

THE FRAME OF REALITY BETWEEN TRADITIONAL AND ONLINE MEDIA

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Background

News is the report of the events that happen, want to be known by the people, actual, take place in reader's area, talk about public figures, and has influential consequences to the reader. But actually, news is the result of written reconstruction of social reality in our life. That is why one can consider that writing news is only a task of reconstructing social reality than a representation of the reality itself. I do agree with this opinion.

Basically, the framing analysis assumes that when the news or report is released, the mass media always have certain framing. The framing is the one that being investigated when we analyze the news. As in this case, the audience only receives the final result of a journalism process. Meanwhile the frame that has been used 'is left on editorial desk'. It happens properly, as when we shoot an event, it is impossible to keep details everything that is happening on the camera. What we note down is the event based on where we are standing. And clearly the camera frame also restricted the views. Same with news, because the space on printed media pages and the show time in electronic media are restricted, so the framing is important. In this case, presumption and prejudice are unavoidable. It makes the framing becomes subjective depend on the policy of each media.

On Friday, 16th of September 2011, there was a clashed between high school students and journalists in Jakarta, Indonesia. The clashed occurred when a cameraperson from Trans 7, Oktaviardi, was covering the brawl that occurred between highschool students from SMA 6 Jakarta with the students from SMA 70 Jakarta which has become a 'tradition' of each year. Oktaviardi intend to take pictures of high school gate to complete the picture he had and suddenly from the surrounding area, a group of uniformed who allegedly is SMA 6 students, shouted to turn off his camera and then asked for the tape containing the recording. Oktaviardi claimed he was beaten by student, although it does not cause serious injury.

Moreover, on Monday, September 19 th, 2011, the journalists were staged a protest in front of SMA 6 located in Mahakam Street, South Jakarta. Three representatives of the reporter finally met with the SMA 6's principal. However, when the representatives of journalists were negotiated with the school, some students and journalists outside the school got clashed again. Dozens of police finally intervened to secure and guard the location. Media reported that five journalists and seven students were injured. The case is being studied in South Jakarta police resort.

On Friday, September 23th, 2011, among the SMA 6 and the journalist finally reached an agreement mediated by the Press Council. The agreement was marked with a 'treatise problem solving' which contains five points apply to both of them.

The clashed between the highschool students of SMA 6 Jakarta and the journalists were become interesting to be reported because it contain conflict and human interest news values. Conflict news is the news about two or more conflict reactions that give rise to two sides and the opposite effect both pros and cons. Human interest news stirred the feelings or the human side it self.

Based on this phenomenon the authors would analyzed the framing of the clashed between highschool students from SMA 6 with journalists that were conducted by the mass media (online and print media) in Indonesia. Although the object of all the media coverage is the same; the clashed; but the news that appears on every media must be different.

Literature Review

News is not actual reality. News is a reality that has been selected and arranged by editorial considerations, and it called "second-hand reality", there are crew subjectivity factors in process of production media. Therefore, the facts or events are the result of media constructions.

Media contents can not help from the bias, whether in relation to ideological, political, economic, social, cultural, and even religion. Media ideology will affect the news production process that automatically establish a frame of media coverage is concerned.

The unit of analysis which is used in the research utilizes four important structures of framing tools based on Zhongdan Pan and Gerald M. Kosicki. According to them, the four structures are syntactical structure, script structure, thematic structure, and rhetoric structure. The following is the analysis of each structure:

Table 1 The Framing Model of Pan & Kosicki

STRUCTURE	FRAMING TOOL	UNIT SHOULD BE ANALYZED
SINTACTICAL The reporter's way of arranging the news	1. The News Scheme	Headline, Lead, Background information, Source citation, Statements, Closing
SCRIPT The reporter's way of telling fact s	2. The News Completeness	5 W + 1 H
THEMATIC The reporter's way of writing facts	3. Detail 4. Purpose of the sentence 5. Nominalization between sentence 6. Coherence 7. Sentence form 8. Pronoun	Paragraph, preposition
RHETORIC The reporter's way of emphasizing facts	9. Lexicon 10. Graphic 11 .Metaphor 12. Assumption	Word, idiom, picture/image, graphic.

Source: Sobur (2001:176)

Result And Discussion

Kompas wrote three news related to the clashed between highschool students of SMA 6 Jakarta and the journalist, which are:

- If Students Are Brutal, How Does The Teacher? (Tues, Sept 21th, 2011).
- The Guilty Should Be Punished (Wed, Sept 21th, 2011).
- Brawl Case Increase In Capital City (Thurs, Sept 22th, 2011).

The same news that was presented by the detikcom was 56 news. However, the authors took eight news and one photo link that represented the sequence of the clashed. Here were the news:

- Tape recording Trans 7 has been stolen by student at Blok M (Fri, 09/16/2011 23:52 WIB).<http://www.detiknews.com/read/2011/09/16/235202/1724513/10/kaset-rekaman-wartawan-trans7-juga-dirampas-pelajar-di-blok-m>
- Chaos occurred among high school student vs journalist, Police Acts Both of them (Mon, 09/19/2011, 16:44, WIB).<http://www.detiknews.com/read/2011/09/19/164451/1725815/10/ricuh-wartawan-vs-pelajar-sma-6-polisi-tindak-kedua-pihak>
- Police trace the owner of the account @Gilang Perdanaa (Mon, 09/19/2011, 18:13 WIB)<http://www.detiknews.com/read/2011/09/19/181334/1725885/10/diduga-ikut-pukuli-wartawan-polisi-cari-pemilik-akun--gilangperdanaa>
- Excellent teacher figure are gone then student brawl occured everywhere (Tues, 09/20/2011 07:04 WIB)<http://www.detiknews.com/read/2011/09/20/070422/1726016/10/sosok-guru-teladan-hilang-tawuran-siswa-marak-terjadi>
- Sindo photographer : I beaten and kicked by SMA 6 student (Tues, 09/20/2011, 16:02 WIB).<http://www.detiknews.com/read/2011/09/20/160208/1726630/10/fotografer-sindo-saya-dipukul-ditendang-siswa-sma-6>
- Chaيمان of student council from SMA 6: We want our school stay in Mahakam street (Wed, 09/21/2011 06:09 WIB). <http://www.detiknews.com/read/2011/09/21/060946/1726898/10/ketua-osis-sma-6-kami-mau-sekolah-ini-tetap-di-jalan-mahakam>
- Assimilation between schools, solution for student's brawl (Wed, 09/21/2011 09:35 WIB)<http://www.detiknews.com/read/2011/09/21/093531/1726991/10/kegiatan-pembauran-antar-sekolah-solusi-atasi-tawuran-pelajar>
- SMA 6 Jakarta and Journalist were agree to reconciled (Fri, 09/23/2011, 19:33 WIB)<http://www.detiknews.com/read/2011/09/23/193344/1729358/10/pihak-sman-6-jakarta-dan-wartawan-sepakat-berdamai>

- The clashed between sma 6 student and the journalist- photo news (Tues, 09/20/2011, 08:43 WIB). <http://foto.detik.com/readfoto/2011/09/20/084315/1726058/157/1/>

After doing the framing analysis on media, the author summarized the differences the frame of Kompas and detikcom in the following table:

Table 2 Framing Analysis on Kompas and detikcom

Structure	Kompas	detikcom
Sintactical	Through the headline, Kompas further highlight elements of his criticism on the lack of educational institutions. Quote sources confirming placed on the lead headline to support journalists perspective on the case. The statement derived from the elites and experts who are competent to claim the validity of the statements. Meanwhile in the closing story, Kompas wrote contrary expert opinionio about the lack of an educational institution. It denotes that the statement were not as important as expert opinion that placed on the lead.	Through the title, detikcom also indicated that he did not favor either party. It seen from the quotation of the source of students from SMA 6, the journalist and the police. In its news, detikcom has been doing two-sided coverage that fullfill the professional ideology or objectivity. In the lead detikcom, explained his opinion then strengthened by the statement of the source citations in the second paragraph. detikcom described the solution from the people who related to the parties involved.
Script	Kompas had made a mistake in writing the address of the SMA 6. It should be the address at Mahakam Strees, not Bulungan Street. But Kompas has been fulfill the 5W +1 H elements in news reported. In this news, Kompas highlighted the role of the police with a description of how examination conducted fairly on the students and the journalists. Kompas also wrote detail data presented by the Head of Public Relations Jakarta Police Commissioner, Baharudin Djafar, that revealed the fact that an increasing in brawls case between citizens in Jakarta and its surroundings.	detikcom also made the mistake of writing SMA 6 address. Elements that explain 'how' was also highlighted the clashed to reveal the fact. detikcom also write detailed news of the 'tweet's @ Gilang_Perdanaa completely. However, there is news that does not include 'when' because the source is written an email to detikcom. A photo with a caption in the news photo have been spoken than a series of words.
Thematic	In one news, kompas wrote about two to three themes. Details explanation is also used when outlining the chronology of journalists beating. The news also stated the details of journalist's name who were become the victims of beatings. However, the victim of a student's name is not mentioned. At the end of the paragraph, kompas inscribed apprehension of the contrary side with the criticism of the lack of educational institutions. It was wrote to lead the reader to overlook the criticism of educational institutions.	A long scrit writing was avoided by the detikcom as an online news portal. Phrases in this news described the journalist who become victims. Here, the detikcom would like to invite the reader to empathize with the choice of a passive sentence citations. Through news, detikcom shows objectivity by providing a portion to the SMA 6 to make a statement. In the words is disclosed, detikcom also want to show that the high school students did not brutally as reported previously.
Rethoric	Kompas described the negative actions of high school students to the journalist through the selection of a subjective word. That word could create a negative perception of the students. The 'jollu roger' illustration also imply the message that students were use the attributes synonymous with violence. Jolly roger is a signal used by the pirates to find victims. That is to be conveyed to the reader.	detikcom was very careful in choosing a sentence to show the objectivity. In some news, detikcom same image that displayed the Trans TV 's car windscreen that had broken. The photos proven that there was a riot. This photo wasfacilitated the reader to find out what actually happened on the clashed location.

Source: Authors Analysis

Based on the framing analysis of the clashed between highschool students from SMA 6 Jakarta and journalists, the author concluded:

Reality framed by Kompas as the traditional media.

Through syntactic aspects, Kompas headlines highlighted a criticism point of view. Kompas was not coverage the students side, Kompas cited the informtion from the elites like policeman and the Governor Deputy of Jakarta. On script

analysis, the authors found inaccuracies in the address SMA 6 Jakarta in the first story, but overall the 5W + 1H elements was completed by Kompas. In the thematic analysis, Kompas is generally told about two to three themes. Meanwhile, on the rhetorical aspects, Kompas described that the students action was desdructive, it was strengtened by the illustration of jolly roger.

Reality framed by detikcom as the online media

In the syntactic analysis, the authors found that the detikcom was had covering both sides. It could be said that detikcom presented the audience about the actual fact. Furthermore, analysis of the scripts in the detikcom was also complete, except the mistake in the address SMA 6 Jakarta. In the thematic elements, authors observed, the news have one to two themes. Finally, the rhetoric aspect, detikcom displayed the same photos on some news to remind the reader that the car was a prooven from a clashed.

Differences in the framing of reality (events, groups, and actors) from Kompas and detikcom.

In the syntactic aspect, Kompas further highlighted his criticism of educational institutions, while the detikcom showed he did not sided either party. In script elements, both Kompas and detikcom had made the mistake of writing the address, alleged because they get information from the same source. In thematic analysis, Kompas delivered two to three themes, while detikcom just one to two theme due to limited space in online media. Finally, in the rhetorical aspect, Kompas featuring a student with a negative attributes illustration, whereas detikcom displayed a broken car windscreen to proof about the clashed.

Conclusion

Based on data taken from the profile www.kompas.com, 61% of Kompas readers are educated people. Kompas has been a guide and source of information for the reader. Kompas considered as a well-known, neutral, independent, criticism, and objective newspaper. Besides, according to Sular to (2001:39) the object of Kompas criticism is all parties without exception, including the government and the political elite. This can be proven when Kompas was banned on the article entitled " Journalism War Against Government", because it was considered too harsh and courageous in criticizing the government and the authorities at the time. Therefore, Kompas emphasizes the clashed news on criticism the educational institutions in Indonesia that are still considered weak.

In traditional journalism, the information, for example, is presented with linearity to the user/reader. The user/reader of traditional journalism must follow the order of information that has been given before by the publisher: from the first story to the second and the third one and so on, without any ability to skip the story. But in online journalism, the information can be presented in various ways with no-linearity to accommodate 'the freedom' of the user/reader: you can start enjoying the online publication from the last story and then jump to the story before it or to the story that have been published years before, even to the source of the information that is absolutely different in the middle of the process of enjoying information.

Detikcom, especially Detiknews which contains the news that is straight news, it has a political ideology. As the nature of online news portal, has a target audience consists of readers with high mobility, upper middle class and educated, so it does not have much time to consume news. Thus, the presentation of the news is packaged in a simple, easy to digest, and does not require much time for reading. Therefore, to eliminate bias, two-sided coverage of detikcom conduct (covering both sides) to maintain the objectivity of itself.

What is called 'freedom to choose' in online media, actually, is not real freedom but an illusion to choose; because, basically, online journalist or publisher has been decided the options first (it is done by providing hyperlink). This is one of the aspects that enable online journalism to provide plenteous information than traditional journalism.

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