



Gender Relations through New Media in Exploring Women Ideas Professional Mother Community

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Abstract

This study stems from a concern about the desires and enthusiasm of Indonesian women, especially mothers who are full of dynamics undergoing their daily roles in the household and other public spaces. The Institute of Professional Mothers is here to accompany mothers who take part in the domestic and public sphere, to be able to learn together, grow together, and strengthen each other in the process of educating children and managing their families. Mother's role greatly influences the growth of family civilization. One key that a mother must have in carrying out her role is a "professional" attitude. One definition of the word "professional" is that it requires special intelligence to carry it out.

Keywords: *Gender Relations; Media WhatsApp Group*

Introduction

The reality of social life in Indonesia is greatly influenced by technological developments, particularly the media. According to Statista data, internet users in Indonesia in 2018 were 95.2 million, growing 13.3% from 2017, which was 84 million users. In the following year, internet users in Indonesia will continue to increase with an average growth of 10.2% in the 2018-2023 period. Among the various examples of social media that are actively used by Indonesians, the WhatsApp messaging application is still the most popular short message application even in the world in 2019. As of October last year, WhatsApp had the highest number of monthly active users, up to 1.6 billion users. The previous year there were only 1.5 billion users. There is great awareness that today, new media is not only used to access knowledge, but also to create a forum for discussion on current issues. The presence of new media in information technology is also used by the Professional Mother Institute Community to spread the vision and mission of empowering women.

Women who have been able and want to get involved in the world of work which has been considered as men's work such as the work of transporting salt can interpret gender roles as a social construction. During this time gender emphasized the most important role of women in the household sector as mothers and wives. This has been socialized in the community. Jobs that are intended for men are generally considered to be following biological, psychological and social capacities. Men who are conceptualized have stronger muscles, have a higher level of risk and danger. The reality of social life in

traditional societies is marked by the existence of unbalanced relations between men and women.

Women, in the traditions of humanity, are a complement to men. The involvement of men in leadership in the world is more than the involvement of women in leadership. Besides, male leadership is better than female leadership (Van Emmerik, H., Wendt, H. and Euwema, M.C., 2010). Existing social construction places men as first class humans while women are second class humans. Women are often also the object of men and their position is only as a "conflict wingking" and even then in the household, whereas in the public sector (society), women seem to not exist. (Hernawati, 2008: 20).

The concept of gender cannot be comprehensively understood without seeing the concept of sex. Incorrect understanding and mixing of the two concepts as a single thing, will perpetuate gender inequality (gender inequalities). Also, understanding and differentiation of the two concepts is very necessary in analyzing to understand the problems of social injustice more broadly. This happens because there is a close relationship with gender injustice with the structure of community injustice.

New media allows the formation of relationships between users from different backgrounds, resulting in a tenacious social structure. The salient output of this structure is that it generates large amounts of information, offering users an extraordinary value proposition. However, the weakness of such information overload is sometimes evident in the user's inability to find credible information to use when needed. Social media sites are so deeply embedded in our daily lives that people rely on them for every need, from daily news and updates about important events to entertainment, connecting with family and friends, reviews and recommendations about products / services and places, fulfillment emotional needs, workplace management, and following the latest fashion, to name a few.

When we refer to social media, applications like Facebook, WhatsApp, Twitter, YouTube, LinkedIn, Pinterest, and Instagram often come to mind. This application is driven by user-generated content, and is very influential in a variety of settings, ranging from buying / selling behavior, entrepreneurship, political issues, to business capitalism (Greenwood and Gopal 2015). In April 2017, Facebook enjoyed a position as the world social media market leader, with 1.97 billion monthly users (Statista 2017). In addition to posting, social media sites are bombarded with uploads of photos and videos, and according to the latest figures, around 400 million photos every day have been recorded on Snapchat, with around 9,000 photos shared every second. While 50 million businesses are active on Facebook business pages, two million businesses use Facebook ads. 88% of businesses use Twitter for marketing purposes (Lister 2017).

Academics and practitioners have explored and examined many facets of social media over the past few years. Organizations are involved in social media mostly to get feedback from stakeholders (Phang et al. 2015). Consumer reviews are another big part of social media, bringing issues of information quality, credibility, and authenticity to the forefront. For the most part, the online community has succeeded in uniting people with similar interests and goals, making the concept of micro blogging very popular. While most of the messages exchanged on social media sites are personal status or updates on current affairs, some posts support searching, where people seek help and assistance. Interestingly, this has been recognized as a socially exhausting post that causes social overload, causing other members to experience negative behavioral and psychological consequences, because they feel compelled to respond (Maier et al. 2015). In a community they never meet intensely, they don't even know each other but can have the same goal, this is interesting to study. As stated by Rheingold that the virtual community contains people who have very liquid social ties, the boundaries of time and face-to-face are not the main things.

The focus of the problems examined through this research is more on the representation of women in gender relations in new media. This is related to the explanation by Sen and Hill (2001) about

media which actually does not reflect but rather represents social reality. If the media is seen as reflecting social reality, the media functions like a mirror that displays social reality as it is without being influenced by aspects of class, gender, age, or certain values. However, in reality, the media does not reflect but rather represents social reality so that the “reality” that is presented is highly influenced by various things and interests, including reproducing and perpetuating gender domination.

Method and Materials

This research is qualitative; namely to find out how gender relations that occur in the community of professional women and mothers. Following the problems formulated by the researcher, the most suitable research approach is qualitative. Herbert Blumer said that qualitative research approaches research subjects humanistly to get insights about how subjects carry out their daily activities and how research subjects use something around them to communicate with others (Taylor, 2016). Qualitative research is more humane because it produces explanative data and can describe in detail the sequence of activities in the life of the subject.

This research uses Netnography is an ethnographic study that is done online (via the internet), observations can be done through discussions and online interviews followed by deeper exploration through WhatsApp group media on research topics. In Netnographic research observations, respondents remain in their environment, interviews, or interviews conducted to obtain in-depth data. Interviews are needed to understand and explore respondents' perceptions regarding a matter related to the scope of this research.

Kozinet (2010), offers a way to conduct ethnographic research on virtual communities in the internet world which is then referred to as Netnography. Netnography answers the anxiety of researchers when they want to conduct an ethnographic study of virtual communities. For Kozinets virtual communities or virtual communities are the same as other communities in the real world. The virtual community has members, goals, and culture.

Result and Discussion

The Professional Mother Community is a community that is incorporated in a community group and sharing experiences is what continues to bring women together in their groups.

1) Social Media and Related Organizational Impacts

Miranda et al. (2015) suggested that the diffusion of social media is based on an organizational vision that offers a clear range of movements to choose from, with the freedom to improvise. Xu and Zhang (2013) consider Wikipedia as a social media platform and conclude that Wikipedia improves the information environment in financial markets and the value of information aggregation. Qiu et al. (2014) studied prediction markets to find that users with increased social connections tended to invest in obtaining information from external sources. Miller and Tucker (2013) studied the extent to which social media is managed by companies to report that most company posts are centered on company achievements and are not always in the best interests of clients. In short, the research examined in this theme focused on analyzing the impact of integrating social media into work roles in professional mother organizations. Effective management and use of social media were agreed to provoke and provide online education in online classes through WhatsApp media group activities that help in the innovation, retention, and motivation of members. This study can have a positive impact on members of the professional mother's community.

2) Social Media and Participation in Online Communities

There are many aspects to developing and maintaining an online community, and user participation plays an integral role in it. Ray et al. (2014) identified that user involvement increases the user's intention to revisit the online community. Singh et al. (2014) analyzed employee blog reading behavior and showed how reader interest and retention is influenced by textual characteristics that are of interest to reader sentiment. Butler and Wang (2012) found that changing content in online discussion communities affects the dynamics of members and community responses, both positively and negatively.

An initial study of participation in online communities found that different community commitments affected behavior differently (Bateman et al. 2011). Chau and Xu (2012) develop a framework that can collect, extract, and analyze blog information that can be applied to any service organization, topic, or a service product. Goes et al. (2016) studied goal setting and status hierarchy theory to find that glory-based incentives motivate users to contribute more user-generated content just before the goal is reached, with contributions significantly decreasing later. Khansa et al. (2015) check Yahoo! Respond, and find that artifacts such as incentives, membership periods, and past habits or behavior greatly influence active online participation. Tang et al. (2012) examined the concept of incentives on social media, especially YouTube, for content contributions and found that users were encouraged to contribute on social media based on their desire to share revenue, exposure, and reputation. Zhang and Wang (2012) use economic and social role theory in the context of Wikipedia to show that in collaborative networks, editors determine the total contribution to collaborative work. Dennis et al. (2016) developed a theoretical framework for corporate blogs and analyzed Fortune 500 companies to find that the target audience of the blog and the alignment of the blog's content and management significantly influenced the blog's visibility. Most of the studies under this theme focus on data analysis on blogs. They highlight the importance of word of mouth, which is closely related to user satisfaction. It also emerged from this study that user involvement and satisfaction due to playing a parallel and mediating role in the online community.

3) Professional mother community in the family

Women often look at other women for friendship because of their experiences as women in many stages of life from being single to marrying children. Finding friends who are female offers opportunities to talk, share, vent frustration, or leave as a group. Women's groups can even discuss the qualities of a good friend. Women's friendships often entertain during difficult life situations because women can discuss difficult situations such as giving birth, raising children, divorce, or work. In the same way, women's friendship also offers opportunities to celebrate and be happy for success, new babies, and other life changes. If these female friends form a group, the women in the group can share in the positive and negative aspects of their lives and share experiences such as working or raising children.

In women's groups, marriage is a subject that arises in many stages of life from being single, engaged, married, divorced, or widowed. For example, this is a good place for older women who have been married longer to guide younger women who want to get married. In group discussions about marriage, the group can individually explore what women expect when they get married, and also discuss what they expect to be realistic. Having various ages and marital status in a group can help. A woman who has been married for 50 years will offer a different perspective from the newlyweds. Sharing these experiences from various age groups broadens the bond between women. However, a group of women who are all at the same marriage point can also be fun because of a lot of shared interests and experiences.

The definition of family is not the same as the definition of marriage. While married couples are the family itself, a broader definition of the family involves raising children and facing the pressures and difficulties that accompany motherhood. A topic that might arise in women's groups directed at marriage

can be a guided discussion about couples keeping romance alive when children have a tendency to take up a lot of parental time. The mother group raised the problem of raising children of all ages and the differences that mothers can expect from infancy since adolescence. In older women's groups, women may talk about having an adult child and how they handle it.

In the professional mother community, there are several things that are emphasized in the family's family education, by increasing the quality of mothers in educating their children, improving the quality of mothers in managing their household, increasing self-confidence and being productive without having to leave their children, increasing mothers in agents of change so that the presence of mothers in the community is useful for many people.

Conclusion and suggestion

In the community of professional mothers, all mothers will surely experience the complexity of challenges, both at home and at work or organizations. They gather and discuss all the problems that must be solved through sharing things and good ways, not only members of the community, they are also part of the professional mother leaders in their respective families. The professional mother community devotes time, thoughts, and opportunities to share and exchange ideas with fellow community members. Professional mothers are active in improving the knowledge gained in online classes from time to time to become professional mothers in all fields, ranging from family, work, and organization. Women are not only a complement to men, but they become life partners in building a family life.

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