CHAPTER I
INTRODUCTION

1.1 Research Background

Mass communication has become a means of communication that plays an important role for humans in exploring various information. According to Janowitz, 1968, cited in McQuail, 2011, mass communication comprises the institutions and techniques by which specialized groups employ technological devices such as press, radio, films, etc. Through these devices, the event is spread to large, heterogeneous, and widely dispersed audiences (McQuail, 2011).

The term 'mass' in mass communication refers more to the recipient of a message related to mass media. On the other hand, the masses whose attitudes and behavior are related to the mass media. As the result, the masses refer to the audience, viewers, and readers. The audience can change attitudes and behaviors

towards the information received. This relates to the impact of mass communication. In this case, the impact of mass communication is focused on the message delivered which can change human behavior after it has been hit by a message from the mass media.

The mass media actively set a role in framing references that readers or viewers use to interpret and discuss the public (Tuchman, 1978). The media frames arrange the reality and will be turned into a story. Framing analysis, hence, analyze how the individual organized their experiences until they identified and understanding the events, interpret the ongoing life activities (Eryanto, 2012).

Framing analysis by Zhongdang Pan and Gerald M. Kosicki is chosen as the theory used in this study. It is because the purpose of the theory used is to see how the event is constructed by the journalist. The theory model requires aspects of understanding words, sentences, and images that are used to support the idea of news. When the journalist emphasizes the meaning of the event, the journalist will use all the aspects of the strategy to convince the audience that the news they write is true.

As reported by Tempo, the high-profile as well as businessman, Joko Mulia Tjandra, was arrested after being a fugitive for eleven years. He was apprehended by the National Police with the assistance of the Malaysian police. Joko Tjandra's case is escalated not because of his arrest after eleven years of being a fugitive, but also the involvement of a prosecutor from his case, Pinangki Sirna Malasari.

The first research was conducted by Hasanah, D., 2013, Yogyakarta State Islamic University student, Faculty of Social Sciences and Humanities,

Communication Science Study Program in 2013. Her study entitled "Kasus Pembunuhan dalam Bingkai Media (Analisis Framing Zhongdang Pan dan Gerald M. Kosicki Terhadap Berita Seputar Kasus Cebongan di Surat Kabar Harian Joglosemar Periode 5 April – 20 April 2013)". It uses the model of Zhongdang Pan and Gerald M. Kosicki, the source of the data is from Joglosemar Daily newspaper from April 5th to April 20th, 2013. It was appointed about a murder case carried out by eleven members of Kopassus Group 2 Kandang Menjangan Kartasura in Cebongan prison, Sleman, Daerah Istimewa Yogyakarta. The study found that the informants used as news sources by the Joglosemar Daily were dominated by the Army/Kopassus. It seems only a one-sided point of view in delivering news. It reinforces the fact that the Joglosemar Daily is not neutral because it sided more with the eleven Kopassus individuals and pro-Kopassus communities. News from the victim group (thugs) did not get the same treatment in the news.

The second research is conducted by Ariani K. N., 2016, entitled "Getting Behind the Portrait of Jokowi: Framing Analysis of an Article about Jokowi Published at BBC". The study is to examine how the international media framed the news of president Jokowi with Zhongdang Pan and Gerald M. Kosicki's framing analysis theory. The result of the study shows that the syntactical structure focuses on the lead and headline used to describe Jokowi as a great leader. The script structure explains Jokowi is a hero than a villain. It is supported by the quotation used mostly from the Jokowi's supporters than his opponents. The thematic structure emphasizes the subthemes used. The rhetorical structure uses often several words or the lexicon used. The words and phrases used are also to convey the positive connotation to the object.

The last research is conducted by Satriani, A., 2018, entitled "Framing Analysis of News Article about Clashes between Police and Terrorist Prisoners in Indonesia Publishing by ABC.net.au and SBS.com". The study is to discuss the differences two Australian media framed the terrorist prisoners in Indonesia in their publications. The study is using Pan Kosicki's framing analysis with a descriptive methodology. As the result, first, the syntactical from two different media shows the lead used in ABC talks about the high-security jail which the houses for the terrorist while the lead used in SBS focuses on Islamic militants. The source used in ABC is the national police and SBS uses Islamic State (IS) group's news agency. The ABC uses a quotation from the national police while SBS uses the quotation from the fighter to support its goal to focus on Islamic militants. Second, the script structure in ABC emphasizes the what, who, and how elements while SBS is emphasizing the what, where, and how elements. Third, the thematic structure shows the event describes coherently in both ABC and SBS. ABC focuses on the victims, incidents, and parties claimed they are responsible for the occurrence, and SBS points up to the preparator which is connected to Islam. Last, the rhetoric structure interpreted negatively both in two media which is can be seen from the lexicon words chosen.

This study will look at how the journalist of Tempo reported on the Joko Tjandra case on their printed media platform, namely magazines. The data to be analyzed are three news articles taken from Tempo magazine. This is very interesting to study because the re-election of the Joko Tjandra case may have a special emphasis that journalists display to convey to the public.

1.2 Research Problem

Based on the background of the research, the statement of the problem in this research are:

1. How does a journalist arrange the news in Tempo magazine?
2. How does a journalist tell the news in Tempo magazine?
3. How does a journalist write the news in Tempo magazine?
4. How does a journalist highlight the news in Tempo magazine?

1.3 Research Objective

The objective of this research is to analyze three articles framed by Tempo's journalist about the Joko Tjandra case.

1.4 Scope and Limitation

The limitation of this research is several articles regarding Joko Tjandra's case in Tempo English magazine. The article is using Zhongdang Pan & Gerald M. Kosicki's framing analysis theory. Only three articles were chosen to be analyzed and focused on this research.

1.5 Research Methodology

1.5.1   Research Method

The research uses a qualitative method with a descriptive approach of framing analysis on the three articles of Tempo English magazine. Qualitative research is an approach for exploring and understanding the meaning

individuals or groups ascribe to a social or human problem (Creswell, 2014). The descriptive research is specifically designed to deal with complex social issues. It aims to move beyond 'just getting the facts', by trying to make sense of the myriad human, political, social, cultural, and contextual elements involved (Walliman, 2011).

1.5.2   Data Source

The data in this research are based on Tempo English magazine. First, the article is titled "*End of Joko Tjandra's Flight*" published on August 3rd, 2020. Second, "*Finding the Mastermind*" was published on August 24th, 2020. Third, "*Nasdem Politician in Prosecutor Pinangki's Case*" was published on August 31st, 2020. The data were retrieved on October 29th and November 8th, 2020.

1.5.3   Data Collection

The data are in the form of the articles taken from Tempo English magazine publications that relate to Joko Tjandra's case. First, find the article on Tempo magazine regarding Joko Tjandra's case publication. Second, collect all of the articles related to Joko Tjandra's case. Third, choose three articles randomly related to Joko Tjandra's case in the magazine. After choosing three articles, read the whole content of the articles. Finally, write the analysis of the article based on the theory which is used.

1.5.4   Data Analysis

The data are analyzed by using Zhongdang Pan & Gerald M. Kosicki's framing analysis theory. The steps are as follows: first, analyze the news scheme (syntax) consisting of a headline, lead, background information, and so on, in each article. Second, regarding the 5W + 1H in each article. Third, analyze the details such as coherence, sentence form, pronouns, and so on. The last, examine the rhetorical aspects such as words, idioms, and graphics they use in articles.

1.6 Organization of Writing

This thesis involved four chapters. The first chapter consists of a background of research, statement of problems, research objectives, scope and limitation, and research methodology. The second chapter consists of a theoretical framework, which is a theory that supports this research, framing analysis theory by Zhongdang Pan and Gerald M. Kosicki. The third chapter consists of an analysis of the data, which is based on the statement of the problem in chapter one. The data are analyzed using framing analysis to answer the research problem. The fourth chapter consists of the conclusion of the research.