

Stereotype And Prejudice Communication Management : The Social Role Of Women In Minority Groups In Makassar, Indonesia

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Abstract

Majority Ethnic Group Bugis-Makassar And Minority Ethnic Toraja Coexistence In Urban Social Environment. Ethnic Differentiation Still Become An Obstacle In The Interaction, Such As Prejudice And Stereotype That Attached In Individual And Groups. To Overcome Those Problems, The Social Role Of Women In Family And Social Community Groups Become Key To Manage Minority Ethnic Stereotype Especially In Makassar. Urban Women's Social Role Have Transformed As Reaction To The Change Of Modernization Level And Globalization Of Information, And Also Success Of Feminism And Emancipation Movements. Management Of Minority Ethnic Stereotype Plays A Role In Many Social-Religious Events, Including To Give Understanding About Pluralism Way Of Live And Prejudice Management Of Majority Ethnic Group Which "Claiming" Their Ethnic Group Such As Exclusive And Luxury Living, Avoid To Socialize And Closed. This Research Aim Is To Understand Social Role Of Women, Especially In Managing Minority Ethnic Stereotype In Their Group. To Achieve The Research Aim, This Research Used Qualitative Research Method. This Research Subject Is Toraja Ethnic Women That Have Been Directly Interacted And Living Together With Majority Ethnic Groups. Research Data Is Collected By In-Depth Interview, Observation, And Literature Study. This Research Result Show That Social Role Of Women In Managing Minority Ethnic Stereotype Is Tending To Categorized As "Initiative". This Category Is A Form Of Behavior, Proficiency To Teach Togetherness Way Of Life By Directly Interacting With Majority Groups. Social Role Of Women Start From Family By Implementing Good Communication Between Husband And Wife, That Children And Family Harmony Become Shared Responsibility. Non-Initiative Category Oriented To Social Role Of Women That Less Direct Interaction To The Community, And Also Less In Transferring Values In Family. The Implication Of Minority Ethnic Women's Social Role In Minimizing And Managing Stereotype Through Social Interaction Initiative With Majority Ethnic Based On Perspective That: First Interdependency; Second, Common Goals,; Third, Equality, And Fourth Improving The Intensity Of Informal Interaction In The Equal Position Each Other As Human That Must Be Treated Better And Implementing In Harmony Social Relation.

Keywords: Communication Management, Women, Social Role,

Stereotype, Prejudice

INTRODUCTION

The Development of Modern Society Implicates Social Role of Women To Actively Participate in Community. Women Get Opportunity To Actualize Their Potency Optimally. Urban Women Social Roles Have Been Changing As Reaction To Modernization Level And Globalization Of Information, Emancipation Movement, And Feminism. Women Social Role Is Illustration Of Behavior In Implementing Rights And Obligation In Accordance With Their Position.

Position And Social Role Of Women Being Influence By Social Change Which Is Formed Through Social And Cultural System In Community. Those Factors Change Community Life From Traditional To Modern Community, Including Women Role And Status In Social Group. Further, Women Social Role Determine Character And Level Of Obligation, And Also Responsibility In Group And Community. Equality Conception Which Is Played By Women Implicate To The Balance Between Domestic And Social/Public Roles In Family And Community.

Women Domestic Role Are To Protect Family, Housewife, And Internalizing Norms And Social Ethics In Family. In Modern Era, Women Roles In Social/Public Sector Open Opportunity To Participate In Social Event. Women Role Reposition Can Cross Domestic Sector To The Public Sector And Otherwise Women Social Role Become Central In Community.

In Playing Balance Role Between Domestic And Public Sector, Women Need To Improve Their Capability And By The Social Support System Enable Women To Afford Formal Objective Demand And Show Achievement. However, In Domestic Sector, Women Can Fostering Their Family Social Interaction In Balanced Way And Harmonious Atmosphere (Prantiasih, 2014). While In The Context Of Feminism, Domestic Role Is Intended As Women Roles In Family, Either As Wife Or Mother. Whereas Public Roles Is Interpreted As Women Roles In Community, Either To Earn A Living Or Self Actualization In Various Aspect Of Live Such As Social, Politic, Economy, Education, And Religion.

Socially, Women Play Role To Balance Social Realities In Social Environment And Culture. This Condition Demand Women To Mineralize Conflict Potency In Their Environment, Especially By Family Approach. Difference Pattern Of Ethnic, Religion, Race And Inter-Group Form Majority And Minority Groups. They Have Different Perspective, Stereotype, Prejudice, And Ethnocentrism Which Can Trigger Social Conflict. Such As, Minority Ethnic Like Toraja, Chinese And Balinese That Different In Faith But Live In Social Environment Majority Group, Moslem From Bugis-Makassar Ethnic.

Phenomena Which Happened Between Two Ethnic Groups Can Raise Stereotype And Prejudice. It Happened Because Every Individual Can Become Target Of Prejudice And Stereotype Perspective "Self" Or Minority Group Which "Claiming" Their Ethnic Group, Such As Exclusive And

Luxurious, Avoid Socializing And Closed To Others. Stereotype Is Cognitive Framework Which Contain Knowledge And Belief About Specific Social Group And Seen As Typical Model Of Those Specific Groups. Individual With Stereotype About Specific Social Group Will See That All Of The Group Members Have Specific Traits. If They Find Inconsistent Information With The Stereotype, Then Will Be Change Subtly So That Do Not Cause Prejudice (Ulaan, Herani, & Rahmawati, 2016).

Minority Group Women Social Role Attitude's In Managing Stereotype In Real Through Participate In Social And Religion Organization. Such As, Case In This Research, To The Women As Subject In Between Majority Moslem-Bugis Makassar Group. Women Of Minority Christian-Toraja Group In District Of Panakukkang, Makassar. Women Alliance Group Of Toraja-Jamaah Rama Church (PWGT) Panakukkang District Show Perspective That Tend To Form System Which Create Subordination Of One Group To Another. Stereotype To 'Self' Or Their Group Is Given To Majority Group In Form Of Claiming And Labeling Of Negative Value. This Conditions Cause Inconvenience, Prejudice, And Suspicious. This Implication As Social Conflict Trigger.

According To Lull (1998), That Values Can Become "Memetics" Which Ready To Move Or Multiply In Ethnic Members Mind. Those Situation Need To Find Alternative Problem Solving To Control Them. It Is Strengthened By Research Of Novianti And Tripambudi (2014), Their Explanation Show That Stereotype Or Ethnic Prejudice In Indonesia Mostly Develop Because Historical Factor Which Delivered From Generation To Generation In Family. The Effect Is Prejudice (Negative Stereotype) To Other Ethnic Group Already Grow Before They Know Each Other Or Interact With That Ethnic. This Situation Strengthened By Negative Judgment Which Directly Addressed By Person To Other Specific Ethnic.

The Interesting Study Of The Social Role Of Women In The Toraja Ethnic Minority Group, Aims To Minimize The Factors Of Stereotypes And Prejudices In The Community. The Social Role As A Preventive Measure Prevents Inter-Ethnic And Inter-Religious Conflict. Examples Of Ethnic Dayak And Madura Ethnic Conflicts Occurred In 1996, Namely The Sanggau Ledo Case, Bengkayang Regency (Mid-1999, Included In Sambas Regency), In West Kalimantan. The Roots Of Ethnic Dayak And Madurese Conflicts Are Due To Socio-Cultural Differences That Have Triggered Local Ethnic Hatred Of Ethnic Migrants In Sambas, West Kalimantan (Syarief, 2000).

Furthermore, The Poso Conflict, Central Sulawesi Went Through Three Stages, First On December 25-30 1998, Second On April 15-21, 2000, Third, On May 23 - June 10, 2001. Triggering Conflict Between In Group And Out Group. The Horizontal Conflict Riots Between Muslim And Christian Groups Began With Fights Between Young People (Criminal) Which Developed Into Tribal, Religious, Racial And Intergroup Conflicts And Riots Which Crippled Government, Economy, Transportation And All Community Activities In The Palu Region Of Central Sulawesi (Igneus, 2016).

In Makassar City, South Sulawesi Province, Conflict Between Ethnic Bugis Makassar (Local Ethnic) And Chinese Ethnic (Immigrant). The Conflict Caused Riots Due To The Death Of A 9-Year-Old Boy Named Anni

Mujahidah Rasuna. The Murder Case Was Carried Out By Benny Karae, An Ethnic Chinese Who Was Suffering From A Mental Disorder. This Conflict Caused The Fear Of Ethnic Chinese Citizens Due To The Anger Of The Buginese Ethnic Makassar. The Conflict Gave Rise To Soul And Material Newspapers, Especially Ethnic Chinese (Maddatuang, Nasikun, And Usman, 1999).

Cases Of Inter-Ethnic And Inter-Religious Conflict Have The Potential To Occur In Multicultural Societies, Such As Indonesia. Because Of That Reason, It Is Important To Know And Implement Women Social Role In Family And Community Social Groups To Become Key Point In Managing Minority Ethnic Stereotype, Especially In Makassar Which Based On Research To The Case Of Women From Minority Group.

LITERATURE REVIEW

Stereotypes Are Pictures In Our Head, Meaning That Perceptions Or Assessments Of Individuals Or Groups Are Based On Individual Categories Or Uniqueness Of Lippman (1992). Stereotype Is A Subjective Assessment, Namely Positive And Negative Orientation. Stereotypes Tend To Exist In Individuals Or Groups Who Do Not Know Each Other. However, If The Intensity Of The Process Of Interaction And Communication Between Ethnic Groups That Have Stereotypes And Prejudices In Individuals Or Groups That Are Initially Negative Turns Positive. Stereotypes Can Cause Social Prejudice Due To Differences In Culture, Religion, And Beliefs In Multicultural Societies.

Stereotype Is A Form Of Prejudice That Can Cause Barriers To Intercultural Communication Due To Cultural Differences (Soelhi, 2015). Perception Is Influenced By Stereotypes. The Process Of The Occurrence Of Stereotypes Is Not Innate Or Instinctual. The Factors That Cause Stereotypes Are, First, The Factors That Influence The Experience Of The Nuclear Family, Mothers, Fathers And Siblings Who Interact Directly With Individuals Or Groups Creating Stereotypes. Second, The Encouraging Factor Of Personal Experience When Interacting And Communicating Directly Causes Stereotypical Attitudes Towards Certain Individuals Or Groups. Third, Learning Factors Through Mass Media, Which Highlight The Attitudes Or Characters Of Individuals Or Groups (Daryanto, 2014). The Development Of New Media, Including Social Media, Such As Twitter, Facebook, Blogs, Forsquare And Others (Puntoadi, 2011) Also Has The Potential To Incite The Stereotype Attitude Of Individuals Or Groups. This Affects The Way Individuals Communicate Due To Differences In Their Perceptions And Culture.

Furthermore, Stereotypes Affect The Attitudes And Behavior Of Individuals Or Groups, For Example; First, Negative Stereotypes Can Cause People To Choose A Place To Live And Work Environment To Reduce Contact With Unwanted Cultural/Sub-Cultural Groups. Second, Stereotypes Negatively Affect The Quality And Intensity Of Interactions In The Context Of Intercultural Communication. Third, Deep Negative Stereotypes Can Involve Individuals Engaging In Active Discrimination Towards Unwanted Individuals Or Groups (Daryanto, 2014). Stereotypes Have The Potential To Cause Confrontation And Open Conflict Between The Two Parties If They Are Not Managed Effectively In A Multicultural Society.

[Manstead And Hewstone \(1996\)](#) Define Social Prejudice As A State Related To Attitudes And Beliefs. Social Prejudice Begins With Attitudes Of Negative Feelings That Lead To Discriminatory Actions Against Certain Individuals Or Groups. Social Prejudice Results In The Expression Of Negative Feelings, Hostility Or Discriminatory Behavior Towards Other Groups. Prejudice Comes From Sociopsychological Impulses, Cognitive Processes, And Sociocultural Towards Individuals And Groups ([Manstead And Hewstone, 1996](#)).

Social Prejudice Is Related To Stereotypes. Stereotypes Are Defined As Beliefs From Personality Characteristics, Behavior, Personal Values That Are Accepted As A Truth Of Social Groups ([Manstead And Hewstone, 1996](#)). For Example, Ethnic Stereotype Research At The University Of British Columbia Found A Distance Between Stereotypes At The Personal And Cultural Levels. Stereotypes Are Limited To Personal-Individual Beliefs About A Particular Group ([Schaller Et. Al., 2002](#)). Stereotype Limits At The Cultural Level Are Very Sensitive, Because Stereotype Beliefs Originate From The Interaction Of Individuals In Certain Populations ([Schaller Et Al., 2002](#)).

Prejudices And Stereotypes Between Majority Groups And Dominant Minority Groups Occur In Multicultural Societies. The Role Of Women As Role Models In The Household Functions To Take Preventive Measures To Minimize The Prejudices And Stereotypes Of The Family And Their Environment. Gender Perspective Is Gender Based Physiological Differences Between Men And Women. Gender Is A Labeling Of Men And Women. For Example, Women Are Known To Be Gentle, Beautiful, Emotional And Motherly, While Men Are Considered Strong, Rational, Mighty, And Male ([Fakih, 2013](#)). Gender Characterizes The Attribution, Traits, And Roles Of Men And Women Based On Masculine Culture And Feminism. Differences Between Men And Women Are Socio-Culturally Constructed So As To Give Birth To Gender, Namely Responsibilities, Patterns Of Behavior, Roles, Qualities That Are Masculine And Feminine ([Atmadja, 2004](#)) In [Nurohim, 2018](#)).

Furthermore, Gender Is A Different Role Between Men And Women Whose Behavior Is Socially And Culturally Constructed. In Essence, Gender Is A Social Formation That Can Change From Time To Time And Is Not Universal. Society Can Provide Attribution, Traits And Roles Between Men And Women Based On Culture, For Example Patriarchal Society ([Oakley In Fakih, 2013](#)). Furthermore, [Rokhmansyah \(2013\)](#) Argues That Patriarchy, Means The Structure That Places The Role Of Men As The Sole And Central Authority In Social Life. Men Play The Role Of Control While Women Have Less Influence On The Economic, Social And Political Sectors. Women Are Placed In Subordinate Or Inferior Positions In Patriarchal Culture So That There Is The Potential To Cause Gender Inequality And Discrimination. Based On Data On Cases Of Women In Indonesia Over The Past Ten Years, The Number Of Reports Of Violence Tends To Increase. Data For 2010 And 2016 Reporting Figures Declined. In 2010 The Report Decreased By 26.8% From 143,586 Cases To 105,103 Cases. In 2016 The Number Of Reports Also Decreased By 19.5% From 321,752 To 259,150 Cases ([Komnas Perempuan, 2019](#)).

However, The Role Of Women In The Family And Community Environment Can Contribute In Inhibiting Negative Stereotypes And Prejudices In Their

Environment. Women Have The Ability And Experience To Plan Family Interests And Their Environment. Women Act On The Basis Of Collaboration, Learning And Evaluating The Experience Of A Balancing Role Rather Than As A Conflict-Oriented Role, As A Response To Social Life Rather Than Complementing Roles (George And Goodman 2011). The Context Of Women's Social Role In Multicultural Societies Is Important Because It Functions As A Preventive Measure Of Stereotypes And Prejudices Starting With The Smallest Groups, Such As Families. Historical And Cultural Aspects Place The Position Of Women To Contribute Positively To The Process Of Harmonizing Multicultural Societies.

METHODOLOGY

Research Method Is Illustration Of Procedure And Technique Which Use To Analyze The Root Of Problem, Seek For The Answer Of Research Problem And Reach The Research Objective. Qualitative Method Gives Priority To The Breadth And Depth Of The Research Which Ope Possibility For Examine Specific Issues In Depth And Detail Because Data Collection Is Not Limited To Specific Categories. Case Study Is Used To Understand Research Subject And Object In Depth In A Process Of Research Result Analysis.

Research Subject Is Women Of PWGT Alliance In Makassar. The Selection Of Subject Or Informant In This Research Used Purposive Sampling Technique Based On The Criteria Which Determined By Researcher, Total Of The Respondent As Much 9 People. Furthermore, Data Was Collected By In Depth Interview And Focused Group Discussion. Then, The Collected Data Is Analyzed Through Three Phase, Including, Phase Of Researcher Explanation About The Phenomena By Using Their Knowledge (Etic), Synchronization Phase Between Emic And Etic Perspective, Rationalization Phase And Data Abstraction.

RESULTS AND DISCUSSION

Observing Social Role Of Minority Ethnic Women In Managing Their Group Stereotype, Specifically Christian-Toraja Between Majority Ethnic Groups Moslem Bugis-Makassar. Social Role In Community In The Process Of Interaction Need Strategy To Eradicate Stereotype Which Attached To Them. Such As, Stereotyping Them As The Group Who Avoid Socializing, Closed, Parsimonious, And Selfish. Women Social Role Of Minority Group In Managing Self Stereotype As Well As Their Groups In Community Interaction. This Women Social Role In Community (Social-Position) Is Static Aspect That Show Place For Individual In Community Interaction.

Stereotype Management Of Minority Ethnic Play Role In Various Social Event, Implicated In Communication Patterns With Majority Group. Women Have Ability To Give An Understanding About Pluralism Way Of Life And Stereotypes Management Of Majority Group Who "Claiming" Their Ethnic Group. The Objective Is To Avoid The Self And Group Stereotypes As The Exclusive And Luxurious, Avoid Socializing Except In Their Internal Group, And Closed.

This Research Result Shows That Women Social Role In Managing Minority Ethnic Can Be Categorized As Tend To Behave Of Initiative. Initiative Category Is A Form Of Attitudes, Proficiency To Transform Pattern Of Collectivity Through Directly Interact With Majority Group. Non Initiative

Category Oriented In Women Social Role Which Tend To Less Of Direct Interaction With Community And Less In Transferring Values In Family. Women Social Role Start From Family Especially Children In Transferring Positive Values Of Specific Ethnic. Category Of Non Initiative Oriented To The Women Social Role Which Less To Interact Directly With Community And Less In Transferring Values In Family, Like Provide In Following Table 1:

Table 1 : Women Social Role In Managing Minority Ethnic Stereotype And Prejudice

Women Social Role	Characteristics Of Women's Social Roles	Implications For Stereotypes And Prejudices
Category Of Initiative	-Internally Active To Enhance Positive Attitude In Core Family Environment -Active Interaction To The Same Member Of Minority Group -Open Interaction With The Majority Group.	Accept The Majority Group Positive Stereotype And Prejudice Of Majority Group
Category Of Non-Initiative	-Less Active To Enhance Positive Attitude Internally In Core Family Environment -Less Active To Interact With The Same Member Of Minority Group -Closed Interaction With The Majority Group	Tend To Reject The Majority Group Negative Stereotype And Prejudice Of Minority Group

Source : Primary Data, 2020 Until 2021

Based On Research Finding Show That From 9 Informants, There Are 7 Of Them Can Be Categorized As Initiative And 2 Informants Can Be Categorized As Non Initiative In Playing Social Role For Their Groups. This Research Also Finds That Category Of Initiative Implicated To The Minority Ethnic Women Social Role In Managing Perspective On Stereotype Through Initiative Of Positive Social Interaction With Majority Ethnic. This Group Has Already Own Sense Of Dependency, Collective Objective, Egalitarian Attitude, And Directly Interact With Majority Group. Meanwhile, Non-Initiative Category, Less Active Attitude Of Communication And Implicate To The Negative Social Role. It's Indicating That More Open The Women In Internal And External Environment More Positive Stereotype Management. Otherwise, More Closed Women To Their External And Internal Environment, More Negative Their Stereotype Management.

The Strengthening Of Social Role Both Individual And Social Organization Activity Must Be Improved For The Women Capabilities Development In Managing Stereotype To The Positive Direction. Women Social Role Start From Family Then Developing Into Social Community Environment. Women Social Role Need For Positive Support From The Core Of The Family, So That Division Of Roles Can Be Maximized. Interaction Between Family Members Brings Significant Effect To People Personality And That Family. The Success Of Your Family Relationships Depends Heavily On The Interpersonal Communication Among Members (Devito, 2013). The More Intense Interaction Within Family, So The More Harmonic That

Family. Because One Of The Key Factor Of The Interpersonal Communication Effectiveness Is Intense Interaction Between Family Member.

CONCLUSION

Women Social Role In Managing Minority Ethnic Is Through Social Role Which Categorized “Initiative” And “Non Initiative”. Category Of Initiative Direct To Form Of Attitudes, Proficiency To Transform Pattern Of Collective Life Through Directly Interact With Majority Group. This Group Has Had Sense Of Dependence, Collective Objective, Egalitarian Attitude, And Directly Interact To Majority Group. Category Of Non Initiative Have Less Active Communication And Implicate To Negative Social Role.

Maximized Women Social Role In Managing Stereotype And Prejudice In Minority Group So That Development Of Relation With Majority Group Stay In Harmony. Minority Group Women Competencies Also Need To Improve Skill And Awareness To Maintain Harmony With Majority Group. Family Factor Also Need To Be Maximized The Method In Internalizing Diversity Earlier, Such As By Improving Advice Giving Method, Role Model, Dialogue, Reward, And Even Punishment If The Children Do Not Respect Difference Of Religion, Ethnicity, And Ideology In Their Environment.

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INTEREST CONFLICT

There Are No Conflicts Of Interest In Conducting Research, Writing And Publishing Articles

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