), entertainment (entertainment), control, and policy analysis (Muda, 2005: 10). By looking at the complexity of the function of the media, it will also have a correlation with the content of the presentation in the media. Changes in society that occur in individuals can be shown when using media and this can be seen from personal identity and character that is already inherent in the individual and is woven from social relationships that have taken place (Molyo, 2013: 48). This condition shows that the media has the ability to form and reinforce the identity of individuals, so that they can carry out the process of adapting to the patterns presented by the media..

In some areas, the use of media by women also brings its own uniqueness, for example in South Africa, the print media focuses on human rights, nationalism and "strategic essentialism" (Cooky, 2013:1). The ability of the media to see all the needs of the community is what ultimately brings its own positive value. Balanced with the ability to utilize existing technology, a creative figure is born who is able to make a major contribution to society. The ability to use technology in the media world, of course, does not only rely on knowledge, but there are technical skills that must be processed. These skills can be learned at any time so that the abilities possessed can be utilized in the world of work. Until now, technological advances in the field of media, are able to bring out more interesting images and sounds so that people are amazed by the impressions in the media. The world of animation has been so great that it opens up wide opportunities to support media activities, starting from the process to becoming a program that can be enjoyed by the public. Not only limited to television or radio media, but print media also utilizes communication technology to package attractive images.

There is one depiction in which a stage lighting expert who has skills is able to focus on the events that will be presented to the audience through lighting, so that the audience understands and is interested in the storyline. Building events that are not right will make the audience lose their way and not completely understand the storyline of a show (Nugroho, 2005:177). From this it shows that human resources, technology and the audience are mutually attached to each other to realize a good program. It is this totality that until now continues to be transmitted to media workers as a whole. No program is successful without an audience. Creativity in assembling a program will be more optimal if it is able to play the technology correctly. The audience will get an interesting treat as a whole if the media is able to bring about change on the screen, on a radio or on a newspaper. That's where fantasies will emerge, from what is seen and heard.

Further, the emphasized is that the imaginative closeness of women in the mass media provides ample space to actualize themselves and contribute to their social life. It does not narrow the meaning of the existing imagination, but becomes an undeniable reality when women become icons of the media. Women and the mass media both provide real support to support the existence of the mass media which is the locomotive for disseminating information.

4 | CONCLUSION

The conception of women's closeness to the media is shown by their real involvement, especially in the use of media as a medium that can meet the needs for information, entertainment, education, and other needs that are indeed able to be met by the media. Women are figures who can wander in the cognitive realm on the information received, so that the process of emotional maturation occurs gradually. The role taken by women in media optimization is as an active party in managing information and making good use of it as a review material in the communication process, both personally and in groups. Meanwhile the recommendation from this research are: first, the wise use of the media must be a benchmark

in an effort to balance the emotional condition of the community so that harmonization is still created in the closest environment; second, Media intelligence is one of the efforts that can be done regularly by seeing that the element of subjectivity in media cannot be lost.

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