

Conflict concerning working women existance in media industry: a study on cultural production of a female radio in east java-Indonesia

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Abstrak

The focus of this research is a problem occurred in a radio segmented for and managed by women. Conducting on a female radio located in East Java-Indonesia, this research employed cultural production approach and Gramscian thoughts on hegemony. The result shows that working women experienced various conflict over their existence as media workers. At institutional as well as societal level, as they decided to go into media industry, these women had to face media condition which is masculine and capitalistic in nature. This condition puts up women workers to follow the logic of capitalism which will certainly exploit them.