

## REPRESENTATION OF GENDER EQUALITY ON JOKOWI'S INSTAGRAM POST: CHARLES S. PEIRCE'S SEMIOTICS THEORY

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### ABSTRACT

Men and women were sometimes still considered differently by some people in society. There were some beliefs spreading that women could not afford anything done by men in every sector of life. Participating people in Politics in Indonesia was still unequal between men and women. To tackle this issue, media needed to take action in promoting gender equality. Social media, however, currently became usable to access the information or the entertainment. Instagram, for example, as one of media used by massive people in the world created an alternative way to build public pattern and norms, more over the users were those who had a powerful role in shaping public opinion which one of them was such as a president. Joko Widodo, the president of Indonesia, had posted many contents including video, photograph or digital image, like digital image which attract society to its uniqueness, and it potentially gave influences to his followers looking at his position as a president as well. This research aims to discover the sign representation of gender equality in posts including image and caption used on the Instagram based on Peirce's theory analysis on the account @jokowi. Peirce classified signs into three which are icons, indexes and symbols. The approach used in the research was qualitative that focus on analyzing data in forms of image and text. The result of the research shows that the discoveries of sign representation on Jokowi's post represented gender equality much better than inequality which is found in the same post in icons and symbols.

**Keywords:** gender equality, Peirce, representation, sign

## 1. INTRODUCTION

Gender equality has become a well-known topic since years, and it also evokes many controversies regarding the implementation among societies in the world. Secretary-General of United Nation (UN), Mr. António Guterres, stated that gender equality is one of human right issues that challenge the world to solve it until now (United Nations, 2020). For this, some cooperation among countries is necessary to shatter inequality happening in each country.

Indonesia is one of the countries that promotes gender equality in the scale of international, and it has been acknowledged by UN with the agreement in movement of Sustainable Development Goals (SDGs). In the last Group 20 (G20) conducted in Bali, minister of women's empowerment and child protection made remarks there by stating that by global cooperation and strong commitment, gender equality and women empowerment could be promoted in all development sectors (Mahrofi, 2022). With this acknowledgement, Indonesia has an obligation to the society to give an equal opportunity between men and women in every sector of life.

Unfortunately, the issue of global gender gap still happens globally and Indonesia become one of countries that contribute to it. Word Economic Forum (WEF) just released the research data regarding gender gap happening in 146 countries. Indonesia is in the 92<sup>nd</sup> position this year 2022 with the index score of gender gap 0.697. This index increased from the last 2021 where Indonesia was in 101<sup>st</sup> position with the index score 0.688. It means, there is an escalation about 0.009 from 2021 to 2022. Some classifications affected this number is from women empowerment in political participation that still got in the lower

rate/standard compared with another country which is 0.169. Participation in an economic occasion still got standard with another country, while an education and health earned 0.97 which is high number but still in the standard global rate (World Economic Forum, 2022).

To tackle all this, some movements in promoting gender equality matter to encourage Indonesia to be equal. Nowadays people have a very big opportunity to campaign the gender equality in public especially using online platform. Social media even can shape the stereotypes of society by the content presented in the public. Instagram, for example, has numerous users around the world. In Indonesia, there are 99.9 million active users based on the data in April 2022 ( Rizaty, 2022). This huge number potentially gives an alternative way to promote gender equality through Instagram platform. The role of users also proximately affects the viewers in terms of sociocultural patterns and norms more over the user comes from the strategic position in a country such as a president. (Örtenblad. Marling. Vasiljevic, 2017)

Joko Widodo as a president of Indonesia has so many followers and various posts on Instagram which each post contains many information about his journey since he has been firstly elected until now. Based on the description above, this matters to know to what extent the Instagram post (image, video or caption) informs the society regarding gender equality. This is also supposed to push some stake holders or communities to be aware of gender equality while making some decisions in order to follow the gender equality sign found in some posts of Jokowi's Instagram account.

To see evidences shown by Jokowi on his Instagram posts, this research aims to

find the representation of gender equality sign on Jokowi's Instagram Posts. The theory used is Charles Sanders Peirce's Semiotics theory. Peirce defines Semiotics as doctrine of signs and signs itself are classified into three which are icons, indexes and symbols (Sebeok T. A., 2001). Icon is a sign to reproduce the referent in several ways. For example, photograph is the iconic sign because it represents the referent in a visual way. Index is a sign that refers to someone or something that exists in location in space or time. He then gives example of footprint Robinson Crusoe on the sand as an index which indicates a creature was there. Besides, words are also synonymous with index according to Peirce. Symbols is a sign of the referent in an arbitrary conventionally. For example, white is a symbol of cleanliness, innocent or purity (Sebeok T. A., 2001). These signs of Semiotics will be used to analyze Jokowi's Instagram post in acquiring the sign representation of gender equality.

According to the principle, Gender refers to a social construct that shows different rights and qualities in a way of competence and desire. Additionally, the word equality defines gender equality as a state of affairs that make women and men have the same opportunity in walks of life. This merges the must to present gender equality in every decision making and care about the women's interest that has the same consideration as men in the way of resource and allocation (Latham, 2007).

## 2. LITERATURE REVIEW

Hidayat (2001) stated that a representation refers to how someone or community makes an idea or opinion shown on the text purposely to build an identity or characteristic for themselves. By the research done by (Zewitra, 2018)

studied the representation of gender equality in the words chosen in the discourse of UN Women official website. The analysis used Critical Discourse Analysis approach to see the representation of gender equality by looking at the words in the website of UN women. The research relied on Fairclough's theory which is proposed to find the value of gender equality from the words. Zewitra found three representations of where firstly representation as a condition of equal between men and women and given the same right and position also opportunities as men do. Secondly, gender equality is expected to bring a better future and lastly, gender equality is everyone's responsibility. Beside the researcher also analyzed the campaign movement by UN Women which resulted some values in the website.

Shabira (2022) in the research entitled "*Representasi Gerakan Feminisme pada Akun Instagram @perempuanfeminism*" made a statement about the movement of feminism to support gender equality. Feminism is defined as women movement to demand equal right between men and women in public affairs. The research aims to see representations of feminism movements on Instagram account named @perempuanfeminism. The research is conducted because the use of social media to make some movements has been completely able to be a way for people to communicate the idea better. The research is a content analysis on @perempuanfeminism Instagram account to make a summary that can be validated from the text. The result of the research is @perempuanfeminism Instagram account has become discussion by society with its various posts. The account has revealed the ideology of feminism to fight toxic

culture which is patriarchy and stand gender equality in society.

The two researches above are the previous research discussing about representation and gender equality. The first research used Critical Discourse Analysis to analyze words that become the representation of gender equality while the second research applied content analysis to make sure the representation of feminism as a way to gender equality. The object of both research is firstly from website and secondly from the Instagram account. In this research, researcher finds many differences to acquire the novelty of the research. The use of Sign analysis using Peirce's theory that focused on forms of icons, indexes and symbols is the new way for researcher to view representation of gender equality from a different way. Icon is a sign that looks or sounds the same as the real object like a photograph. Index acts that there is a direct link between an object and its sign such as a footprint. And symbol is a sign that has no relation with the object, yet it should be agreed by people and stand for what it does (John, 2011). Besides, Jokowi's Instagram account, background of the research and the purpose of the study can be points of the novelty in the research conducted.

### 3. RESEARCH METHOD

The research used qualitative approach to discover the representation of gender equality on Jokowi's Instagram posts. Qualitative approaches to data analysis, collection, report writing, or interpretation. The sampling can be in form of analysis of picture or text, representation of tables and figures, and personal interpretation (Creswell, 2014). The researcher will stalk Jokowi's Instagram and find the contents drawing men and women in a frame and the

expression that indeed talks about gender equality in a direct message. Afterward, the contents are categorized based on the Peirce's theory which are into indexes, icons and symbols. Each of them will be analyzed whether the contents consist of gender equality sign or not. The data will be in the table of icons, indexes and symbols as well as the explanation as the result of analysis. The researcher tries to be objective in managing the analysis which means in case there are inequalities found in the same contents, it will be presented as well as a result. For, this research is to discover the sign meaning using semiotics that can be analyzing gender equality representation on Instagram account @Jokowi. So, the result will be like the account is representative or not and percentage the data into number.

The theory uses Semiotics analysis that mainly discusses the meaning of sign. Semiotics is a study for anything that produces sign. units of object will be categorized into role, positioning, and size. The data is taken from Jokowi's Instagram account named @jokowi. Then the data is classified into three which are icons, indexes and symbols based on Peirce's theory. From these three categorizations, there will be summary in each term to discover gender equality representations in Jokowi's Instagram posts.

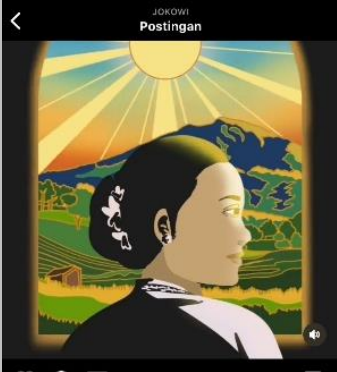
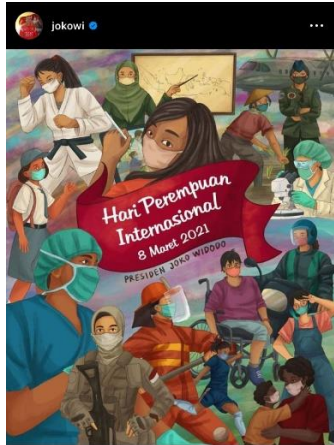

### 4. RESULT AND DISCUSSION

The result of the research will be presented through table which contains 30 data including 8 icons, 16 indexes and 6 symbols.

#### 4.1 Icons

The icons

Table 1

No	Icons	Role	Size	Positioning
1		<ul style="list-style-type: none"> <li>Sunlight</li> </ul>	<ul style="list-style-type: none"> <li>Woman dominated on the landscape</li> </ul>	<ul style="list-style-type: none"> <li>A woman in the landscape</li> </ul>
2		<ul style="list-style-type: none"> <li>A picture shows the various occupations that can be involved by women, such as army, fire fighter, teacher, martial artist, scientist and farmer.</li> </ul>	-	
3		<ul style="list-style-type: none"> <li>Indonesian map as a background</li> </ul>	<ul style="list-style-type: none"> <li>Two dominated men working as labors.</li> </ul>	<ul style="list-style-type: none"> <li>Men positioned in the foreground and women in the background.</li> </ul>
4		<ul style="list-style-type: none"> <li>Woman as a frame</li> </ul>	-	





Based on the analysis, there are 8 indexes in the table and 2 of them did not fully represent gender equality based on Semiotics analysis specifically icon (no. 3) in the units of (size and positioning). The size of men dominating in the photo represents that the men are still above everything. The two men at front drawn bigger than women which tend to be smaller size than men's size, and it implies inequality based on Semiotics analysis.

The positioning of men which are put in foreground while all women images in the background also show inequality. The others represent equality in units of role, size and positioning. The icon shows that roles of men and women are the same as labors, even though in some cultures, this probably seems negative. Besides, icon of Kartini with the sunlight really represent

that the women can move to shine the world by their action. The icon (no.4) framed by a woman and filled by many backgrounds of women inside it explained that women are in power to be unity. This gives interpretation where the post encouraged women to work together to reach the purpose.

To make it perfect, the maker of this post actually can equally make the same size and position to express gender equality through contents, so promoting gender equality can be completely fulfilled through official signature by general recognition and the content consumption in public.

#### 4.2 Indexes

The table below is the indexes acquired from the caption used in posts of Jokowi's Instagram account.

**Table 2**

No	Indexes	Role	Size	Positioning
1	Indonesia selalu melahirkan perempuan-perempuan yang tangguh, berpengaruh dan menjadi inspirasi. Mereka mengambil peran di semua pelagaan pengabdian yang membuat bangsa besar ini tetap tegak dan melangkah maju	<ul style="list-style-type: none"> <li>• Tangguh</li> <li>• Berpengaruh</li> <li>• Menjadi inspirasi</li> <li>• Mengambil peran</li> <li>• Tegak</li> <li>• Melangkah maju</li> </ul>	-	-
2	Setiap orang laki-laki atau perempuan punya	<ul style="list-style-type: none"> <li>• Kesempatan yang sama</li> </ul>	-	-

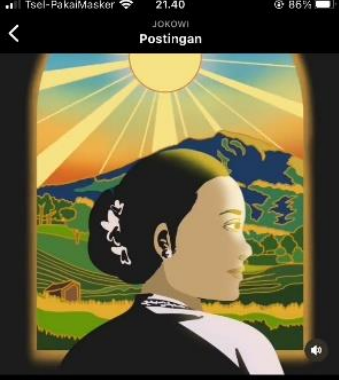
	kesempatan yang sama untuk mengambil peran dan menggapai impian. Semua setara memberi warna bagi peradaban.	<ul style="list-style-type: none"> <li>• Menggapai Impian</li> <li>• Semua setara</li> <li>• Memberi warna</li> </ul>		
3	Sumpah dan tekad yang diucapkan dengan lantang pada 93 tahun lampau oleh pemuda-pemudi Indonesia, masih menggema dengan suara yang sama dan sejalan dengan arus zaman sekarang.	<ul style="list-style-type: none"> <li>• Masih menggema</li> <li>• Sama dan sejalan</li> </ul>	-	-
4	Kita menyaksikan perempuan-perempuan yang menjadi penyelamat dan penuh daya. Mereka berjuang dan berprestasi di berbagai pelagan, dari bidang ekonomi, Kesehatan, sosial sampai politik.	<ul style="list-style-type: none"> <li>• Penyelamat:</li> <li>• Penuh daya</li> <li>• Berjuang</li> <li>• Berprestasi</li> </ul>	-	-

According to the analysis, indexes taken from the caption used by Jokowi's post represents gender equality. The sign shows with the spirit of caption to support men and women to be equal to participate in public change. The phrase "*kesempatan yang sama*" for example implies powerful meaning which the caption really stanches for gender equality. Other phrases such as "*semua setara*", this bans the discrimination between men and women occurred in any places. All public rights that are usually dedicated only for men and discriminating women can no longer exist for encouraging gender equality.

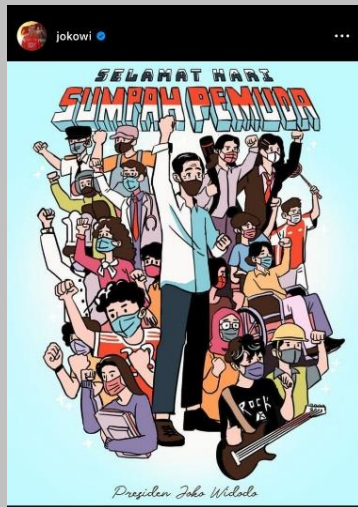
### 4.3 Symbols

The table below is the accumulation of symbols on Jokowi's Instagram posts.

**Table 3**

No	Symbols	Role	Size	Positioning
1		<ul style="list-style-type: none"> <li>• The woman represents Kartini</li> </ul>	-	-

2



- The man in front is Joko Widodo as a president of Indonesia.
- People behind Jokowi are society from various background.
- The roles can be analyzed are: are pilot (man), doctor (man), chef (man), musician (man), student (woman), sportsman (man).
- The size is equal among all roles and flanked by Jokowi as a leader.
- Positioning of men and women is equal from up to bottom.

The analysis of symbol here results 6 symbols with 5 representing gender equality and 1 unrepresentative. The inequality happens in symbols (no. 3) in the third role which mention all identified role in the symbol. Significant role such as pilot and doctor still belong to men. Even the women only represent student as a significant role, since most of the role is random/ordinary society. This inequality can cause issues in Semiotics since men are having more significant roles rather

than women. Other 5 representing equality, shows fairness such as the size and positioning that drawn equally in all symbols.

From the analysis above, there are 30 signs from icons, indexes and symbols. The representative signs are 27 and the opposite is 3 signs. Finally, this research aiming to discover the sign representation of gender equality on Instagram account of Jokowi get conclusion that the account



90% represents gender equality and 10 % the opposite.

## 5. CONCLUSION

The research result shows that the discoveries of sign representation in Jokowi's Instagram post can be analyzed using Peirce's Semiotics theory. The signs classified by Peirce which are icons, indexes and symbols can fully be interpreted and analyzed. The research aimed to discover gender equality representation in the same time also find gender inequality in some posts. even tough the content may probably not be created exactly by Jokowi as the owner of the account, the real creator can maximize the object to represent gender equality in terms of sizing, positioning, making roles to all units inside the frame. This 10% of inequality becomes feedbacks to make better contents that are fairly balanced and acceptable in all views of science. The good thing is that Jokowi has already represented gender equality through his contents and become reflection for all society including stake holder to consider gender equally between men and women in making decision for public. Society also needs to cover up the mind-closeness to be aware of gender equality by moving on to build gender equality in every activity in the daily life.

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