BAB V

KESIMPULAN

Media merupakan *agent of change* yang dapat menciptakan perubahan sosial melalui publikasi berita. Maraknya kasus kekerasan seksual di Inggris menarik perhatian BBC.com sebagai media *online mainstream* di kawasannya untuk meliput isu tersebut. Norma-norma gender yang bias kemudian dapat terbentuk dengan penggambaran stereotipe via media dalam kasus kekerasan seksual. Sehingga penulis mengajukan pertanyaan penelitian yaitu "Bagaimana nilai-nilai bias gender terkandung dalam pemberitaan BBC.com mengenai kasus kekerasan seksual yang terjadi di Inggris?". Dalam menjawab pertanyaan penelitian tersebut, penulis melakukan analisis terhadap tiga berita kekerasan seksual berkaitan dengan pemerkosaan yang dipublikasi oleh BBC.com dalam rentang tahun 2018-2022 ketika terjadinya peningkatan kasus kekerasan seksual secara signifikan di Inggris. Teori feminisme eksistensial dan konsep *framing* digunakan untuk menganalisis pemberitaan BBC.com mengenai kasus kekerasan seksual yang terjadi di Inggris.

Berdasarkan analisis yang telah dilakukan penulis dalam penelitian ini, *framing* pemberitaan yang dilakukan oleh BBC.com mengenai kasus kekerasan seksual yang terjadi di Inggris memuat nilai-nilai bias gender, meliputi: konotasi *victim blaming*, pemaknaan perempuan berdasarkan budaya patriarki, maupun teks pemberitaan dengan penekanan yang bias terhadap perempuan yang menjadi korban pemerkosaan. Berita pertama menggambarkan karakteristik lemah dan sosok pasif yang terkonstruksi sebagai inferioritas perempuan, *social framework*

framing BBC.com juga mengkonstruksi pemaknaan pesan berita atas korelasi sebab-akibat yang disertai dengan pemberitaan yang bias antar aktor guna meningkatkan daya tarik berita sehingga memuat berbagai konotasi yang *victim blaming*. Sedangkan dalam berita kedua, terjadi pemaknaan perempuan berdasarkan budaya patriarki oleh BBC.com via *social framework framing*, informasi dimaknai melalui korelasi status aktor dan standar penilaian antar aktor yang terlibat, sehingga mengakibatkan konotasi *victim blaming* terhadap perempuan yang menjadi korban pemerkosaan. Di sisi lain, berita ketiga menggambarkan insiden pemerkosaan dengan cara yang mempermalukan korban perempuan dan menyiratkan makna bahwa perempuan dengan "karakter" tertentu adalah individu yang menghadapi kekerasan berbasis gender. *Social framework framing* ini menekankan tindakan, perilaku, dan penampilan korban dengan *framing* pemberitaan yang sensasional sehingga terjadi konotasi *victim blaming* terhadap perempuan yang menjadi korban pemerkosaan. Sesuai dengan teori feminisme eksistensial, pemaknaan perempuan melalui media terbentuk oleh paham superioritas laki-laki diatas perempuan yang dipandang sebagai "inferior". Peran media pun terlihat sesuai dengan konsep *social frameworks framing*, bahwa BBC.com aktif terlibat sebagai media *online* yang mengkonstruksi teks melalui pemilihan cerita maupun kata yang memuat nilai-nilai bias gender. Penelitian ini memiliki keterbatasan dikarenakan objek penelitian hanya diangkat terhadap tiga berita yang mengandung unsur *victim blaming* tertinggi dari tahun 2018-2022. Meskipun begitu, penelitian ini dapat memperlihatkan sudut pandang berbeda mengenai bias gender dalam konteks media dalam tata hubungan internasional.

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