THE EXISTENCE OF INDONESIAN WOMEN IN WOOP.ID AS AN ONLINE PORTAL MEDIA INFORMATION

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ABSTRACT

The impact of current Digital Era and the influx of various Popular cultures is one reason why women began to show their existence in online media. The digital age makes women and society as a whole find a lot of conveniences, one of which is finding information, news or articles. However, nowadays women are attached to a variety of negative opinions in online media such as pornography objects and sexism issues, but with the presence of a number of special websites around women as if they have more value than sexism but have a positive space in online media. The phenomenon of women's interrelation and the internet is interesting to observe because the internet has its own way of opening new spaces for women to interact those penetrate distance, space, and time. Women move into a market icon that has spectacular value in the world of marketing. Women are considered great beings who can balance between social life, family, carrier, entrepreneurs and various interesting hobbies simultaneously. By analyzing the contents of the text in the media and dissecting articles on the woop.id website that represent women in general and broad in a more concise portion of the lives of women who are active and dynamic in a portal. Acculturation of pop culture and conventional culture Fashion & Beauty, Health, Wedding, Love & Sex and other representations of how many parts of a woman positive action on the internet, not just being a cyberporn, sexual harassment, kidnapping, behavior narcissistic, and consumptive cultural targets. The existence of this website seems to be the starting point for all negative women's imagery in online media and helps accelerate women's empowerment in Indonesia.
Keywords: women, online media, internet, popular culture.

INTRODUCTION

The issue of gender inequality generally refers to acts of sexism, occurring also in the realm of the online world. Sexism is a notion or a form of prejudice that is negative towards other groups simply because of differences in gender or sex. Sexism generally attacks women and tends to lead to acts of discrimination. Sexism understands that whatever happens, women are weak, and their position is lower than men. As a result of sexism, many women neglected their rights and abilities. It cannot be denied, mass media such as advertising is one aspect that has a big influence from the emergence of the issue of sexism. As part of mass media, advertising not only has a marketing message, but also serves to form a special image of the various messages contained in the ad. Departing from the formation of images produced by advertising, unconsciously the mindset of the audience becomes fragmented.

When observed, in general the formation of the image of women in advertisements is physically described as having blushing white skin, beautiful straight hair and a slim body. Women are also portrayed as weak and have the duty to take care of household chores, such as washing, ironing, cooking, cleaning, and shopping. Only women who meet the imaging criteria will be a concern for men.

The entry of various popular cultures is one reason why women began to show their existence in online media. Today, women are attached to various negative opinions in online media such as pornography objects and sexism issues, but with the presence of several special websites around women as if they need more value not only sexism but also have a positive space in online media. The phenomenon of women's interrelation and the internet is interesting to observe because the internet has its own way of opening new spaces for women to interact the penetrate distance, space, and time. Women move into a market icon that has spectacular value in the world of marketing. Women are considered great creatures where they must balance social life, family life, carrier, entrepreneurs and various interesting hobbies simultaneously.

By analyzing the analysis contents of the text in the media through dissecting various articles on the websites of woop.id, women can be presented more broadly in a more concise portion in a portal, the life of women who are active and dynamic.

Website is one of the new communication media, in a website, loaded with various interesting information and updates. Woop.id is one of the websites that represents the vastness of the world of women framed by the constructively of mass media, especially in online media.

The woop.id is one of online media that very representative of women in general, the scope of women as outlined in the entire content on this website. The content on this

website are culinary, fashion & beauty, health, wedding, love & sex, celebrity, traveling, story, pets and family & parenting.

Uniquely, from the many pages on this website, there are 3 main topics on the front page of the website, they are fashion & beauty, love & sex and traveling as editor's pick.

RESEARCH METHODS

The research approach is qualitative and this type of research is descriptive, because it does not attempt to find causality. This study only wants to provide a description or description of the existence of Indonesian women in online media information portals.

By conducting library research, this research specifically also wants to describe the history and development of online media in Indonesia. In compiling this study, the authors conducted a literature search in the form of books, papers, and articles related to the writing discussed in this study.
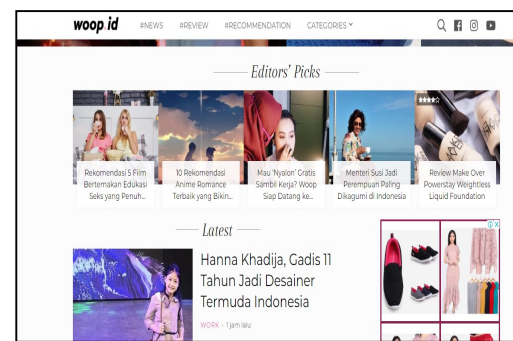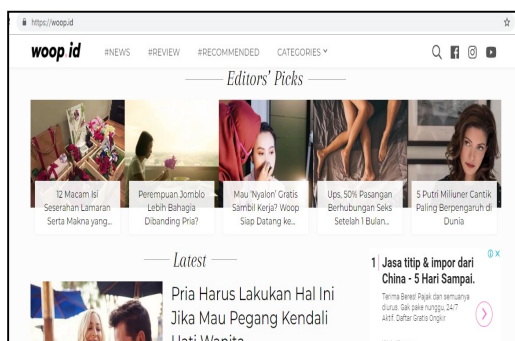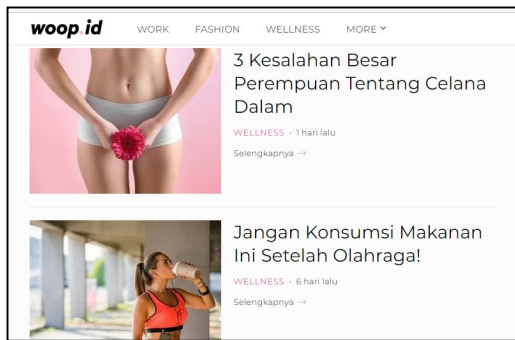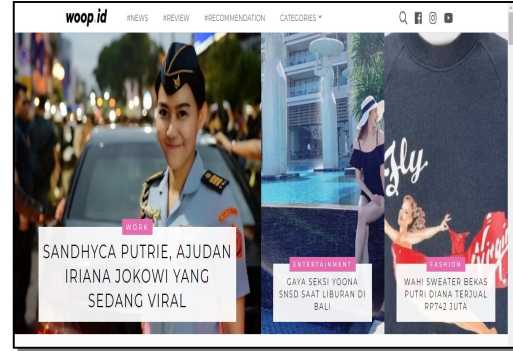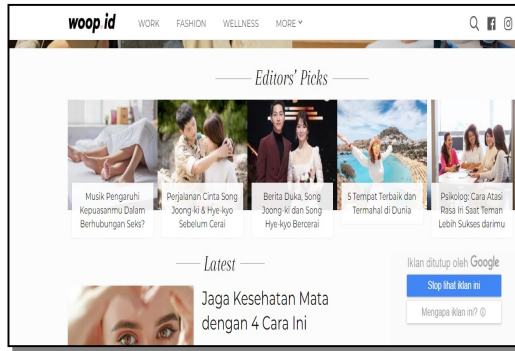
RESULTS AND DISCUSSION

The discussion in this article is limited to the woop.id online media portal, and it will raise the content and language style.

Results

1. Content

Content that is on the woop.id website is very representative of women in general, the scope of women as outlined in the entire content or content on this website. The

Picture 1. The Online Portal
source: www.woop.id, 2019

content on the website are Culinary, Fashion & Beauty, Health, Wedding, Love & Sex, Celebrity, Traveling, Story, Pets and Family & Parenting. Uniquely, from the many pages on this website, there are 3 main topics on the front page of the website, Fashion & Beauty, Love & Sex and Traveling as editor's pick. This represents the three biggest needs regarding information needed by women about fashion, beauty, romance, sex, and traveling.

On the second line, but still in editors' place, there are news about marriage, family (children), fashion, entertainment and tips for women. The second line also shows the side of the woman as a wife and mother in a family. Information needs related to husband and wife households, family relations with children turned out to be quite interesting so that it was worth showing. In fact, a woman loves to take care of herself, so many articles in woop.id discuss about tips on caring for women.

2. User Behavior (online - offline)

The way of writing is definitely different between writing articles in ordinary printed media by writing in online media. The writing style is more relaxed and persuasive, so the readers feel comfort. One of the following is the writing style in one of the woop.id articles:

> *"Yeay, setelah melewati ribuan jam untuk bekerja keras yang melelahkan, sekarang waktunya untuk kamu mempergunakan hak cutimu untuk pergi berlibur dan bersantai sejenak. Gunakan uang yang sudah kamu kumpulkan selama ini untuk memanjakan diri sendiri dengan berlibur ke tempat terbaik di dunia. Namun untuk mendapatkan yang terbaik, pasti kamu harus membayar harga yang mahal juga. Jadi ayo siapkan uangmu dan datanglah ke lima tempat liburan terbaik dan termahal di dunia ini.."*

The word 'Yeay', in the article shows the writing style on this website as if it wants to get closer to the writer and the reader. 'Yeay' itself is a term for a supposition of expressions of freedom, pleasure or desire those are realized and what uses the word 'Yeay' itself is mostly women.

To greet their beloved readers, the woop.id website has a special greeting, which is "'*Kamu*', for example:

> *"Suka dengan tempat dingin dan juga hobi bermain ski? Tidak ada salahnya untuk datang ke deerfields estate. Deerfields Estate persisnya terletak di pegunungan Deer Crest. Di tempat ini pula berdiri komunitas ski paling bergengsi di Amerika Utara. Jadi bagi kamu yang hobi bermain ski, kamu harus banget datang kesini.."*

The word '*Kamu*' in the initial greeting in each article shows the closeness that the writer and the reader want to wove. The word '*Kamu*' emphasizes friendship and emotional closeness. The use of the word is preferred by most women because they tend to be loyal to something, they consider to have a personal closeness with them, compared to using the word '*Anda*'.

3. Links with social media

Social media is an online media, with users able to easily share, share and create the contents of blogs, social networks, wikis, forums and the virtual world. Blogs, social networks and wikis are the most common forms of social media used by people throughout the world. Social media takes various forms including magazines, internet forums, weblogs, social blogs, microblogging, wikis, podcasts, photos or images, videos, rankings, and social bookmarking.

By involving a set of theories in the field of media research (social representation, media wealth) and social processes (self-presentation, self-disclosure). Kaplan and Haenlein created collections for various types of social media in the Business Horizons article reported in 2010. According to Kaplan and Haenlein has six types of social media: collaborative projects (for example, Wikipedia), blogs and microblogs (for example, Twitter), content communities

(such as YouTube), social networking sites (such as Facebook), virtual world games (for example, World of Warcraft), and virtual social world (Second Life for example) (Michael, 2010: 59).

Nowadays, social media is a new force in communication. Actually, it has become important for working women while managing the household to keep in communication with their partners. The intensity of meeting is permanent but distance can still be brought closer by using media for survival. Even though it is not the only media that can overcome communication problems but it also cannot be denied because many are fond of.

Social media is online content that is created using highly accessible and measurable technology. The most important of these technologies is how to move people, read and share news, and search for information and content.

Mayfield (2008: 5) defines social media as the best understanding of a new type of online media group, which includes the following characters:

1. Participation: social media encourages contributions and feedback from everyone who is interested. This obscures the boundaries between the media and the public.

2. Openness: social media services are open to feedback and participation, and encourage to choose, comment and share information. There are rarely obstacles to accessing and using content, because password protected content is not liked

3. Conversation: when traditional media still distributes content to audiences,

social media is better known in two-way communication.

4. Community: social media can form communities quickly.

5. Connectivity: most social media develops in connection to other sites, other sources and other people.

Horton (2009: 2) states that when we examine the definition of social media, several criteria emerge; 1) Internet-based; 2) Users produce and publish information; 3) Community sharing posts, comments, hobby data; 4) Multimedia; 5) Can immediately make publications; 6) Eliminating geographical bulkheads; 7) Incorporate old and new internet technology.

From this website, modern women who also exist in the social media can be directly connected with social media accounts such as Twitter and Facebook. In addition, readers of this website can also interact directly with the Woop.id web administrator because there is a page that is connected to an online admin.

In addition to social media and online chat, this website also promotes friendship in women's forums, a place to share information that is much more private with fellow members on woop.id. Frequently through this website they can find new friends, new clients or even new buyers for those who advertise through this website.

Discussion

1. Online Media: History and Development

Online media is included in the new media category, which is a fast-developing

media. In the past, the internet was difficult because the infrastructure was expensive, it is now growing and internet connections are easily available everywhere. In 2000, the internet was only used by large companies, banks, government, and other institutions. Online media in Indonesia were mostly born during the fall of the Suharto government in 1998, where alternative media and breaking news became commodities that many readers were looking for.

In Indonesia, online media initially only transfers the contents of the news that is in the newspaper to the online media. In other words, the printed version of the online news product has no difference, exactly the same. But what was done by the site www.detik.com in mid-July 1998 was not the case. Detik.com does not move the printed version of the online news.

The public looks at online media because there is saturation in the print media market after the 1998 reformation. The public sees online media as having a profitable opportunity because its investment is considered cheaper than conventional or printed media. Therefore, people then competed to make online media.

2. Online Journalism

Online journalism was born on January 19, 1998, when Mark Drugde revealed the story of United States President Bill Clinton's affair with Monica Lewinsky or often called "monicagate".

At that time, Drugde was armed with a laptop and modem, broadcasting news about "monicagate" via the internet. All people who access the internet immediately find out the details of the "monicagate" story.

The case was similar to the fall of Soeharto's New Order government in 1998. At that time, all the media were in the grip and strict supervision of the New Order government. The strictness of supervision has resulted in the emergence of alternative media through the internet. At that time all the news about the depravity of the New Order was disseminated through online media such as through the internet by pro-democracy activists (kdpnet.activist.com or kdp.usa.net).

One of the most common online media designs applied in modern journalistic practices today is in the form of news sites. The news site or information portal as the name suggests is a gateway to information that allows access to information to get various features of online technology facilities and news inside. The content is a combination of interactive services related to information directly, such as direct responses, article searches, discussion forums; for example games, chat, quizzes, etc.

3. Characteristics of Online Media

These are some of the characteristics of online media or online portals that will be the reference in this study:

a. Content versus platform

In an online media, content is very influential, because if the content in online media is not good, whatever is provided in the online media, will be abandoned by internet users, because it is considered unattractive.

However, if the content is considered not good, it is overcome by improving the

platform in the online media. Attractive design or appearance also reflects the content of the website, where women especially like the appearance of an object that is beautiful, cute, colorful and attractive. The content that is favored by women in a website is one that discusses about man, women's world and other issues related to women.

b. User Behavior (online - offline)

The way of writing is definitely different between writing articles in ordinary print media by writing in online media. In an online media, there are different characteristics in writing info with offline media. The fundamental difference is in the writing style that is more relaxed, fun but still informative and educative.

c. Statistics (high traffic - ads)

In an online media, high traffic does not necessarily produce large ads. Women have their own way not to be trapped in an advertisement, they tend to be more selective in an advert, so many websites that are full of advertorials will not necessarily be visited by many, because it will make a portion of the content desired by women.

d. Marketing (accurate)

Online media is currently the most effective marketing media to beat electronic media such as TV and radio media. And the great thing is not only daily necessities that can be sold on the internet, even primary goods such as homes, cars, land and islands can also be sold on the internet.

e. Technology (cms, free)

Online media allows internet users to have a web for free using software provided to promote and others.

4. Media Portal

New Media is the media that referred to an intermediary or conductor in conveying a message. New media begins with this form of computer-mediated communication (CMC). In Media Now, it mentions several features or facilities found on the internet, namely electronic publishing, entertainment (entertainment), communities (communities), blogs, search engines, and various other features include downloading & uploading data.

The internet is interpreted as a media of change, this is because the internet is considered to have become a new form or pattern in communication. This is the answer to human desires and dreams to be able to "touch" with others more broadly, globally, quickly, and cheaply. And it becomes a new form of media, a new form of communication, new media (Zinaida, 2013: 624).

Online media is a general designation for a form of media based on telecommunications and multimedia (read-computer and internet). Inside there are portals, websites, radio-online, TV-online, online press, mail-online, etc., with the characteristics of each according to the facilities that allow users to use it.

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combination of interactive services related to information directly, such as direct responses, article searches, discussion forums, etc .; and / or that has nothing to do with it, for example games, chat, quizzes, etc (Juju & Feri, 2010: 15-16).

Online media in the form of this information portal, according to Juju and Feri (2010: 16-20), the general characteristics of this type of media are:

a. Speed (actuality) of information

Events those occur in the field can be directly uploaded to this online media website, without having to wait for minutes, hours or days, as happened in electronic media or print media. Thus accelerating the distribution of information to the market (access), with global reach through the internet network at the same time. And generally the information contained in the form of data and facts is not a story.

b. The existence of updating information

Information is delivered continuously, due to updating information. This realtime presentation causes the absence of prime time because the provision of information takes place without interruption, only depend on when the user wants to access it.

c. Interactivity

One of the advantages of this online media that most distinguishes itself from other media is the interactive function. The communication model used by conventional media is usually linear and departs from the top-down tendency. While online media is two-way and egalitarian. Various features such as chatroom, e-mail, online polling / survey, games, are examples of interactive options found in online media. Readers can also submit complaints, suggestions, or responses to the editorial section and can be immediately returned.

d. Personalization

Readers or users are increasingly autonomous in determining which information they need. Online media provides an opportunity for each reader to take information that is only relevant to him, and delete information that he does not need. So the selectivity of information and sensors is in the hands of the users (self control).

e. Cargo capacity can be enlarged

The information contained without limits because it is supported by data storage media on computer servers and global systems. Information that has been provided will remain stored, and can be added at any time, and readers can find it with search engine.

f. Connect with other sources (hyperlinks)

Each data and information presented can be connected with other sources those are also related to the information, or connected to the data bank owned by the media or from outside sources. This hyperlink character also allows users to connect with other users when they enter an online media site and use the same facilities in the media, for example in chatrooms, e-mail or games.

5. Women and Beauty

Online lifestyle media information for women as a source of information for women certainly has its own beauty concept. The media defines beauty in a more

provocative perspective in showing the concept of beauty. Beauty is basically relative but the media gives a different concept of beauty. The media constructs the meaning of beauty itself; this can be seen from several articles about beauty, and some advertisements on cosmetic products and body treatments. Muzayin Nazaruddin (2008: 126) expresses the definition of beautiful according to the media "beautiful is thin, slim, bright skin, long straight black hair, fashionable, maintaining appearance, and routinely perform body care to stay young."

The concept of beauty and the power of the meaning of beauty in society. "Students think that good-looking people are generally more sensitive, kind, attractive, strong, smart, neat, social-minded, friendly and pleasant than people who are not. Students also agree that those who are beautiful are sexually more responsive than those who are not attractive" (Synnot 2007: 117).

Based on the definition of the beauty concept above can be concluded that this time beauty is on the concept of relative beauty where the size of the beautiful itself is different from one another. Beauty belongs to the cultural and geographical where the concepts of beauty is differ between countries, between ethnic groups, and between cultures. As expressed by Nazarudin, "This definition eliminates other definitions of beauty that vary in different cultural regions. In Javanese culture, good hair is "ngandan-andan" like curly hair. Enlightenment Europe characterizes beautiful in the fertility of women, therefore beautiful

are synonymous of fat, as seen in Da Vinci's Monalisa paintings. Africans know the concept of beautiful, and certainly not bright skin, "(2008: 126)

Nazaruddin, Rustandi (2007: 12) states, "In other parts of the continent, beautiful women are illustrated as fat and full. This is reflected in the image of Goddess Venus as a symbol of women's beauty in classical Greek times. In the tradition of the Arabian community, beautiful women are illustrated as fat and have belly creases. They can be found in Middle Eastern belly dancing.

Even in the Arabian tradition, a woman's fertility is judged by whether or not the woman's body is contained. In the 15th century until the 17th century, beautiful and sexy women were defined as those who had large stomachs and pelvis, and plump chests, a part of body related to reproductive function. At the beginning of the 19th century, beauty was defined by those with round faces and shoulders, and plump bodies, while entering the 20th century, beauty was synonymous with women with big buttocks and legs. "

The concept of beauty described in the two ways above is a beauty concept based on universal definition. But the concept of beauty that exists today is the concept of beauty according to the media. At present the culture of the community regarding the concept of beauty has also been affected due to the influence of the concept of beauty media.

Nowadays people tend to agree with the concept of beauty which the media conveys, where the beauty is a woman who has bright skin, tall and slim body, long hair, and so on. In this study the author summarizes how online media currently makes it easier for women to find information and tips that can help them every day.

CONCLUSION

The woop.id is an online lifestyle media intended for Indonesian women. Woop.id successfully represents women and all their information needs through an information portal. Women who have their own world need information and a place to realize themselves. This website will have a very positive impact on the progress of women in Indonesia, and can be an example for other women in the world. The existence of Indonesian women in online media can dismiss all issues of sexism and negative things related to the existence of women themselves in the online area.

The media holds important control in constructing which then represents the woman's body. The media also has its own interests which in this case are the interests of commercialism in every article they publish. The media also tends to direct the image of women into consumptive deprivation. However, the media can also provide positive things by giving good tips and can make it easier for women to find information related to women's daily lives.

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