PROCEEDING

The Second International Conference on Business and Communication (ICBC 2018)

Jakarta, July 28th, 2018

“Preparing for Administrative and Communicative Professionals to Meet The Challenges of Digital Business Communication Transformation”

Organized by
Tarakanita School of Communication and Secretarial Studies
Jakarta, Indonesia
The Second International Conference on Business and Communication (ICBC 2018)
Jakarta, July 28th, 2018

Edited by:
Agustinus Rustanta, S.Pd., M.Si.
&
Dr. Theodore A. Fernando, B.A., M.A., Ph.D.

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Foreword
Director of the Tarakanita School of Communication

In celebrating our 50th anniversary this year, the Tarakanita School has initiated a range of activities including the Second International Conference on Business and Communications (2nd ICBC 2018). We would avail this academic event to welcome international scholars to put forward their views, research findings and papers on a variety of subjects. We sincerely hope this conference will broaden the horizon of the participants and help create an international environment in our academic community. We also hope to gather ideas primarily to support our efforts in preparing administrative and communicative professionals for meeting the challenges of digital business communication transformations.

This is our second international conference we have had. The First International Conference on Interdisciplinary Research and Innovation (1st ICIRI) was held on 25 August 2015. We truly look forward to having such international conferences in the future.

May we use this opportunity to convey our highest appreciation to distinguished plenary presenters and the guests for their work and participation.

Jakarta, July, 2018

Sr. Brigitta Veronica Raimundawati CB, S.Pd., M.TPd.
Foreword
The Chairwoman of Organizing Committee

The substance of a research may vary from one institution to another but one thing that could be revealed is that research endeavors should address contemporary societal issues and at the same time advance the good of the majority. ICBC 2018 is functioned as a vehicle for dissemination, but more importantly ICBC 2018 is managed for sharing relevant research results/findings.

Thank you for the key note speakers and all participants who are eager to gather and share knowledge in this conference. Our great appreciation and special thanks go to Tarakanita School of Communication and Secretarial Studies community and all the Tarakanita School of Communication and Secretarial Studies Jubilee committee members for the hard work and all the effort in supporting ICBC 2018.

God Bless us.

Jakarta, July, 2018

Dra. Maria F. Lies Ambarwati, M.M.
It is a great moment where practitioners, lecturers, students are attending this special occasion where everyone might share his/her expertise or research. It is not only important for the presenters but we are happy to learn from each other. What more is that it is a venue in which everyone is connecting to anybody in this world. It is time for everyone to build network between researchers, faculties, and practitioners. This event is not so big as other international conferences but at least it becomes an arena for all of us to communicate out mind. We can share and get information about different thing from other participants.

We thank you to the honorable keynote speakers who are willing to spend time the time in our campus. I also want to deliver my gratitude to all presenters. At last, many thanks to all committee members who work hard so that this conference may take place nicely. You are great and I am proud of you all. Keep doing research and continue working for a better future. Make as many contributions as possible to the development of science and knowledge.

We are sorry if we cannot serve you due to our limitations. We hope we can cooperate in the future.

Warmest regards

Agustinus Rustanta
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WOMEN EMANCIPATION IN EDUCATION: A CASE STUDY AT TARAKANITA HIGHER EDUCATION

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Abstract
The purpose of this research is to describe how women of Indonesia view and describe how the emancipation of women in Indonesia especially in education. Data were collected from informants who were selected using purposive sampling technique. There are five informants for this research. The result shows that emancipation is still in progress. Inequality still happens somewhere either in the level of group of society or a country. Women need to struggle harder to reach equality to men.

Keywords: Emancipation, Rights, Education

A. Introduction
Education is compulsory needs aside from shelter, foods, and clothes. If a person is not well educated, she/he is supposed to have difficulties to compete with others. For example, a prospective teacher cannot teach in elementary school of even kindergarten if she/he does not hold bachelor’s degree. Those who did not have a senior high school certificate, they have to reach it through special program (C program). It is due to the fact that every job field needs skilled human resources.

It is not unquestionable the number of basic needs is developing. There were three basic needs, now there are nine basic needs. One of them is education. To actualized this education program, the government regulated that every
child should take the 12 years basic education.

How about women? What kind of education should she have and how to struggle for it? In other countries, women education has been popular since decades ago. There have been women higher education institutions such as Fukuoka Women University in Japan, Ewha Women University in Korea, Princess Noura In Saudi Arabia. Fukuoka and Ewha Women University are famous of producing politicians. There are still many women universities such as Medical Women University, Meiji Woman University, Gunma Prefectural Woman University, Showa Woman University, Japan Women’s University, Mukogawa Women University, Nara Women’s University, Ochanomizu Woman University, Sonoda Woman University, Nagoya Women’s University, Jissen Women’s University, Konan Women’s University, Ferris University, Kyushu Women’s University, Yasuda Women’s University.

Indonesian Government has promoted women to participate in any public officers. It is 30% of the total numbers of the parliament are women, though it is still not equal to men. At least, it is a good will from the government to give opportunities to women to take action in any field. The position of women in private sectors are better. There are women who become the top managers in private organizations.

The struggle of women to be equal to men is usually called emancipation. Women are not the second citizens. R.A. Kartini was the pioneer of women emancipation in Indonesia. One of the ways is developing the quality of women resources through education. They are free to get information, knowledge and skills.

In education sectors, based on statistical bureau, the number of women students are almost in balance. Tarakanita, as one of the higher educational institutions have been actively involved in empowering young women through education. Tarakanita is just a proof that Tarakanita is responsible to support young women to struggle and to get involve in public sphere. Women should be the same as men in winning any kinds of opportunities in the job field.

The basic question is how do women in Indonesia view the emancipation and how do they
behave and support young women especially their ladies in accessing education especially higher education. The objective of this research is to describe the view of Indonesia women towards emancipation and their attitude and behaviour in supporting their ladies in accessing higher education related to feminism theory.

The benefits of this research are (1) the source of information that education is basic needs and it becomes the starting point of a better life especially young women, (2) it will inspire young women to behave and to direct her career, and (3) information for decision makers in the government to continuously struggle for equalities between men and women.

B. Theoretical Review

1. Feminism in the world

In line with liberal feminists, fair society is marked by giving the equal opportunities to every citizen to autonomous and satisfactory self-development. Everyone has the same rights for her/his own life. Rights become the power or the effort to define his/her the best choice for his/her life. One does not take by force anyone’s right. It should also happen in other field such as given freedom to have religion, life, education, and his/her own fate.

Feminist liberal is divided into two (1) classic liberal or the freedom in politic such as freedom to choose, to speak and to be different, to gather and so on. (2) it is freedom in term of welfare. It this case, the government is responsible to actualize the welfare of the society such any fields such as economy, family, shelter and so on. The final destination is fairness or justice. Only with justice women and men are equal.

Women should prepare themselves to make them equal to men by taking part in any competition. One of them is getting education as women are created to be rational and are able to think as men. It is the focus of feminism on the 18th century.

2. Feminism in Indonesia

Emancipation campaign in Indonesia is still going on by Journal of Women Foundation. There activities, including discussions and seminars done regularly. The foundation also publish a journal called Women Journal.
In big cities, the difference between men and women are not clearly seen. But in remote area women and men are very different. Education is not well established for men and women. Even, women should not have any opportunity to have education because of some reasons. There are two important reasons, economic and patriarchal reason. Based on CNN Indonesia on 10/03/2017, women di some regions are not educated well. It is because of the facilities and due to the economic problem. It is stated that women in Musi, Magelang, Bima, Yogyakarta and Maluku are still far away from justice especially in education.

C. Related Research

The case of the fate of women does not take place in Indonesia. According to Nowak, by 1950 a new domesticity was entrenching itself in American life. The emotional chaos of depression, followed by the anxieties of world war and cold war gave Americans a desperate hunger for a way out. They wanted simple and warm security. The easiest way was traditional institution’ marriage and family.

At that time, the man was cast as the strong, unemotional breadwinner and women’s place was redefined to rest only in the home. Higher education is also a dream for Iranian women. Shavarini (2006: 45) education for women before college as boring, especially families living in remote area. There is no extracurricular or sports activities for girls, no television programs for girls or young adult women. In some families everything the girls do is put under a ‘microscope’ how they dress, who they talk to, where they go. Girls are controlled by the family. Life is changing when girls go to college when the have to move to cities. but after women graduated from higher education they will return to the private sphere disillusioned.

Not all women experience the same fate. Women can be out of the box through higher education (Wenzl, 2008). Women can have better lives after they got better education. They can have better lives. What more is that women could be a member of legislator (Rocha & Wringkle, 2011). Many people may benefit from the presence of female legislators. This research found out that women of
color in the United States will be more effective descriptive representatives than their male counterparts.

In other case, a women’s education has wonderful opening line (Conway, 2001). It is a research done in Australia. Is is about the transformation of a young woman from Australian outback to the influential president of a leading women’s college.

Another research was done by Guinier et al (1994), a research at a law school. It is found out that strong academic differences between graduating men and women. Men are three times more likely than women to be in top 10% of their law school class. It is also found out that women are much lower rates of class participation that do men for all three years of law school. Women do not engage pedagogically with a methodology that makes them feel strange, alienated and de-legitimated. Is quite different from the findings research done by Nuryoto (1998). Female academic achievement shows greater score than male. Female students in elementary school, senior high school, diploma and also undergraduate schools have greater score than men. It is indicating that women are academically better than men. But the problem is that companies will prefer to recruit men than women, though in some cases women are dominant is some companies such as garment and electronic companies where the companies need the highest accuracy. Though women have higher academic achievement is higher than men, women still experience unfair treatment in some cases.

Another research recommended that the curriculum must be change. Curriculum should not be based on gender where women are discriminated when they are still in school (Khotimah, 2008). It is stressed by Walker & O’Loughlin (1984). There some critical views concerning the role and treatment of women in educational theory and practice. It is argued that women have been overwhelmingly excluded as objects of study and reflection in educational philosophy. Women are excluded from all the ‘disciplines’ of the traditional education curriculum.

It is recommended (Khotimah, 2008) that the government should develop curriculum that have gender perspective. It should be in
line with the goal of the vision and mission of national educational objective. It is in line with an article by Kate Gordon (1905) titled Wherein Should the Education of a Woman Differ From That of A Man. According to Kate Gordon, education has three ends in view: the training of judgement, character, and taste. In forming a judgement, a woman must observe exactly the same logical procedures as a man. She has no royal road to learning. Second, education is cultivating right character, how we are to be distinguished. There is a question, are Girls not to have energy and initiative, are boys not to know gentleness and obedience? It is about honesty, veracity, courage, courtesy, as a admirable in the ones as in the other. Finally, in forming taste cannot both sexes learn by the same acquaintance with the best in art. So, education of a woman should not differ from that of a man.

D. Research Method
This an interpretive research. Reality is not what is seen on the surface. Data were collected through interview with alumni of Sekolah Tinggi Tarakanita who have got a job, some of the hold Ph.D, got married and they have daughter (s). The number of sample is determined using purposive sampling technique. There are 5 informants taking part in the interview. The result of the interview is analyzed. There are four questions addressed to 5 informants; (1) how do they view emancipation at present, (2) how do they see education for women in Indonesia, (3) who they reach high education, (4) how do they educate their children especially their daughter (s)?

E. Findings
Some interviews with informants were done to collect information about emancipation issues. The response of respondents to the first question how do they view emancipation at present? There four informants saying that emancipation is still interesting to discuss. There are empowerment of women. Those who are well educated have a good position in the company; private and states companies. There are, however, still many women do not have any opportunities to have a good education. They do not have a good
position either. Not all women or young ladies are not as lucky as men.

There are still unlucky young ladies or women who are excluded. There are problems such as economic condition of the family, poverty, and due to priority. Parents give priority to sons instead of daughters in term of education especially in remote areas or other islands out Java. In job fields, discrimination is still dominating in the job field. They do not have the same benefits and career path compared to men.

One respondent argued that emancipation is not relevant anymore. It is assumed that the world is changing rapidly. Opportunities are just a matter of competence. Everyone might have the same position if he/she is qualified in the field. Women, at present, may work in a field such as in a gas station, professional jobs, bus driver, prime minister or even a president. In the third countries, however, the socialization to emancipation needs to be stressed, especially in the countries with patriarchy systems.

The second question how do they see education for women in Indonesia? All informants said that Indonesia young ladies and women have the same opportunities to access education. Parents have a good understanding about education for their sons and daughters. Though this insight is a little bit different for those who live big cities and those who live in remote area where schools are unreachable. In agricultural countries or in villages, it is still found out that parents marry their children in young age. Some should work to help their parents. It is because of their economic condition. It is also due to the parents’ educational background. Women are in the kitchen, to cook, in the well to wash clothes and to serve her husband on bed. It short, women tend to take care of the family and husbands are working.

The third question, who they reach high education? Some women or even young women experience high education. All informants have got a good education. They don’t have any problems form their parents. Their parents do not discriminate between sons and daughters. Women might have got the doctorate degrees. Today, men and women are in the era of fairness in term of education.
Fourth question how do they educate their children especially their daughter (s)? Informants said that in this global era everyone might have the same opportunity to build his/her competencies. Is it due the fact that all informants live in big cities?

Two informants said that they stressed out that daughters should have good education. It is because she will be a mother who is responsible to educate her children. Two other informants said that education depends on the goal of lives. If the want to have a good career path, education should be very important. Even they have to choose famous university, academic purposes.

When they choose to be creative and skillful, they have to choose vocational schools. Bothe academic and vocational school has its own strengths and weaknesses. Today, they said that youngsters tend to concentrate to their passion and even hobbies or something interesting. It means that everyone has the same right to define his/her future including his/her choice of education.

F. Discussion

It is found out that emancipation is always relevant. Emancipation is not only a matter of education or career path in big cities or even developing countries. It is not only a matter of equality between men and women. Emancipation means ‘diversity’ or gender balance. It is balance between the rights of men and women. When emancipation is anchored to the 21st century, it is a matter of struggling to reach equality to get the opportunities between men and women. Liberal feminists argued that there are still women who have experience of discrimination, oppression and marginalization.

There are stereotype between men and women. Men are conditioned as breadwinner and they are working in public. Whereas women are homemakers. Their activities are taking care of the children, serving the husband, doing household work. It is stated in the marriage constitution of Indonesia that a husband is the head of the family and a woman is a house wife. It is indicating that man should fulfil the needs of the family and a wife is responsible to take care of the family at home. There
are different roles between a husband and a wife.

In this condition, a husband is the head of the family and a woman though she is married, her status in work is still single. It is in line with the stereotype that women must stay at home and do domestic work.

1. Women and education

Viewing from the point of view of constructivism in the education, different opportunity is constructed that man is dominant and woman is dominated. Though it is now getting better. The difference between men and women are not really far. It depends on the way how parents treat the children. Well-educated parents tend to be fair between sons and daughters. Uneducated parents tend to be discriminant. Parents would prioritized men in term of education.

Feminists stated that freedom and equality is from the rationality of private and public affair. Everyone must have the capability to think and to act. Education is one of the ways to develop our rationality. Low education will result in the limitation to think and to move forward. They are satisfied with the lowest achievement, their way of thinking is also limited. It is of course will also limit the opportunity they may have. It is however clear enough that the root of oppression and domination of women by men is due to the faults of women themselves. If they do not equip themselves, they will be left behind by themselves.

Liberal feminists said that equality between men and women is a privilege. Women might be dominated and oppressed if they do not take the opportunities they have. Women who live in the cities if not big cities have more opportunities to educate themselves and to develop themselves than those who live in small villages or remote areas. It also depends on the level of education of the parents and the economic condition of the family.

The awareness of women to develop themselves is related to their self-confidence. Willingness to develop their competence is the key element the will influence self judgement and self-confidence.

Thera are still women no limit their own role in the society or in an organization due to the stereotype. Women, for example, are more
emotional so that they are not competent in holding the position of an executive. Women are not allowed to be leaders as they are sub-ordinated by men. Women should surrender and their role is taking care of the family. Women should be considered ambitious and impolite if they show up their talents and take the challenges. When women have better education, broader horizon, and they win any kinds of competition, they might be considered equal in any aspects.

According to UNICEF, though Indonesian education is not limited by gender, it seems that there are still problems the women should face:

a. Books at school should not be gender based. Any examples or illustrations in books of elementary school are still dominating the role of boys. There are many kinds of description that boys are more creative and more various than girls are. Boys are used in books than girls.

b. Stereotype of gender is still present. It is clearly seen on the way girls decided her major study when in university. Discrimination happens in the class. Girls dominate social science. Boys dominate Science.

c. Understanding and expertise is still popular. It is caused by tradition and socio-culture and religion.

d. Early marriage is still popular in some places of Indonesia such as Indramayu, West java. Marriage hinders women to have education.

e. Data from local government and data from the government are not valid. It is difficult to see the real development of children at school.

2. Education and Technology

3. Education and family

Equality and fairness in any kinds of things depend on how the family gives freedom to their children’s education. It also depends on how deep they understand the meaning of education for their children. Family is the starting point of women getting a good education. If parents are well educated, they tend to be more flexible. If the family has economical problem or cultural limitation, boys have more opportunities than girls do.
**Conclusion**

Equality between men and women is still questionable. It still becomes a big issue that needs continuous and sustainable effort. It is not granted but women should strive to get freedom to actualize themselves. It is a fact that inequality in roles, jobs, rights are still present in any ethnic groups or countries. Equality is sometimes difficult to achieve because of the structure of a family or due to cultural understanding.

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