

# Women's Alternative Media: Agents of Change on the Issue of Women's Roles in Indonesia

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## Abstract

Progress in achieving gender equality and empowering women in Indonesia has been too slow and fragmented. Media can provide a voice and a platform for placing women's role issues on the development agenda, such as in the education, health, economic, labor, and political sectors. However, there is a significant gender gap in mainstream media companies. Women are not represented optimally and steps to improve gender equality are limited. Alternative media is very possible to take a role in explaining gender equality and women's empowerment issues. This type of media can connect various sectors, including trade unions, social movements, organizations, and various elements of society. Standpoint theory collaborated with the concept of development journalism, alternative media and gender issues can provide important contributions to understand the positions and experiences of groups frequently neglected in the development. Researches related to development and gender issues mostly focus on mainstream media. The qualitative approach and case study design is used in this research. The results of this study explain that journalists in alternative media consider gender awareness and sensitivity important to protect and defend women's interests. In fact, alternative media provide wide opportunities for journalists to raise strategic issues of equality and women's empowerment.

**Keywords:** *Alternative, Empowerment, Journalists, Media, Women*

## INTRODUCTION

Gender equality based on the news media content index or GEM-I in Indonesia in 2020 released by the Global Media Monitoring Project is -68,860. Indonesia is ranked 95th out of 107 countries. Furthermore,

regarding data, the composition of women in newspapers, television, and radio, include 52% as presenters, 31% as reporters, and 15% as news subjects and sources (Global Media Monitoring Project, 2020). WAN-IFRA Women in News 2022 lists those who fill the top positions, both for business operations and editorials in each company based on gender. For Indonesia, the percentage of women responsible for business operations is only 10% and the percentage of women as chief editors or executive editors is only 20% (Siciliano, 2022). These results indicate that a significant gender gap exists at the highest levels of media companies. Women are not represented optimally and gender equality measures in media companies are still limited.

Researches on gender and news mostly focus on women's relationship with news although the scope of gender issues related to news is certainly broader, ranging from the discussion of gender neutrality and gender sensitivity in news production, diffusion, and consumption. There are four main areas regarding journalism and gender, namely: gender and news, gender representation in news content, gender gaps in news consumption, and women's participation in the media industry (Bachmann, 2020). The limited number of women journalists in the Indonesian press to date is due to the editorial policies of some media that see the limited arena or workspace for women. According to data from AJI in 2020, women, who work as journalists professionally, are only 30% in percentage. This means that the newsroom is still a place for men and it is operated under a masculine pattern of work and behaviour.

Mainstream media shows a gap in engaging public participation, producing alternative content, and introducing social change. Specifically, alternative media is expected to be a counter-hegemony to mainstream media by providing a different perspective from the dominance of existing information. Alternative media is a general term for publications produced outside the mainstream media. Alternative media is born out of dissatisfaction with the coverage of certain topics by the mainstream media. It does not operate in accordance with traditional journalism because it is more receptive to contributions from the community. Professionals may be involved, but most of the news are usually produced by community members, activists, or public. Alternative media challenges hegemonic views, becomes critical to the system, and corrects the mainstream media (Wold, 2022).

Alternative media focuses more on local issues and facilitates public to talk and discuss. Recommendations for the sustainability of alternative media include legal recognition, equitable access to spectrum and licenses, sustainable funding sources, and inclusion in considerations around the digital transition. The reformation brought changes to the development of alternative media in Indonesia. For social and political activists, alternative media can be a tool to continue their struggle on issues related to community development and civil society empowerment. In addition, alternative media is also expected to provide promising opportunities for Indonesia. Currently, there are 4 categories of alternative media in Indonesia, namely community media, Do It Yourself/DIY and cultural media, critical media, and religion-based media (Aini, 2022).

Women's alternative media is included in the category of critical media that focuses on voicing women's equality. Women's alternative media has an editorial mission to convey news about the role of women. Women's alternative media emerged and grew because of the strong patriarchal values in the mainstream media. This media then fought and campaigned for women's issues which turned out to be able to provide a new nuance in reporting and were able to influence the content of the mainstream media. One of them is through cooperation between women's alternative media and mainstream media in raising women's issues in their news content. There are even writings by alternative media journalists that have their own columns. Women's issues that used to only be about beauty, cooking, and fashion, but now have developed further by raising topics that are more needed by women. Such as around the world of work, protection against violence, political and economic problems, education and other related topics.

Media is considered a key to raise gender awareness in the long term because of its unique ability to reach a large segment of society and its ability to influence and shape ideas and perceptions about what is considered socially acceptable. Media can provide a voice and platform to empower women and place important issues on the development agenda. In doing so, media can reduce or even eliminate existing stereotypes. Media content about violence against women can be influential and can have significant side effects. Media professionals must gain a better understanding of their content impact, especially about women's roles and gender equality. Understanding and awareness of gender equality are needed from individuals, society, and policy makers, so that women's involvement in development will be more optimal. Journalists convey news to the public by publishing it. Journalism has several relationships with sustainable development and social change.

The novelty in this study is because there has been no previous research that discusses issues related to alternative media as agents of change for equality in Indonesia. In addition, research related to analyzing the

role of media on the issue of women's roles in Indonesia is almost all from mainstream media. Based on the description above, the research question in this study is how is the standpoint of women's alternative media journalists on women's issues in development? The purpose of this study is to analyze the standpoint of women's alternative media journalists on women's issues in development.

## LITERATURE REVIEW

### a. Development Journalism

Alan Chalkley (Chattopadhyay, 2019) explains that development journalism is more than just conveying facts, but also providing critical analysis of various development programs carried out by government and non-government institutions. In other words, through the principle of a participatory development approach, the general public can be aware of policies and plans to improve their living conditions. In addition, journalism must provide contextual and background information about the development process and explain how plans, projects, policies, problems, and their impact on society in terms of development prospects.

Basically, development journalism in alternative media is a form of journalism that covers news about social, cultural, economic and political issues frequently ignored by the mainstream media. It highlights development issues and helps to find solutions to encourage growth and development. Development journalists have the responsibility to educate the audience, support national development, and advocate for social change. They can influence development initiatives by reporting, criticizing, and informing development programs and their shortcomings. Therefore, it is the responsibility of journalists to logically examine and assess the importance of development projects in certain socio-economic conditions, the difference between the initial plan and its implementation, and the difference between claims made by the government and actual results.

Journalists can become effective partners in development in Indonesia by covering government development activities at the central and regional levels. Journalists ideally carry out their duties freely and without fear. They should be allowed to carry out their role to the fullest. Journalists must also be able to understand problems, find answers, and explain solutions. The coverage carried out pays attention to the process of approach, focus, and orientation, including in urban and rural areas. The emphasis should be on adequate media coverage of development and concerted efforts to replicate it elsewhere, so that the development results can reach every region. Research conducted by Yusuf Kalyango Jr (Kalyango et al., 2017) explained that there are several roles of development journalism. However, there are 3 main roles, namely educating audiences, supporting national development, and advocating social change. Development journalists still have an obligation to change their society for the better: socially, economically, and environmentally. These three roles become the desired means of democracy, modernization, and development.

### b. Standpoint Theory

It was the work of Sandra Harding, Patricia Hill Collins, and Donna Haraway that helped to crystallize standpoint theory in social science. Julia Wood and Marsha Houston were instrumental in bringing it into the communication discipline. Standpoint theory emerged in the recognition that unequal power relations are responsible for the marginalization or oppression of certain groups, and that the perspectives of members of those groups are shaped by these inequalities. In other words, each social location or standpoint carries with the certain expectations that are different from the dominant social group. While there are shared standpoints based on race, class, gender, and other identity markers, each individual has a unique standpoint shaped by the particular and diverse identities experienced. Marginalized or subjugated individuals not only see the world through the standpoints of multiple identities, but also see the world through the standpoints of those in power (Littlejohn et al., 2017).

Standpoint theory is a method for analyzing the complex relationship between power and knowledge. It aims to challenge the hegemony and neutrality claimed by the philosophy of science, epistemology, and methodology, and is presented as a way to empower oppressed groups, value their experiences, and develop oppositional consciousness. The theory concerns the authority generated by knowledge and the power owned by that authority to shape public opinion in everyday life. All formulations of standpoint theory argue that standpoint emerges when an individual recognizes and challenges the cultural values and power relations that contribute to the subjugation or oppression of a particular group. People's perspectives are shaped by their

experiences in their place and social group and the perspectives become the central idea of standpoint theory. In order to gain a standpoint, a person must recognize and evaluate his experiences and social position. Differences in standpoint arise from social inequalities. Therefore, the theory argues that those in marginalized positions tend to express a more objective view of reality than members of privileged groups. People outside the dominant power structure are forced to adapt to the dominant culture (Pan, 2021).

### **c. Alternative Media**

David Armstrong developed the term called as alternative media in his book, *A Trumpet to Arms: Alternative Media in America*. For Armstrong, alternative media describes journalists, with an underdog disposition, who combines reporting with political activism by promoting an idealistic vision of a better world. He sees alternative media as catalysts for social and cultural change and engages in struggles against the mainstream media. Another important early study of alternative media is conducted by John D. H. Downing. Downing expanded the conception of alternative media to encompass radical media practices beyond news reporting and analysis, such as from street theater and murals to song and dance. Chris Atton further focused on the modes of production and organizational practices that make alternative media distinctive as a form of communication. Atton argued that content is one element that makes a particular medium alternative. Atton suggested defining alternative media according to their ability to generate nonstandard and subversive methods of creation, production, and distribution. Media that rely on advertising revenue or hierarchical decision-making would not be counted as alternative under this view (Bauer, 2022).

Women's alternative media raises women's issues and targets women readers. It is non-profit oriented and relies more on non-advertising funding. This type of media is gender-friendly as well as inclusive. It is based on various regions, from Aceh, Bengkulu, Jakarta, Bandung, to NTT (Nurhajati et al., 2023). In line with the recommendations for the sustainability of women's alternative media, long-term sustainability should be encouraged through supportive policies and strategies, including legal recognition, equitable access to spectrum and licenses, sustainable sources of funding, and inclusion in considerations around digital transitions.

### **d. The Issues of Gender Inequality**

Gender issues are conditions that indicate gaps between women and men or gender inequality. This inequality condition is obtained by comparing the desired conditions (normative conditions) with the existing gender conditions (KPPPA, 2020). Gender inequality describes the gap in the achievement of development benefits for women compared to men related to basic human needs to obtain employment, education, and health. The issues of gender inequality in Indonesia are: gender inequality in employment, gender inequality in education, and gender inequality in health. Gender is a concept that refers to a system of roles and relationships between men and women that are not determined by biological differences, but by the socio-cultural, political, and economic environment. Thus, gender role analysis is a systematic study of roles, relationships, and processes. It focuses on inequality in access and control over power, wealth, and workload between women and men in the overall order of community life. The goal is to see the diversity of roles displayed by men and women, not because of biological differences, but because of the different prevailing gender relations. Even, different gender roles between communities or between community groups can change at any time. Gender roles for women and men are classified into three main roles, namely reproductive roles (domestic), productive roles (public), and social roles (community).

## **METHOD**

The qualitative approach and case study design is used in this research. The researcher uses the maximum variation sampling method, which is sampling based on variations in the population. This method is more based on considerations of the elements of society being studied. With the aim of obtaining maximum information, the researcher tries to ensure that each type of alternative media is represented. This continues until the researcher feels that the information obtained is sufficient. The main informants in this study were journalists in three women's alternative media. This selection was based on the characteristics of multimedia elements, including their actuality, flexibility, interaction, and documentation. Those alternative media are Marsinahid, Bincang Perempuan, and Srikandi Lintas Iman. These three women's alternative media convey the perspectives of women and minorities through articles on websites, videos or films, and information or knowledge to the public.

Data collection is a technique or method used by researchers to obtain the required data. In this study, the author applies the following data collection techniques or methods:

1. Observation. Researchers will observe the activities of informants and observe everything implied in the activities of informants who work as journalists. Researchers use this technique because it allows researchers to directly see and observe the activities of female journalists in the field and then pour them into writing.
2. In-depth Interviews. The informants in this study are journalists who work in women's alternative media. The informants are three people from different alternative media. The journalists must have at least 2 years of experience in the media where they work. This is used as a benchmark, so that informants can provide information in a deeper understanding.

## RESULTS AND DISCUSSION

Media democratization is highly dependent on the freedom of information flow. The reduced role of government in the mass media system is a part of democratization. Since the beginning of the reform in Indonesia, there have been regulations that have been changed to reduce government control over the flow of information. The government eliminated the requirement for SIUPP (Surat Izin Usaha Penerbitan Pers) or published permit through Permenpen Number 1 of 1998. Then, there was also the ratification of Law of the Republic of Indonesia Number 40 of 1999 concerning the Press. This regulation ensures that people at the grassroots level have access to their own media, which of course will provide more opportunities to convey their aspirations. According to this perspective, alternative media helps the process of developing community cultural life in a counter-hegemonic way. Alternative media in Indonesia began to emerge at that time because it was considered to be a solution for voicing many things.

Various strategic steps have been taken to anticipate media companies that do not side with women. Women who have worked as journalists or media workers in general, must have gender awareness and sensitivity. More than that, media workers become defenders for the roll out of equal rights for both women and men. The success of a woman in the mass media (whether as a journalist or as an executor of media management), depends on the figure, attitude, and motivation of the journalist herself in carrying out her profession, coupled with the emergence of opportunities. In addition to mass media management that has gender awareness and sensitivity, most of women journalists feel that there is a bond of masculinity, distrust of women journalists, and limited opportunities for promotion.

The idea of development towards the outcomes of social justice is increasingly becoming basic among researchers and professionals alike. Conceptualize development as a directed process of social change with the articulation of social justice is an important purpose. Social justice goals should serve as an anchor for theory and practice in the development of communication. An important reason why development initiatives are lame and discriminatory is because the operationalization of development activities does not yet reflect all aspects of gender equity. There are various challenges in the implementation of gender norms that are detrimental to women, thereby hindering the progress of gender equality in Indonesia.

The limited number of female journalists in the Indonesian press to date is due to the editorial policies of some media which see the limited arena or workspace for women. Data from AJI in 2020, the number of women who work as journalists professionally only reaches 30%. For media companies, the need for female journalists is when it is difficult to penetrate certain news sources, from artists or celebrities, the world of fashion, the world of beauty to household and family activities. In other words, women journalists are only recruited for the purpose of filling in rubrics or women's issues. This means that the newsroom is still a place for men who operate under a masculine pattern of work and behaviour.

### 1. Understanding Alternative Media

Studying alternative media means considering how the world can be represented differently. The aim is to explore how journalism emerges and who might be able to produce different representations. It shows how it is possible for those who are not part of formal media structures to participate in media discourse, to become journalists of their own realities, to become experts in their own social settings. Alternative media are not simply concerned with presenting different versions of the world, taken together, offering multiple versions of what the world is. More often than not, alternative media practices occur within communities of varying size and composition. Alternative media are important because they reveal the structures of media discourse and show how the world can be represented differently by different media actors (Atton, 2015).

Women's alternative media are very likely to play a role in explaining issues of women's roles in

development so that they can be better understood by the public. This type of media can connect various sectors, including trade unions, social movements, and organizations and various other elements of society to develop networks to bridge various problems that occur.

*“In my opinion, this alternative media for women is a media whose ideology includes women's empowerment. So the issues discussed are mostly related to women. Then if there is the word alternative, it means media that is not owned by conglomerates but is usually owned by communities or individuals. The goal is also not commercial and the target audience is more segmented or specific”.*

(Interview with J5)

*“Our alternative media as a shortcut for female friends to get access to information from media that is usually conventional media or media in the government that is cut. We all know that being cut is due to the obstruction of information from media on TV, for example professional radio, which does not contain elements of, for example, women's rights themselves. There is a lot of socialization information about women, women's policies, and also about women's rights that are rarely discussed”.*

(Interview with J8)

*“Alternative media is tasked with advocating women's issues. Mainstream media does not advocate. We raise women's issues that are rarely discussed. But the segment is also limited”.*

(Interview with J6)

*“Alternative media is more open in reporting on women's issues compared to mainstream media. Whether it is from the economic, social, political, and other related aspects. If the mainstream media is only partly discourse”.*

(Interview with J7)

Alternative media are considered to have a liberal or progressive tendency towards issues such as civil rights, women's equality, pacifism, and environmental protection. It is clear that alternative media, mainstream journalism, political communication, and citizen knowledge are closely related in the public sphere. Alternative news sources have grown to become a major factor in information for the public (Rauch, 2021). The understanding of alternative media as a general term for publications produced outside the mainstream media is known to journalists. They also know that alternative media is born from dissatisfaction with coverage by the mainstream media.

*“Alternative media is actually a renewal media where many things that are not found in mainstream media can be applied in alternative media”.*

(Interview with J3)

*“In my opinion, alternative media is media outside the mainstream. There are new ways of reporting and also the issues are more different. It can even be more in-depth than what is reported by the mainstream media”.*

(Interview with J9)

*“As far as I know, alternative media is a media that is different from the media in general. Starting from its production and the way of distributing information, it is different from mainstream media”.*

(Interview with J1)

*“In my understanding, alternative media is media that provides education related to women that has not been clear so far. There are approaches that mainstream media cannot or do not want to do, but alternative media can do it. Referring to gender justice, siding with women. We believe that every woman's experience or voice is important to hear. If mainstream media still has political interests and profit-oriented interests”.*

(Interview with J4)

*“At first, this media was a community radio. We used to think about how community media is built and owned by the community. The community can use the media to voice their problems that have their own specificity. And that specificity is never raised by the mainstream media because the mainstream media will voice what the advertisement wants”.*

(Interview with J2)

## **2. Presentation of News about Women**

Women journalists' understanding of the issues faced by women and gender inequality is an issue, because it will determine the extent to which women journalists recognize the issues faced by women as a result of gender bias, and from what perspective the issues are understood. Although there is awareness of women journalists about the issues faced by women due to gender bias, this awareness does not necessarily become institutionalized. This is because awareness grows based on individual attention. The many women's issues that

have surfaced today do not actually indicate an increase in the number of issues. But rather because women are increasingly brave in expressing these issues and more media are bringing these issues to the surface. In women alternative media journalists, there is no stereotypical attitude in viewing women. Such as women's work area is the domestic area and not the public area. The public area belongs to men. Furthermore, this view will of course put women journalists in a subordinate position or under the authority of men. All journalists already have the view that women also have the right to be in the public area.

The understanding of women alternative media journalists is already high regarding women's issues and development. They believe that women have a maximum level of participation or involvement in development. Such thinking influences how journalists interpret many women's issues that can become news. All journalists interviewed saw news about women as news about various aspects of women's involvement in development. Therefore, in the practice of reporting on women's alternative media, news containing a mission to empower women is often found.

Women's issues are a condition that shows the gap between women and men or gender inequality. This inequality condition is obtained by comparing the desired conditions (normative conditions) with the gender conditions as they are (KPPPA, 2020). The gender gap describes the gap in the achievement of development benefits for women compared to men related to basic human needs to obtain employment, education, and health. The issues of gender inequality in Indonesia are: gender inequality in employment, gender inequality in education, and gender inequality in health.

*"I have written about health and leave rights. Also more on the generation gap in the workplace".*

(Interview with J4)

*"I often write about women and employment. Quite a lot. Also women and UMKM. Then female figures who are successful in various fields".*

(Interview with J3)

*"We write about all women's issues... we mainly include women from a gender perspective".*

(Interview with J1)

*"Lastly I wrote about the TPKS Law and its impact on the protection of women. From various aspects. The TPKS Law has not been optimally implemented until now".*

(Interview with J8)

*"For us, women's issues are important. Because we also raise the politics of the working class, especially women workers. Women are always subjugated through employment policies. For example, they are prohibited from getting pregnant, they cannot take maternity leave, and then they are prohibited from getting married".*

(Interview with J2)

Almost all journalists said that they have the freedom to report on issues concerning women. The editors or management provide freedom in writing about women's issues and development. News about women's issues has a good impact on their readers. Because it is inspiring and has positive values for other women. The issue of RUU PPRT is the latest issue discussed in women's alternative media. Several journalists admitted that they wrote about it.

*"We are discussing the PPRT issue. RUU PPRT is now 20 years old. I have also written a lot about other women's issues. Understanding the conditions of informal workers, domestic workers and also service sector workers".*

(Interview with J6)

*"When it comes to women's issues, there are many. For employment, I write about Rancangan Undang-Undang Perlindungan Pekerja Rumah Tangga (RUU PPRT)".*

(Interview with J5)

*"I have written about health and education issues. There are also several recent issues. One of them is about the RUU PPRT".*

(Interview with J9)

*"I often write about women's issues. For example, employment regarding migrant workers. Also writing about the PPRT Bill. We also discuss several things related to the Election. The composition of women's representation in the DPR".*

(Interview with J7)

### 3. Alternative Media as an Agent of Change

Women's alternative media are considered as the key to raising gender awareness in the long term because of their uniqueness in reaching a large part of society and their ability to influence public policy. Media content about violence against women can influence and can have significant side effects. It is important for media professionals to have a better understanding of the content about gender equality and women's empowerment. An understanding and awareness of gender equality is needed from individuals, communities and policy makers so that women's involvement in development will be more optimal.

The role of gender in life is socialized through themes that appear repeatedly in this media. The message conveyed in the news often confirms the role of women in development. As is known, social construction is very much tied to the discourse that occurs in society itself. Gender balance is very much determined by the balance of power. In this case, there is no power that limits the work of journalists in writing about the role of women in development.

Journalists have played a major role in spreading gender awareness through the media. The number of female journalists is an important factor in the formation of media with a gender perspective, so the ideal composition of men and women in the media is very necessary. From the beginning, the requirements for gender sensitivity and awareness have been included in the initial criteria for recruiting journalists. Although gender composition is one of the considerations, not all male journalists are interested in joining women's alternative media. Awareness to raise women's issues as the main issue is already high, especially the awareness that working is part of women's rights.

*"You could say our role is quite important. In the sense that not all women are aware that there is a gap in men's salaries. Not all women even know that there is leave for menstruation".*

(Interview with J1)

*"As a journalist, I see what we think can reach policy makers, can influence many people through the media. And because I am interested in women's issues, I chose women's alternative media because I think they complement each other".*

(Interview with J3)

*"Alternative media can be a tool to increase literacy, giving voice to the voices of women who are not heard".*

(Interview with J2)

Alternative media has the function of informing news as well as a forum to express opinions and educate readers. Alternative media is an agent of change that plays an important role in changing the way society views. Not only providing news, but also having the ability to invite, strengthen certain norms in society. Journalists convey news to the public by publishing it. Journalism has several links with sustainable development, social change and advocacy activities.

*"I think through alternative media I can voice the existing conditions. So being part of the majority also has more responsibility to protect minority groups".*

(Interview with J9)

*"I have been an activist since 2013. So I am an advocate for a labor union where there are many problems related to labor union issues. The issue of workers' rights which are indeed often violated and have a lot of impact on female workers. I feel that this alternative media is a place to voice that".*

(Interview with J8)

*"Alternative media can also help through its advocacy function. If the mainstream media is not necessarily willing".*

(Interview with J6)

*"Our media specifically discusses certain themes so that the audience knows what information they will get. The goal is to educate as well".*

(Interview with J5)

*"Bringing ideology through news. Hoping for a better change".*

(Interview with J7)

### 4. Gender Awareness and Sensitivity

The presence of women in the media means nothing if their understanding of gender does not change. The attitudes, views, and writing styles that they display will not be realized in their writing. Or even if they know what to do, their target readers are still those who cannot do much. The presence of a female editor-in-chief still cannot guarantee as long as she continues to think that this world is patriarchal, women should not be



active in public, and women do not have the freedom to exercise their right to choose. Ironically, when journalists themselves are trapped in this understanding. However, the collective awareness of women's alternative media in seeing women's problems has almost the same level. Gender awareness and sensitivity are understood by all journalists. Journalists who have high gender awareness and sensitivity are women who have the awareness, understanding, and ability to find solutions. Alternative media journalists strive to eliminate gender injustice in their environment, especially by utilizing the information media they are currently working on.

There are at least 4 indicators of gender equality in the news (Kassova, 2020). The following is the

**Table 1.** Indicators of gender equality in the news

No	Indicators	Marsinahid	Bincang Perempuan	Srikandi Lintas Iman
1.	Gender diversity in news organizations which reflects women's representation in organizational resources.	High	High	High
2.	The proportion of experts and sources in news who are women which reflects women's visibility in newsgathering.	High	High	High
3.	The proportion of women in news coverage who are protagonists which reflects women's visibility in news outputs/coverage.	High	High	High
4.	The proportion of stories which are dedicated to gender equality issues which reflects the prominence of gender equality in news outputs/coverage	High	High	High

The data above explains that the three alternative women's media have met the Indicators of gender equality. All of these media have organizational compositions filled by women. All three even have female editors-in-chief. The proportion of female experts and sources for both news and workshops is high because they always prioritize women as sources. The proportion of women in the news is high because the issues raised are always related to the information needed by women. The proportion of news dedicated to gender equality issues is also high because topics such as education, health, and employment are always inserted with the term gender equality.

It takes understanding and awareness of gender equality from individuals, society and policy makers so that women's involvement in development will be more optimal. Journalists convey news to the public by publishing it. Journalism has several relationships with sustainable development and social change. Alternative media is very likely to play a role in explaining gender equality issues so that they can be understood by the public. Because this type of media can connect various sectors, including trade unions, social movements, and organizations and various other elements of society to develop networks to bridge various problems that occur in society.

Journalists in alternative news media consider gender awareness and sensitivity important in themselves to be able to protect and defend women's interests. Unlike mainstream media where patriarchal and capitalist cultures are quite dominant, alternative media provides ample opportunities for journalists to raise strategic issues of gender equality. However, journalists in alternative media must have a communication strategy so that they can produce news with a gender equality perspective.

## CONCLUSION

Journalists in women's media alternative consider it important to have gender awareness and sensitivity in themselves to be able to protect and defend women's interests. In contrast to the mainstream media where patriarchal and capitalist cultures are quite dominant, alternative media provide broad opportunities for journalists to raise strategic issues of gender equality. Even so, journalists in alternative media must have a communication strategy so that they can produce news with a gender equality perspective. The conclusion of this study:

- a. Women journalists who have a gender transformative perspective can optimally understand strategic gender issues so they can write news about the role of women in development.
- b. The greater the proportion of women in the editorial ranks, the more news about the role of women in the media.
- c. In contrast to the mainstream media where patriarchal and capitalist cultures are quite dominant, alternative media provide broad opportunities for journalists to raise strategic issues of gender equality and women's empowerment.

The number of women's alternative media readers in Indonesia is still small. Moreover, with limited reach and specific content. Lack of resources and presentation of interesting content is a challenge to be able to invite more readers. There are several ways that women's alternative media can maximize their role as agents of change. Such as filling content with research that is simplified in language to be easily understood by women readers. Getting used to the terms gender equality and women's roles in written content. Most women's alternative media also conduct training on gender equality and women's roles in various workshops. There are also women's alternative media that provide assistance to women workers and victims of domestic violence. Women's alternative media also often take to the streets to join the community to voice the inequality that occurs.

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