Communication Phenomenon of Unmarried Career Women in Pekanbaru

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ABSTRACT

Communication is an absolute necessity for every human being. As social beings, humans cannot but communicate with each other. Along with the development of women's emancipation and experiences that provide something for women moreover have target and self-concept by them own, family standard environment and others. The causes of the increase in unmarried women include high level of education. Opportunity to get a higher education and pursue a career in urban women makes them not in a hurry to make choices for marriage. In this study the authors used the phenomenological method. The data collection techniques uses were through observation, interviews and documentation. The subjects in this study were 3 (three) unmarried career women. The results showed that the motive of future career women with unmarried status in Pekanbaru City is because (because motive), unmarried career women are able to survive, The motive for (in order to motive) in this unmarried career woman is want to be successful and be able to match. Where unmarried career women also want their lives run into harmony. The meaning of unmarried career women in Pekanbaru City is categorized into 2 perspectives. That is how they accept themselves as unmarried and how they convince themselves to live alone without a husband. The career women just need support, good perception of the surrounding environment as well as relatives. Associated with negative communication experiences, like gossip, become a topic of conversation with the family, and marriage topic will be sensitive topic for them.

Keywords: Phenomena; Communication; Unmarried Career Women

INTRODUCTION

Communication is an absolute necessity for every human being. As social beings, humans cannot but communicate with each other. Therefore, communication, especially interpersonal communication an essential requirement for every human being to achieve harmonious relationships and human mental health (Yasir, 2009)

As social beings, humans cannot live without other people. Quoting a term from Paul Watzlawick, "we cannot not communicate", we cannot help but communicate (Little John, 2009). In that sense, a person cannot live without communication, so everyone must communicate and it is impossible not need communication. Everyone expects a harmonious social life. Smooth communication with minimal noise is everyone's hope so that life feels comfortable, enjoyable and happy (Cangara, 2013)

Along with the development of women's emancipation and experiences that provide something for women. Guarantee for financial success, in raising children so that they are successful in the future and get a high position in the world of work. This further gives the predicate to women whose all types of work can be occupied by women, from jobs that lead to thinking to jobs that prioritize muscles (Ersyali, 2007)

Based on the fact that researchers have noticed recently, both in the television media and in the environment around the researchers themselves, that quite a lot of women currently choose to work and have careers. In the Pelita print media published on Thursday, June 14 2015, the Minister of State for Women's Empowerment said that 60% of the 30 million micro, small and medium entrepreneurs in Indonesia are now controlled by women (Fakih, 2008).

This phenomenon illustrates the increasing number of women who work and the increasing number of women who are successful in entering the types of jobs that have been rare and even have never been entered by women at all. Starting from positions of state leadership, top executives, to entrepreneurs. So, in the past, women were only suitable to be considered as housewives who also participated in carrying out economic activities that became a source of income for the family, for example in farming communities, it was women who carried out activities such as planting rice, maintaining crops, etc. Meanwhile, the activities of hoeing and hunting are carried out by men. Nowadays, activities that were only considered suitable for men can also be carried out by women. However, for some people, women who are 30 years or over and are not married, will be labeled uncomfortable, such as unsold spinster, busy pursuing a career, fear of marriage, and so on (Lutfi, 2015).

Sometimes parents feel ashamed if their daughter is not married. The existence of a society that tends to give a negative assessment of unmarried women can cause this woman to have negative thoughts about herself. From here comes the problem of lack of self-confidence and a hobby of self-criticism.

From the above explanation, it can be assumed that unmarried career women usually have negative feelings and thoughts, such as maintaining a distance from the surrounding environment, lack of confidence. For this reason, problems related to an incorrect self-image will often arise. However, on the other hand, there are also many people or parents who consider unmarried women as normal, these unmarried women still have self-confidence.

Pekanbaru City is the capital and largest city in Riau Province, Indonesia. This city is a city of trade and services, including a city with a high rate of growth, migration and urbanization. This provides many opportunities, especially for women who want a career. The phenomenon that the author encountered in Pekanbaru City is that there are still many unmarried career women, this is mostly due to the encouragement of economic needs, in order to be able to express themselves in the midst of family and society, and to follow lifestyle trends.

THEORY

Theory of phenomenology (Alfred Schutz)

Phenomenology comes from the Greek, Phainoai, which means "to appear" and phainomenon refers to "what appears". The term phenomenology was introduced by Johan Heirinckh. However, the pioneer of phenomenology is Edmund Husserl. If we examine again, phenomenology comes from phenomenon which means visible reality. And logos which means science. So phenomenology is a science that is oriented to get an explanation of the apparent reality. Phenomenology seeks to understand how humans construct important meanings and concepts within the framework of intersubjectivity (our understanding of the world is shaped by our relationships with other people) (Kuswarno, 2009). The aim of phenomenology, as suggested by Husserl, is to study human phenomena without questioning their causes. Husserl said. "The world of life is the basis of meaning that is forgotten by science." (Moustakas, 1994) Alfred Schutz was both the most prominent theorist of phenomenology and the one who made phenomenology a hallmark of social science to this day. For Schutz, the main task of phenomenology is to construct the natural world of human life itself. The reality of the world is intersubjective in the sense that members of society share basic perceptions of the world that they internalize through socialization and allow them to interact or communicate (Kuswarno, 2009). We often use life not as it is, but based on theoretical theory, certain philosophical reflections, or based on interpretations colored by our interests, life situations, and habits. The phenomenology of Scuthz has adapted a lot to the Verstehen views that have been put by Max Weber. For Schutz, verstehen as an understanding of subjective meaning is the same as a phenomenological emphasis that analyzes the structure of meaning in individuals and the relationship of these structures to other individuals. It could be said that experiences and assumptions of shared meanings are a possible basis for making social life. (Susilo, 2008). Phenomenology is almost similar to the method it can be concluded that talking about phenomenology does not tell about big theories, nor does it describe a very scientific explanation of social life, moreover quantifies it in numbers. The purpose of Phenomenology is to encourage us to realize and study and control what we are doing and shape social life. Even though humans do not have complete control over every situation in their social life, they are finally able to choose their life project. Because each individual has a stock of knowledge, sharing, negotiation, and maneuvers for the sake of social cohesion occurs between them. (Susilo, 2008).

COMMUNICATION

Communication is an important part that cannot be separated from human life as a social being. Etymologically, the word communication comes from the Latin "communicare" which means "to convey". Source word meaning of communication is the process of conveying meaning from one entity or group to another through the use of signs, symbols and semiotic rules that are can be understood. Communication activity can be done in two ways, namely:

1. Directly, namely verbally / verbally to make it easier for both parties to understand each other.

2. Indirectly, namely through certain media, such as body language, writing, telephone, radio, and so on.

According to Everett M. Rogers, the notion of communication is the process of transferring ideas from one source to one or more recipients with the aim of changing behavior. According to James A. F. Stoner, the meaning of communication is a process in which someone tries to provide understanding and information by conveying messages to others.

According to William F. Glueck, the definition of communication can be divided into two forms, namely:

Interpersonal communication it is namely the process of exchanging information and transferring understanding between two or more individuals in a small group of humans.

Organization Communications, which is a process in which the speaker provides information systematically and transfers understanding to people within the organization and also to people and institutions outside the organization but still associated with the organization.

Communication is one of the human activities that is recognized by everyone but very few can define it satisfactorily. There are at least five important components or elements in communication that we must pay attention to, namely; the sender of the message (sender), the message that is sent (message), how the message is sent the delivery channel (media), receives the message (receiver) and feedback (Efendy, 2005). It can be stated in general that, communication is a process of statements between people about the contents of their thoughts and feelings. The disclosure of the contents of these thoughts and feelings if applied correctly with the right ethics will be able to prevent and avoid conflicts between individuals, between groups, between ethnic groups and even between nations, so as to maintain national unity and integrity, especially in the organizations concerned.

From this explanation, it can be understood that the notion of communication is an activity of delivering information, be it messages, ideas, and ideas, from one party to another which is carried out directly or indirectly.

INTERPERSONAL COMMUNICATION

Basically, interpersonal communication is a social process where the people involved in it influence each other. As revealed by Devito (2012), that interpersonal communication is sending messages from someone and received by others, or a group of people with immediate effects and feedback. Interpersonal communication is carried out by individuals to exchange ideas or thoughts with other individuals. Or in other words, interpersonal communication is a communication context in which each individual communicates feelings, ideas, emotions, and other information face-to-face to other individuals. Interpersonal communication can be done in verbal or nonverbal forms. Interpersonal communication is not only about what is said and what is received but also about how it is said, how body language is used, and whether facial expressions are given.

Communication has several important elements namely source, receiver, message, channel, encoding, decoding, interference, feedback, and context. So it is with interpersonal communication. According to Joseph A. DeVito (2013: 8-16) Judy C. Pearson, et al (2011): Interpersonal communication as a process that uses messages to achieve the same meaning between at least two people in a situation that allows equal opportunities for speakers and listeners. Joseph A. DeVito (2013): Interpersonal communication is a verbal and nonverbal interaction between two (or sometimes more than two) people who depend on each other. G.R Miller and M. Steinberg (1975): Interpersonal communication can be viewed as communication that occurs in an interpersonal relationship. Ronald B. Adler, et al (2009): Interpersonal communication is all communication between two people or contextually interpersonal communication

There are seven characteristics that indicate that something communication between two people is an interpersonal communication attitude and other communication openings are

summarized from the opinion Effendy (2005) The characteristics of interpersonal communication itself are: (1) involves in it verbal and nonverbal behavior ; (2) involves spontaneous, scripted, and contrived statements or expressions; (3) not static, but dynamic; (4) involves personal feedback, relationship interaction and coherence (statement one and must relate to beforehand); (5) guided by rules that are intrinsic and extrinsic. (6) Interpersonal communication is an activity and action; (7) involves in it the persuasive field.

Deddy Mulyana argues that interpersonal communication is communication between people face to face, which allows each participant to capture the reactions of others directly, both verbally and nonverbally Interpersonal communication is not only with what is said, namely the language used, but how it is said for example non-verbal messages sent, such as tone of voice and facial expressions (Mulyana, 2013).

EXPERIENCE

Experience is an event that is captured by the five senses and stored in memory. Experience an acceptable feeling of the moment events have just happened or have been going on for a long time. Experience that can be given to anyone to use and become new as well as human learning. (Notoatmojodalam Saparwati, 2012)

Every event experienced will be an experience for individual. The experience gained contains an information or message certain. This information will be processed into knowledge. Therefore various events experienced can increase individual knowledge. Experience refers to something that is experienced and the phenomena that will be experienced classified into specific experiences. The statement gives a description that every experience has different characteristics, includes the texture and structure involved in each experience. Experience communication owned by single parent career women will be categorized into certain types of experiences which include positive experiences and negative experience.

Communication experiences can occur because of activity communication. Communication is the most central center in defense individual survival and relationships between individuals. Frank Dance describes the communication process using a spiral. He believes that communication experiences are cumulative and influenced by continuity. He stated that experience in the present is inevitable will affect a person's future, so he emphasized that the communication process is not linear. Communication, can be thought of as a process change with time and change among the people interact. (Turner, 2012: 7). An event that contains elements of communication will become individual communication experiences, and communication experiences which is considered important will be the most memorable and experience has a special impact on these individuals (Hafiar, 2012: 308-309).

Everyone in general has a different experience although seeing the same object, it is affected by: level knowledge and education of a person, actor or factor on that party have experiences, perceived object or target factors and factors the situation in which the experience takes place. Age, education level, background socioeconomic background, culture, physical environment, work, personality and the life experience of each individual also determines the experience. (Notoatmojo in Saparwati, 2012)

Each person's experience of an object can be different because experience has a subjective nature, which is basically influenced by content memory. Whatever enters the senses and is noticed will be kept on in its memory and will be used as a reference in response to the new one. Experiences are events that have actually been happened. Disclosure narration of experience means to convey or describe an event or experience that has been experienced based on the time sequence of events.

In Indonesian Dictionary (1993) experience is defined as: that has been experienced (lived, tasted, borne, etc.). Various experiences can happen to everyone, whether they are funny, touching, sad, joyful, or proud

Experience is something that is experienced. Through experience, individual through knowledge. This is in accordance with the statement that All objects of knowledge must conform to experience (Moustakas in Wirman, 2012) knowledge underlies awareness that shapes meaning. It is this awareness and meaning that encourages individuals to take certain actions or behaviors, by referring to the behavior is anexperience of consciousness that bestows meaning through spontaneous activity (Schutz in Wirman, 2012). Every event experienced will be an experience for the individual. The experience obtained contains certain information or messages. This information will be processed into knowledge. Thus the various events experienced can increase individual knowledge.

MOTIVE

Motive refers to a systematic relationship between responses or a set response to conditions that are considered certain (Ahmadi, 2009: 191). Human motive desire, desire, desire are and other driving forces comes from within, to do something. All behavior human nature has motive. Motives arise out of necessity or need. Needs can be viewed as a lack of something, and this makes immediate fulfillment in order to get the balance immediately.
This deficiency situation serves as a force or reason, which causes someone to act to fulfill a need. In In short, the motive is something that exists in the individual move or arouse so that the individual does something (Ahmadi, 2009: 196- 197).

Schutz argues that interpretation is a way of understanding social action. Where, social action is action oriented to the behavior of people or other people in the past, present and future. The process of interpretation can be used to clarify or check the real meaning, so as to provide an implicit concept of sensitivity. Schutz grouped it into two phases to describe a person's overall actions, namely: Weil Motiv, which is an action that refers to the past. Where, the actions taken by someone must have reasons from the past when he did them. In every genuine because-motivation, the motivating and motivated experience has a temporary past character. Genuine why-question. Generally it becomes possible only after the motivated experience arises and when a person looks back as a whole part of oneself. The motivating experience becomes the past again in relation to the motivated one, and we design our intentional references as they think in the pluperfect tense (Schutz in Wirman, 2012).

MEANING

According to West and Turner (2008), understanding messages is the goal of all meaning processes. In addition, West and Turner (2008: 7) also add that meaning is what people take from a message that needs interpretation. The above statement clearly says that a meaning begins with a message which is interpreted and then interpreted by who interprets it and the meaning is also created because there is interaction, without interaction a message will not be interpreted. According to Blumer (1969) in West and Turner (2008), there are three assumptions about meaning, namely as follows: interpretive process.

CAREER WOMAN

Career women are women who are involved in professional activities such as business, offices (Big Indonesian dictionary, 2000). Career women are women who get or experience development and advancement in jobs, positions, etc. The term for career women is not only for those who work in an office, whatever work as long as it brings progress in their life that is career (Anoraga, 2006). So, the meaning of the first word of a career woman is clearly related

to work. Associated with work that makes money. Then the second meaning, tends to use mental abilities or because of a regulation, women get development and progress in work, position, and so on (Endang T. Suryadi in Panji Anoraga, 2006). A job or profesion for which one is trained and which one intends to follow for part or whole of life. A job or profession especially one with opportunities for progress

Career woman in Indonesian Dictionary is interpreted as an adult woman who is involved in professional activities. In other terms, it is also known as a multi burden defined as women who work outside or take part in in public and social spaces. The phenomenon of women working actually not new thing in society, but it found in several regions in Indonesia. In the Indonesian context as a developing country, actually many women have been working to help household needs, managing rice fields, opening a shop at home, or other businesses. Most of society still think that women with these jobs are not included in the category of career women it's self-taught

METHOD

In this research, researchers used a qualitative approach phenomenology. The use of qualitative research methods with an approach phenomenology in this study to describe the motive, meaning from the life experience of unmarried women in Pekanbaru City. According to Moleong (2005; 157) qualitative research is conducted because researchers want to exploring unquantifiable phenomena descriptive, which this research to examine cases in cases because qualitative methodologies believe that the nature of one problem will be different from the other problems. Qualitative research functions to provide substantive categories and qualitative research hypotheses. Thus, qualitative research is not just as attempts to describe data but the description is the result of data collection valid, namely through in-depth interviews, observation and documentation. Tool data collection or research instrument is the researcher himself go straight to the field, while phenomenology according to Denzin & Linconl (2009; 64) is an approach that focuses more on the concept of a particular phenomenon from the form of the study is to see and understand the meaning of an experience related to a phenomenon certain.

Observation is a data collection method used with the way to make observations accompanied by the recording of the state or behavior of the target object which is carried out directly at the location which is the object of research (Abdurahman Fatoni, 2006: 96).

DISCUSSION

Research subjects using active purposive techniques informants using certain consider with specific characteristics that are relevant criteria for research (Nasution, 2012: 98). The main informants in this study were career women who are not married in Pekanbaru City. The research object according to Nawi (2003: 65) is the whole object research consists of humans, objects, animals, plants, symptoms, values, or events as data sources that have certain characteristics in a study. The object of this research is the phenomenon of communication unmarried career woman in Pekanbaru City. This technique requires direct observation from the researcher or indirectly to the object of research. Instruments that can be used, namely the observation sheet, observation guide. Some information obtained from the results of observations include: space (place), actors, activities, objects, actions, events or events, time, and feelings (Noor, 2012).

In this research used interview search information and data, interviews were used to gather information about the motives, meanings, and experiences of unmarried career women in Kota Pekanbaru. Then documentation method is a frequent data collection method used in various methods of data collection observation methods, questionnaires or interviews are often complemented by documentation search activities. Its purpose is to obtain information that supports the analysis and data interpretation (Kriyantono, 2010).

Today, the fields of technology, industry and science are rapidly developing knowledge gives rise to several new lifestyles. Wrong one is an unmarried woman. Whether it's in order to pursue a career and education, or their personal decisions become the background the rampant phenomenon of unmarried adult women. In Hurlock (1990) middle-aged women are often more interested in money than they are men, not in the form of money provided but rather in cars, clothes, and the house that will be used as a comparison with his friends. As well as a measure of the success that has been mentioned. But the greater a woman's desire to marry, the greater the risk for him to remain single (Hurlock, 1990). In contrast to a man, single status almost does not pose any harm, except to feel lonely at certain times. For most women, the desire to marry and family will decrease after the age of thirty, because they realize that they seem unable to achieve their goals (Hurlock, 1990)

THE MOTIVES OF UNMARRIED CAREER WOMEN IN PEKANBARU CITY

To describe a person's entire actions, Schutz grouped them into two phases, namely: In-order-to-motive (Um-zu-Motiv), which is a motive that refers to actions in the future. Where, the actions taken by someone must have a predetermined goal. Such as economic motives, namely mature calculations about the future after marriage and normative motives where marriage is judged to meet the values that exist in society. Because motives (Weil Motiv), namely actions that refer to the past. Where, the actions taken by someone must have reasons from the past when he did them. Social motives greatly affect unmarried career women. The informant's past experiences in his family regarding marriage and the experiences of other people who were told to him were also considerations that made this a consideration of unmarried career women. Psychological motives are also the same where marriage is not the only goal to achieve happiness.

THE MEANING OF SINGLE STATUS FOR UNMARRIED CAREER WOMEN IN PEKANBARU CITY

Meaning In essence, the goal of communication is to achieve the same meaning and not just an exchange of messages, because the message sent must be interpreted according to the sender's intention. In general, humans will act on something (objects, events, etc.). Based on the meaning that something own them. The meaning of something can continue to change along with changes in time and the existing environment will also change a person's value system, beliefs and attitudes towards something. According to West and Turner (2008: 93), understanding messages is the goal of all meaning processes. In addition, West and Turner (2008: 7) also add that meaning is what people take from a message that needs interpretation. The above statement clearly states that a meaning begins with a message which is interpreted and then interpreted by who interprets it and the meaning is also created. Because of the interaction, without the interaction a message will not be interpreted. According to Blumer (1969) in West and Turner (2009: 99) says that there are three assumptions about meaning, namely as follows:
1. Humans act towards other humans based on the meaning that other people give them.
2. Meaning is created in human interactions.
3. Meanings are modified through an interpretive process.

These three assumptions explain to us that a meaning will exist if there is an interaction and will be interpreted by each individual who interprets a message with a modification in that meaning. Here we clearly know that meaning is a "social product" that occurs because of the interaction between humans.

COMMUNICATION EXPERIENCES OBTAINED BY UNMARRIED CAREER WOMEN IN PEKANBARU CITY

Experience is something that is experienced. Through experience, individual through knowledge. This is in accordance with the statement that All objects of knowledge must conform to experience (Moustakas in Wirman, 2012) knowledge underlies awareness that shapes meaning. It is this awareness and meaning that encourages individuals to take certain actions or behaviors, by referring to behavior is an experience of consciousness that bestows meaning through spontaneous activity (Schutz in Wirman, 2012). Every event experienced will be an experience for the individual. The experience obtained contains certain information or messages. This information will be processed into knowledge. Thus various events experienced can increase individual knowledge. Experience refers to something that is experienced and the phenomena experienced will be classified into certain experiences. This statement illustrates that every experience has different characteristics, including the texture and structure that exist in each experience. The communication experiences possessed by single parent career women will be categorized into certain types of experiences which include positive experiences and negative experiences. In the perspective of classical phenomenology, attempts to describe the types of experiences in the past. Husserl and Merleau Ponty call it a pure description of lived or a pure description of life experiences (Kuswarno in Wirman, 2012). Heidegger calls it hermenecutic, which is to interpret types of experience by relating to special aspects of the background context.

CONCLUSION

Based on the discussion of the research data that the author obtained, it can be concluded as follows: The motives of future career women with unmarried status in Pekanbaru City have two motives according to Alfred Schutz's phenomenological theory, namely because motive and motive for (in order to motive). The motive is because (because motive), in unmarried career women, namely being able to survive, follow a lifestyle, look for activities. Another driving factor is the motive to (in order to motive) in this unmarried career woman, namely wanting to be successful and be able to match. Where unmarried career women were also want their lives to run in harmony even with the family situation that is no longer intact. The meaning of unmarried career women in Pekanbaru City is categorized into 2 perspectives. That is how they accept themselves as unmarried and how they convince themselves to live alone without a husband. In their point of view, they interpret something that should be avoided and can maintain the integrity of the family and something that is understandable if it has already happened to a family. The communication experiences of unmarried career women are categorized into two, namely positive communication experiences and negative communication experiences. Both categories are communication experiences between unmarried career women and their families and also between unmarried career women and the environment. The positive communication experience here is in the form of advice, support, and good advice from the surrounding environment as well as relatives. Associated with negative communication experiences, namely some gossip about status, become a topic of

conversation with the family, and the words of the widow are often the material of ridicule from the environment or relatives.

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