



# Embracing Global Transformation

Collaborative Innovations  
through Social and  
Political Research

## Authors

Amida Yusriana, Sunarto, Luz Rimban; Dyah Lituhayu, Maesaroh; Endang Larasati Setianingsih, Dyah Hariani, Augustin Rina Herawati; Laila Kholid Alfirdaus, Dznunuwanus Ghulam Manar, Teguh Yuwono; Muhammad Bayu Widagdo, Yanuar Luqman, Nurist Surayya Ulfa; Neny Marlina, Nunik Retno Herawati, Martien Herna Susanti; Primada Qurrota Ayun, Hedi Pudjo Santoso; Retna Hanani, Amni Zarkasyi Rahman;

# Solutions in Motion

## Insights for Social and Political Issues in Indonesia

### Editor

Amida Yusriana, S.I.Kom., M.I.Kom. dan Tim

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## FOREWORD

Praise and gratitude to God for all His grace and guidance so that this book can be published. This book is the result of a collaboration of lecturers from various disciplines, such as Communication Studies, Public Administration, Business Administration, and Government Science. Acknowledgments to all parties involved both in writing to editing and compiling as a whole.

This book was compiled under the big theme "Solutions in Motion: Insights for Social and Political Issues in Indonesia". The theme was chosen to reinforce knowledge about social and political problems that occur in Indonesia. Following the development of the world that has changed since the pandemic, people are forced to adapt all aspects of life to the existing conditions. Not only because of pandemics, but the era of the industry has also changed and forced society as well. Therefore, this writing can be a place to introduce innovations and research solutions, both as a result of individual and in collaborative work in the social and political fields.

This book consists of eight articles that cover focus on politics, journalism, social media, health policy, film, tourism, and environmental protection policies. All writings contribute solutions and novelties that emerge in society in various fields. We hope that, apart from providing insight to readers, this book can also be an inspiration for solutions to all related problems.

Semarang, 01 Februari 2023

Authors



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# Understanding The Pink Marketing Strategy of Magdalene Magazine

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**Abstract.** Journalism is known for its discriminating way in reporting woman. Woman tends to be silent whether as a journalist or as a reader. Online journalism has changed the game by providing equal chance for woman to voice their stories. Magdalene is a bilingual online magazine that educates, empowers and push for a more equal society through solution-driven journalism. They channel the voices of feminist, pluralists and progressive groups. Magdalene is for specific readers. This research aims to understand how is the pink marketing strategy of Magdalene magazine. This research will be discussed by using the constructivism paradigm and case study as the method. The Pink Marketing concept will be the based theory to reveal how the strategy is conducted. Pink Marketing is defined as the application of marketing mix elements in a way that is proportionate and compatible with women's psyche and lifestyle. The result of the study will be usefull to be a pink marketing sample of a specific targeted online journalism.

**Keywords:** Pink Marketing, Marketing, Magdalene, Online Journalism, Inclusive Journalism

## 1. Introduction

The media in Indonesia is still gender biased. This is not a new

fact, because there are still many sexist reports circulated within the society. Based on research conducted by Winda (2015) [1], it shows that when news production continues to show the same things as women as objects, then patriarchal bias would continue to develop into paradigms and ideologies in society. This is very detrimental to women. Stereotypes, discrimination, and subordination will increasingly be experienced by women in various forms and in various fields, whether political, economic, social, health, psychological and so on.

Sexy news reporting arises because of the need for economic media that requires journalists to use ways of portraying roles for men and women. Especially for women, languages that attract readers are usually used. Sex Sells is a concept that has long been believed to be effective in attracting consumers' attention [2].

In addition, women also do not get much variety in reporting. Many hard news stories are dominated by male sources. Women are not seen as experts in serious news. Based on Tempo Analisis with the Tempo Institute's research in 2018, women as news source persons only holds eleven percent [3].

News about women always revolves around entertainment topics and soft news. Based on the information compiled in Tech in Asia, many news portals specifically for women are currently offered in Indonesia. Among those who already have names in the community are Female Daily, Fimela, Hijapedia, Wolipop, Bridestory, Facetofeet, Woop, Magdalene, Konde, Popbela. In general, woman medias are part of a larger media, such as Wolipop which is part of Detik or Fimela which is part of KapanLagi.com. According to Michael the CEO of Interpublic Group women in purchasing decisions have an influence of 85%. This is one of the triggering reasons why many media create special media for women [4].

These woman medias are led and driven by women journalists as well. The news that is raised in these media is still Soft News type. Soft News often raises lighter issues such as entertainment and lifestyle. However, some media choose a critical

approach to balance reporting on sexist women or efforts to make women as mere commodities. This media still uses a soft news approach but offers a different journalism practice. This kind of media is known as alternative media, which is a form of media that is different from the dominant media form in terms of content, production method, or distribution method. Alternative media in Indonesia include Marsinah who voices women workers, SEJUK which discusses diversity, and Magdalene.

Magdalene is an online media focused on woman, providing the inclusive oriented content and perspective, critical, empowering and entertaining. Magdalene collects the feminist, pluralist, and progressive voices. It practices the inclusive, diverse, and solutive orientation journalism. Magdalene was launched in September 2013 as a result of the discontentments of its founders, Hera Diani and fellow journalist Devi Asmarani with what they found in the local media. Women's media felt too light, its content is dominated by discussions of fashion and lifestyle. They love the topic, but it's not the only thing they want to read about. Meanwhile, other reading sources are too heavy and academic. Finally, they decided to create a media with a popular approach specifically to discuss women's issues that do not have a place in the mainstream media [5]. In its development, Magdalene focuses not only on women's issues, but also on LGBT, equality, relationships, dating, etc. Magdalene as an alternative media hopes to be able to provide understanding to the public about differences. However, it is unfortunate that alternative media are less popular and less attractive than the mainstream. Therefore, Magdalene needs a news strategy and implements that strategy in order to survive until now [6].

Women's marketing sometimes known as pink marketing does not just focus on women as their target customer, but also tries to define the role of women in broader marketing aspect [7]. Based on the explanation above, Magdalene as a media that targets women as the main target is inseparable from Pink Marketing. Based on the opinion of Osama (2008) [7], a marketing practice can be part of Pink

Marketing when women are involved in determining marketing strategies.

To run Magdalane, there are 18 employees consisting of 12 women and 6 men, of whom there are gender minorities such as Transwomen and Transman. Women dominate Magdalane's desk. Magdalane is driven by Hera Diani. Hera Diani is a freelance writer, editor and communications consultant. Some of her writings have also been published internationally such as Foreign Policy, The Diplomat, and South China Morning post [8]. Apart from Hera Diani, the other co-founder is Devi Asmarani. Devi is the co-founder and Chief Editor of Magdalane.co. She has working experience as a journalist, editor, copy writer and Communication consultant, writing trainer and gender facilitator [9].

Devi becomes the content manager in efforts to gain readers and profit. He was assisted by Paul Emas whose duties is to assist the Magdalane's operational and business side. In contrast to business in general, in the world of journalism, marketing can be divided into two parts, the part looking for readers and the part looking for profit. Magdalane is a media company taking a niche marketing position. Niche Marketing according to Dalgic and Leeuw (1994) [10] is positioning into small, profitable homogeneous market segments (...) ignored or neglected by other. Based on Thompson (2010) [11] Niche Marketing is interesting to those has distinguished preferences and needs of a narrow, also well-defined group of consumer better than potential rivals. Magdalane targets women as its focus, serving content with an inclusive perspective orientation. Based on an article written by Hera Diani on Remotivi, she stated that it is difficult to finance this alternative media, because not many parties want to fund alternative media whose readers are not as large as mainstream media, besides the founder's fear of being dragged into the flow of interests if using old financing methods. So this study aims to find out how the marketing strategy using the pink marketing concept is carried out by Magdalane.

## **2. Research Method**

This research uses constructivism paradigm. Constructivism paradigm is a paradigm which the ontology is a reality that is constructed in a local and specific context, its epistemology is transactional or subjective, the methodology used is dialectical [12]. Meanwhile, the method used is a case study to explain how the pink marketing strategy is carried out by Magdalene. The choice of case study as the method is because this research will only examine a specific media. The data collection method used was by conducting in-depth interviews with 2 informants from Magdalene, the Co-Founder Devi Asmarani and the Community Engagement Manager division, Paul Emas. Interviews were conducted in July 2022.

## **3. Result/Findings and Discussion**

### **3.1 State of The Arts**

Research about Magdalene has been done several times by other researchers. As an unique alternative media with critical writing style and quite sensitive issues, Magdalene becomes interesting to be studied. One of the studies conducted by Maryani & Adiprasetyo (2017) [13]. The purpose of this research is to show Magdalene's efforts to promoting journalism that is into gender-sensitive and giving advocacy for women. The results show that Magdalene.co gives new values and point of view to women and voices various issues consisting of religion, belief, lifestyle, and social conditions. Nevertheless, there are still biases in their articles, there are limited issues in the public domain and inconsistencies in changing women's stereotypes.

The second research by Junaidi (2019) [6] tries to find out how Magdalene's strategy is as an alternative media regarding the issue of violence against women. The method used is case study. The result shows that Magdalene carries out a news strategy by creating diverse content by always updating the content, displaying a more attractive website appearance, using popular languages so that readers are more interested in reading. Magdalene also carries out

branding to the outside to be better known and conducts promotions through social media to attract readers.

This study uses a different point of view from Magdalene's previous research which focuses on content, the direction of this research is about marketing strategy. Then the direction is narrowed to pink marketing. Therefore, this study seeks to find out how pink marketing is carried out on critical media such as Magdalene. In contrast to previous studies which mostly researched Pink Marketing with a focus on female consumers, this study tries to raise Pink Marketing because the motor behind Magdalene is a woman and woman as consumer.

### **3.2 Pink Marketing & Woman as The Leader**

Pink marketing is one of the new terms in marketing, which organizations struggle to appeal. This phrase has led marketing intellectuals and specialists to employ it as a sign of women-oriented marketing, since pink is the color of femininity [14]. Some think that pink marketing phrase is only for women's sales crew that are arranged within the company to treat the female buyers, and some explain it as: How do you sell to women? It is more precise that women's marketing is those selling activities employed by women's understanding, or aimed to female customers, or selling from and to women [15].

Pink marketing also understood as the practice of marketing mix elements (product, price, promotion and distribution) in a way that is proportional and click with women's psychology and lifestyle, to fulfill the women's needs and wants in the maximum way that lets them to be loyal into product [16]. According to Fatah (2017) [15], the requirements for the success of Pink Marketing include:

1. Must focus on emotional stimulation instead of logical attributes in advertising and luring women
2. The company should offer additional favor and outstanding customer service

3. Aiming women with the campaigns through social media
4. Use women-friendly colors in products and advertisements
5. Companies must attract the subconscious that indicates femininity such as music, colors, and flowers in advertisements

Pink Marketing uses the concepts of the Marketing Mix and is mixed with the concept of women, so it is known as Pink Product, Pink Price, Pink Distribution (Place) and Pink Promotion. Pink Product is a representation of goods or services that are in accordance with the wishes, demand and tastes of women. The Pink Price is the price women are willing to pay for a product without benefiting from the product's weaknesses. Women see packaging and morals in a product that men don't. Pink Distribution is the place where the product is sold by considering the taste of color and shape used. Pink Promotion shows how to talk with female clients without benefiting from their innate inclination and delicacy[17].

### **3.3 Magdalene's Strategic Pink Marketing**

#### **a. Pink Product**

Magdalena attracts readers of all genders, but so far dominate by woman in 80%. Its readers are usually young people aged 18-34 years, having a higher education equivalent to high school, college and work, come from the middle class. They mostly come from big cities in Indonesia, readers are still urban centers. Those who read are people who are interested in progressive issues, always curious, care about change, vocal, critical, care about change, and love to share experiences in the comment- column.

Magdalene initially used a solution journalism strategy, but only recently added Constructive Journalism. In addition to providing solutions, Magdalene tries to report from the constructive angle. This is a new practice of Journalism in Indonesia. In addition, Magdalena in producing her articles tries to become a media that "listens" by bringing together comments that appear on their social media, providing more sources according to their

expertise, checking articles with the highest reading interest based on analytical stories, checking Twitter trends, looking for content that viral, widely commented and shared by readers. Dialogue with readers through webinars, live IG and connecting with many people is also a way for editors to determine the topic of their articles.

Magdalena's writings mostly focus on gender and sexuality, spirituality and relational topics. This topic is the most frequently raised in surveys for 2 years. Article products from Magdalene always use news framing that does not put women in a corner, and uses the gender lens. Magdalene also displays reader answers and reader comments on her social media. This is an attempt to show that Magdalene is listening. Based on Abdul Fatah's opinion (2017) [8] about the success of Pink Marketing, companies should offers plus services and outstanding customer service. Magdalena uses a “listening” strategy as their primary effort to produce a product. After hearing that, Magdalena creates constructive articles and solutions based on their concerns.

Women have a need to be heard. Women make conversation as a form of emotional bonding. Women see “talking” as a productive objective in itself. If woman feels heard enough, woman will not need to take another action to solve the problem or “making up things to be better”. The fact that woman has been heard to relieves her anxiety and ease any pain or negative emotions. Talking with someone who knows and cares her heals her from within and arm her with the emotional tools needed to deal with the challenge from the world [18].

This becomes interesting when the solution journalism that Magdalena has slowly shift to Constructive Journalism. Providing solutions after hearing is a conversational function in men. While listening, sharing and adding to construct are typical of women's needs as Jansen argues. This change itself is not based on the analysis above, but ratheras a new trend in journalism.



**Figure 1.** Main Page of MagdaleneSource:  
<https://magdalene.co/>

In addition to the above approach, Magdalene as a product is wrapped in feminine designs. The color pink is widely used on the website. In the picture above, it can be observed that the color pink dominates. Magdalene's bold pink color is historically an attempt by the co-founder to fight the stereotype of pink as a trivial color. Devi said that the pink color can be a representation of Magdalene's content as a media that is intelligent, critical and serious. Magdalene provides categorization in the form of sub-menus, including Issues, Safe Space, Lifestyle, Culture, Wo/Men We Love, Community, Multimedia and English. In the issue sub menu, readers will get topics that are typical of women who are mostly interested in emotions, but what's interesting are the categories of Politics and Society and Feminism A-Z. This is proof that Magdalene tries to accommodate women's needs for emotional topics and at the same time provides serious articles that are difficult to find in other women's media.

#### **b. Pink Place/Pink Distribution**

Pink Distribution represents the place where the product is

sold by considering the taste of the color and shape used [17]. Magdalene uses several different channels to expand their market. They utilize both online and offline strategies. In their online strategy, they use a lot of social media such as Instagram, Website, Twitter, Facebook, TikTok, and Youtube.

Social media is a widely consumed media mostly by women. In line with the results of Fatah's research (2017) [15] about one of the conditions for the success of Pink Marketing is to target women with social media marketing campaigns. Magdalene bases her marketing on social media a lot but with different goals. On Instagram, it is mainly used as an article display, prioritizing visuals and inserting educational content. On Twitter, Magdalene uses it to spread news, article content, increase traffic, and promotion. While Facebook, which is mostly used by the older generation, is only a supporter, Facebook will usually be crowded when its content discusses mature topics. TikTok usually hosts the same videos on Reels, whereas Youtube contains their own video content, so it's a kind of repository. The website is the main source of articles that can be accessed. In addition to utilizing social media, Magdalene also organizes events both online and offline which are held in big cities in Java and outside Java.

### **c. Pink Price**

The Pink Price is the price women pay for a product without exploiting the product's weaknesses. Women see packaging and morals in a product that men do not see [17]. Sometimes products that are considered expensive by men, are considered cheap by women. Magdalene is a non-paid medium for its readers, so there is no price to pay for a reader to be able to access her articles. Therefore, at this Pink Price, researchers will discuss in terms of sources and the profits they get. Sources of funding and profits are generated from grants, partnerships and advertising. To determine Cooperation, they give privileges to businesses owned by women, namely being willing to cut prices or use the barter concept.

Magdalene is also open to collaborating with small medium start-ups and making support for communities. One of the partnerships they have everdone is with The Body Shop.

Apart from advertising and collaboration, Magdalene has received several grants. The first in 2019, secured funding from New York and Prague-based Media

Development Investing Funds. They are Foundations that support through grants to the media that promote democratic values. The second grant comes from the Australian government through the Investing in Woman program. This program is tasked with changing gender norms in various ways. Magdalene's Woman Lead Program was the reason for Magdalene's choice to receive this grant. The Woman Lead Program is a program that focuses on women's leadership, women in the workplace, and gender equality in the workplace. The last one is the grant from Facebook. Magdalene created a Safe Space rubric which function is to help women who are suffer by domestic violence. Magdalene provides data on cases that occurred during the pandemic, as well as a database of service agencies for people who experience domestic violence.

#### **d. Pink Promotion**

Pink Promotion shows how to communicate with female clients without exploiting their innate tendencies and weaknesses [17]. Magdalene in collaborating with partners seeks to avoid several values that are not in accordance with the spirit of feminism, including not accepting partners who sell whitening products, diet drugs, or cigarettes, not accepting partners who maintain certain beauty standards, not selling by making advertising products but in the form of written content. In addition, according to Abdul Fatah (2017)'s opinion on the conditions for the success of Pink Marketing, Magdalene uses colors that match women in their products and events. This is related to Magdalene's branding, which uses feminine colors. However, pink is already more easily recognized as

a women's product, so using pink on Magdalene will make it easier for women to find products for her.

In conducting promotions, Magdalene uses social media, editorial events and commercial events. Design, content, screening, language, topics all adapt to young people. In the event, sometimes there are partners and there are also those without partners. In non-partnered events, events are in accordance with Magdalene's character, for example in the month of Ramadan holding a study by inviting a feminist Ustadz. Events without partners that have been held include making an IG Live entitled Bisik Kamis which serves to discuss various topics. Topics that are often raised are Financial Generation, Waste Bank from Home and Vaginismus Issues. The partner webinar event they have held is an event with The Body Shop, teaching campuses in Indonesia to discuss issues related to sexual violence. These kinds of topics are topics that provide emotional stimulation to the reader compared to issues that require logic. This is a prerequisite for the success of pink marketing.

#### **4. Conclusion**

In running the business, Magdalene tries to be an alternative media that provides news from a different perspective. Magdalene tries to attract readers and funders to keep the media going. Magdalene uses the principles of Pink Marketing, as because the target of Magdalene and the team behind the business are women. In the concept of Pink Marketing, success can be obtained by providing excellent service, utilizing social media strategy, packaging and morality determine the price, and empowerment. So the strategy used by Magdalene to achieve success is listening, constructive journalism, solution journalism for determining their articles (Pink Product), using 7 online platforms and 1 offline approach (Pink Place), applying cooperation rules and looking for woman-related grants. To give free reading access (Pink Price), and keeping its principles, organizing branding rules, using social media and holding partnership and non-partnership events (Pink Promotion).

Pink Marketing	Strategies	Actions	Success Requirements
<b>Pink Product</b>	<ul style="list-style-type: none"> <li>• Listening</li> <li>• Constructivism Journalism</li> <li>• Solution Journalism</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Serious Issue:</b> Politic, Society, Feminism</li> <li>• <b>Emotional Related Topic:</b> Gender &amp; Sexuality, Spiritualism, Relationship</li> </ul>	Excellent Service
<b>Pink Place</b>	80% Activities Using Online Media	<ul style="list-style-type: none"> <li>• Website (Articles)</li> <li>• Instagram (Display, IG live, educational content)</li> <li>• Twitter (News and articles sharing, improving traffic, promotion)</li> <li>• TikTok (Short video)</li> <li>• <del>Youtube</del>, (Content Video Repository)</li> <li>• Facebook (Supporting, targeting older generation, mature content)</li> </ul>	Social Media Campaign Strategy
<b>Pink Price</b>	<ul style="list-style-type: none"> <li>• <b>Cooperation Rules</b> Cheaper/exchanging system for small medium start up owned by woman</li> <li>• <b>Women-Related Grants</b> <ol style="list-style-type: none"> <li>1. Media Development Investing Funds</li> <li>2. Australia Government Grants Investing in Woman for Woman Lead <del>Programme</del></li> <li>3. Facebook-Grants for Safe Space</li> </ol> </li> </ul>	Free Reading Access	Packaging and Morality determine the price
<b>Pink Promotion</b>	<ul style="list-style-type: none"> <li>• Keeping Magdalene's principles</li> <li>• Organizing branding rules</li> <li>• Using Social-Media</li> <li>• Holding events</li> </ul>	<ol style="list-style-type: none"> <li>1. Do not cooperate to company with certain beauty standards</li> <li>2. Using color branding such as Pink, Black and all the shades in between. Pink to retain the "trivial" related image</li> <li>3. Using social media with youthful approach</li> <li>4. Keeping <del>Magdalene's</del> principles for partnership and non-partnership event</li> </ol>	<del>Empowerment</del>

Figure 2. Pink Marketing Strategy by Magdalene

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