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Producing Sexual Metaphors in Yellow Newspaper's Column: The Case of Poskota

Since Suharto's Regime stepped down in 1998, the government does not exercised a repressive policy on media like what the regime had treated and media have been given opportunities to cover almost everything found in everyday practices. Such situation has a great impact on the production of sexual representation in media blurring a private and public domain through the production of sexual metaphors by connecting a story on sexual abuse and current affairs. Political issues are used as a 'source' and sexual scandal deployed as a target to create sexual metaphors by the editors. Using such metaphor in the column on sexual scandal creates a double meaning: informing and entertaining. Behind those metaphors lay on presumptions on how we have to talk about sexualities, a world view perpetuated by Pos Kota, a famous Yellow news paper in Jakarta. I will interrogate the ways in which gendered metaphors are produced.