

## STEREOTYPE OF PUBLIC RELATIONS PROFESSION IN JAKARTA

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### **Abstrak**

Profesi *Public Relations* di Indonesia dianggap sebagai bagi profesi yang tepat untuk perempuan, dimana lebih mementingkan penampilan fisik daripada kemampuan. Tujuan penelitian adalah untuk menganalisis stereotip profesi *Public Relations* yang erat dengan nilai mementingkan fisik dan bersifat feminim. Penelitian dikaji dengan pendekatan kualitatif melalui metode wawancara langsung secara mendalam dengan sepuluh praktisi *Public Relations* dari beragam industri di Jakarta. Hasil penelitian menunjukkan bahwa stereotip profesi *Public Relations* tidak selalu disandang oleh perempuan dengan fisik menarik. Kedua, banyak pria yang juga bekerja sebagai *Public Relations* walaupun harus diakui bahwa bidang *Public Relations* masih didominasi oleh perempuan. Sayangnya, terjadi kesalahan persepsi karena kurangnya pemahaman tentang fungsi *Public Relations* yang sesungguhnya dalam masyarakat tanah air sehingga menganggap bahwa profesi *Public Relations* dikerjakan oleh perempuan dengan fisik yang menarik saja. Stereotip negatif tentang profesi *Public Relations* mengakibatkan profesi ini kurang dihargai layaknya seorang dokter atau akuntan.

**Kata kunci:** Jakarta, *Public Relations*, Profesi, Stereotip

### **Abstract**

*Public Relations is known as a female profession, concerned physical, and suitable for women. The purpose of this research is to analyze Public Relations stereotype as a woman profession, concerned with physical, and feminine. This research is examined through face to face in-depth interview method with 10 Public Relations practitioners from variety industry in Jakarta. Findings showed that Public Relations stereotype is not necessarily a pretty woman, physically attractive, and majority men still dabble as Public Relations practitioners in the field of industry. Nevertheless, it cannot be denied that women still dominant in a Public Relations profession. The society's view that the face of PR is a woman show there is a miss perception of PR term itself caused by lack of understanding of PR literacy as management function, not a women profession, equal to actress celebrity's job, and oriented physical. The Negative stereotype about PR profession in Jakarta caused this profession is not as appreciated as a doctor or accountant profession.*

**Keywords:** Jakarta, Profession, Public Relations, Stereotype

## **Introduction**

The development of business in Indonesia is very rapidly evidenced by the establishment of 26.322 large and medium companies where was standing in Jakarta as economy city center in 2015. Large and medium industries are consists of some variety of industry ranging from for food, beverages, tobacco processing, fashion, leather goods, wood cork, paper, printing and record production, mining, oil, rubber, metal, computer, textiles, chemical, electrical devices, machine, motor vehicle, instrument transport, furniture, manufacturing business groups, and pharmacy. Economic progress in Indonesia has driven also with a number of entrepreneurs growing up about 26.7 million and has increased 17.6% compared to 2015 (CNNIndonesia.com, accessed December 13, 2017).

In addition to business and the economy progress in Indonesia encouraged by the implementation of economic declaration since 1968 that led to privatization in the economic center so then the consequences are government monopoly and the freedom of participation in economy and business activities for the society in Indonesia (Soesastro, 1989, as cited by Yudawarti *et al.* 2014). Thus, the more company needs to recruit a PR profession for maintaining company's image and reputation in various industries. If a company has bad image and reputation then it would gave impact on business profit. As an example in Dancow's brand case which had ever experienced a crisis due to the issues of lard in Dancow's milk product so that Dancow's suffered losses business and less trust of many stakeholders external. PR is an investment company to help company achieve the goals in accordance with vision and mission of company. As defined by Broom (2009:7) in *Effective PR* that PR is the management function for establishing and maintain mutually beneficial relationships between an organization and public that determinate success or failure.

In fact since 1980 number of women who work as Public Relations in America has increased significantly. They more emerged as the spokesperson for their to the media. (Newson, et al:58). Public Relations in Indonesia still viewed as a female figure with attractive physical, communal, responsive, and communicative person. Indonesian

Public Relations Associations has not published recent quantitative data about ratio women and men in PR industry in Indonesia but data from MPR as cited in Economy News Paper in 1990 has reported that 80% female PR led the PR business agency.

The consequences “The face of PR is a woman” (Rea, 2002). According to Grunig *et al.* (2001:52) a woman is qualified to be a PR because of feminine natural skills such as caring, cooperation, intuition, sensitivity, respect, empathy, communicative, committed in building the relationship which is not possessed by men (Mackey, 2005:5 & Wood, 2005). Grunig *et al.* (2001) had conducted an interview with a young American PR practitioner then they found out that many women attracted to be a PR profession for their career in the industry because their obstacles were not difficult and they can achieve professional status.

The industry needs higher to recruit women for occupying PR position in company in various industries made many public and private university colleges with PR and communication concentration major in Indonesia is flooded by female students compare to the male students. For example in University of Airlangga (Surabaya, Indonesia) the comparison number of female students with male students 4:1 (Puspa, 2007). Researchers’ observation results in the field also featured the same indication. There are even current research is written by Agung Rahmanto in 2015 at the faculty of communication science, University of Muhamadiyah Surakarta, his finding showed that there is strong and significant correlation between the perceptions PR as a woman profession toward the interest of students in choosing the PR concentration major.

PR profession is categorized as an extensive housewife because demands for giving prime services to internals and externals. In 1997 there were a gendered mapping in terms of job and stereotype of feminine job (pink collar) and masculine job (blue collar) (engineering). PR included in pink collar (Unger & Crowford, 1997, & Pembayun, 2009:109). From the exposure above there is an assumption that stereotype of PR profession in Jakarta is a woman profession, concerned with attractive physical appearance, and feminine. Based on this assumption researchers formulate the **research question** which is also **the purpose of this research**, how stereotype of PR as a woman

profession, concerned with physical attractive, and feminine according to the opinion PR practitioners in Jakarta?

Because this study is about the stereotype of PR profession in Indonesia, the researcher thinks it is important to understand gender concepts in PR. The study of gender in PR in Indonesia has not developed compare to European and North American countries. In fact PR practitioner especially women had experienced the gender inequality in PR industry followed by the feminization of PR industry in Indonesia and over part of the world. It has been demonstrated by Simorangkir's research in 2009 and Smith (2005) with Velvet Ghetto, he contended that traditional organization culture, which is dominated by male, made female at the middle management level. Therefore PR as the profession harassed and systematically marginalized. Beside that also PR considered to be a feminine profession makes the female practitioners experience gender discrimination in terms of division of level salary income with the male practitioners.

In the USA according to David M. Dozier et al, (2012) female PR having average income \$76,063 meanwhile male PR able to produce the average of income \$84,368 so the difference of both income level far enough \$8,305. Nevertheless, indeed PR profession mostly are women but they are more playing a role as a communication technician at the middle and lower level management and they cannot an opportunity for occupying the upper-level management (Toth, 2001).

The researcher suggests issues of gender in PR profession should be monitored and developed by Indonesian PR academician and practitioner. This research will be useful to develop the study of gender in Indonesia PR industry, be reference course material for undergraduate and graduate level, which will be taught by the lecturer to students, and practically for an industry in formulating policies on gender problems in Indonesia PR industry.

In Mansour Fakih (1999:3) "Gender Analysis and Social Transformation" defined gender as a trait that construed in social and cultural. For instance, a woman is known as the nature of cautious, beautiful, emotional or motherhood. While a man is

considered as strong, rationality, male (masculine), and mighty. Another definition is offered by Ridjal (1993:30), gender is the socio-cultural construction which in principle is culturally over an interpretation of sex differences. From both definitions, researcher can conclude that gender was born from the social constructed that can be fickle along with place, culture, and a certain value adopted. At the workplace gender becomes an important issue that will give rise to right and obligations are different between men and women. Gender produces the difference stereotype between men and women as shown in Table 1 as bellow;

**Table 1**

<b>Status and role is considered appropriate by the social community</b>	
<b>Man</b>	<b>Woman</b>
<b>Householder</b>	Housewife
<b>Heiress apparent</b>	Not a heiress apparent
<b>Breadwinner</b>	Domestic Worker
<b>Pilot</b>	Stewardess/flight attendants
<b>Hoe a land</b>	Harvesting rice

Not only the role and status as considered appropriate in the society's point of view. According to Deborah Cameron as cited by Wood (2007: 126) revealed that there is differences communication style between a woman and a man. Femininity style refers to female and masculinity style refers to a male. Femininity style constructed that the essence of communication is a relationship; communication is a way to maintain relationship and to negotiate. A woman is being stereotyped as the figure of lord affection, helpful, and emotional. Whereas for men, communication is regarded as the way to finish the task, solving the problem, controlling, gaining confidence, and status. In contrast with the femininity style, masculine style tends to avoid interpersonal conversation, straight forward, and firmly. Researchers serve the differences masculinity and femininity communication style as shown in Table 2 bellow adopted from Andrews (1988) in a book titled.

**Table 2**  
**Femininity communication characteristics and masculinity (Andrews, 1988:468)**

Femininity Characteristics Type	Masculinity Characteristic Type
<b>Subjective</b>	Objective
<b>Intuitive</b>	Rational
<b>Emotional</b>	<i>Independent</i>
<b>Dependency</b>	Ambitious
<b>Accommodate</b>	Responsible
<b>Intuitive</b>	Determine
<i>"Super polite"</i>	Audacious

The femininity and masculinity communication characteristic according to Andrews's concept is used to analyze the difference stereotype of gender between male and the female PR practitioners. Several developed countries have conducted the study of female in PR (Hon, Grunig and Dozier, 1992). In the United State of America there is a tendency the increasing number of female PR exceeds the proportion of male practitioners but their status and their role are still bellow subordinated men (Dozier, 1988: 8).

In addition, according to Hon *et al* (1992) in PR industry women still regarded as a low status and have limited role based on the few factors for instance, socialization, education, and cultural factor. In accordance with a table 2 that was explained earlier that women having characteristics and different communication style from men so then women in PR industry are considered to be only a technician with the nature of being subjective, emotional, institutive, rather than the role of male PR who is considered better able to make a decision with the character of objective, rational, and ambitious.

This research also is framed by Genderlect styles for analyzing different perceptions about PR profession according to male and female PR gender as stated by Grunig et al, (2001); Choy & Hon (2002) in gender perspective male and female PR

practitioners have different perception and experience with regard to several aspects of their profession. Deborah Tannen, an American sociologist, develops Genderlect styles theory, who explained Male-female conversation is the cross-cultural communication (Tannen, 1990: 42).

Deborah Tannen in her book "*You just don't understand*" explained why men and women often talk past each other. Tannen is convinced that similar miscommunication occurs all the time between women and men. The effect may be more insidious, however, because the parties usually don't realize that they are in a cross-cultural encounter. At least when we cross a geographical border we anticipate the need to bridge a communication gap. In conversing with members of the opposite sex, Tannen notes our failure to acknowledge different conversational styles can get us in big trouble.

Most men and women don't grasp that "talking through their problems" with each other will only make things worse if it's their divergent ways of talking that are causing the trouble in the first place (Griffin, 2015: 432). More than anything else, women seek human *connection*, whereas men are concerned mainly with *status*. While women are focused on cultivating a sense that they're *in touch* men are working hard to preserve their *independence* as they jockey for position on a hierarchy of competitive accomplishment. When they're together, women's longing for *intimacy* threatens men's desire for freedom and sidetracks the masculine quest to be *one up* in all relationships. (Griffin, 2015: 433).

In Addition, Julia Wood a communication professor at the University of North Carolina wrote a book "*Gendered Lives*". Her book draws upon research with children to highlight the different rules that girls and boys learn as they grow up (Wood, 2009: 126). Three of the key rules boys learn are: 1) Communicate to assert your ideas, opinions and identity, 2) Use talks to solve problems or develop a strategy, and 3) Speak in a way that attracts attention to yourself. In contrast to these rules, girls learn to 1) Use communication to create and maintain relationships, 2) Involve others in conversations and respond to their ideas, and 3) Show sensitivity to others and to relationships.

## **Method**

In order to get research findings, face-by-face in-depth interview method was conducted with 8 Indonesian female PR practitioner and 3 Indonesian males PR practitioners in Jakarta. This research is examined by qualitative approach. Researcher picked the respondent by purposive sampling within several criteria such as having professional experience in PR industry more than 5 years, occupying at managerial level, obtained bachelor and Master of Arts in PR, an expert in PR field for reducing bias.

All respondents in this research are in Jakarta so then interview section was conducted in Jakarta because it is the business industrial city in Indonesia and they come from a variety of industries for instance; 1 (media), 3 (BUMN (Ministry of State Owned Enterprises), and 7 (PR agencies). Almost all respondent don't have any specific field, for instance for PR practitioner in BUMN, they ever worked in the different field of BUMN, and in-house corporate. For PR agency respondents also teach PR at the university college in Jakarta. The researchers wrote the interview results into a note manuscript and the interview time spent an average of 1 hour.

## **Results and Discussion**

### **1. Public Relations as a Profession in Indonesia**

Public Relations as a profession or an art is a profession the field of PR like a doctor, a lawyer, an accountant, an engineer, an architect, etc. PR profession in private sector, Ministry of State Owned Enterprises, and non-governmental organization certainly had the main task for activities associated with the internal and external public with a continued guard in observance of imagery and the reputation of the company, products, and service. In PR industry called company image and reputation, product image, and brand image. In image era at this moment in terms of salary as a corporate PR practitioner or PR consultant is very promising. All companies or organization at this time is vying in addition to excel in the selling product; they must also conduct image and reputation building (forming and improving the image and reputation).



According to Frank Jefkins in Ardianto (2013:19) explained that a PR practitioner should basic primary qualification to undergo his or her profession as PR. These qualifications are: 1) ability to communicate, a PR officer should be able to speak in front of public (public speaking skill), oral presentation, including interviews with the media and also media conference. In written communication skills he or she must be able writing a media release, speech script, feature writing, company profile writing for media, and each other media PR production. 2) Ability to organize, a PR officer should have the leadership soul to encourage people in order to maintain the PR activity and a company must be possessed by a PR. He or she must be set a good example that can be imitated by his or her subordinate officer. The form of PR activities those are required for these managerial skills such as event PR, PR campaign, and PR program.

3) Ability to get on with people a PR officer is required to maintain good relationship both formal and personal but still in the professional ethic way with the external public or media. 4) Personal integrity, in order to have high credibility a PR officer shall keep unshakable in honestly value and professional soul. Ethically, a PR is not allowed to lie to the related public with the company or the organization. 5) Imagination, PR also is indicated to have many creative ideas in order to prescribe a new innovation in the PR field. She or he always has new ideas informing, improving, and maintaining the image and company or organization reputation with various activities and variations.

To become professional PR she or he should have ability, a body of knowledge that not belong people in general, is that obtained from the result of education or training and PR field experiences that have been taken in the professional way. She or she must a ethic code and it is a moral standard for every profession that formally written and normative in the form of rules and behavior into a code of ethic that is standard or commitment the code of conduct moral in the execution of duty and obligation as by profession and by function that provides guidance, direction, and give collateral and also guidelines for the profession concerned to obedient and comply with the code of ethic code. She or he has professional responsibility and professional good

integrity toward her or his self as a public relation as well as the public, client, the leader, Organization Company, user general mass media and maintaining dignity and good name of the nation. She or he must have soul devotion to the public or the society. In decision making putting the personal interest in the interest of the community, the nation, and the country. She or he must have soul devotion and high spirits selfless in providing service expertise and assistance to other parties that is need it.

A PR practitioner in company or organization must be able in making PR planning program that is clear, strategic, independent, and not dependent on other party and also he or she can cooperate with trustworthy parties in operating, his or her role, and his or her function. In beside of that to have standard and professional high work ethics. She or he must be a member in the PR association as a forum to maintain their existence, maintain honor and control behavior standard of a profession as the yardstick to not be violated. In addition as gathering community, as the place for exchanging the information among the member, knowledge, and building a sense of solidarity (Ardianto, 2013: 96-97).

## **2. Stereotype of Public Relations According to the Indonesian Public Relations Practitioners**

The Stereotype is defined as a generalization about a particular group that is regarded as a truth (Armando, 2008). Based on the interview results with 11 respondents, which consists of 7 PR consultants, 2 PR practitioners in Ministry of State Owned Enterprises and 1 PR in the field of media industry have shown that the PR profession does not always have to be a female profession. The men also occupy PR position. Almost respondents in this research assessed that the PR profession tends to be a male figure. One of PR consultant named FT said that “PR is not always identical with women figure and feminine. Today there are many men occupy an important position as a CEO or a manager in the PR business agency. In this field Public Relations is not gender oriented. Both women and men are given the same opportunity to develop their career”. From his statement in PR business agency, although is dominated

by women, but this profession still also played by the men and many of them occupy a managerial position.

A female practitioner in Ministry of State Owned Enterprises, named RK, said, "I disagree if a PR profession always as labeled a female field and feminine oriented. It depends on the industry, for finance field industry indeed must be played by a female. Because this industry needs a PR who is able to communicate, negotiate, and persuasive. The stereotype of PR as a male or a female is determined by the field of industry factor and business policy, which affects the preference recruitment whether, must be a male or a female. In addition, according to Needleman & Nelson (1988) PR is stereotyped as a feminine profession because demands work to maintain and to serve. A woman is considered suit to be PR because woman has a natural talent to maintain and serving so then the Public Relations profession need to be evaluated.

### **3. The Difference Duties and Responsibilities Female and Male Public Relations Practitioners**

From all respondents answer indicated that both male and female PR practitioner has different duty and responsibility. The researcher also found that duty and responsibility among the female and male PR practitioners also influenced by the field of industry. For example in the financial industry, a female PR are much worked and played a role as technician communication as same as hospitality industry meanwhile in the field of gas, oil, and mining are more demanding both female and male practitioners working in an area of managerial.

In addition for PR Business Agency, PR is viewed as a management function and brand storyteller as same as mining and gas field industry as mentioned by MS, a female owner PR agency, said that both male and female PR practitioner has same duty and responsibilities. They must be a technician, problem solver, and corporate adviser for the client that made them good in managerial skill, logical, rational, and creative. From her statement researcher can conclude that both female and male in PR agency business play a role as an expert prescriber, communication facilitator, and problem-solving facilitator. They have authority to make a decision more than do a technician

job. According to DE as a vice president in an Indonesia Multinational PR Agency argued that gender and sex influence practitioner's duty and responsibility for instance when the company hold the media event for clarifying a particular negative issue that threaten imagery and company reputation so the company has to show female PR figure to persuade public. Because of women are more attractive physically, empathy, and sympathy than men.

So no wonder if PR still viewed as a female profession. For the field of industry hospitality, finance, cosmetic, and fashion are still dominated by female public relation. They are more much work in technician level rather than in managerial as stated by Grunig *et al.* (2001) that many female PR still more involved in technician level than managerial level. According to Broom and Dozier (1995), a technician communication role is a focus on producing and distributing information.

#### **4. Women Domination in Public Relations Industry**

Each of respondents has a various perception about women domination in PR industry. All respondent agreed that for marketing and brand PR still viewed as female domain whereas in corporate PR is under male leadership. It cannot be dine for the traditional company still use a woman figure as a corporate icon then PR term is miss interpreted. A female PR at the Ministry of State Owned Enterprises said that "maybe in terms of quantity indeed a PR profession is still undertaken by female but in quality term my opinion still need to further review". The Researcher has not found ratio data about the number of both Indonesian male and female but feminization phenomena in Indonesia PR industry are already examined by Simorangkir in 2010. A female senior executive officer in Ministry of State Owned Enterprises, ANN said that "Domination of women in PR industry occurs because of the tendency of feminine gender preference in the PR industry.

Women are appointed to be a PR because of the women stereotype such as a more tolerant person in dealing with corporate cases of communication, emotional, and more calmly when compared with men". From her statement women domination in PR industry is influenced by gender stereotype. Women are expected to be a calm person,

able to control an emotion, communicative, and tolerant person. Miss DH, a female corporate communication director in Ministry of State Owned Enterprises also added in junior level PR still labeled as same as a secretary profession. Because of social stigma from the society then it is not surprising if there was a gender bias in PR industry. PR image is not natural for a woman. Her statement is strengthening by Unger & Crowford (1997) mentioned that a PR is a pink-collar job.

The determination of sex and gender for PR position also depend on the field of industry. For example in hospitality and finance industry indeed are more played by women. Because female gender stereotype is regarded as a dandy figure, soft, attractive physically, flexible, and communicative. The gender stereotype is caused feminization and domination of women in PR industry then there is a perception that the face of PR is a woman.

## **5. The Meaning of Public Relations Profession in Gender Perspectives**

Female and male respondents in this research have different perception about the meaning of PR profession based on their gender and sex. AD, senior PR consultant said that PR need professional skills inside a man for instance, number-minded, logical, rational, firm, and leader figure. AD interpreted a PR profession like a male figure within masculine values. Whereas all female respondents assessed that for marketing and brand PR is a feminine profession because women are more flexible, responsive, communicative, and they are better able in building a relationship than the men. They also revealed that in junior level, indeed the female practitioner is much more than the male but at the managerial level there are still few women who had the opportunity to be parallel with men. Glass ceiling is still existed due to patriarchy system and domination of masculine culture. The term glass ceiling is defined as phenomena of top management in business consist predominantly, if not exclusively, of a certain demographic.

A Ceiling refers to person outside the dominant demographic group are supposedly limited in how far they able to advance inside the organization ranks. The Ceiling is glass (transparent) because the limitation is not immediately apparent (Cotter

*et al.*, 2001, as cited by Simorangkir, 2010). For female PR practitioners who work in PR agency, they did not experience the glass ceiling and their positions are equal with men. Their gender role is contradicting with their duties and responsibilities. They should be like a man in order to do their role and function as the expert prescriber. Overall almost respondent in this paper claimed that PR is a truly professional profession as same as another profession such as lawyer, doctor, and accountant because in PR profession has an ethics code and PR professional certification.

#### **6. Perception Respondent about the Majority of Female Practitioner Recruitment in Corporate**

All respondent agreed that a company does not always recruit women as PR. It depends on the field of an industry for instance in hospitality and finance industry need a women touch in order to implement PR activities but compared to the mining, oil, and gas are more male-oriented. Furthermore female respondents thought that they are capable and dependable by the company. They are equal with the men. They are bold and have leader sprit like a man when do their role and function as a PR. Meanwhile for male respondents contended that a company where still viewed that PR position must be filled with a woman then that company does not understand the essential of PR as a strategic position in the structure of an organization. As well as a PR role, function, and contribution in facing the business competitive.

#### **Genderlectstyle Analysis of Public Relations Profession in Jakarta**

According to Tannen (Griffin, 2006:470) in the context of Genderlect style theory posited that miss understanding between male and female in the way their speaking. When a woman talking focus on the connectivity in order to build a relationship with another people meanwhile a man is more focus on independency and show his status in the way his expression. Tannen believed that gap between male and female are because of cross culture. In Griffin (2006) there are some important assumptions in this theory as described below;

First, Public Speaking Versus Private Speaking, in this category revealed that a woman is more talking on private area conversation whereas a man is more involved in

public speaking, a man is utilizing talks as the function command, convey information, and ask for approval.

In this paper for the respondent who works in PR agency business said that women are more flexible, warm, and communicative to negotiate with the client. Nevertheless, a male PR practitioner's also has skills that women had. For female PR consultant in the managerial structure in PR agency business also thought that they are capable as same as the male. For example when a crisis occurs in their client's brand then they act as a leader, giving instruction to all her team related duties in crisis program and they can make a decision after getting approval from the client in order to execute crisis communication planning program.

In another hand, at the Ministry of State Owned Enterprises women are still cannot be equaled with the men. Female practitioner in Ministry of State Owned Enterprises is more traded in technician level for instance negotiating with external stakeholder. Because their stereotype as a sociable person and communicative not only professional but also personal things. The thing is regarded as a natural women talent. They also perceived that a male PR figure in the Ministry of State Owned Enterprises tends to be bossy, they communicate only for giving information and they are not sensitive to personal things. They also are more speech in accordance with personal interest they are not focus on the context of harmonious relationship.

Second, telling a story, in this category a woman is more speaking about expectations, needs, and narrator's values than a man. Whereas a man is more telling about a jokes story as the masculine way to negotiate status. According to eight respondents who work in PR agency and media industry said that both women and men are same both of them like to talk about hope, needs, and value in carrying out their duties as an adviser for their client and company.

Female practitioners are not stiff and their communication styles are humorists for relaxing due to pressure at work. For women who work in BUMN (Ministry of State Owned Enterprises), hospitality, and finance need the women's touch. Women are regarded as the more capable figure than men in telling stories about hope, needs, and

values. Women are considered to be more flexible in doing small talk before they talk about business with stakeholders such as consumer and media. Meanwhile, they are agreed that the male practitioner's manager in their office especially in Ministry of State Owned Enterprises tend to speak humorist to show their masculinity side and show their status as a superior.

Third listening aspects women listening to a story or an explanation by showing eye contact, head nods, and react to nonverbal communication that indicates I am listening to other people. Tannen labeled this as a cooperative overlap. Compare to the man is more concerned on status that overt style of active listening means I agree with you. A man usually avoids his self in a submissive or one down stance. In this research both men and women who work in PR agency have good interpersonal skills for example listening due to their demands to serve clients within give the solution of a communication corporate problem. They also must have good interpersonal skills for maintaining a good relationship with clients so then client won't move to another PR agency. They have to nod the head, show eye contact, and show various non verbal symbols as a sign of agreement (such as kinesthetic, body gesture, and proximity).

Compare to hospitality and finance industries women is labeled as a good listener person because of their natural feminine skills such as intuitive, subjective (they know what stakeholder need and they able to persuade the audience), accommodate, and emotional. Whereas men are considered as an aggressive, not responsive, and not a good listener. For finance and hospitality industry female practitioner are better than men in interpersonal communication aspect then women are more priority for developing their self in that industry.

Fourth, asking questions, Tannen had thought that men and women annoy each other with their different ways of asking a question. According to Tannen men do not ask for help and women ask a question for establishing a connection with other. Tannen also notes that women state their opinion by tag question (tag question is defined by Tannen as a short question at the end of declaration statement, often used by women to soften the sting of potential disagreement or invite open, friendly, and dialog).



According to all respondents both men and women implement a tag question in doing their duty especially when serving the stakeholder, provide information to the media, and persuading related interest of a corporate with the external stakeholder.

Fifth, as mentioned by Tannen for women, men are more comfortable with conflict than women. Compare to women, conflict is a threat to connection to be avoided at all costs (Griffin, 2015). Eight respondents in this paper disagree that women tends to avoid conflict. Because of females PR are not allowed to averse conflict. They have to play a role as a problem solver and adviser for company related with corporate communication problem. In PR agency and media industry women are considered as capable and being able to compete with a man. Otherwise three respondents in BUMN (Ministry of State Owned Enterprises) and finance industry agreed that women are more concern on the development relationship harmonization.

Female practitioners are often stereotyped as a figure that hates conflict and more focus on the harmonious relations. The main focus of Genderlect style theory is the cross culture difference from gender perspective between men and women. In *A First Look at Communication Theory* is written by Griffin, et al (2006) there is criticism from Genderlect style theory as described by Andrian Kunkel and Brant Burleson in their empirical research emphasizing that both sexes place an equally high value on comforting communication. The researcher's finding shown that this theory leads to gender stereotype difference between male and female in PR industry. Based on findings this theory is insensitive to cross communication cultural in Asia. The system of cultural communication in Indonesia is a collectivist with masculine culture indicator and patriarchy that different from the United States. Incidentally, this theory evolved with shades of western culture. Researchers think that not all point in this theory can be applied in Indonesia for instance first in conflict aspect, Tannen assessed that women prevent any conflict and focus on the harmonious relations.

In this research, there were some respondents said that female practitioners should play a role as a problem solver, responsive, and quick response to overcoming problem. In PR agency and media industry women are considered to be equivalent with

men. Second in listening aspect, both men and women in PR agency industry should have listening skills due to demand their work as a corporate consultant and they must be able to maintain harmonious relations with external stakeholder.

Sixth in Public Speaking Versus Private Speaking indicated that both women and men respondent in PR agency having same competence and communication skills such as communicative, responsive, and flexible when they were providing counseling sessions related corporate communication problems to the clients. Tannen also issued the terms of “aha factor” is a subjective standard ascribing validity to an idea when it resonates with one personal experience. It means that for respondent who disagree with Tannen’s theory because of the difference frame of professional industry experience, culture difference furthermore all respondents in this paper are Indonesian citizen with collectivist cultural system, masculine indicator, and patriarchy.

In addition every respondent in this paper come from the various race and ethnics affecting cross-cultural communication between men and women. This paper tries to offer the perception of PR profession from gender perspective of Indonesian PR practitioners through the lens of Genderlect style theory by Deborah Tannen. Research on gender issues in PR of Indonesia is not as much as the research in America and Europe countries. Hence this research is expected to contribute to the development study on gender stereotypes in PR Profession in Jakarta then so this paper can be an academic reference for lecturer about gender issues in PR industry in Jakarta that much influenced by shades Indonesia culture. Aside from that this paper is to expect expand people’s insight and can be a reference related to the stereotyped gender in PR industry problems especially in Jakarta.

## **Conclusion**

The conclusion of this research shown that Public Relations is a profession that can be done both men and women. All respondent assessed that the preference of gender and sex in Public Relations depends on the field of industry. For example in mining and gas industry, they prefer male to female because of their character firm and force

mental. On the other hand hospitality and finance industry needs female Public Relations as their capabilities, lobbying and negotiating.

Unfortunately, the lack of literacy about Public Relations profession makes wrong perception about Public Relations itself. Public Relations profession considered as a cheap advertisement that using good looking women in order to raise attention and entertain the public. But as we know, Public Relations is a management function that needs skill to handle every problem that related to publicity, crisis, issue and etc not as a model that “sell” their physic.

The researcher suggests there should be cooperation between Indonesia Public Relations Association (practitioners) and The Government (Ministry of Education and Culture) to change public’s perception about Public Relations function for example through on job training for the student in longer term, exhibition and seminar, even more optimize YouTube channel so the practitioners can share their daily activity as Public Relations.

The researcher realized, because of limitation respondents there should be further research in the future using quantitative method to enrich data findings about the gender stereotype of Public Relations industry with involving more respondents.

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