MASYARAKAT
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Literature on Indonesia’s Democratisation: Plenty of Empirical Details, Lack of Theories
Ulla Fionna

How is Indonesia Possible?
Anton Novenanto

Memahami Teori Konstruksi Sosial
I. B. Putera Manuaba

The Construction of Cultural Identity in Local Television Station’s Programs in Indonesia
Yuyun W.I Surya

Peran Benda Cagar Budaya dalam Proses Pembelajaran
Djoko Adi Prasetyo

Slang sebagai Simbol Replikasi Klas di Yogyakarta
Yusuf Ernawam

Studi Etnografi Semiotika: Angkutan Umum sebagai Gaya Hidup Metropolitan dalam Kartun Benny Rachmadi
Roikang

Metafora Budaya Sebagai Pendekatan Menajemen
Siswanto

Penerapan POLDA Jatim Standard Organisation (PJSO) 2006: Studi Evaluasi
Yan Yan Cahyana

Acromiocristalis Populasi Pygmy Rampasasa (Kabupaten Manggarai, Pulau Flores, Propinsi Nusa Tenggara Timur)
Rusyad Adi Suriyanto, Janatin Hastuti, Neni Trilusiana Rahmawati, Koeshardjono dan T. Jacob

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<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Perempuan dalam Praktek Manajemen Sumber Daya Manusia</td>
<td>257 - 265</td>
</tr>
<tr>
<td>2</td>
<td>Pelecehan Seksual melalui Media Massa</td>
<td>266 - 278</td>
</tr>
<tr>
<td>3</td>
<td>Feminisme dan Pelecehan Seksual dalam Birokrasi Kekuasaan Pemerintahan</td>
<td>279 - 283</td>
</tr>
<tr>
<td>4</td>
<td>Feminisme dan Pelecehan Profesi Berjender Feminin: Sebuah Tantangan Praktisi Public Relations</td>
<td>284 - 292</td>
</tr>
<tr>
<td>5</td>
<td>Gangguan Stres Pasca Trauma pada Korban Pelecehan Seksual dan Perkosaan</td>
<td>293 - 302</td>
</tr>
<tr>
<td>6</td>
<td>Pelecehan Seksual: Tinjauan Psikologis</td>
<td>303 - 306</td>
</tr>
<tr>
<td>7</td>
<td>Penegakan HAM dan Perlindungan terhadap Korban Pelecehan Seksual</td>
<td>307 - 312</td>
</tr>
<tr>
<td>8</td>
<td>Responses of Muslimat and Fatayat to the Quota for Woman in the 2004 Election</td>
<td>313 - 327</td>
</tr>
</tbody>
</table>
Feminization and Harassment sexed Feminine Profession: A Challenge of Public Relations Practitioners

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Abstract

This article discusses the professional harassment often experienced by female-dominated profession. Public Relations, as it grows to be one of the most wanted &ldquo;feminine professions&rdquo; in the communication industry, is said to be experiencing this kind of harassment as well. Public Relations experiences professional harassment in terms of its downgraded status despite its growing popularity, its notorious reputation as being less ethical and less trustworthy, and several gender discrimination practices still found in the Public Relations industry. This article proposed solutions to the problems are: the continuous efforts are needed to eradicate the subtle systemic barriers exist in the workplace, promoting and informing future public relations professionals about other areas of Public Relations industry which seldom considered as the favourite choice for those who wants to expand career in Public Relations, and finally the application of professional code of ethics in Public Relations needs to be enhanced.

Keyword : Public, Relations, profession, harassment, woman,

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