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Foreign and Domestic Online Media Representation of Indonesian Minister of Finance: A Feminist Stylistics Approach

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Abstract: An analysis of how a well-known female public person is portrayed in international and local web media, with a focus on gender representation. The study clarifies the significance of impartial and fair coverage of female leaders in the media by using a feminist stylistics approach. This can help to promote gender equality in society and destroy gender stereotypes. Using a qualitative approach, this study investigates how gender relations are portrayed at the word, phrase/sentence, and discourse levels utilizing feminist stylistics framework developed by Sara Mills. The results show that cultural norms and Sri Mulyani's standing both domestically and globally have an impact on how the Indonesian Minister of Finance is portrayed on foreign and domestic news websites. These factors produce discrete but diverse outcomes. The study finds that the minister is treated properly and without overt gender prejudice by utilizing the feminist stylistics theory framework's three levels of analysis. The results show that cultural norms and Sri Mulyani's standing both domestically and globally have an impact on how the Indonesian Minister of Finance is portrayed on foreign and domestic news websites. These factors produce discrete but diverse outcomes. The study finds that the minister is treated properly and without overt gender prejudice by utilizing the feminist stylistics theory framework's three levels of analysis. This study uses a feminist stylistics method to analyze how Indonesia's Minister of Finance is portrayed in the media, highlighting the significance of impartial and fair representation of public leaders. This thorough examination advances our knowledge of how gender is portrayed in the media and emphasizes the significance of speaking with public personalities in an impartial and fair way.

Keyword: Feminist; Media Representation; Indonesian Minister

INTRODUCTION

It has long been known that the media plays a crucial part in maintaining gendered norms and redefining how women are seen in society and culture through news, publications, television shows, and advertisements. It is now commonly acknowledged that the media has

an impact on the creation, structuring, and control of "sexual differences" (Alkan, 2016; Ward, 2016). Women who hold high positions or are in leadership roles frequently encounter obstacles and stereotypes because society views them as less capable or superior to males.

Numerous issues are brought up by the underrepresentation of women in leadership roles in the news media and their frequently unfavorable portrayal (Humphrecht & Esser, 2017; Lammers & Gast, 2017; Seo et al., 2017). Furthermore, women in political or public roles frequently experience unwarranted scrutiny of their personal lives. Prior studies on Sri Mulyani, the Republic of Indonesia's Minister of Finance, have mostly concentrated on her accomplishments, leadership style, and difficulties (Dewi & Rachmawati, 2014; Murtomo & Riyanto, 2021; Riantoputra & Gatari, 2017). Only a few studies have used Sara Mills' critical discourse analysis approach, although some have used linguistic devices to analyze her representation in local news (Haryadi & Suardi, 2018; Hasibuan, 2016). (Rafiq, 2019; Triana et al., 2021)

In addition, it is essential to have women in leadership roles in order to promote gender equality and challenge conventional gender stereotypes. Fair and accurate portrayals of female leaders in the media act as potent role models for upcoming generations, encouraging young girls and women to aspire to leadership positions and overcome gender stereotypes. Thus, it is essential to comprehend how strong female role models such as Sri Mulyani Indrawati are portrayed in order to promote social change and challenge gender norms in both domestic and international settings (Lee & Park, 2018; Oktaviani et al., 2021; Sinaga et al., 2018).

This study intends to fill in these research gaps by examining how Indonesian Minister of Finance Sri Mulyani Indrawati is portrayed in both domestic and international online news outlets. It will pay particular attention to her function as the host and Indonesian representative at the G20 forum, which is being held in the nation. This study will examine how Sri Mulyani is portrayed in domestic and international online media, using Sara Mills' Feminist Stylistic theory. It will also look at how her personal brand is constructed through discourse analysis and word, sentence, and discourse analysis, as well as any possible social and cultural ramifications of these portrayals. This all-encompassing strategy will help us comprehend gender representation in the media better and offer insightful information about the difficulties faced by women in leadership positions.

Additionally, this research will examine the subtle linguistic nuances and stylistic decisions that may disclose underlying gender biases or assumptions in the media's portrayal of Sri Mulyani by utilizing feminist stylistic theory. This analysis will shed light on the intricate relationships that exist between language, gender, and power, emphasizing the role that language plays as a tool for both promoting and dispelling gender stereotypes. The ultimate goal of this research is to support more diverse, inclusive, and objective media portrayals of women leaders, thereby aiding in the ongoing fight for gender equality and the advancement of women in positions of leadership across a range of fields and businesses.

METHOD

The qualitative method was employed in the conduct of this investigation. Researching qualitatively is defined as engaging in activities where quality is connected to meanings, concepts, definitions, attributes, metaphors, symbols, and descriptions of things (Fossey et al., 2002). The naturalist paradigm, which holds that reality is multiple, heterogeneous, and holistic and cannot be divided, is incorporated into the qualitative method. Because it aims to understand the analysis and concentrate on offering information on cultural phenomena, qualitative research is categorized as descriptive (Santosa, 2017).

Sara Mills' feminist stylistics framework serves as the foundation for the data analysis technique employed in this study. Sara Mills has suggested ways for people who are interested in how gender relations are portrayed to apply linguistics and language analysis to

develop a set of tools that may reveal the mechanisms of gender in texts at a number of different levels (Mills, 2002). There are three different levels of analysis: discourse, phrase/sentence, and word level analysis.

RESULTS AND DISCUSSION

Result

The results of this research reveal that the representation of Sri Mulyani Indrawati, Indonesia's Minister of Finance, in both domestic and foreign online news media exhibits specific yet distinct portrayals influenced by cultural norms and her international reputation. The following is an explanation of the results.

Analysis at the level of words

Gender - specific words

Table 1. Foreign News

No	News site	Address term
1	Reuters (Indonesia calls for G20 joint ministerial forum to tackle food crisis)	- Indonesian Finance Minister Sri Mulyani Indrawati - Sri Mulyani
2	Bloomberg (Divided Over Russia, G-20 Aims at Food Security, Debt Crises)	- Sri Mulyani Indrawati, Indonesia’s finance minister - Indrawati - She
3	Strait Times (G-20 finance chiefs pledge to tackle rising food crisis, but remain split over Russia's role in it)	- Indonesia's Finance Mulyani Indrawati - Dr. Sri Mulyani said - She - Dr. Sri Mulyani said

Table 2. Domestic News

No	News site	Address term
1	Kompas (Indonesian Minister Projects 20 Percent Rise in Global Food Prices by End-2022)	- Indonesia’s Finance Minister Sri Mulyani Indrawati - The minister - She - Sri Mulyani
2	Tempo (Sri Mulyani Asks G20 Countries to Tackle Global Crisis)	- Indonesian Finance Minister Sri Mulyani Indrawati - Her - Sri - She - The minister - Sri Mulyani
3	Jakarta Post (G20 host Indonesia calls for joint ministerial forum to fight food crisis)	- Finance Minister Sri Mulyani Indarwati - Sri Mulyani - She

The six news websites with terms categorized by gender have been appropriately highlighted. Online news sources from both local and international countries, however, refer to Sri Mulyani Indrawati as the Finance Minister of Indonesia in slightly different ways. The comparison from two distinct news websites is shown below.

1. Indrawati mentioned, in addition to pandemic concerns, "an alarming increase in risks to food security" caused by the conflict in Ukraine and its aftermath. (Source: Bloomberg)
2. Dr. Sri Mulyani stated that all members concurred that "a lot of attention, intervention, and policy" is required to enhance and rectify the supply interruption in order to address the existing problems with food security. (The Times of Strait)
3. Sri Mulyani urged the use of all available funding sources to preserve social and economic stability, particularly in low-income and emerging nations, and to save lives. (Kompas)
4. Sri emphasized that the three risks have increased the susceptibility of all nations' debt positions, not only those with low and moderate incomes. (Tempo)

While domestic news sources like Kompas and Tempo use the finance minister's first and middle name, one foreign news source, Bloomberg, reports Sri Mulyani Indrawati using her last name. This is because the way the news is constructed is influenced by cultural variations. Respect is also demonstrated in Western society by addressing them by their last name or by using titles like Dr. In contrast, calling someone by their first name in Indonesia is acceptable regardless of how far away they are from us—as long as honorifics are used to address those who are older than us.

Generic Nouns

Table 3. Foreign News

No	News site	Address term
1	Reuters (Indonesia calls for G20 joint ministerial forum to tackle food crisis)	<ul style="list-style-type: none"> - G20 finance and agriculture ministries - G20 meeting of finance leaders - G20 members - Group of 20 finance chiefs - Finance and health ministries
2	Bloomberg (Divided Over Russia, G-20 Aims at Food Security, Debt Crises)	<ul style="list-style-type: none"> - The finance ministers and central bank governors - Officials - The person
3	Strait Times (G-20 finance chiefs pledge to tackle rising food crisis, but remain split over Russia's role in it)	<ul style="list-style-type: none"> - The finance ministers and central bankers - Financial leaders from Western countries - Finance and agriculture ministers - Finance and health ministers - Foreign ministers - Russian officials - Senior officials

Table 4. Domestic News

No	News site	Address term
1	Kompas (Indonesian Minister Projects 20 Percent Rise in Global Food Prices by End-2022) Tempo(Divided Over Russia, G-20	- Members of the major economies
2	Aims at Food Security, Debt Crises)	-Finance Minister

3	Strait Times (Sri Mulyani Asks G20 Countries to Tackle Global Crisis)	<ul style="list-style-type: none"> - Members of Russian President Vladimir Putin's government - Finance ministers - Ministers - A treasury - Russian officials - G20 finance officials - Ministers of finance and governors of central banks
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Since none of the six news sites utilize gendered terms to designate whether a piece of content is female or male, the gender-neutral terminology used throughout has been done correctly. Terms that designate the representatives of government departments, such as members and officials, are gender-neutral. Nothing in the news uses words or expressions that are misogynistic. This data demonstrates that all of the news writers here concentrate on Sri Mulyani's professional qualities, such as her position as Indonesia's minister of finance, and ignore the fact that she is a woman or a female politician.

Analysis at the level of phrase/sentences

Presupposition/Inference

Conjecture in the headlines

1. According to the Strait Times, G-20 finance chiefs promise to address the growing food crisis, but they disagree about Russia's involvement.
2. To address the food crisis, Indonesia requests a G20 joint ministerial forum (Reuters). Foreign news websites tend to be more accommodating of unbiased, broad viewpoints in their headlines, often omitting any reference to the actor or individual in question. The ongoing conflict between Russia and Ukraine is one of the major topics that are covered in the news, along with the Indonesian Finance Minister's appeal to combat the food crisis.
3. Sri Mulyani Requests G20 Leaders to Address World Crisis (Tempo).
4. An Indonesian minister anticipates a 20% increase in world food prices by the end of 2022 (Kompas).

The writers of domestic news websites identify the actor in the headline, in contrast to those of foreign news websites. It specifically mentions Sri Mulyani Indrawati, the Finance Minister and the host country of the G20 meeting in Indonesia.

Transitivity Choices

The majority of the processes are mental processes, according to the transitivity choices that were gathered from each of the six news sites. Examples of mental processes in use are as follows:

1. According to Sri Mulyani, the world is experiencing alarming levels of hunger as a result of export restrictions, war, and the pandemic's aftereffects. (Reuters)
2. In her introductory remarks for the Friday meetings, Indonesia's finance minister, Sri Mulyani Indrawati, stated that the G-20 talks had been "very difficult but sometimes fruitful." (Source: Bloomberg)
3. Sri Mulyani urged the use of all available funding sources to preserve social and economic stability, particularly in low-income and developing nations, and to save lives. (Kompas)

4. Sri emphasized that the three risks have increased the vulnerability of many nations' debt positions, not just those with low and middle incomes. (Tempo)

There are two material processes found in the news texts but only in domestic news sites. Below are the results:

1. Indonesian Finance Minister Sri Mulyani Indrawati today opened the third meeting of finance ministers and central bank governors of G20 member countries in Nusa Dua, Bali. (Tempo)
2. Indonesian Minister projects 20 Percent Rise in Global Food Prices by End- 2022. (Kompas)

Quantitatively, there were not many material processes; however, this does not imply that the Minister plays a passive role, as the news also highlights Sri Mulyani's highlighting and discussing of major economic issues in the G20 forum. The two excerpts from the headline demonstrated how the Minister is also given the position of an actor doing specific actions or making decisions in domestic news.

Analysis at the level of discourse

The implicit representation of respect between Indonesia, an Eastern culture, and foreign news sites, Western culture, is demonstrated by the way that Sri Mulyani's name, whether it be her first or last, is addressed.

Since direct quotes tend to pique the reader's interest, they enhance authenticity and humanize the story in journalism. The aforementioned quotation perfectly captures the essence of Sri Mulyani as a person who is mindful, determined, provides thorough counsel or solutions, and involves everyone in a concerted effort.

Bloomberg, Reuters, and the Strait Times, on the other hand, maintain news objectivity by covering the G20 in general and focusing primarily on coverage of other official G20 representatives. They briefly note that Sri Mulyani requested that the ministerial forum ensure food supply.

Discussion

There are two distinct ways that Sri Mulyani Indrawati has been portrayed in both domestic and international news. The first one has to do with how her name is pronounced. This has to do with the way that every news website reflects the cultural norm. While the majority of the foreign websites are from Europe and other Western nations, the local news websites are from Indonesia, a country with Eastern cultural norms. As a result, even something as basic as calling someone by name in a news text has a slightly different meaning in this context—namely, addressing a woman—while serving the same function. This is out of respect. Gender stereotypes are not addressed by a specific term for the minister. All of the news texts have fairly constructed generic nouns or gender-neutral language. This result supports a study by Haraldsson & Wängnerud (2019) on gender discrimination in media coverage of female politicians, which is different from previous research and is getting less and less of it.

The second has to do with how Sri Mulyani Indrawati is framed. The domestic news website reports on the minister's plans and projects, focusing on her in a personal or individual framework (Juwita et al., 2020; Susilo et al., 2019). and the way in which she managed the forum to combat the food crisis. She is portrayed as being critical and aware of her leadership role in bringing together the G20 leaders to work toward the common objective of strengthening the world economy in the wake of the pandemic and amidst the conflict between Russia and Ukraine. Additionally, they re-introduced Sri Mulyani as the news or the main actor. However, she is portrayed professionally and her personal qualities are not highlighted on foreign news sites, as the majority of the topics covered the outcomes of the G20's discussion and sources from other officials via quotes from their statements

about the global gathering. Nonetheless, positive rather than gender-driven coverage of Sri Mulyani's significant role in the G20 can be found on both domestic and international news sites.

This result is in line with the earlier research by Biscomb & Griffiths (2013) and Alkan (2016) on the growing trend in media coverage of women's representation in terms of quantity that has shifted to more noticeable.

CONCLUSION

Because of cultural norms and Sri Mulyani's reputation both in Indonesia and abroad, the analysis of the Indonesian Minister of Finance's representation on foreign and domestic news sites produces specific but distinct results. She is addressed fairly and devoid of any gender-specific tendencies within the feminist stylistics theory framework's three levels of analysis. This is evident from the word-by-word analysis, which shows that her name appears on every news site under titles, first-middle, or last-name. There is a slight variation in how first or last name and additional title are used.

This is due to the fact that it is customary in the nations where foreign news sites are based to address people by their last name as a sign of respect. The analysis also showed that there is no language that is gender-specific, confirming that all of the news sites highlight Sri Mulyani's role as the Indonesian Minister of Finance and her participation in the G20 meeting without relating gender stereotypes to her personal or professional background. Instead, the address system is built on a professional or political foundation. Sri Mulyani Indrawati is portrayed as a person who is mindful, resolute, and capable of providing thorough counsel or solutions by taking into account the needs of all parties in a well-organized manner.

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