

Framing of Feminism Reporting in Online Media: The Perspective of the Educational Function of the Press

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Abstract

The role of press education is crucial in introducing and educating the public about feminist issues through in-depth and critical reporting. Online media serve as agents of change by promoting gender equality and challenging stereotypes. Women have long been subjects in mass media, yet discussions surrounding gender equality, the feminist movement, and its dynamics persist. Feminist campaigns often find the portrayal of women in media problematic. This study, titled Framing of Feminism Reporting in Online Media: The Perspective of the Educational Function of the Press, employs qualitative research using Zhongdang Pan and Gerald M. Kosicki's framing analysis model, which includes syntax, script, thematic, and rhetoric elements. The research analyzes how feminism is framed in the online media outlet Wongkito.co and links it to the educational function of the press. Framing feminism in this context reflects the media's dual role: disseminating information and educating the public on values such as gender equality, courage, and female leadership. The educational function of the press emphasizes its role in raising awareness, challenging stereotypes, and fostering positive social change. The study finds that Wongkito.co portrays women as equals to men in social, political, and economic spheres. By highlighting women's courage and leadership, it effectively challenges gender stereotypes, fulfilling the press's educational function and advancing the discourse on gender equality. This demonstrates how media can shape societal perceptions and advocate for progressive change.

Keywords: framing; feminism, online media, wongkito.co, education, press

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Introduction

The issue of feminism is still a concern of many parties in the current era of technological advancement, both European countries and countries in the Southeast Asian Region. The issue of feminism is also quite a campaign for a number of women's movement communities in realizing gender justice and equality. In fact, CNN Indonesia through its news noted, there are at least five countries that have begun to experience a population crisis due to not wanting to get married. South Korea and China ranked first and second, followed by Georgia, Japan and Qatar (CNN Indonesia, 2024).

In fact, in Indonesia alone, the millennial generation reached a lift of 63.3 percent decided to postpone marriage and 36.7 percent of them refused to marry (Nurviana, 2021). Meanwhile, in various aspects, gender equality in Indonesia is still experiencing inequality, including in the world of work and women's empowerment as the goal of SDGs (Sustainable Development Goals) (Larashati, 2022).

Some Indonesian people, especially women, of course, know the history of Raden Ajeng Kartini. In fact, every April 21, Indonesian people commemorate Kartini Day which is the birthday of RA Kartini, a figure who represents indigenous Indonesian women and has a significant (Nurviana, 2021) influence on their awakening.

She fights for equality between women and men in this particular situation. In the past, indigenous Indonesian women only did housework during Kartini's time. They inevitably get involved in cooking, sweeping, washing dishes and other household chores (Firtia, 2022). As a

pioneer of the Feminist Movement, a movement that calls for liberation or equal rights and justice with men, RA Kartini is also known by this title.

President Soekarno taught women about femininity and struggle when the Old Order was still running, thus creating opportunities for the feminist movement in Indonesia. In fact, at that time there was a progressive women's group called Gerwani which actively promoted women's issues (Rizqi Irza Afifi, 2019). To connect politics with women's social concerns.

Gerwani also entered the world of politics. However, the women's movement was deliberately ignored during the New Order era. Women in this era were only shown as wives and mothers standing beside or even behind men. This not only hampered the expansion of feminism during the New Order, but also destroyed the women's movement in the previous period. Efforts to form a new feminist movement gained momentum in the reform era.

A society where women are prohibited from pursuing higher education, holding certain positions, working, and even making decisions about their own lives, such as whether to marry, whether to have children, and so on (Mahfud, 2018). Despite the fact that feminist efforts have significantly improved women's lives, their presence has not always been warmly welcomed. Many organizations portray feminism in a negative light. Feminism is seen as stealing men's authority at the political level. The 30% quota for women in politics is not seen as an affirmative action policy that benefits marginalized and weak minority groups (Sulastri, 2020).

In terms of culture, feminism is blamed for all the negative impacts of modern cultural progress. Having free sex, getting divorced, having many children who use drugs, dressing sexy or skimpy, and so on are some examples. Feminists are sometimes seen as an angry group who constantly challenge and question everything (Gadis Arivia, 2006).

Latin term *femina*, meaning "having feminine characteristics," is the root word for feminism. Feminism, according to Aida Fitalaya S. Hubies (Ardianto, 2007) begins with the idea that women's status in society is less equal than men.

The above impression gave birth to several efforts aimed at investigating the root causes of the gap and designing strategies to provide equal rights to men and women in all fields, in accordance with their inherent potential as human entities (Ardianto, 2007). Meanwhile, Tong claims that feminism is a general term for a number of theories, perspectives, and conceptual frameworks used to explain the oppression of women and street protests that seek to end it (Tong, 2010).

As an idea of women's emancipation, feminism often refers to the concept that women face injustice because of their gender, which is embedded in all approaches (Kasiyan, 2008). One of the many feminist categorization schemes and ideas was created by Rosemarie Putnam Tong. Tong supports a variety of feminist perspectives, including postmodern, multicultural, global, eco, existentialist, liberal, radical, Marxist, and socialist feminism as well as psychoanalytic and gender feminism (Tong, 2010).

Rather than tracing its history, cultural feminism emphasizes differences between women. The argument of eternal gender differences was originally used against women in patriarchal male speech to argue that women are inferior to men and therefore subservient to them (Diani et al., 2017).

Women have always been part of the mass media. Today, there is still a lot of talk about gender equality, the feminist movement, and its dynamics. When photos of women appear in the media, gender campaigners often feel hurt (Nurhayati, 2024). But to spread their ideas, mass media is needed. The same goes for the media in general. They would not have news material if it were not for women and feminists.

Since feminism is a sensitive and divisive topic in Indonesia, such relationships are likely to develop. Feminism is a topic that arises in a culture that upholds patriarchal laws that favor men dominating women. When feminism clashes with our society's moral standards, religious conventions, and standards of decency, the amount of controversy surrounding the topic will increase (Utami, 2010).

The emergence of online media follows the demise of print media, including television and magazines, newspapers, and the like. Online media, unlike previous media, relies on internet infrastructure. People can access various content, including text and audiovisual, through the internet media. People can use applications to post content and communicate through it in addition to just browsing it (Karerek, 2022).

People can obtain information quickly and effectively through online media. Online media has unique access that allows it to reach a wider audience and deliver fresh knowledge. It is undeniable that, in addition to providing fresh perspectives and current information in the mass media, this alternative is also able to raise quite high expectations for the way Indonesian internet media disseminates news, especially news that shapes public opinion (M. Syukron Anshori, 2023).

Journalists' interpretations of women's concerns and news about women were shaped by the rigid philosophy of the New Order government. When journalists found news about women, they usually found stories about women with achievements, reports about women's social activities, especially those related to bureaucracy and Dharma Wanita and PKK women, issues about women's roles in development, and stories about housewives (Rifaldi Akbar, 2021).

Some people think that the challenges faced by women are annual problems, whether arising from the celebration of Mother's Day on December 22 or Kartini Day on April 21 (Pratiwi Utami, 2010). So it can be concluded that in the practice of daily newspaper reporting, news that aims to empower women, especially regarding the women's movement, is difficult to find.

The influence of the media's reporting tradition on feminism is largely responsible for the public's skepticism and indifference to the movement. Newspapers in this case are an example of mass media that do not seem to have developed much since the New Order era. In fact, there are times when the media supports the ideals of equality between men and women.

On the other hand, the media continuously emphasizes that women of the opposite sex remain domesticated by raising doubts about their capacity to serve the general public (Sulistiani, 2024). Although women have the opportunity to take on responsibilities outside the home, domestic roles are still emphasized, as written by P. Bonnie Kertaredja in the *Kedaulatan Rakyat Daily* on December 23, 1997.

In Indonesia, it has been 100 years since feminism has appeared. Apart from being national heroes, female philosophers such as Kartini, Dewi Sartika, and Maria Walanda also left an eternal legacy of ideas. The feminist movement is also growing stronger in Indonesia. Policy advocacy is an important achievement of the feminist movement (Arivia, 2017).

Legally, political parties wishing to run must adhere to Law Number 10 of 2008, which sets a quota for women's representation at thirty percent. In addition, the struggle to enact a law prohibiting sexual violence has been going on in recent years. In the end, the DPR's efforts known as the TPKS (Criminal Sexual Violence) Bill were successfully passed despite several obstacles and discussions. But even with these successes, the feminist struggle still faces many obstacles.

We have seen how online media has contributed to strengthening women's issues over the past five years. One of them is when women can encourage other women in alternative spaces through online media (Alatas, 2019). For example, *Wongkito.co*, an online media outlet, was founded to showcase a woman who is discovering who she really is. Online media has also contributed to the increasing spirit of discourse around feminist views. Online media allows feminism to reach a wide audience, especially among the younger generation.

Quoted from the *konde.co* page, young feminists prefer to campaign in online media because it is an everyday space that is easy for them to access. Online media can function as a medium for communication, consolidation, uniting people, and even for change, according to a number of experts.

Many social movements use it as a platform to advocate for change, for example through demonstrations against laws that deny people a voice. The growing feminist movement illustrates how ideas and knowledge can be used to change perceptions and raise awareness about feminism, the movement, and the key issues facing women (Luviana, 2022). From several case studies and

problems that have been presented, the researcher is interested in conducting research with the title framing of feminist news in online media.

Feminism as a social movement and ideology that fights for gender equality has developed rapidly along with the course of history. In Indonesia, the feminist movement has strong roots, starting from figures such as Raden Ajeng Kartini, who fought for women's rights in the early 20th century. Although feminism has had a long journey in Indonesia, the social realities faced by women show that the struggle continues to this day.

According to Aida Fitalaya S. Hubies (Ardianto, 2007), feminism begins with the inequality of women's status in society compared to men. Hubies states that feminism is not just a movement, but also a view that views the importance of efforts to eliminate inequality between men and women in various areas of life. Feminism encourages efforts to identify and address the causes of injustice rooted in patriarchal social structures.

One of the important figures in feminist thought is (Tong, 2010) which states that feminism encompasses various perspectives, such as liberal, radical, Marxist, existentialist, and other feminism. These perspectives have the same goal, namely to oppose oppression of women and fight for gender equality. Feminism also refers to various theoretical approaches that criticize social and cultural structures that oppress women, whether through political, economic, or psychological approaches.

In the context of Indonesian culture, feminism often confronts deep-seated social norms that place women in a subordinate position. The dominant patriarchal culture in Indonesian society creates difficulties for women to achieve equality, both in domestic and public life. For example, the mass media plays an important role in shaping public opinion on feminist issues, but often the media reinforces gender stereotypes that limit women's roles, as explained by (Pratiwi Utami, 2010). She states that feminism is often seen as a threat to the social and moral structures of society which assume that women should be in the domestic sphere as wives and mothers.

Meanwhile, with the advancement of technology and the emergence of online media, feminist issues have begun to gain wider attention, especially among the younger generation. Online media provides a space for women to talk about their issues and build solidarity through digital platforms. For example, Wongkito.co and konde.co are online media that focus on empowering women and fighting for their rights in society. According to (Ardianto, 2007), online media utilizes the internet to reach a wider audience, allowing for faster social change compared to traditional media.

The role of mass media, especially online media, in shaping public opinion on feminism and the role of women in society is very important. In this study, it is important to analyze how online media frames news related to feminism, as well as how the educational function of the press plays a role in disseminating information that can encourage awareness and deeper understanding of gender equality issues.

Several studies relevant to this theme show that the media has a very large role in shaping public perception of feminism. For example, (M. Syukron Anshori, 2023) in their study showed that online media is able to disseminate information more quickly and effectively than conventional media. This opens up opportunities for feminism to be better known and accepted, especially among young audiences who are more active on social media.

However, the media also has a negative side in depicting women's issues. In this context, (Diani et al., 2017) explains that media often reinforces gender stereotypes that limit women's roles, despite progress in women's empowerment in various sectors. This shows that while online media opens up space for feminism, it also faces challenges in conveying the right message about gender equality without getting caught up in traditional stereotypes.

According to (Kasiyan, 2008) In the framework of feminism, media coverage should not only convey beneficial information, but should also influence society to better understand the importance of gender equality. Media coverage that supports the feminist movement is expected to have a positive impact in forming a more egalitarian society.

Furthermore, (Luviana, 2022) revealed that online media provides a space for women to talk about their issues and fight for their rights in the public sphere. Online media, as explained by Luviana, allows women to campaign and organize themselves on digital platforms, which helps build feminist solidarity networks.

Practical examples, social campaigns are media articles or campaigns that inform the public about the dangers of smoking or the importance of inclusive education. Special Coverage: In-depth reporting on feminism that helps the general public understand the struggle for gender equality and its impact.

Method

With the framework of analysis methodology, this research is qualitative. The purpose of this descriptive analysis research is to characterize the features of Wongkito.co media news related to news about women. Qualitative research is comparative because it can collect comprehensive data and include relevant data in reality, according to (Sugiyono, 2013).

The researcher analyzed the data using the analysis model presented by Zhongdang Pan and Gerald M. Kosicki. The analysis model includes several things, including syntax, script, thematic, and rhetoric. The data sources used by the researcher, first the subject used by the researcher in this study. The researcher used the media object Wongkito.co. The object used in this study is, "20 Years as a Parking Attendant, Wak Ita is Grateful to be Able to Perform Umrah with Savings, the Chairperson of the South Sumatra DPRD Hopes that in 2024 Women Advancing in Politics Must Have Fighters, Named an Inspirational Woman in 2023, This is the Message of the Main Commissioner of Pegadaian,". Data collection techniques in this framing analysis study include, the researcher reads and listens to the entire news to be analyzed, when analyzing news articles, the researcher highlights and annotates the relevant parts for further explanation. the researcher uses the analysis of Zhongdang Pan and Gerald M. Kosicki to review all the news that has been selected. And Gerald M. Kosicki's analysis model was then applied by researchers in framing analysis. Syntactic structure, script structure, thematic structure and rhetorical structure became the subject of news article study. The following news items will be the subject of research:

Table 1. Wongkito.co News

Media	News Title	Publish Time
Wongkito.co	20 Years as a Parking Attendant, Wak Ita is Grateful to be Able to Perform Umrah with Savings	Friday, February 10, 2023 14:57 WIB
Wongkito.co	South Sumatra DPRD Chairman Hopes That in 2024 Women Advancing in Politics Must Have Fighters	Saturday, March 04, 2023 19:56 WIB
Wongkito.co	Named Inspirational Woman 2023, This is the Message from the Main Commissioner of Pegadaian	Tuesday, March 28, 2023 13:36 WIB

Results and Discussion

The research analysis that will be presented below is a framing analysis using the Zongdang Pan and Gerald M. Kosicki model. The data sources used are three news texts from the media Wongkito.co. The first news text with the news title "20 Years as a Parking Attendant, Wak Ita is Grateful to be Able to Perform Umrah with Savings". The second news text with the news title "The Chairperson of the South Sumatra DPRD Hopes that in 2024 Women Advancing in Politics Must Have Fighters". The third news text with the news title "Crown as an Inspirational Woman 2023, This is the Message from the Main Commissioner of Pegadaian". The following is an analysis of the three news reports:

a. News Analysis 1

framing model analysis of Zhongdang Pan and Gerald M. Kosicki is the media wongkito.co on the news about women with the news entitled "20 Years as a Parking Attendant, Wak Ita is Grateful to be Able to Perform Umrah with Savings".

1) Syntactic Structure

Table 1.1 News syntactic structure 1

Observed part	Explanation
Headlines	News titled "20 Years as a Parking Attendant, Wak Ita is Grateful to be Able to Perform Umrah with Savings".
Lead	lead section discusses information about an agile woman who has been a parking attendant in the Pasar 16 Ilir area for 20 years.
Background Information	The background information conveyed was that a woman who was a parking attendant was able to go on Umrah by saving IDR 10,000 every day.
Source Citation	The source quote used as the basis for the news came from Wak Ita, a parking attendant under Ampera LRT Station, Palembang, South Sumatra.
Statement	News written based on information obtained from sources, the author does not write his opinion.
Closing	The author's closing section explains Wak Ita's statement that being a parking attendant has many challenges, but she admits that she really enjoys the job.

Based on the findings of the analysis above, the syntactic structure model used by Gerald M. Kosicki and Zongdang Pan in the news reporting is acceptable and well organized. The inverted pyramid is used to structure the news.

2) Script Structure

The script structure of the media Wongkito.co in the news entitled "20 Years as a Parking Attendant, Wak Ita is Grateful to be Able to Perform Umrah with Savings" in the media Wongkito.co the news written has met the criteria with a symmetrical structure. The following findings of the script structure analysis show how to do this:

Table 1.2 5W+1H script structure in news 1

Script Structure	Explanation
What (What)	The news presented was about a female parking attendant going on Umrah with her savings.
Who (Who)	The parking attendant, namely Wak Ita, was the topic of the news.
When (When)	Wak Ita has been a parking attendant for 20 years.
Why (Why)	Wak Ita performing the Umrah pilgrimage is a dream come true.
Where (Where)	Wak Ita is a parking attendant right under the Ampera LRT Station, Palembang, South Sumatra.
How (How)	In the news, it was explained that Wak Ita is 53 years old but still looks agile thanks to her persistence in saving 10,000 per day, Wak Ita can perform the Umrah pilgrimage.

3) Thematic Structure

Thematically, the news presented by Wongkito.co aims to invite the public to know and understand the information conveyed by the resource person, namely the parking attendant, who said that he had been a parking attendant for 20 years and was able to go on the Umrah pilgrimage. This news has 15 short paragraphs with sentences that are interconnected. The theme used in the news in the media is about the inspiration of women to become parking attendants who can go on the Umrah pilgrimage in Palembang, South Sumatra.

4) Rhetorical Structure

In the rhetorical structure section, the media Wongkito.co uses a word structure that is easy to understand. The news delivered aims to inspire women. The diction used by the author in the title of the news report includes the word "grateful", which according to KBBI means a feeling of gratitude. In addition, the word grateful is an adjective that can be interpreted as being good. So it can be concluded that the meaning of the word grateful emphasizes the parking attendant who has a sense of gratitude to the good creator. The media Wongkito.co includes a picture that explains a woman who is persistent in seeking halal sustenance. This is quite interesting in stealing attention.

b. News Analysis 2

framing model analysis of Zhongdang Pan and Gerald M. Kosicki on the news coverage of women in the media Wongkito.co with the news entitled "The Head of the South Sumatra DPRD Hopes that in 2024 Women Advancing in Politics Must Have *Fighters*".

1) Syntactic Structure

Table 1.3 News syntactic structure 2

Observed part	Explanation
Headlines	News titled "South Sumatra DPRD Chairperson Hopes That in 2024 Women Advancing in Politics Must Have <i>Fighters</i> ".
Lead	In the <i>lead section</i> , the information conveyed by the DPRD Chairperson hopes that in the upcoming election, women who advance into politics must have <i>fighters</i> and courage.
Background Information	The background information conveyed is that women must prepare their fighter spirit to win political seats in 2024.
Source Citation	The source quote used as the basis for the news comes from the Chairperson of the South Sumatra Provincial DPRD, Hj. RA Anita Noeringati.
Statement	News written based on information obtained from sources, the author does not write his opinion.
Closing	The author's closing section explains the hopes of the Chairman of the South Sumatra Provincial DPRD and those present at the public discussion.

Based on the findings of the analysis above, the syntactic structure model used by Gerald M. Kosicki and Zongdang Pan in the news reporting is acceptable and well organized. The inverted pyramid is used to structure the news.

2) Script Structure

The script structure of the media Wongkito.co in the news entitled "The Chairman of the South Sumatra DPRD Hopes that in 2024 Women Advancing in Politics Must Have *Fighters*" in the media Wongkito.co, the news written has met the criteria with a

symmetrical structure. The following script structure analysis findings show how to do this:

Table 1.4 News script structure 2

Script Structure	Explanation
What (What)	The news presented about women advancing in politics in 2024 must have enthusiasm and courage.
Who (Who)	The Chairperson of the South Sumatra Provincial DPRD, Hj. RA Anita Noeringati, said in a public discussion for women, let's prepare our souls and spirits to win seats because we will not get them except through struggle.
When (When)	A public discussion with the theme "Women and Politics in 2024" was held on Saturday (04/03/2023).
Why (Why)	The chairman of the South Sumatra DPRD said that the simultaneous elections provided an opportunity for all elements of society to participate in the contestation later.
Where (Where)	The public discussion was held in the Hall on the 3rd Floor of the South Sumatra Provincial DPRD.
How (How)	The news explained the activities of the Chairman of the South Sumatra DPRD after confirming the management of the Parliamentary Journalist Forum (FJP) for the 2023-2026 period, followed by a public discussion.

3) Thematic Structure

Thematically, the news of wongkito.co the news presented only invites the audience to know and understand the information conveyed by the source, namely the Chairperson of the South Sumatra DPRD where Hj. RA Anita Noeringhati hopes that women who advance in politics have *fighters*. This news has 7 paragraphs with continuous sentences. The theme raised in the news on the media wongkito.co is about women advancing in politics in 2024.

4) Rhetorical Structure

The rhetorical structure of the media wongkito.co emphasizes the fact that women who advance in politics must have enthusiasm. This can be seen from the repetition of the words "must have a fighter" in several sentences so that, through these sentences, it can be seen that the news emphasizes the existing facts. The arrangement of words used are words that are easy to understand. There are no ambiguous diction words in the writing of the news. There is a photo depicting a group photo activity with the Chairman of the South Sumatra Provincial DPRD and the management of the Parliamentary Journalist Forum (FJP) for the 2023-2026 period.

c. News Analysis 3

Framing analysis the second framing analysis of Zhongdang Pan and Gerald M. Kosicki's model on the news coverage of women in the Wongkito.co media with the news entitled "Crown as an Inspirational Woman 2023, This is the Message from the Main Commissioner of Pegadaian".

1) Syntactic Structure

Table 1.5 News syntactic structure 3

Observed part	Explanation
Headlines	News titled "Crown as Inspirational Woman 2023, This is the Message from the Main Commissioner of Pegadaian".

Observed part	Explanation
Lead	lead section discusses the information conveyed that the President Commissioner of PT. Pegadaian Loto Srinaita Ginting was named an inspiring woman and won an award at the 2023 Indonesia Top Women Fest event .
Background Information	The background information provided is that the coronation ceremony was also attended by modern women.
Source Citation	The source quote used as the basis for the news comes from the President Commissioner of PT. Pegadaian, Loto Srinaita Ginting.
Statement	News written based on information obtained from sources, the author does not write his opinion.
Closing	The author's closing section presents the results of the discussion on the proportion of women in managerial positions in various fields increasing from 22.32% in 2015 to 32.5% in 2021.

Based on the findings of the analysis above, the syntactic structure model used by Gerald M. Kosicki and Zongdang Pan in the news reporting is acceptable and well organized. The inverted pyramid is used to structure the news.

2) Script Structure

The script structure of the Wongkito.co media in the news entitled "Crown as an Inspirational Woman 2023, This is the Message of the Main Commissioner of Pegadaian" in the Wongkito.co media, the written news has met the criteria with a symmetrical structure. The following script structure analysis findings show how to do this:

Table 1.6 News script structure 3

Script Structure	Explanation
What (What)	The news presented about inspiring women must have outstanding advantages, be detailed, and have empathy.
Who (Who)	The President Commissioner of PT. Pegadaian, Loto Srinaita Ginting, noted the advantages of women in being able to play many roles at the same time.
When (When)	President Commissioner of PT. Pegadaian, Loto Srinaita Ginting was named an inspiring woman on March 24, 2023.
Why (Why)	The pawnshop said that the current economy is supported by MSMEs, pawnshops as financial services companies, especially as fellow women, need to provide support so that more women can have careers.
Where (Where)	Top Women Fest event held in Jakarta
How (How)	In the news, it was explained in the discussion session, the speakers discussed how a woman can have a good career, if she can work together with her family to be able to share time between work and family.

3) Thematic Structure

Thematically, the news presented by wongkito.co only invites the public to know and understand the information conveyed by the source, namely the President Commissioner of PT. Pegadaian, where Loto Srinaita Ginting said that ultra-micro businesses in Indonesia are more difficult to move up a class compared to small and medium businesses, especially those businesses run by women, starting from resources and access to capital. This news has 7 paragraphs with continuous sentences. The theme raised in the news on the media wongkito.co is about inspirational women 2023.

4) Rhetorical Structure

The rhetorical structure of the media wongkito.co emphasizes the fact that women motivate each other to become career women. This can be seen from the words "women need to provide support to each other so that more women can have careers or occupy top-level positions, including our support for women's MSMEs" through this sentence it can be seen that the news emphasizes the existing facts. The arrangement of words used are words that are easy to understand. There is a photo depicting an inspiring woman, namely the President Commissioner of PT. Pegadaian. From the discussion above, this study shows that the inverted pyramid approach is used by wongkito.co when creating news. Where the news begins with the main points of debate covered throughout the report. Next, identify the theme by asking questions that the reader deems necessary. In addition, make sure that the news does not ignore the 5W + 1H components which include the organization and structure of the news in general. The concept of balance is generally present in news published in the media. The concept of news balance in online media is not found in one news item, but rather in updates, fragmented or divided.

Conclusion

After the researcher conducted an analysis using the Zongdang Pan and Gerald M. Kosicki model on the media Wongkito.co with the topic of news about women. The researcher found that Wongkito.co in the syntactic structure uses an inverted pyramid in compiling news. In the script structure, the media wongkito.co has criteria for presenting news using the 5W + 1H elements. In the thematic structure of the media Wongkito.co both discuss inspiring women. Then the paragraphs composed in news 1 are 15 paragraphs, news 2 is 7 paragraphs, and news 3 is 7 paragraphs. Finally, in the rhetorical structure of the author in the media Wongkito.co both use words or sentences that are easy for readers to study. Framing feminism in Wongkito.co's news reflects function educative press with emphasize values gender equality, courage, and leadership Woman. This matter shows Wongkito.co provides platform for Woman for to voice concern they, promote empowerment Woman And development solidarity feminist, as well as allow distribution information in a way fast and efficient. The role of media in educate public for more understand gender issues, challenging existing stereotypes, and push change positive social. By Because that, education press must support gender equality and increase awareness public to norms patriarchy. With Thus, Wongkito.co can functioning as agent change social with educate public for build a more society equivalent.

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