

The Discourse of Online Media Coverage on the Holly's Murder

Wacana Liputan Media *Online* tentang Pembunuhan Holly

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Abstrak

News on the murder of Holly at Kalibata City Apartment, Jakarta on 30 September 2013 has drawn public attention. This study discussed the representation of women in the news on the murder of Holly in online media. Data were analyzed and discussed in patriarchal perspective using the method of critical discourse analysis by Sara Mills. Results showed that online media have represented women as weak, marginal, bad and wrong. In addition, the results also indicated that the four texts Menunjukkan bahwa representasi perempuan have placed men as subject and women as object. The readers were directed to position themselves as men.

Keywords: news, representation, women, patriarchy, critical discourse analysis

Abstract

Berita tentang pembunuhan Holly di Apartemen "Kalibata City" Jakarta pada 30 September 2013 mengundang perhatian khalayak. Penelitian ini membahas representasi perempuan dalam pemberitaan tentang pembunuhan Holly di media online. Data dianalisis dan dibahas dalam perspektif ideologi patriarki dengan menggunakan metode analisis wacana kritis model Sara Mills. Hasil penelitian menunjukkan bahwa media online merepresentasikan perempuan sebagai sosok yang lemah, marjinal, buruk, dan salah. Selain itu, hasil penelitian juga menunjukkan bahwa empat teks yang menjadi data memosisikan laki-laki sebagai subyek, dan perempuan sebagai obyek. Pembaca diarahkan untuk memosisikan diri sebagai laki-laki.

Kata kunci: berita, representasi, perempuan, patriarkhi, analisis wacana kritis

INTRODUCTION

There are a lot of news in the media that attract public attention. The news are published in print, electronic, or online media. The news are about politics, law, technology,

sports, and crime. People usually choose a news story because it contains information about events occurred close to their home, involving prominent or famous figures, has a humanitarian aspect and a strong impact. This is called by MacDougall as news values (Barus,

2010:33). The more it contains news values, the greater the public become interested in the news.

The news on Holly Angela Ayu's murder at Kalibata City Apartment, Jakarta, on September 30, 2013, which was published in *www.detik.com*, *www.kompas.com*, *www.republika.co.id*, and *www.tempo.co*, received much attention from audiences because they contained some news values. Firstly, the murder recently occurred at the time this study was conducted. Secondly, it took place in Jakarta. Third, it involved a senior auditor at the Supreme Audit Agency (BPK). Fourth, the event was associated with the murder of a beautiful woman who "engaged in an unofficial Islamic marriage" (menikah siri-Bahasa Indonesia) with the auditor. Fifth, the event gave significant impact on the agency's image.

Seen from the aspect of news values, the event was quite attractive because it had a complete news value. However, the news was less balanced in presenting the news sources. The news told more about the story of Gatot and his 5 collaborators than about Holly. The sources who close to Holly were not published. Information about Holly was only associated with her bad side of being a common-law wife (istri siri) of the auditor, given that the sources were mainly from Gatot's side.

Regarding the media and political meaning, the news about Holly murder published in four online media is considered to be partial. In many cases, media coverage, particularly that concerning major issues, is always accompanied by negative portrayal of the less-dominant (Sobur, 2009: 36). Gatot is the dominant one, while Holly is the opposite. It is the journalist writing the news who determine who is on the dominant side and who is on the other.

There are two views in discussing the journalist' position. First, pluralist paradigm, which believes that journalists and the media are autonomous entities, and news should describe true realities. Secondly, critical

paradigm, which considers the position of journalist and the media within social structure. In that position, the journalists may influence the reporting process. Accordingly, news no longer represents the reality (Eriyanto, 2005: 32).

In lights of the above argument about the position of journalists, research on the news on Holly murder is intriguing. In communication studies, one of the methods in media textual analysis is Critical Discourse Analysis (CDA). In his book, Eriyanto (2005: 20) explains that CDA belongs to critical paradigm. This analysis uses language as a tool to identify the ideology embedded in a certain text. The main focus in the analysis is representation, i.e. how a person, group, or anything is presented. In representation, the medium used is language, both written and oral, and images. Language is not seen as neutral. Instead, it contains certain ideology that carries certain power. Through language, a person can be portrayed as being good or bad (Eriyanto, 2005: 343).

There are several models in CDA, one of which was developed by Sara Mills. The model is also called a feminist perspective, which mainly focuses on the news on women in media. It concerns with how women are featured in texts such as novels, images, photographs, or in the news (Eriyanto, 2005: 199). This study examines media coverage of women using CDA by Sara Mills with its main focus on textual analysis of Holly murder published in four online media, i.e. *www.detik.com*, *www.kompas.com*, *www.Republika.co.id*, and *www.tempo.co*. Research questions of this study are as follows: How did the four online media cover the news about Holly murder? How did those media determine the position of subject and object in the news? How did the media position the reader in the news? Given those questions, this study aims to describe the representation of women in news coverage about Holly murder in the four online media, the position of subject-object and readers in it.

There are some previous studies on news coverage analysis. First, it was conducted by Nurul Hasfi (2011). The study examined the news about Malinda Dee in *www.detik.com*, *Tempo*, and *Metro TV*, using framing method and concluded that there were six representations about Malinda Dee. Secondly, the study performed by Hetty Catur Ellyawati (2011). It applied CDA and aimed to analyze the coverage about the revealed case of exclusive treatment received by Artalyta Suryani, a bribery convict, at Pondok Bambu detention, written by two online media, *www.detiknews.com* and *www.kompas.com*. Specifically, it looked at their assessment and the intertextuality. The data were taken from the news posted on January 10 and 12, 2010. From data analysis, it can be concluded that every media has its own way to convey its ideology that is closely related to the readers as their target market.

Third, the study conducted by Zakaria Siregar (2012) that examined news about regional election using CDA by Norman Fair Lough. The results indicated that, among others, there were texts that contained hegemonic articulation. The campaign promised no more “blank cheque” and the public were not accommodated in the discourse presented by the media. Fourth, the study performed by Mohd Faizal Kazmani (2013) that looked at news coverage on the British Broadcasting Corporation (BBC) and Al Jazeera English (AJE), prior to Iran’s election. Although this study also used CDA, it did not specify which model. The results found more similarities than differences in the discourse of news coverage in both broadcasters. Fifth, the research conducted by Salih Bayram (2013) that examined partisanship in the content and readership of British newspapers during post-war. The study using survey method indicated that dailies started to use a less partisan language in their coverage at the same time that their readership grew more partisan and less reflective of the general electorate.

There are similarities and differences between all four studies with this study. First, all uses media news as research object. However, they take on different topics. Second, all applies CDA as the research method. Yet, they uses different models. The first uses framing while the last applies survey method.

Some theories were used in this study. First, representation theory. Stuart Hall suggests the concept of representation as “the production of meaning of the concepts in our minds through language” (2000: 17). In this case, representation is the production of meaning of the concepts in human mind through language. Language is used as a tool separately present the results of the production of meaning from one to another. According to Burton (2005: 61), “The idea of representation is central to understand the production of meaning through texts.” This understanding focuses more on the production of meaning through text. However, Burton goes on to explain that text is a good representation in the form of material and ideological sense. In terms of material, text is something that can be made in the form of technology products, either images on the screen or a set of signs on a page (book or other printed materials). Ideologically, texts represent ideas.

Meanwhile, Eriyanto (2005: 113) emphasizes the term “representation” in news found in print and electronic media (TV). According to him, it refers to how a person, a group, a certain idea or opinion presented in news. It deals with two things. First, whether a person, a group, a certain idea or opinion is presented as it should be, as it is or even worse. Second, how representations are presented. This is related to word, sentence, accentuation and what kind of photographs used to support the portrayal of a person, a group, a certain idea or opinion presented in news.

Second, the patriarchal ideology. According to Thompson (1990: 19), the concept of ideology is defined as a set of issues related to interrelation between

meaning and power. The concept of ideology can be used to refer to the ways in which meaning is used, in particular to build and maintain asymmetrical power relations – later referred to as the ‘relations of domination’. Ideology, broadly stated, is the meaning which is used to power. Asmaeny Azis (2007: 54) argues that patriarchy considers women as being worse than men, and place women as second-class citizens in social structure. Consequently, women do not freely articulate their free will and it has caused them to depend on men. Meanwhile, Bhasin (in Sugihastuti and Saptiawan, 2007: 93) explains that patriarchy is used to refer to systems that make women remain on control through many ways. Patriarchal culture sees men as dominant and women as subordinate. Patriarchy is a system of domination and superiority of men-women control system. In addition, it assumes that men are of higher position than women, so they have to be controlled by men. It also suggests that women are properties of men. Thus, it builds a social construction that serves as a control against women, and powerful men are fully in control of it.

Third, Critical Discourse Analysis (CDA). The discourse is not deemed as merely a study of language. This method indeed analyses language contained in text, but it is different from traditional linguistic study of language, in a sense that it does not only examine the aspects of language but also the context in which the language is used for particular purposes and practises, including the exercise of power (Eriyanto, 2005: 7). Wodak and Meyer (2008: 10) explains that:

“Critical Discourse Analysis (CDA) can be defined as being fundamentally interested in analyzing opaque as well as transparent structural relationships of dominance, discrimination, power and control as manifested in language. In other words, the CDA critically investigates social inequality as it is expressed, constituted, legitimized, and so on, by language use (or in discourse)”.

According to the above statement, CDA enables one to analyze structural relationship between power and control in the use of language. On a related note, Teun van Dijk (in Purbani, 2009: 1) explains that:

“Critical Discourse Analysis (CDA) is a type of discourse analytical research that primarily studies the way power abuse, dominance, and inequality are enacted, reproduced, and resisted by text and talk in the social and political context. With reviews such dissident research, critical discourse analysts take explicit position, and thus want to understand, expose and ultimately resist social inequality”.

The second quote gives clearer explanation about CDA. It is a study that reveals the abuse of social power, dominance and inequality practised, reproduced, and resisted by text and political conversation in a social context. This indicates that the analyst places himself or herself as the one who seeks to understand, express, and against social inequality. In addition, CDA relies on the interpretation of researcher of the text by exploring text and uncovering the meaning behind it (Eriyanto, 2005: 61).

One of the experts in CDA is Sara Mills. She mainly focuses on the discourse of feminism, which deals with women’s depiction in texts, such as novels, pictures, photos, or news. Therefore, the model introduced by Sara Mills is often referred to as feminist perspective, which focuses on media bias in coverage of women. That is, women are more often wrongly portrayed in texts than men. The injustice and negative portrayal of women are the subjects of Mills’ article (Eriyanto, 2005: 199).

The idea of Sara Mills also investigates the position of actors featured in a particular text. In this case, it looked at who is treated as subject or object? This will determine the structure and meaning of the text as a whole. In addition, Sara Mills also examines the position of the readers in the text. Ultimately, the way a story is told and positions displayed

and placed in the text makes one become a legitimate party and the other as illegitimate (Eriyanto, 2005: 200).

Concerning the subject-object position, Eriyanto (2005: 200) suggests that Sarah Mills makes representation a critical part of the analysis. It investigates how a specific party, group, person, idea or event is portrayed in a particular way in news discourse that affects meaning perceived by the audience. Mills also observes the position of various social actors, ideas or events depicted in the text, in which ultimately determine the form of text. Media discourse is surely not a neutral method, but tends to highlight a particular actor as a subject, who defines a particular event or group. Accordingly, his position becomes dominant and it is the dominant parties' point of view, which contains specific discourse structure, that largely controls public discourse events or any other groups within a specific discourse structure.

In relation to the position of reader, Sara Mills introduces that, in a text, reader position is very important and has to be taken into account in the text. According to the model introduced by Mills, the text is a result of negotiations between the writer and the readers. Therefore, the readers here are not regarded simply as the party receiving the text, but also make transactions as it will appear in the text. Mills building a model that links between the text and the author of one side with the text and the reader on the other hand, has a number of advantages. News is not only the production of the members of the media or journalists, and the readers are not placed solely as a target, as news is the result of negotiation between journalists and the readers. Therefore, in the study of context is not enough context of the journalists, but should also learn the context of the readers.

Based on some theories in the previous section, the conceptual framework used as references in the analysis are as follows. First, representation is the production of meaning by using language to show how a

person, a group, a certain idea or opinion displayed in the news. Second, the ideology of patriarchy covers 1) Men as subordination in relation to the female models are used as a subordinate. Women are considered as second class in the social community, 2) Men have the power of relationship or men dominate women. Women still are controlled through a variety of ways. Women are not free to articulate free will, 3) Men are higher than women so women must be controlled by men. Third, CDA is used to expose abuses of social power, dominance, and inequality that are practiced, reproduced, expressed, created, delegitimized through language (discourse). In addition, CDA is used to understand the ideology and power through its systematic investigative semiotic data that are well written, oral and visual. CDA based on the interpretation of the analyst or researcher to explore how to enter text with the text, and uncover the meaning behind it. CDA of Sara Mills model contains that 1) Message in the text displays female bias that is that women tend to display incorrectly, and marginal compared to men, 2) Position: Subject-Object, which means that the media discourse is not neutral, but tends to display a particular actor as a subject, which defines a particular event or group, 3) Reader Position, which takes the reader is not regarded simply as the party receiving the text, but also makes transactions as indicated in the text.

METHOD

This qualitative study applies critical paradigm using CDA by Sara Mills. Unit of analysis in the study is texts of the news about Holy Angela Ayu's murder at Kalibata City Apartment, Jakarta, in four online media, namely *www.detik.com*, *www.kompas.com*, *www.republika.co.id*, and *www.tempo.co*, uploaded on October 17, 2013. Data were collected through accessing and downloading the news texts. Once downloaded and saved,

the news texts were then observed and studied according to the research topic. The collected data were subsequently analyzed using CDA by Sara Mills.

RESULTS AND DISCUSSION

News about Holy Angela Ayu's murder at Kalibata City Apartment, Jakarta, on 30 September 2013 shocked many Indonesians. Print and electronic media, including online media, report the events. On 17 October 2013, four online media covered the news, including *www.detik.com*, *www.kompas.com*, *www.republika.co.id*, and *www.tempo.co*. News is reported using varied and intriguing titles. *www.detik.com* chose a quite sensational title: *Minta Apartemen hingga Ceraikan Istri Gatot, Ini Motif Pembunuhan Holy* (Ask for Apartment to Have Gatot's Wife Divorced, It's The Motive of Holy's Murder). This title leads directly to the essence of the news: the motive of the murder. *www.kompas.com* specify the title: *Jadi Tersangka, Gatot Diperiksa Lagi Hari Ini* (Being a Suspect, Gatot To Be Re-examine Today). This title shows that Gatot had been examined previously (16 October 2013), and had been declared suspect. The next day, Gatot was re-examined. The next title is *Polisi Duga Gatot Bunuh Holy karena Tertekan* (Police Suspect Gatot To Kill Holy Because of Depressed) is the title of the news published in *www.republika.co.id*. Indirectly, the title illustrates a motive for murder. The last title published was found in *www.tempo.co*, *Gatot Diduga Membunuh Holy Karena Alasan Ini* (Gatot Suspected Killing Holy for This Reason). This title is similar to previous titles. Both news are unclear about the motive for murder.

The news were then followed by subsequent news revealing the mastermind behind Holy murder. It was Gatot Supriartono, an auditor at the Supreme Audit Agency, who commanded 5 men to murder Holy, his common-law wife. In the body of the news,

there were found the motive of the murder, Gatot was tired of Holy because she had been asking too much from Gatot. The news was closed with criminal penalties to be received by the alleged perpetrator.

Representation of Women in a Patriarchal Perspective

1. A Weak and Marginal Woman

Three of the four data collected which is the text of the news of the murder of Holly mention that she was married "in Islamic way" (siri-Indonesian language) by the alleged mastermind murderer named Gatot. Some sentences in the report text of *www.detik.com* states that:

"Gatot Supriartono yang merupakan auditor utama Badan Pemeriksa Keuangan (BPK) sebetulnya sudah memiliki seorang istri yang aktif di Dharma Wanita BPK. Namun diam-diam pada tahun 2011, Gatot menikahi wanita cantik lain secara siri bernama Holly Angela "(Gatot Supriartono which is the main auditor in Finance Audit Agency actually already has a wife who is active in the "Dharma Wanita". But secretly in 2011, Gatot married "in Islamic way" another beautiful woman named Holly Angela).

The words arranged into sentences, then become a paragraph are the results of the construction of reporters (news writer) that describe how a woman willing to marry in secret, in "in Islamic way" (siri-Indonesian language), and as the second wife. This suggests that the weak position of woman who was not authorized to get status as a lawful wife. Like a high official's wife, the marriage is usually witnessed by many people. Wedding reception is attended by family, friends, other invited guests, and was held at the conference hall of luxury with a festive event.

In the context of patriarchy, the paragraph shows the representation of a woman (Holly) as weak and marginal. She was weak because she was only got married "in

Islamic way” (*siri*-Indonesian language) and as a second wife, and they got married secretly. She was marginal because she could not get her status as a lawful wife. Her existence was considered unimportant for Gatot. Instead, the paragraph shows representations of a man (Gatot) as the superordinate that makes a woman as subordinate. Gatot represents as a higher human beings that makes Holly as subordinate one. Gatot is shown as an upper class and Holly as a second class. As a person who occupies a position in the superordinate and upscale, Gatot is shown as someone who has the right to set of Holly's life, including places her as “Islamic marriage way” wife (*istri siri*-Indonesian language) and a second wife who is only legal according to Islam, but is not legal under state law.

2. A Bad Woman

In the text of the news of the murder of Holly, Gatot became a suspect as the mastermind of the murder. According to a statement in Jakarta Police sources, among other motives as in quotation follows:

“...Namun tak hanya minta dibelikan barang-barang mewah, wanita asal Salatiga itu juga meminta agar auditor BPK itu menceraikan istri sahnya. Dia (Holly-pen) minta apartemen dikasih, minta rumah, mobil, semua dikasih, termasuk liburan ke luar negeri. Holly ini sering minta G (Gatot-red) untuk menceraikan istrinya” (www.detik.com). (But not just asking to buy luxury goods, a woman from Salatiga was also requested that the auditor of Finance Audit Agency to divorce his legal wife. She (Holly-ed) asked for apartment, ask for the house, car, all are given, including foreign holidays. Holly is often asked G (Gatot-ed) to divorce his wife).

“... karena istri sirinya yang sudah ia nikahi di Bandung pada tahun 2011 lalu itu sering menuntut banyak permintaan, sampai-sampai Holly meminta kepada Gatot untuk menceraikan istrinya” (www.kompas.com). (...because his “Islamic

marriage way” wife (*istri siri*-Indonesian language) whom he had married in Bandung in 2011 and she often requires a lot of demand, to the extent, that Holly asked Gatot to divorce his wife).

“... Holly menuntut Gatot mulai dari minta apartemen, mobil, rumah, bahkan menceraikan istri pertamanya (www.republika.co.id). (Holly demands Gatot from asking apartment, car, home, and even to divorce his first wife).

“Korban terlalu banyak menuntut, minta apartemen, mobil, rumah, hingga minta Gatot menceraikan istrinya...”(www.tempo.co). (Victim has too many demands, ask for an apartment, car, house, and ask Gatot to divorce his wife ...).

The sentences in the texts clearly show the representation of a woman (Holly) as a bad woman is due to so many demands to Gatot. Gatot's mind became confused and depressed with the demands of Holly as stated by the Director of General Criminal, Jakarta Police Commissioner Slamet Riyanto *“... pembunuhan diduga terjadi karena Gatot tertekan oleh permintaan istri sirinya tersebut” (www.tempo.co).* (...murder allegedly occurred because Gatot depressed by his “Islamic marriage way” wife's request). Head of *Jatantras* Sub Directorate, Directorate of General Criminal Investigation, Jakarta Police, Herry Heryawan also stated that *“Motifnya karena tertekan, Holly banyak menuntut dan permintaan sama G (Gatot-red) in” (www.detik.com).* (The motive is because depressed, Holly has many demands and requests to G (Gatot-ed). In the text of *www.republika.co.id* stated that *“... motif pembunuhan terhadap Holly Angela Hayu karena banyak menuntut sehingga tersangka Gatot yang menjabat sebagai auditor utama Badan Pemeriksa Keuangan itu menjadi tertekan” (... the murder motive of Holly Angela Hayu as many demanding that the suspect Gatot, who*

served as the principal auditor of Finance Audit Agency became depressed".

In the concept of patriarchy, Gatot's attitude which became depressed because of the demands of Holly represents how the power of men over women through a variety of ways. For men, women or even the wife should not be so demanding. Women should not have free will or require a lot of requests to men. This action is not favored, and even cause men to be depressed. With his power as men, men who was in distressed circumstances, could do anything against women.

3. A Wrong Woman

One paragraph in the text of the news published in *www.detik.com*, states that:

"Dalam foto-foto pernikahan dengan Gatot, Holly tampak bahagia bisa menikahi pejabat eselon I BPK yang memiliki kekayaan Rp 3,5 miliar pada tahun 2010. Namun belakangan kebahagiaan dalam foto itu berbeda pada faktanya, pernikahan Gatot dengan Holly hanya seumur jagung. Gatot mulai mengenal karakter asli sang istri siri. Pikiran Gatot pun mulai kacau". (In the wedding photographs with Gatot, Holly seemed happy to marry the first echelon of Finance Auditor Agency which has a wealth of USD 3.5 billion in 2010. But lately happiness in the picture was different, in fact, Gatot's marriage with Holly was only in short time. Gatot got to know his "Islamic marriage way" wife's (*istri siri*-Indonesian language) original character. Gatot's mind began chaotic).

Like most new couples married, the couple must be very happy. However, when the marriage is already underway, the badness of couple gradually begins to appear. In these paragraphs, there is a sentence that represents Holly as a wrong woman, namely *"Gatot mulai mengenal karakter asli sang istri siri. Pikiran Gatot pun mulai kacau"*. (Gatot got to know his "Islamic marriage way" wife's original character. Gatot's mind began chaotic). Holly was wrong because her

original character resulting Gatot's chaotic mind. The original character of Holly is likely not only demanding.

In the concept of patriarchy, women are controlled by men, women have to be controlled by men, and women are property of men. Such concepts can't accept the women who are wrong, including having a character that could result the minds of men become chaotic. This could disrupt the stability of the existence of men who have the power, control rights, and the right to have. As a woman-controlled, he must give up to the authorities (male). As women are controlled, she could not make mistakes. As a woman-owned, he should not make the owner of a chaotic mind. As a ruler, controller, and the owner of a woman, a man (Gatot) has the right to do anything when a woman (Holly) made a mistake. With scenarios that was designed, Gatot then ordered the five people to kill Holly.

Man as a Subject, Woman as an Object

News texts as research data are displayed with the title, lead, body, and end of news that tend to position the man (Gatot) as a subject and the woman (Holly) as an object. Sentence by sentence tells the events from the perspective that tends to favor Gatot. The text begins with the various titles. However, three titles put Gatot as a subject. The title in *www.detik.com* even quoted directly cornering Holly as an object, as well as the cause of the motives why Gatot kill her, *Minta Apartemen Hingga Ceraikan Istri, Ini Motif Pembunuhan* (Holly Ask for an apartment Up to Divorce Wife, It's Murder Motive of Holly). Three other titles are not so cornering Holly. However, two of them, namely the titles given by *www.republika.co.id*, and *www.tempo.co.id* still position Holly as an object. The title given by *www.kompas.com* more focuses on Gatot as a suspect.

In the news lead, four online media start the story in the style of the individual stories. All four start writing on the lead with

a mention of unfolding Gatot as the mastermind behind the murder of Holly Angela Ayu in "Kalibata City" Apartment in Jakarta on September 30, 2013. The lead in *www.republika.co.id* directly pointed out that Holly had been the cause of the murder- " *"...dugaan motif pembunuhan terhadap Holly Angela Ayu karena banyak menuntut ...* (...alleged motive of the murder of Holly Angela Ayu as much demand ...). This lead clearly puts Gatot as a subject and Holly as an object.

In the body of the news, the text also featuring Gatot as a subject and Holly as an object. It is seen through a description of the motives why Gatot killed Holly that Holly was essentially demanding. There is not a single word to talk about the other side of Holly. Sources cited are just talking about a motive for murder, who and how Gatot and his 5 lackeys killed Holly. Where are the other sources? They are, for example, Holly's parents, relatives, friends, neighbors in an apartment, or anyone who knows Holly.

At the end of the story, the texts still put Gatot as the subject although not featuring Holly. The texts contain more stories about the effects of the acts committed by Gatot against Holly. He was subject to Article 340 and 338 in conjunction with 335 of the Criminal Code on premeditated murder and punishable by life imprisonment or the death penalty. All texts end with a description of the criminal threat unless *www.tempo.co*.

Reader Position as a Man

In the news texts, in the overall sentence by sentence storytelling position a man (Gatot) as a subject and a woman (Holly) as an object. Headlines, lead, body, and the end of the news tells Gatot dominantly. While Holly is just told as a woman that causes Gatot become distracted and depressed. Holly is shown as a demanding woman. With its power as a man, Gatot seems to feel no guilt in the murder of Holly because Holly is under power, control, and belongs to Gatot.

The storytelling in these texts clearly position Gatot as a subject. Readers are led to follow the storyline Gatot's position as subject. Gatot is a man so that the readers are directed to read the text message with the male perspective. As the men were, the readers would be the same perspective with Gatot that Holly is weak and marginal. Holly is a bad woman. Holly is a wrong woman.

CLOSING

Overall, results of data analysis and discussion lead to the conclusion that the texts in the news about Holly's murder in four online media (*www.detik.com*, *www.kompas.com*, *www.republika.co.id*, and *www.tempo.co*), which were published on October 17, 2013, illustrate how the words and sentences that composing language were utilised to produce meaning of women within the concept of representation. Representation that is examined through the four texts associated with the representation of a woman, who is deemed to be weak, marginal, bad, and wrong. Three such representations contain patriarchal ideology. In addition, the texts also indicate the position of the subject and the object associated with the actor and the position of the readers in the storytelling.

Representation of a woman as being weak and marginal can be found from the depiction of Holly as being "an unofficial wife" (*istri siri*-Bahasa Indonesia). It is consistent with patriarchal concept, in which women is considered as unimportant. In contrast, Gatot is portrayed as a dominant figure who controls Holly as his subordinate. It also suits with patriarchal concept, which presents men as of upper class and women as of lower class.

Representation of a bad woman is also found in the texts that describe Holly as a woman who was asking too much of her common-law husband. Gatot had been tired of Holly and all her demandings, so tired that it was enough for him to mastermind her

murder. Seen from patriarchal ideology, Gatot's act demonstrates his power over Holy, men's power over women. It shows that women should not have free will nor ask too much from men.

Representation of a wrong woman appears on the the depiction of Holly, who ruined her own marriage so that it did not last long. Therefore, she was considered wrong. From patriarchal concept, men could not accept the wrong women, who often cause many problems for them. Ultimately, it could undermine the existence of men as holding the power, right to control and right to possess.

In relation to the position of the subject-object, the four texts tend to show men (Gatot) as subject and women (Holy) as object. This notion can be found in the headline, lead, body, and the end of the news. In terms of the position of the readers, the texts clearly express Gatot's position as a subject. Readers are led to follow the storyline that place Gatot as a subject. Given that Gatot is a man, the readers are directed to understand the texts from male perspective.

In writing news, journalists exercise a certain power. Accordingly, there are two important ideas to keep in mind. First, journalists should be careful in constructing the meaning of text messages, so that it may enlighten audiences. Second, public should keep critical thinking to grasp the meaning of news texts, in order to respond the meaning conveyed by journalists correctly.

Note:

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