

**CULTURAL DYNAMICS AND MEDIA POWER:
ANALYZING MISOGYNY IN ONLINE NEWS, IN INDONESIA**

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This article examines the phenomenon of media misogyny within the context of online news in Indonesia. A survey indicates that Indonesian society tends to prefer online news as a primary source of information, enabling easy contribution and consumption of various information. However, online news media enjoys significant freedom in producing news without strict limitations. The consequence is the potential victimization of the public when they become the subjects of news reporting, particularly concerning the phenomenon of media misogyny. The focus of this research is to elucidate how media misogyny manifests in online reporting using a qualitative approach, involving interviews with journalists and editors, as well as analysis of the resulting news. The theoretical framework utilized in this analysis is Radical Feminism. Research findings reveal violations of journalistic ethical codes, gender inequality manifested through the lack of female participation in the online news production process, and its impact on the production of gender-biased and misogynistic news.

Keywords: Radical Feminism, Media Misogyny, Gender Inequality, Media Power, Patriarchal Culture.