Analysis of Women's Empowerment in Improving the Quality of Female Journalists in the Indonesian Journalists Association (PWI) DKI Jakarta

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Abstract. This research aims to analyze women's empowerment strategies to improve the quality of female journalists within the DKI Jakarta Indonesian Journalists Association (PWI). Even though the role of women in journalism has increased, significant challenges are still faced in efforts to improve the quality and competence of female journalists. This research uses a qualitative method with a case study approach, which involves in-depth interviews with female journalists, Head of PWI DKI Jakarta, and women's empowerment experts and document analysis related to existing training and development programs. The research results show that empowering women through technical training programs, seminars, and mentoring has proven effective in improving the journalistic skills of female journalists. In addition, support from PWI DKI Jakarta in the form of professional networks, publication opportunities, and access to information resources greatly contributes to the career development of female journalists. However, gender stereotypes and lack of representation in managerial positions remain significant obstacles. The research recommends developing empowerment programs that are more focused on specific aspects such as leadership and media management and expanding the range of support to overcome existing obstacles. With a more comprehensive approach, it is hoped that the quality of female journalists can continue to be improved so that their contribution to the world of journalism can be maximized and positively impact society.

Keywords: Empowerment, journalists, PWI

1. BACKGROUND

The world of journalism is a tough world and also requires courage in carrying out their profession. This is a challenge for female journalists. They are willing to get out of their "comfort zone" and prove that gender is not a problem in carrying out a profession and is not a barrier for those who enter the world of journalism who need flexibility in their work. However, currently, many women are colonizing the profession as a journalist, choosing to work in the field, pursuing information no matter the challenges faced, women with strong determination try to become journalists.

With the participation of women as journalists, it breaks the assumption that journalists can only be done by men. Why is the profession of journalist said to be less suitable for women? So far, we know that the profession of journalist is a field profession, where in any condition a journalist must still carry out his duties even if he has to sacrifice his life, such as when he has to cover a conflict area. This raises the question of whether women are able to do that. In addition to going through quite heavy obstacles, carrying out duties as a journalist has knowledge and insight which is very necessary, however, another thing that must be fulfilled

is being able to socialize with a wide audience with various backgrounds, having to mix with any environment and being ready to go through unexpected working hours because, must be ready if there is sudden coverage.

Female journalists are no different from male journalists who carry out the task of searching for, collecting, processing, and publishing news, however, seeing women carrying out these tasks will give rise to a different paradigm apart from how a journalist carries out their duties in general.

The formulation of the problem in this study is as follows:

1. How is the picture of women's empowerment in journalism activities in the PWI DKI Jakarta environment?

2. How to empower women to improve the quality of female journalists in the PWI DKI Jakarta environment.

3. How is women's empowerment management in increasing the number of female journalists in the Indonesian Journalists Association (PWI) DKI Jakarta.

    The objectives of this research are:

    1. Providing a description/picture of women's empowerment in journalism activities in the PWI DKI Jakarta environment.

    2. This research will also be able to determine the improvement in the quality of female journalists in the PWI environment.

    3. With this research, it can be seen how to increase the number of female journalists in the PWI (Indonesian Journalists Association) environment.
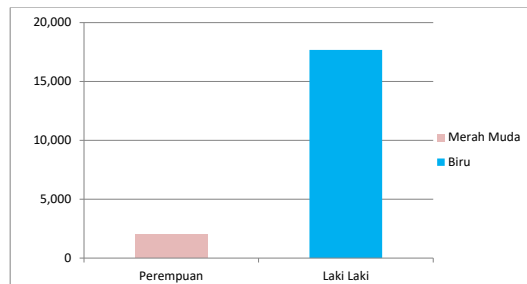
Table 1

PWI Member Journalist (as of Early November 2022)

No	Gender	Amount
1	Male Journalist	17,670
2	Female Journalist	1.983
	Total	19,653

Source: PWI Center, 2022

Table 2

PWI Member Journalist (as of Early November 2022)

Source: PWI Center, 2022

THEORETICAL STUDY

1. Women's Leadership Theory

Leadership comes from the basic word leader in English, leadership is called leadership, the origin of the word is leader, from the root word to lead which means moving first, walking at the beginning, taking the first step, acting first, pioneering, guiding, directing the thoughts or opinions of others, and moving others through their influence.

In another sense, women can be equated with women. In Javanese, women have the meaning of "wani tata". So women are people who dare to be managed. In today's development, many women have emerged as leaders in various fields, so that women have additional duties, namely in addition to being housewives, they are also leaders.

Now women are able to give their voice in participating and controlling the development of a better country. Of course this is a policy in obtaining the benefits of equality and fairness from development. Now is the time for women to advance and have an important role in leadership.

Women's Leadership Indicators:

a. Female Leader as The Mother (Sympathetic)

The mother or motherhood in public office assumes that female leaders have a more sympathetic attitude than male leaders, such as a mother who is ready to provide medicine, is always willing to be a good listener and female leaders are also easy to exchange ideas and talk about personal problems.

b. Female leaders as Seductresses

Female leadership as a Seductress or temptress is a female leader who tends to introduce more elements of competition and jealousy to her employees and female leaders are sometimes unaware that this seductive attitude can create enthusiasm in their employees or

subordinates. In this case, female leaders are considered as a factor that can motivate employees or staff to be more active in working.

c. Female leader as The pet (Family)

Female leaders as the staff's favorite is something that is often found in the world of work, this favorite character is adopted by employees as something that is able to show the greatness of female leadership that female leaders are able to make a better approach to employees than to male leaders.

d. Female leader as The iron maiden (Emphasis)

The "iron maiden" which is a role where the female leader has a firm attitude in leading. This iron maiden role tends to make female leaders more firm in leading their subordinates, this is so that they can make their subordinates better at work or more disciplined in the world of work, this tends to give a firm impression.

2.   Feminism Theory

Feminist theory is a theory as an attempt to criticize the study of men to transform structural pressures, starting from the experience of pressure as women. One focus of the study here is liberal feminism which is a variant of feminism that bases its thinking on the liberal concept where men and women have the same rights and opportunities, men and women are creatures who both have rationality. Various liberal feminist movements have emerged, especially in America, as the country of birth, also the country with the largest number of feminists, which had a great influence at that time, although there were many critics who attacked the thoughts of liberal feminists (Gadis Arivia, 2003:110).   Feminism (its figures are called Feminists) is a women's movement that demands emancipation or equality and justice of rights with men. Feminism is not like other views or understandings. Feminism does not come from a theory or concept based on a single theoretical formula. That is why, there is no specific abstraction of understanding of the application of feminism for all women throughout time.

The definition of feminism itself according to Najmah and Khatimah Sai'dah in their book entitled Revisi Politik Perempuan (2003:34) states that feminism is an awareness of the oppression and exploitation of women that occurs both in the family, in the workplace, and in society and the existence of conscious actions by men and women to change this situation lexically.

a. Types of Feminist Theories

If seen broadly, feminist theory itself is centered on 3 things:

1. The main object of research is how women experience and live in society,
2. Placing women as the main subject in the research process of feminist theory.
3. An effort to create a world without inequality, where women live a much better life.

b. Feminist theory itself is divided into several types, namely as follows:

1. Cultural Feminism Theory

   In the cultural feminist movement, the main focus of the theory is focused on exploring the values held by women in society, namely how they realize that they are positioned differently from men. Cultural feminist theory believes that by knowing the potential of women insociety will develop healthier sources of power than if the society only focused on androcentric culture.

2. Liberal Feminism Theory

   People who adhere to liberal feminist theory believe that gender inequality in society occurs because of an unfair (sexist) division of labor and the strength of patriarchal culture.

3. Radical Feminism Theory

   This feminist theory does have a view that is quite different from the two previous feminist theories. Adherents of radical feminist theory focus on women and ignore men, so that in its development, this theory becomes one of the most extreme feminist theories. They focus on the struggle for women's separatism and focus on fighting for women's rights biologically, which makes radical feminism even more extreme is the assumption that men do not contribute at all to society.

4. Anarchist Feminism Theory

   Similar to radical feminism, anarchist feminist theory is one of the most extreme feminist theories. Adherents of this theory believe that the center of the problems experienced by women today is the state and men. Therefore, anarchist feminists aim to destroy the state and overthrow the government led by men.

5. Marxist Feminism

   Marxist feminist theory believes that gender inequality occurs because of capitalism's oppression of women. Therefore, this feminist movement aims to overthrow the capitalist system.

6. Socialist Feminism Theory

This feminist theory is critical of Marxist feminist theory. Socialist feminists believe that the problems experienced by women today are not caused by capitalism, because before capitalism existed, women's positions were already below men. The main goal of social feminism is to eliminate the male ownership system in the social structure of society.

3. Gender Theory

The term gender was first introduced in America in the 1960s as a form of radical, conservative, secular and religious struggle to voice the existence of women which then gave birth to gender awareness. The concept of gender is a trait that is inherent in both men and women and is the result of social and cultural construction such as women who are considered or known as gentle, beautiful, motherly creatures and so on. While men are considered strong, rational, manly, mighty and so on, but currently it is not absolute like that because there are also gentle and emotional men while there are also strong and rational women.

a. Gender Mainstreaming Theory

Gender mainstreaming is an interrelated effort regarding planning and policy regulation in gender-responsive development, this aims to achieve equality and justice in all areas of development, in this case the main concern is women.

b. Gender Equality Theory

Gender Mainstreaming (Pug) Gender equality is still the main menu in development, efforts that have been made to achieve gender equality and justice in development still face various challenges. In practice, women are still in a lagging position when compared to men, as a result women experience many setbacks in various fields of development.

c. Gender Injustice and Discrimination

Gender injustice and discrimination are conditions of inequality and disparity or injustice resulting from a social structural system where both women and men are victims of the system.

Forms of manifestation of gender injustice due to gender discrimination include:

1. Marginalization or Marginalization

The process of marginalization or impoverishment is a process, attitude, behavior of society or state policy that results in the exclusion/impoverishment of women or men.

Examples of marginalization:

2. Subordination

The process of subordination is a belief that one gender is considered more important or more important than the other gender, so that there is a gender that feels second-class or less heard, and even tends to have its energy exploited. There has long been a view that places the position and role of women lower than men.

3. Stereotype Views

Stereotypes are labels that are often generally negative towards a particular gender. Stereotypes always give rise to injustice and discrimination that originate from gender views.

4. Violence

Violence is an attack on the physical or mental integrity of a person's psychology. Therefore, violence does not only involve physical attacks such as rape, beatings, and torture, but also non-physical ones such as sexual harassment, threats and coercion so that emotionally women or men who experience it will feel disturbed. The perpetrators of violence that originates from gender are diverse. Some are individual. Various forms of violence against women occur as a result of unbalanced gender roles.

5. Double Burden For Women

Double burden is the role and responsibility of a person in carrying out various types of daily activities. The double workload that is very burdensome for a person is a form of discrimination and gender injustice. In a household in general, some types of activities are carried out by men, and some others are carried out by women. This double burden is often viewed from a cultural perspective as a form of devotion and noble sacrifice that will later receive an appropriate reward in the afterlife. However, there must be a limit to this sacrifice, because unlimited sacrifice means leading to injustice.

d. Comparison of Female Journalists in Gender

What about the mass media sector? According to a study report by the Alliance of Indonesian Journalists (AJI) in 2012, out of 10 journalists, only 2-3 are women. This means that if there are 1,000 journalists, only 200 to 300 are women. The rest are all male journalists. In Jakarta, there are 60 percent male journalists and 40 percent female journalists. This percentage can be even higher in areas outside Jakarta (Stellarosa and Silaban, 2018). In government radio media, there are 45 percent female workers and 55 percent male workers. The position of these female workers is as contract workers. In position 5 Dr. Sunarto, M.Si Dr. Nurul Hasfi, MA Amida Yusriana, M.IKom structural, out of 900 structural positions, only 300 positions are occupied by female workers. The rest are dominated by male workers (Stellarosa and Silaban, 2018). Such conditions are also found in the current situation. The

number of female journalists occupying editorial management positions is still small. Male journalists still dominate these management positions. Observations on several conventional media in the country show this. This can be seen in the following table;

Table 3

Perbandingan Jumlah Pekerja Media Lokal dan Nasional
Berdasarkan Gender di Indonesia

| GENDER | KORAN LOKAL | | | | | | KORAN NASIONAL | | | | | | TOTAL |
| | CEO | REDAKSI | | BISNIS | | SUB | CEO | REDAKSI | | BISNIS | | SUB | |
		LEADER	STAFF	LEADER	STAFF			LEADER	STAFF	LEADER	STAFF		
Laki-laki	6	70	192	10	11	299	5	86	206	8	0	305	594
	(1.5)	(18.2)	(49.9)	(2.6)	(2.9)	(75)	(1.2)	(21.2)	(50.7)	(2)	(0)	(75)	(75%)
Perempuan	0	13	63	4	18	96	0	28	70	3	0	101	197
	(0.0)	(3.4)	(18.4)	(1)	(4.2)	(2.5)	(0)	(6.9)	(17.2)	(0.7)	(0)	(25)	(25%)
TOTAL	6	83	255	14	27	385	5	114	276	11	0	406	791
	(1.5)	(21.6)	(66.2)	(3.6)	(7.1)	(100)	(1.2)	(29.1)	(68)	(0.7)	(0)	(100)	(100)

Sumber: Suara Merdeka (21 Januari 2020: 6), Jawa Pos (9 Oktober 2019: 4), Media Indonesia (9 April 9: 4) da Kompas (21 Januari 2020: 6 & 11)

The table above shows that the number of male workers is 75 percent compared to female workers (25 percent). Specifically in the editorial office, there are 565 male journalists (76.5 percent) and 174 female journalists (23.5 percent). In the top management position, there are 41 female journalists (21 percent) compared to 156 male journalists (79 percent). When viewed from the aspect of loyalty, it seems that the condition of local media is worse than national media. This can be seen from the table above. Of all the journalists in local media (338 people), there are 77.5 percent male journalists and 22.5 percent female journalists. Meanwhile, at the national level, there are 390 journalists (100 percent) with a composition of 74.9 percent male journalists and the remaining 25.1 percent are female journalists. In the editorial field, of all the leadership positions (83 people), only 16 percent are female journalists who occupy leadership positions. While male journalists are 84 percent. Meanwhile, in the national media, from all the existing leadership positions (114 people), as many as 25 percent of female journalists occupy leadership positions and as many as 75 percent are occupied by male journalists.

This kind of thing is certainly not in accordance with the expectations in Article 281 of the 1945 Constitution Amendment which states that everyone has the right to be free from all forms of discriminatory treatment based on anything. Everyone also has the right to receive protection from any discriminatory treatment. This value of equality is also reinforced by the UN Convention on the Elimination of All Forms of Discrimination for Women which was ratified by the Indonesian government into Law Number 7 of 1984 concerning the Women's Convention (Anonymous, 2004).

Based on the description above, it can be concluded that male journalists are still dominant compared to female journalists in the media sector and there are few female journalists in the top management ranks. Although movements to fight for gender equality in the media sector have been carried out by these female journalists, the patriarchal culture that is still deeply embedded makes female journalists lose their enthusiasm and professionalism, so that unconsciously women themselves actually silence themselves because of the labels or stereotypes embedded in the social environment regarding women and the control carried out in the media sphere.

Basic Concepts of Women's Empowerment Management Theory

Women's empowerment will not be separated from community empowerment. Community empowerment aims to create an independent community, able to explore and utilize the potentials in their area, and help the community to be free from backwardness or poverty. Theories of community empowerment used in the empowerment process include the Theory of Power Dependence, System Theory, Ecology Theory, Conflict Theory, Resource Mobilization Theory, Constructivism Theory.

Women's empowerment according to Mely G Tan means "Increasing desires, demands, sharing power in an equal position, representation and participation in decision-making, which concerns family life, society, nation and state". According to Adik Wibowo in the book Women and Empowerment, women's empowerment is "providing, increasing and fostering the potential or actualization of women so that they are better able to use existing opportunities, are able to play an active role and are able to become partners of men in filling development".

A. Goals of Women Empowerment

The main goal of empowerment is to strengthen the power of society, especially weak groups who are powerless, either because of internal conditions (for example, their own perceptions), or because of external conditions (for example, being oppressed by an unfair social structure). Meanwhile, Payne (1997: p. 266) states that an empowerment process is essentially aimed at: "to help clients gain power of decision and action over their own lives by reducing the effect of social or personal blocks to exercising existing power, by increasing capacity and self-confidence to use power and by transferring power from the environment to clients." (helping clients gain the power to make decisions and determine the actions they will take that are related to themselves, including reducing the effects of personal and social barriers in taking action. The goal of women's empowerment is first, to change or minimize patriarchal ideology, namely male domination over women. Second, to change structures and institutions that strengthen and perpetuate gender discrimination and social inequality (including family,

caste, class, religion, educational processes and institutions, media, educational practices and systems, laws and regulations, political processes, development models and government institutions). Third, providing opportunities for poor women to gain access and control over material and information resources. Fourth, improving the condition and position of women means improving women who are well-established in terms of education and have jobs with good wages but experience harassment, even abuse by men (husbands).

B. Empowerment Approach or Gender and Development (GAD)

Empowerment Approach or Gender and Development (GAD) The empowerment approach understands the goal of development for women in terms of independence and internal strength, and places more emphasis on the creation of laws concerning equality between men and women than on the empowerment of women themselves. The empowerment approach argues that the development of women's organizations, leading to political mobility, increased awareness and education of the people, is an important condition for sustainable social change (1996: 210)

Characteristics of Women's Empowerment

There are two characteristics of women's empowerment. First, as a reflection of emancipatory interests that encourage society to participate collectively in development. Second, as a process of individual or community involvement in the process of enlightenment, awareness and collective organization so that they can participate. Meanwhile, women's empowerment is one strategic way to increase women's potential and increase women's roles in both the public and domestic domains. This can be done by, among others:

a. Debunking the myth of women as complements in the household. In ancient times, there was a strong assumption in society that women were koncowingking (back friends) for their husbands and the assumption of "swarga nunut batin katut" (to heaven they follow, to hell they are taken)

b. Providing various skills for women. So that women can also be productive and not depend on men for their fate.

c. Providing the widest possible opportunity for women to be able to follow or pursue education as widely as possible. This is necessary considering the still strong paradigm of society that no matter how high a woman's education is, she will eventually return to the kitchen. This is what causes the low level of education for women (mostly).

Stages of Women Empowerment

Empowerment as a process, of course, is carried out in stages, and cannot be implemented instantly. The stages in empowerment are:

a. Awareness and behavior formation stage.

b. The stage of transformation of abilities in the form of knowledge insight, skills to open up insights and provide basic skills so that they can play a role in development.

c. The stage of increasing intellectual abilities and skills so that innovative initiatives and abilities are formed to lead to independence.

Dimensions of News Quality

The concept of quality journalism refers to the explanation presented. Johanna Vehkoo (2010: p. 4). Vehkoo attempts to explain quality journalism from three perspectives as presented in the following table.

Table 4

Indicator Perspective

Publik	1. Seberapa baik media menginformasikan, mendidik, dan menghibur audiensnya 2. Apa yang dipikirkan publik tentang kinerja media
Jurnalis	Media selalu berupaya menyajikan apa yang publik ingin tahu
Akademisi	Media selalu berupaya menyajikan apa yang publik ingin tahu

Source: Johanna Vehkoo (2010: p. 4).

Efforts to define quality journalism include referring to Philip Meyer's explanation. Meyer in Vakou (2015, p. 14) emphasizes quality journalism on the credibility aspect. According to Meyer, credibility is an aspect that can be measured. In this case, Meyer stated that the quality of journalistic (work) has a visible and measurable manifestation (form). The consequences of (credibility) can be measured by studying the reader's reaction to the journalistic reports presented.

Quality news can be assessed based on the dimensions of news quality. The dimensions of information quality can be the basis for assessing the quality of information. Mc Leod said "The indicators used to measure the quality of information are completeness, relevance, accuracy and timeliness.

To better understand the characteristics of quality information, they will be described as follows:

1. Accurate

This means that the information conveyed must be free from errors and not biased or misleading. The information must clearly reflect its intent because from the source of the information to the recipient of the information there is likely to be a lot of interference (noise) that can change or damage the information.

2. Relevant

This means that the information provided must be in accordance with what is needed. Information will have a high value of benefit if the information is received by people who need it. And it becomes useless if given to those who do not need it.

3. Completeness

This means that information must be able to present a complete picture of a problem or solution. Complete information is information that does not leave out important aspects of the events that are the basis of the problem or activities being measured.

4. Punctuality

This means that information coming to the recipient of information must be available at the time needed to solve the problem before the critical problem becomes uncontrollable or the opportunity is lost. Information coming to the recipient must not be late because outdated information no longer has value. Because information is the basis for decision making.

2.3. Related Research

Below, the researcher will present several related studies, as follows;

1. Quality Journalism as an Online Media Business Model: Descriptive Analysis on the Tirto.id News Site written by Wildan Hakim, Multimedia Nusantara University (UMN), Jl. Boulevard Gading Serpong, Tangerang Regency, Banten, 15910, Indonesia, 2017. Here the author raises the increasingly tight competition between online media to get clicks from netizens. The strategy of online media to 'survive' is interesting to study. One of them is from the side of presenting quality journalism content (quality journalism). The strategy of quality journalism is important for two reasons. Referring to the concept of quality journalism is compatible with business objectives. Because, the media business is a business of trust and credibility and that can be realized through quality journalism as a strategy to ensure business continuity. This study uses an in-depth interview method with the founders and managers of online media www.Tirto.id

2. The Essence of Women Journalist Leadership in Media in the 4.0 Era Book, Publisher Alinea Media Pratama, ISBN 97862396110241, 2020 by Dr. Sunarto, MSi., Dr. Nurul Hasfi, MA., and Amida Yusriana, M.Ikom is a monograph book that summarizes the results of the 2020 DIPA Fisip research entitled "Feminism Phenomenology: The Essence of Women Journalist Leadership in Media at Era 4.0" which was previously conducted which contains the Essence of the experiences of women leaders in conventional media and new media related to the actualization of personal and professional awareness related to the idealism of journalism and humanism which is directed at defending the interests of minority groups, especially women, in the context of the current era of disruption marked by democratic and egalitarian interactions in moving the editorial team to produce quality information innovatively by utilizing existing technology and providing space for women to voice their voices freely through various available media platforms.

3. Thesis from Al Mushi Chumairoh Afafi, entitled " Professional Practices of Female Journalists in Reporting Violence Against Women: A Phenomenological Study of Women in Online Media in Bandung City" from UIN Sunan Gunung Jati, Bandung, 2018 which raised problems that often occur during field coverage, making working as a journalist considered a masculine job. With all the problems, there are still many women who choose to work as journalists. To become a female journalist, you must have a brave and alert personality in carrying out your work, professionalism in the editorial room or outside the field is a trait & attitude that female journalists must have to face work challenges that come at any time.

   This study uses a qualitative approach because it is considered in line with understanding the phenomenon of what the research subjects experience. The data collection process was carried out using in-depth interview techniques with the Alfred Schutz phenomenology method which aims to understand the world from the perspective of people who experience it directly. The results of the study show that female journalists in covering news about violence against women still prioritize professionalism in work responsibilities, the experience of journalists in covering crime news explains how they share the sadness experienced by the victims but does not affect their psychology as a journalist. The journalistic code of ethics and 5W + 1H are some of the things that journalists refer to in covering and writing news. Based on the results of the study, it can be concluded that female journalists can interpret work professionalism based on their work experience as journalists.

4. Asep Syamsul M. Romli who wrote the book Online Journalism "Guide to Managing Online Media" published by Nuansa Cendikia Publisher Bandung 2018 is a basic book that is worth reading for beginners, communication students or students from other faculties and can be used as a work guideline by independent journalists who manage personal blogs or community blogs.

5. Heru Margianto, Asep Syaefullah   wrote a book about Online Media: Readers, Profit, and Ethics. Problems of Online Journalism Practices in Indonesia published by the Alliance of Independence Indonesian Journalists. In this case, AJI Indonesia calls for it to be wise for internet mass media industry players to remember the original purpose of the birth of mass media as a medium for information, education, and entertainment. The deepest philosophy of mass media is as a tool to free humans from ignorance. In the political space of democracy, mass media is a set of mediums to convey public aspirations. Therefore, online media should continue to place journalistic ethics and principles as the main foundation of their reporting. AJI Indonesia encourages online media based on news to refer to the Cyber News Writing Guidelines issued by the Press Council.

Framework

a. Fishbone Method

Fishbone Analysis or often called Cause Effect Diagram Fishbone diagrams (fishbone diagram) is a concept of cause and effect analysis developed by Dr. Kaoru Ishikawa to describe a problem and its causes in a fishbone framework. Fishbone diagrams are also known as Ishikawa diagrams, which are adopted from the name of a Japanese statistical control expert, who discovered and developed this diagram in the 1960s.

This diagram was first used by Dr. Kaoru Ishikawa for quality management at Kawasaki Company, who was later recognized as one of the pioneers of the development of modern management processes. Fishbone diagrams are tools that describe a systematic way of viewing various impacts or consequences and the causes that create or contribute to these impacts. Because of its function, this diagram is usually called a cause and effect diagram. Fishbone diagrams (Ishikawa) basically describe a suggestive model of the relationship between an event (impact) and the various causes of its occurrence.

Some of the advantages of constructing a fishbone diagram include helping to consider the root causes of various problems with a structural approach, encouraging group participation and increasing group members' knowledge of the process of analyzing the causes of problems, and identifying areas where data should be collected for further research (Ciocoiu, 2010).

Gambar 1.
Kerangka Pemikiran Diagram *Fishbone*
Analisis Pemberdayaan Perempuan Dalam
Meningkatkan Kualitas Wartawan Perempuan

Sumber : Jay Heizer, Barry Render dan Munson (2020:257)

2. RESEARCH METHODS

1. Types of research

The method thatused is a qualitative research method. Qualitative method is a research procedure that produces descriptive data in the form of written words from people and observable behavior (Moleong, 2017). Related to gender sensitivity in the organizational environment of the Indonesian Journalists Association (PWI) DKI Jakarta related to women's empowerment towards the quality of female journalists' news writing. Data were collected through interviews and document studies, analyzed using interactive model data analysis techniques according to Miles & Huberman. According to this data analysis technique, there are four stages that must be carried out, namely: data collection, data reduction, data display and drawing conclusions/verification (Herdiansyah, 2012)

2. Research Object

The object of the researcher's research was the Chairperson of PWI DKI Jakarta and 3 (three) female journalists in the PWI DKI Jakarta environment.

3. Method of collecting data

The data collection methods used in this study are as follows:

a. Library Research

Data collection was obtained by using various literature and supporting data, both through reference books, journals, scientific magazines, research results relevant to this research and various information from the internet, especially through E-Journals, theses, dissertations, and research results conducted as well as confirmed internet access.

b. **Field Research**

Data collection was carried out by going out into the field in the form of;

1) **Observation,**carried out through observation of events so that there is a deep understanding regarding this matter.

2) **Interview,**Interviews are conducted with data that needs to be confirmed, validated or verified with people who understand or are experts. This can be done through structured and in-depth interviews, for example in qualitative research, the triangulation method is used to track the differences in the data obtained so that a technique is needed to unite the differences in data so that accurate and precise conclusions can be drawn.

4. **Data Analysis Methods**

The data analysis methods used in this study are:

a. **Historical Method**

Historical research is a study and other sources that contain information about the past and is carried out systematically. In other words, it is research that is tasked with describing symptoms, but not what happened at the time the research was conducted. Research using historical or historical research is a research model that is different from other research. Caused by the influence of different instruments, variables, approaches to the technique of completing the research object. However, it cannot be denied that one study with another study has similarities, namely research that is systematic and has a responsible researcher personality.

b. **Framing Method**

*Framing*is a method to see how the media tells an event or incident (Eriyanto, 2002. p. 293). How a media sees an event will be described in how a media tells the event and will affect the final result of the construction of reality. Framing analysis itself is a way for a media to frame an event (Eriyanto, 2002. p. 293). Framing analysis is carried out with the aim of seeing how an event is understood and framed by the media. We can see the same news reported differently by the media. This is because the media understands an event differently and the media constructs an event differently. This is related to how an event is interpreted and related to which events are covered and which are not covered. This can also be related to the use of words, sentences and images used to support ideas

c. **Data Reduction**

The first stage in data analysis according to Miles and Huberman is Data Reduction. As is well known, when researchers start conducting research, of course they get a lot of

data that is relatively diverse and even very complicated. That is why, it is necessary to conduct data analysis through data reduction. Reducing data means summarizing, choosing the main points, focusing on the important things, looking for themes and patterns.

d. **Conclusion**

The process of drawing conclusions is an important part of drawing conclusions. This is intended to analyze and find meaning from existing data so that it can be found in the research that has been conducted.

The four data analysis methods above will be used and applied by the author in the PWI DKI Jakarta environment.

3. RESULTS AND DISCUSSION

Part 1. Profile of the Indonesian Journalists Association (PWI) DKI Jakarta

The Indonesian Journalists Association (PWI) is the first journalist or journalist organization in the history of the Republic of Indonesia. PWI has duties and functions related to journalistic or media activities. So, when and where was PWI founded? PWI was founded on February 9, 1946 in Surakarta or Solo, Central Java. The date of the founding of PWI was later determined as National Press Day and is commemorated every February 9.

History of the Origins of PWI

As a journalistic organization, PWI actually has a long history. In fact, before Indonesia's independence on August 17, 1945, there was already a journalistic forum for native journalists during the Dutch East Indies colonial era, and that was the embryo of PWI which still exists today.

Reported from the official PWI website, the history of the establishment of this journalist organization began during the Dutch East Indies colonial era. It began with the establishment of the Inlandsche Joernalisten Bond (IJB) in 1914. IJB was an association of journalists as well as a forum for unity and advocacy for native or indigenous journalists in the midst of colonial life at that time. The pioneers of the establishment of IJB included a young journalist named Mas Marco Kartodikromo. At that time, Mas Marco Kartodikromo led the periodical newspaper Sarotomo and Doenia Bergerak from Surakarta. Previously, he began his journalistic career at the Medan Prijaji newspaper in 1911 owned by Tirto Adhi Soerjo. In addition to IJB, in the Dutch East Indies (Indonesia) at that time, several other journalist organizations were also established, such as the Inlandsche and Chinesche Journalisten Bond in 1919, Persatoean Kaoem Journalis in 1931, and others. The existence of several journalist

organizations created a discourse to unite these journalist associations. Finally, in December 1933 in Surakarta, the Indonesian Journalists Association (PERDI) was formed.

After Indonesia's independence on August 17, 1945, the idea to form a journalist organization emerged again during the independence period. Furthermore, a meeting was held in Surakarta on February 9, 1946. Thus, it was decided that a national journalist organization would be formed under the name of the Indonesian Journalists Association (PWI). The first PWI chairman was Mr. Sumanang Surjowinoto with Sudarjo Tjokrosisworo as secretary. In addition, the PWI Commission was formed, which was a representative of the media in the country. The members of the commission included:

1) Sjamsuddin Sutan Makmur (People's Daily, Jakarta)

2) BM Diah (Merdeka, Jakarta)

3) Abdul Rachmat Nasution (Antara News Agency, Jakarta)

4) Ronggodanukusumo (Voice of the People, Mojokerto)

5) Mohammad Kurdie (Voice of Freedom, Tasikmalaya)

6) Bambang Suprapto (People's Leader, Magelang)

7) Sudjono (Struggle, Malang)

8) Suprijo Djojosupadmo (People's Sovereignty, Yogyakarta)

They were tasked with formulating matters relating to national newspapers at that time and efforts to manage them into a single national press line. At that time, the media and newspapers in Indonesia had the same mission, namely to support the struggle of the government and the people to maintain independence along with the return of the Dutch who wanted to return to power. National newspapers under the auspices of the PWI were tasked with igniting the flame of revolution and the spirit of resistance of all people against colonialism, as well as forging national unity for the eternity of national independence and upholding people's sovereignty.

With the birth of PWI, Indonesian journalists became strong enough to appear as the spearhead of Indonesia's struggle in opposing the return of colonialism and other countries that wanted to destroy the Republic of Indonesia. The PWI organization was born before SPS (Newspaper Publishers Association). The aspirations of the Indonesian journalistic struggle that gave birth to PWI also gave birth to SPS, four months later, namely in June 1946. PWI became a forum for journalists to fight for the nation through writing. So far, like Indonesian journalists during the era of raising national awareness, journalists from the 1945 generation who are still active continue to carry out their profession with the spirit of prioritizing the

nation's struggle, even though there are obstacles blocking their progress. PWI itself has members from all over Indonesia.

PWI Vision and Mission

VISION: To make PWI a professional and dignified organization in the era of media landscape transformation with the spirit of nationalism, freedom, and digital creativity.

MISSION: To make PWI a professional and dignified organization in the era of media landscape transformation with the spirit of nationalism, freedom, and digital creativity.

c. Duties and Functions of PWI

The duties and functions of PWI as quoted from its official website are as follows:

1. The achievement of the ideals of the Indonesian nation as mandated in the Preamble to the 1945 Constitution.
2. The implementation of democratic, national and state life as well as freedom to express opinions and associate.
3. The realization of a professional, dignified and civilized National Press freedom.
4. Fulfillment of the public's right to obtain precise, accurate and correct information.
5. Realization of the tasks of supervision, criticism, correction and suggestions on matters relating to public interest.

d. PWI Membership

The current membership of PWI consists of Indonesian journalists who carry out journalistic activities using print media, broadcast media, cyber, and/or other available channels as well as people who have rendered services to the organization. PWI membership is open. Currently, the General Chairperson of PWI DKI Central Jakarta is Kesit Budi Handoyo and Sasongko Tejo as the Chairperson of the PWI Central Honorary Council. PWI still continues to exist and strives to be a forum for journalists to fight for the nation through writing. PWI consists of Indonesian journalists who carry out journalistic activities using print media, broadcast media, cyber, and/or other available channels as well as people who have rendered services to the organization.

PWI issues Membership Cards with membership consisting of:

a. Junior Members;

b. Ordinary Member;

c. Extraordinary Members;

d. Honorary Member.

a. The requirements for becoming a Young Member are:

1. Actively working as a journalist at a media company with press legal status.

2. Never been convicted by a court that has permanent legal force for committing a crime that is contrary to the dignity and profession of journalism.

3. Declare that you submit to and obey all PWI regulations.

4. Following the PWI journalism and organizational orientation

5. The applicant is not part of a political party/government/private sector/NGO/TNI/Polri;

6. Submit a written application to the DKI Jakarta PWI Management

7. Recommendation Letter from the Regency/City PWI for candidates domiciled in Regency/City outside DKI Jakarta.

8. Applications to become PWI members are submitted by filling out the prescribed form and signed by the applicant;

9. Forms for PWI Young Members must include:

    a. Editor-in-Chief's Certificate with the media logo and the seal of the media where he/she works (Editor-in-Chief is competent/UKW)

    b. Letter of employment relationship from a media company that is a legal entity of a Press Company

10. A stamped statement letter from the applicant promising to comply with the Journalistic Code of Ethics, Basic Regulations, PWI Household Regulations and Journalist Code of Conduct as well as organizational decisions;

11. Photocopy of the Appointment Letter as a journalist from the media where you work;

12. Photocopy of the Company Deed (front page of the deed up to article 3-Press Company);

13. Photocopy of last diploma, minimum high school or equivalent;

14. Photocopy of e-KTP 1 (one) sheet;

15. Photocopy of press card/ID card 1 (one) sheet;

16. Passport photos measuring 2×3 cm = 3 sheets and 3x 4 = 2 sheets;

17. One (1) copy of the latest issue, or 2 (two) pieces of evidence of journalistic work published by the media where you work;

18. Membership fees and costs for making a PWI Young Member Card are determined by the PWI office where you register.

b. The conditions for becoming a regular member are:

1. Have a journalist competency certificate or be declared competent by the Central PWI.

2. Have been a PWI Young Member for 2 (two) years

3. Actively carrying out the journalism profession.

4. Work at a media company that is a legal entity of the press.

5. Never been convicted by a court that has permanent legal force for committing a crime that is contrary to the dignity and profession of journalism.

6. Ordinary Members who are no longer actively carrying out journalistic activities permanently or permanently and are 55 years old or have been members of PWI for at least 25 years can become Extraordinary Members.

7. To be appointed as an Honorary Member of PWI, a person must have made extraordinary contributions to the development of the national press, especially PWI.

c. PWI members are obliged to:

a. Comply with the Basic Regulations and Household Regulations of PWI as well as organizational decisions;

b. Comply with the Journalistic Code of Ethics and the Journalist Code of Conduct;

c. Maintain the credibility and integrity of the profession and organization;

d. Paying membership fees

d. PWI members should:

1) PWI members are prohibited from becoming members of other journalist organizations that have press legal status, either at the national or regional level.

2) PWI members can become members and/or chairpersons of journalist forums or journalist working groups in agencies/institutions as long as they are not legal entities and do not conflict with the PD PRT, Journalistic Code of Ethics and Journalist Code of Conduct.

e. Ordinary Members are entitled to:

1) Attend Provincial/District/City Conferences and Working Conferences

2) Express opinions and submit suggestions and recommendations.

3) Elect and be elected as administrator if you meet the requirements;

4). Voting in decision making through voting.

f. Young Members are Entitled

1. Junior Members, Extraordinary Members and Honorary Members may be invited to attend Congresses, Conferences and Provincial/District/City Working Conferences, and may express their opinions and submit proposals or suggestions.

2. Every PWI member has the right to obtain legal assistance for cases they face relating to their journalistic profession.

g. Sanctions for PWI Members

1) Members who violate the Basic Regulations (PD), Household Regulations (PRT), Journalistic Code of Ethics, Journalist Code of Conduct, and/or organizational regulations and policies may be subject to sanctions.

2) The Central Management and Provincial Management have the authority to impose sanctions on members who violate the PD PRT, Journalistic Code of Ethics, Journalist Code of Conduct, and/or organizational regulations and policies.

h. Conditions for Status Upgrade

1. Submit a written application to the PWI Management

2. Recommendation Letter from the Regency/City PWI for candidates domiciled in Regency/City outside DKI Jakarta City.

3. Applications to become PWI members are submitted by filling out the prescribed form and signed by the applicant;

4. The form for upgrading PWI membership status must include:

    a. Statement Letter or Information from the Chief Editor with the media logo and the seal/stamp of the media where he/she works (Chief Editor is Competent/UKW)

    b. Letter of employment relationship certificate from a media company which is a legal entity of a Press Company

5. A stamped statement letter from the applicant promising to comply with the Journalistic Code of Ethics, Basic Regulations, PWI Household Regulations and Journalist Code of Conduct as well as organizational decisions;

6. Photocopy of the Appointment Letter as a journalist from the media where you work;

7. Photocopy of the Company Deed (from the front page of the deed to Article 3 of the Company's Press);

8. Photocopy of last diploma, minimum high school or equivalent;

9. Photocopy of PWI Youth Member Card;

10. Photocopy of UKW Certificate or UKW Card;

11. Photocopy of e-KTP;

12. Photocopy of Press Card/ID Card;

13. Passport photos measuring 2×3 cm = 3 sheets and 3x 4 = 2 sheets;

14. One (1) copy of the latest issue, or 2 (two) pieces of evidence of journalistic work published by the media where you work;

15. Pay Membership Dues as stipulated

16. All completeness/files are made in duplicate;

i. Membership Extension Requirements

1. Submit a written application to the PWI Management

2. Recommendation Letter from the Regency/City PWI for prospective Regency/City domiciles outside DKI Jakarta City

3. Applications to become PWI members are submitted by filling out the prescribed form and signed by the applicant;

4. A stamped statement letter from the applicant promising to comply with the Journalistic Code of Ethics, Basic Regulations, PWI Household Regulations and Journalist Code of Conduct as well as organizational decisions;

5. Editor-in-Chief's Statement Letter or Editor-in-Chief's Statement with the media logo and the seal/stamp of the media where they work (Editor-in-Chief is Competent/UKW);

6. Photocopy of PWI Regular Membership Card that has expired;

7. Photocopy of UKW Certificate or UKW Card;

8. Photocopy of applicant's e-KTP;

9. Passport photos measuring 2×3 cm = 3 sheets and 3x 4 = 2 sheets;

10. Evidence of the last journalistic work published by the media where you work;

11. Paying membership fees

12. All completeness/files are made in duplicate.

2. Journalistic Code of Ethics

Journalistic code of ethics is generally used as an operational guideline for a profession. This is because journalists are a profession, so a code of ethics is made for operational guidelines. In addition, the existence of a journalistic code of ethics is also a manifestation of human rights as stated in Law of the Republic of Indonesia Number 40 of 1999. Reported from the book Contemporary Journalism (2017) by Septiawan Santaa, the definition of a journalistic code of ethics is a set of moral principles that reflect the regulations that must be obeyed by all journalists. Journalists and the press are two things that cannot be separated.

Journalists are a profession that carries out journalistic activities, while the press is an institution that carries out journalistic activities. Journalist activities are also included in press activities. The journalistic code of ethics serves as a moral and ethical foundation so that a journalist always carries out socially responsible actions. Also read: 8 Concepts of Journalistic News According to George Fox Mott Why Do the DPR and the Government Fight the Constitutional Court's Decision Regarding the Regional Elections? Kompas.id Article The

basis of the journalistic code of ethics refers to the public interest. Because ideal press freedom is freedom that does not harm the public interest and does not violate the basic rights of citizens.

The institution that has the right to assess violations of the journalistic code of ethics is the Press Council. Meanwhile, the party that imposes sanctions for violations of the journalistic code of ethics is the professional organization of journalists and/or the relevant press company. Contents of the journalistic code of ethics The journalistic code of ethics contains what is considered, paid attention to, or the moral reasoning of the journalistic profession. In addition, the contents of the ethics also regulate the rights and obligations of journalistic work.

Reported from the official website of the Indonesian Press Council, the contents of the journalistic code of ethics are explained, namely:

- Article 1, Indonesian journalists must be independent, produce news that is accurate, balanced and not in bad faith.
- Article 2, Indonesian journalists must use professional methods in carrying out journalistic duties.
- Article 3, Indonesian journalists always check information, report in a balanced manner, do not mix facts and judgmental opinions, and apply the principle of the presumption of innocence.
- Article 4, Indonesian journalists do not create fake, slanderous, sadistic and obscene news.
- Article 5, Indonesian journalists do not mention and broadcast the identities of victims of sexual crimes and do not mention the identities of children who are perpetrators of crimes.
o Article 6, Indonesian journalists do not abuse their profession and do not accept bribes.
- Article 7, Indonesian journalists have the right to refuse to protect sources who do not want their identity or whereabouts to be known, respecting embargo provisions, background information, and off the record in accordance with the agreement.
- Article 8, Indonesian journalists do not write or broadcast news based on prejudice or discrimination against a person on the basis of differences in ethnicity, race, skin color, religion, gender and language and do not degrade the dignity of the weak, poor, sick, mentally or physically disabled.
- Article 9, Indonesian journalists respect the rights of sources regarding their private lives, except in the public interest.
- Article 10, Indonesian journalists immediately retract, correct, and fix erroneous and inaccurate news accompanied by an apology to readers, listeners, or viewers. Article 11, Indonesian journalists serve the right to reply and the right to correction proportionally.

3. `Description of Women's Empowerment in Journalism Activities in the DKI Jakarta PWI Environment

The description of women's empowerment in journalism activities in the PWI DKI Jakarta environment can be explained because in the previous period the position of Chair of PWI DKI Jakarta was held by a woman, this can be said that women's empowerment has existed in PWI Jakarta, but this did not work because the number of female journalists was still small, so women's empowerment here has not gone well.

a. Concept of Women Empowerment

Women's empowerment in the context of journalism includes efforts made to improve the capacity, skills, and position of female journalists in carrying out their journalistic duties. This involves various aspects such as training, career support, opportunities to be involved in decision-making, and strengthening professional networks.

4. Women's Empowerment Initiative at PWI DKI Jakarta

In the PWI DKI Jakarta environment, some women's empowerment initiatives might involve:

1) Training and Education: PWI DKI Jakarta may hold special training for female journalists to improve their journalistic skills, such as writing training, interview techniques, and understanding of journalistic ethics.

2) Networking and Mentoring Activities: Building a strong network between female journalists and their seniors, and providing mentoring from experienced professionals to help develop the careers and improve the quality of work of female journalists.

3) Increasing Access and Opportunities: Providing more opportunities for female journalists to be involved in major projects, receive strategic assignments, and face challenges that can enhance their experience and professional profile.

4) Socialization and Campaign: Conducting campaigns to raise awareness about the importance of women's roles in journalism and addressing gender stereotypes in the media.

5. Challenges Faced

Some of the challenges in empowering women according to in-depth interviews with the Chairperson of PWI DKI Jakarta and several female journalists in the PWI DKI Jakarta environment may include:

1) Gender Gap: There is still a gender gap in managerial positions or in decision-making that can hinder the career advancement of female journalists.

2) Limited Access: Female journalists may face limitations in accessing the same resources or opportunities as their male colleagues.

3) Social and Cultural Norms: Social norms and stereotypes that influence the role of women in society and how they are viewed within the media industry.

6. Impact of Women Empowerment

The most felt impact of women's empowerment is the increase in the number of members and administrators at PWI DKI Jakarta, this certainly helps greatly in improving the performance of PWI DKI Jakarta.

The impacts of this empowerment initiative may include:

1) Improving the Quality of Journalism: Female journalists who receive better training and support can produce higher quality journalistic work.

2) Career Development: Empowerment can help female journalists advance in their careers, attain higher positions, and get involved in important projects.

3) Behavioural and Attitude Change: Increased awareness of the role of women in the media can bring about positive changes in the way female journalists are viewed and given opportunities.

7. Implementation of Empowerment Program

Explanation of various empowerment programs that have been implemented, such as training, mentoring, or career development programs. Mass media is an effective tool or mediator in the publication of community empowerment. Text in the mass media is one form of ideological practice. Language, writing, word choice and grammatical structure are understood as choices expressed to carry a certain ideological meaning in the level of winning public support. Some aspects that make mass media important in the publication of values are as follows.

First, its coverage is very broad in publishing information. Able to cross boundaries of region (geography), age group, gender and socio-economic-status (demographic) and differences in understanding and orientation (psychographic). Therefore, an empowerment issue published in the mass media becomes a common concern in various places and circles.

Second, its ability to multiply messages (multiplier of message) is extraordinary. One empowerment event can be multiplied in its news according to the number of copies printed, and its broadcast can also be repeated as needed. This multiplication has an extraordinary impact on the public.

Third, each media can discuss a community empowerment event according to their own views. The editorial policy of the media can determine the content of the community

empowerment event that is reported. Therefore, the media is targeted by parties who want to use it and avoided by parties who do not like it.

Fourth, the media agenda setting has a very broad opportunity to report an empowerment event. In accordance with the policies of each media, each community empowerment event can be broadcast or not broadcast. This means that community empowerment news that is on the media agenda is not necessarily on the public agenda.

Fifth, the news coverage of community empowerment events (women) by one media is usually related to other media to form an information chain. This adds strength to the dissemination of empowerment information in forming public opinion.

Basically, empowerment is comprehensive in nature, covering various fields, namely politics, economics and social. Likewise, women's empowerment greatly affects the quality of life of a person who affects social life in society, women's empowerment cannot be separated from the mass media. The media plays a very important role in community empowerment activities and programs that are systematically read as the motor of empowerment. The media can reach many target groups compared to empowerment carried out in a closed space. It cannot be denied that the media is a factor that plays a role in social change in society. The mass media also plays a role in constructing community empowerment (women).

8. Impact of Empowerment Program

1) Quality Improvement:

To improve the quality of female journalists, regular seminars and training should be held by inviting successful speakers in the field of journalism in order to improve the quality of female journalists in their work.

2) Respondent Feedback:

Female journalists will feel more enthusiastic in carrying out their duties as female journalists in the PWI DKI Jakarta environment. For example, it is easier to interview sources directly, better in writing news, more enthusiastic in carrying out their daily duties as female journalists.

9. The Role and Function of Female Journalists at PWI DKI Jakarta

For the first time, the Indonesian Journalists Association (PWI) held a meeting of female journalists throughout Indonesia on February 17, 2024. This event is part of a series of National Press Day (HPN) centered in Putri Duyung. The name "PWI Female Journalist Gathering" is related to the birth of the Women's Empowerment Division at the Central PWI. "It is said to be the first time because it was only in this period, when PWI was led by Hendry Ch. Bangun, that the Women's Empowerment Division was formed," said Rita Sri Hastuti,

Chair of the PWI Female Journalist Gathering Committee, in her opening remarks. The event, which was attended by around 80 female journalists from various regions, was opened by the Chair of the 2024 National Press Day Committee, Marthen Selamet Susanto and closed by the General Chair of PWI Hendry Ch. Bangun.

As speakers, the Minister of Women's Empowerment and Child Protection (PPPA RI) Bintang Puspayoga was accompanied by the Deputy for Fulfillment of Children's Rights of the Ministry of PPPA RI Rini Handayani, Chair of the Press Council Dr. Ninik Rahayu, Founder & CEO of LSPR Communication & Business Institute Pritta Kemal Ghani, MBA, MCIPR, APR, and senior journalist of the Kompas Daily Ninuk Mardiana. The Minister of PPPA RI and the speakers welcomed the presence of the Women's Empowerment Sector at PWI.

Because they see that the media industry is still very much dominated by men, including in the world of mass media. "We have high hopes for the contribution of mass media in forming information for the interests of Indonesian women and children," said the Minister of PPPA RI. According to the Chairperson of the Press Council Dr. Ninik Rahayu, so far there has been no regulation on legal protection for women in carrying out their duties as journalists. In fact, said Ninik, until now there has been no official data on violence against female journalists. Therefore, Ninik Rahayu emphasized, "Legal protection is needed for female journalists." She also said that Indonesia is one of the countries that does not yet have a regulation on protection for female journalists. This is what the Press Council is currently preparing. According to Ninik, the absence of a regulator for protection for female journalists is not only in Indonesia, but also in 39 other countries, one of which is the Philippines. "At one of the Forums attended by 32 countries, I said that Indonesia has not provided protection for female journalists because the form of violence is unique, namely that it cannot use the newly passed law, namely Law Number 12/2022 concerning Criminal Acts of Sexual Violence," she said. She gave an example of a journalist writing about corruption committed by public officials. This article then circulated and many tried to investigate the case. However, the method was actually by destroying work equipment and at the same time damaging the female journalist's name on social media by targeting her sexuality, poking fun at her personal life. "In the end, the female journalist indirectly stopped continuing the news because she was disturbed on social media," explained Ninik.

Ninuk Mardiana Pambudi as a senior female journalist at Harian Kompas also admitted that the number of female journalists is still not balanced with male journalists. "The number of female journalists does not necessarily determine that the editorial room will be more sensitive to the experiences and needs of women and children," said Ninuk Mardiana.

An important note was also conveyed by the CEO and Founder of the Jakarta Institute of Communication and Business (LSPR) Prita Kemal Ghani, "A strong female journalist must be competent in the digital era. Competent, meaning agile and the results of her work are useful. There are no super people except those who are willing to learn. Agile journalists, among other things, must be able to compete with netizens." This is a description of the roles and functions of female journalists at PWI DKI Jakarta, as well as their experiences in empowerment programs.

10. Empowering Women in Improving the Quality of Female Journalists in the DKI Jakarta PWI Environment

Women's empowerment is an effort to empower women to gain access and control over resources, economic, political, social, cultural, so that women can manage themselves and increase their self-confidence to be able to have abilities and self-concept. Women's empowerment is both a process and a goal. Therefore, women's empowerment cannot be separated from community empowerment. Community empowerment aims to create an independent society, able to explore and utilize potentials that play a role and actively participate in solving problems, so that they are able to build in their area, and help the community to be free from backwardness or poverty.

Various empowerment programs have been implemented, such as skills training, mentoring, seminars, workshops, and networking activities with the aim of improving technical skills, expanding professional networks, or supporting gender equality, because in PWI Jakarta itself gender equality has been empowered, meaning there is no difference in treatment between male and female journalists. Female journalists are also included in OKK (Journalism and Organizational Orientation) activities so that they can become reliable and charismatic journalists in presenting their news, increasing their ability to produce more in-depth, accurate, and interesting reports so that they can be comfortable to read and view. Actually there is no difference in the treatment of female and male journalists as members and administrators at PWI DKI Jakarta.

11. Women's Empowerment Management in Increasing the Number of Female Journalists in the Indonesian Journalists Association (PWI) DKI Jakarta

The elected chairman of the Indonesian Journalists Association (PWI) of DKI Jakarta Province 2024-2029, Kesit Budi Handoyo, prepared an integrity pact for all of his management. The implementation of this integrity pact is important in the effort to realize a cleaner and more authoritative PWI Jaya organization. "In carrying out the mandate, all must commit to carrying out their duties, functions, and authorities professionally and responsibly. Of course, they must

not commit violations," in a press statement quoted on Thursday, May 16, 2024 from the PWI Jaya Headquarters, Jl. Suryopranoto, Central Jakarta. This Integrity Pact is also in line with Kesit's promise to restore the greatness of PWI Jaya, as stated in his vision and mission during the provincial conference (Konferprov) on April 25, 2024 at the DKI Jakarta Provincial Government City Hall.

"The promise is certainly not only for the voters who support me, but also all members of PWI Jaya. We must make PWI Jaya an honest, authoritative, tough and strong journalist organization."

Training and mentoring programs have contributed significantly to improving the technical skills and knowledge of female journalists. This can be seen from In addition, it is also expected that female journalists will have increased self-confidence and professionalism in their work. They are better able to face high editorial challenges in news coverage. With increased skills and wider professional networks, female journalists have a greater opportunity to gain more strategic positions in media organizations and gain recognition for their work. Thus, the quality and perspectives brought by female journalists contribute to the diversity and depth of media content. The resulting reports often reflect more inclusive and diverse viewpoints, which in turn improves the overall quality of the news.

a. Challenges and Obstacles

The challenges and obstacles faced in implementing the women's empowerment program at PWI Jakarta are due to the lack of female journalists to become members of the PWI DKI Jakarta organization, some still think that working as a journalist requires idealism, the soul of a journalist is idealism, so they are less interested in becoming journalists,

b. Problems Faced:

There are still few female journalists who are members of the PWI DKI Jakarta organization.

c. Resolution Strategy:

Appealing to journalists who are members of the PWI organization to invite their friends to join, holding seminars and training to try to increase the number of PWI DKI Jakarta members. Also working with media owners to include their journalist employees to become members of PWI DKI Jakarta.

d. Achievement and Recognition

Every year, precisely in August, PWI DKI Jakarta in collaboration with the DKI Jakarta Provincial Government holds the Muhamad Husni Thamrin Award (MHT Award) event, which is a form of award given to journalists who excel in their fields, this can be a source

of pride for journalists who excel in receiving awards and become a trigger for enthusiasm to become more journalists who excel in their work. The awards given have of course gone through an assessment and competition period by a team of judges who are experts in the field of journalism, and there are also female journalists who are indeed the winners.

e. Case Example:

The MHT Award event held at the City Hall of the DKI Jakarta Provincial Government was recently held in collaboration with the PWI DKI Jakarta and the chair of the committee was Mrs. Irdawati, a great and accomplished female journalist, who once served as Editor-in-Chief at the Poskota Newspaper.

f. Reward System:

In giving awards, PWI DKI Jakarta does not differentiate between male and female journalists. Because awards are given as proof of the success achieved. The form of awards can vary, but the most common is the position given as an administrator in the organizational structure of PWI DKI Jakarta. An example is the position of Chair of SIWO (Sports Journalist Section) chaired by a female journalist who has just successfully participated in Porwanas (National Journalist Sports Week) in Banjarmasin on August 21-28, 2024. The position of Chair of SIWO was given for the achievements of Noni Rering who has been active as a female journalist for twenty years, who is still active and has a career as a female journalist for the Sinar Harapan Daily.

g. Contribution to the Quality of Journalists:

How these programs contribute to improving the competence and performance of female journalists at PWI DKI Jakarta. In Chapter IV of the study "Analysis of Women's Empowerment in Improving the Quality of Female Journalists in the Indonesian Journalists Association (PWI) DKI Jakarta", it explains the contribution of women's empowerment to the quality of female journalists.

Women's empowerment in the context of journalism is an effort to improve the role, ability, and position of female journalists in the media industry. This empowerment involves various aspects, such as skills training, increasing access to information, and support in editorial decision-making. In the context of PWI DKI Jakarta, women's empowerment aims to improve the quality of female journalists to be more competent, professional, and competitive.

12. Women's Empowerment Strategies Implemented to Increase the Number of Female Journalists.

PWI DKI Jakarta has implemented women's empowerment management to increase the number of journalists at PWI DKI Jakarta by means of;

1) Training and Skills Development

    Jakarta PWIhas organized various training programs for female journalists, including workshops on news writing, interview techniques, and the use of the latest journalistic technology. This training aims to improve the technical skills and knowledge of female journalists in facing the ever-evolving media challenges.

2) Mentoring and Career Support

    Mentoring program thatinvolving senior journalists or professionals in the field of journalism are also held. Mentors provide valuable guidance and advice to help female journalists in their career development. This support includes personal development, increasing professional networks, and navigating the media organization structure.

CONCLUSION AND SUGGESTIONS

Conclusion The success of female journalists in reporting news that is in accordance with the editorial expectations of the media where they work is one of the results of the female journalist empowerment training that they attended.

Conclusion

a. Women's Empowerment Overview. The overview of women's empowerment in journalism activities in the PWI DKI Jakarta environment has begun to exist, but it has not yet run well, this is because there are still not many female journalists joining PWI DKI Jakarta. However, the stimulus towards improvement has begun to be encouraged, and there will be a women's empowerment field that will be formed. This study is likely to identify various empowerment programs and initiatives implemented by PWI DKI Jakarta to improve the capacity and quality of female journalists by holding journalism seminars, journalism skills training, mentoring, and support in career development.

b. Qualities of Female Journalists:

    The findings may indicate how women empowerment programs can contribute to improving journalistic skills, professionalism, and work ethics of female journalists. This research can evaluate aspects such as optimizing writing skills, investigative reporting, and understanding of gender equality issues.

PWI DKI Jakarta gave awards for the work achievements of its female journalist members, namely being appointed as daily administrators, and being able to fill positions in the organizational structure at PWI DKI Jakarta according to the achievements and fields of work of the female journalists themselves.

c. Recommendations given

This study may provide recommendations to improve empowerment programs in PWI DKI Jakarta. These recommendations may include improving training, establishing professional networks, and policies that better support gender equality among journalists in the PWI DKI Jakarta area. With the implementation of this activity, it is certain that there will be an increase in the number of female journalists in the PWI DKI Jakarta environment.

Suggestion

a. The empowerment of women in journalism activities in the PWI DKI Jakarta environment has begun, but it is still not running well, this is because there are still not many female journalists who have joined PWI DKI Jakarta, it is recommended that there are more socialization activities that can increase the number of female journalists in the PWI DKI Jakarta environment.

b. With the women's empowerment program, it is hoped that the number of female journalists in the PWI DKI Jakarta environment can be increased, so that they can contribute to news coverage for their media and in the PWI DKI Jakarta environment.

c. There is recognition and appreciation given by PWI DKI Jakarta for the achievements and dedication of its female journalist members, in the PWI DKI Jakarta organizational environment, so that this can be a stimulus for female journalists to be more active and enthusiastic in carrying out their duties in the PWI DKI Jakarta environment.

Overall, this RESEARCH focuses on evaluating the effectiveness of empowerment efforts in improving the quality of female journalists and identifying steps that can be taken to support their development in the world of journalism.

The contribution of this research to the understanding of women's empowerment in the context of journalism and the quality of journalists, where the empowerment of women can further increase the productivity and quality of work of female journalists can be maximized by writing news or journals that are more polite and more appropriate so that it can facilitate and provide valuable input for readers.

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