

CHAPTER 1

INTRODUCTION

1.1 Background of Research

With the rapid development of technology, it is easier for people to get up-to-date information. Even there is no information that a person cannot touch with his views. This is a proof that the rapid pace of technological development, helps people reach more information easily.

People can feel how quickly they can accept information from all parts of the world through mass media or mass communication. The mass media itself is divided into two sections. There are electronic media and printed media. Electronic media are media that use electronics or electromechanical audience to access the content. One of the electronic medias is broadcast media. Broadcast media is a mass media that exists in the Internet network. The information is delivered in audiovisual and written forms.

Framing highlights certain aspects of the worlds in a text “as to promote a particular problem definition, casual interpretation, moral evaluation, and/or treatment recommendation (Entman 1993: 52). Public opinion is often used as a strength of an act as well as the attitude of the audience for events that occur and daily problems that exist in the mass media. With the power of mass media, many authorities use mass media as a means of ideology in facilitating the formation of opinions based on their reality. One of the uses of mass media is as a means of political communication.

The realistic political communication can be exemplified like this, Thohir is the owner of one of the largest media networks in Indonesia. Under the banner of Mahaka Group, Thohir controls four online media, four print media, and four broadcasting-based media, such as Jak TV, Gen FM, Republika Daily, Parents Indonesia, to republika.co.id are some of them. With Thohir joining, the Jokowi-Ma'ruf pair looked even more powerful ahead of the election. The reason is that the Jokowi - Ma'ruf camp already has strong back-up from two giant media network owners, Hary Tanoesoedibjo and Surya Paloh (Ign. L. Adhi Bhaskara, 2018).

R.M. Perloff (2013) defines political communication as the process by which leaders, media, and national citizens exchange and absorb the meaning of messages related to public policy. In this definition, Perloff makes the media as a party to political communication. Political communication in the

mass media is closely related to the formation of public opinion. Public opinion is often used as a force of action as well as the attitude of the audience over political events and political problems that exist in the mass media. The mass media has become a separate force for the government in launching its political activities.

The formation of public opinion is also called framing. According to Matthews, C. H., & Brueggemann, R. (2015: p. 123). A set of concepts and theoretical views on how individuals, groups, and societies, organize, perceive, and communicate about reality is the essential part of framing.

Framing analysis can explain properly to the human consciousness that is explained by the transfer of information from a location, such as speeches, remarks, news reports, articles, or novels. Framing, essentially extending selection and protrusion. Framing analysis is used to analyze public constructions used by the media or media ideology in constructing existing facts. This analysis examines the selection strategy, prominence, and linking facts into the news so that it is more meaningful, more interesting, more memorable, to lead the audience to interpret the perspective according to Sobur (2001, p.162).

Framing analysis is used to see how the media frame the news or some event that is currently being discussed and preached. Jokowi's leadership was covered not only by The Jakarta Post but also by the New York Times from America and The Guardian from England. The Jakarta Post, is one of the

media that presents news in the online form, contains news about the riots that occurred regarding the presidential election in 2019. The Jakarta Post (Wednesday, 22 May 2019) reported riots in Jakarta that occurred on May 22, 2019 in several areas in the capital, also occurred in other areas as northern Sumatra, Bandung, Bali, and many more, precisely in front of the Bawaslu office. They rallied because they suspected that there had been fraud regarding the results of the 2019 election vote count. Under the leadership of Joko Widodo 'Jokowi,' he appealed to the whole community maintain order and security during the election period.

After the first published on April 25, 1983, The Jakarta Post for several years can survive only with a few advertisements, and its circulation is increasing. After the change of chief editor in 1991, the days began to take a pro-democracy position. The Jakarta Post has also become more vocal about politics.

The New York Times as one of the foreign mass media also highlights cases of riots that occurred in Jakarta on May 22, 2019. Since 1851, The New York Times has been actively reporting various kinds of news from around the world. This media provides a lot of news that many other media did not published it or no one else was telling. According to their official website, the way The New York Times tells the stories may have changed a lot, but their mission to seek the truth and help people understand today's world remains constant. Offering readers global coverage, covering current ideas

and trends, business and politics, science, and lifestyle and much more. The New York Times was built to complement and expand local as well as international reporting. One of the cases highlighted by The Jakarta Post and The New York Times is about the case of the problematic bills published in September 2019. It was a huge demonstration from the college student against the lawmaker. The event almost looks like the 1998 riots. The problematic bills are including a revision to the Criminal Code (KUHP), Corruption Eradication Commission (KPK) Law, the workforce bill, forced an end to the arrests of many activists in all sectors, and demanded a bill on eradicating sexual violence and many other bills be passed. The problematic bills were triggered by activists and many university students from different areas to do the demonstration in front of the House of Representatives office on Jl. Gatot Subroto in Central Jakarta, blocking road access to Slipi, West Jakarta in 23 September 2019. They want the lawmakers to hear their voice to hold the bills and to review again.

With a framing analysis people can be shown how the media present a topic to the reader. How the author of the article hides or highlights certain issues, and at the end of the analysis, people will understand which part that an article takes side.

Previously, there were already two thesis writings on framing. The first one was framing analysis with Framing Zhongdang Pan and Gerald M.

Kosicki research conducted by Rendi Mahendra. The title of the research is *Kebijakan Impor Beras Dalam Bingkai Media (Analisis Framing Zhongdang Pan dan Gerald M. Kosicki Terhadap Pemberitaan Kebijakan Impor Beras di Republika Online Periode 10 Januari-17 Januari 2018)*. The previous research analyzed the news with framing analysis method and used online media as a data sources of the research. The conclusion of the research is the Republika Online related news packaging related to rice imports put extra emphasis on refusing rice imports. Framing of Republika Online reporting is done in an intermediate way other: the selection of news sources, selection of quotes from news sources, and the images used to support the framing structure. The second previous research are conducted by Leonarda Johanes R.S. The title of the research is *Analisis Framing Pemberitaan Konflik Partai Nasional Demokrat (Nasdem) di Harian Media Indonesia dan Koran Sindo*. The previous research analyzed the news with framing analysis method and used newspaper as a data sources of the research. The results of this study are framing of news relating to the element of partiality which occurred at Media Indonesia Daily and SINDO Newspapers owned by Surya Paloh and Hary Tanoesoedibjo. Besides, the element of media ownership influences the process of writing news, especially if the news concerns the activities of the media owner. So that media ownership cannot be separated from the check and balance function.

The differences between both previous research and this research are as follows: This research uses 2 mass media and both previous researches use only one mass media. The online mass media are from Indonesia and America. This research is conducted to find out the framing of the problematic bills published by The Jakarta Post and The New York Times.

1.2 Statement of Problem

How is the framing made by The Jakarta Post and The New York Times in preaching problematic bills (RUU KUHP) articles in September 2019?

1.3 Research Objective

The purpose of the research is:

1. To find out how The Jakarta Post mass media frames the article of the problematic bills in September.
2. To find out how The New York Times mass media frames the article of the problematic bills in September.

The functional purpose of this research is to provide theoretical benefits. The results of this study can be used by STBA LIA as a basic reference and policy related to thesis writing. The individual goal is to

increase the knowledge, experience, introduction, and observation of framing analysis at STBA LIA so that the authors conduct research to complete the Thesis Report.

1.4 Scope and Limitation

To narrow the study, the data are taken from The Jakarta Post and the New York Times in September 2019. This research focuses on issues only on the preaching of the problematic bills in demonstration and debates, to discuss the syntax, script, thematic and the rhetoric.

1.5 Research Methodology

The method used on this analysis is descriptive qualitative method. Creswell (1994, p. 4-7) said that qualitative research is information in the form of context ties that will lead to patterns or theories that will explain society. The framing analysis proposed by Zhongdang Pan & Gerald M Kosicki (1993) is applied to analyze and describe the text in the article.

1.5.1 Data

The data of this research are from 2 different media, one from The Jakarta Post, and the other one from New York

Times. There are totally 4 articles that will be analyzed. 2 articles from The Jakarta Post, and 2 from New York Times.

1.5.1.1 From The Jakarta Post

1. The Jakarta Post media: *“we refuse to return to new order students protest against controversial bills”*.
September 23, 2019.
2. The Jakarta Post media: *Jokowi bows to public pressure, calls for delay in passing Criminal Code bill into law*. September 20, 2019.

1.5.1.2 From The New York Times

1. The New York Times media: *Thousands in Indonesia Protest Bills to Limit Rights and Ban Extramarital Sex*.
September. 30, 2019
2. The New York Times media: *Indonesia’s Leader Faces Student Protests and Crises Heading into New Term*.
September. 25, 2019

1.5.2 Data Collection

There are two steps in collecting data:

1. Collecting the news articles talking about problematic bills (RUU KUHP) articles in September 2019 from the internet.
2. Investigating each sentence in the chosen articles to find the syntax, script, thematic and rhetoric.

1.5.3 Data Analysis

There are two steps that the researcher takes to collect data. The first step is reading the articles completely. The last step is analyzing the whole text of the articles based on the theory by Zhongdang Pan and Gerald M. Kosicki (1993).

1.6 Organization of Writing

This research consists of four chapters. Chapter 1 consists of background of study, statement of problem, research objective, scope and limitations, and research methodology. Chapter 2 consists of the theories that support the research and a framework that are used as a guidance in this thesis. Chapter 3 is the analysis of the data using theory from Zhongdang Pan and Gerald M. Kosicki (1993). Chapter 4 is the final chapter which shows the conclusion of the research.