

CHAPTER I

INTRODUCTION

1.1 Background

In today's era, all aspects of human life rely heavily on information technology in carrying out life today. Almost all areas of human life seem to be made easier and more modern by utilizing this development of technology and information. The development of technology and information today must also be accompanied by the availability of reliable, qualified, and competent human resources in the field of information technology. In addition to advances in the field of communication, it is undeniable that technology is also progressing, especially in tools to take advantage of advances in communication such as smartphones. This smartphone or smart device started from a regular phone that functions to communicate remotely directly. Currently, the hardware for accessing the internet is no longer a computer but a smartphone (Grotzky, 2018).

Along with the development of time, the internet has developed quite significantly. Internet users are not limited to teenagers but can also be used by children and adults. Due to its development, the internet began to penetrate the world of media. Nowadays, various media use internet technology to spread the news. The website is one of the containers that involves the internet in it. Without an internet network, the website or the online media cannot run.

Media is a tool that influences society, in Indonesia the impact of the media is very large. In this case the development of visual, audio and audio-visual is divided into two types, namely print media and electronic media or can be called mass media. Mass media has a great impact on influencing society, mass media is able to direct society as desired from the mass media. Mass media is able to guide, direct, educate and influence people's lives in the present and future. The function of mass media is for socialization, education and strategic social control used for decision making and public policy. Not only that, the other functions have been presented by the mass media which until now can be felt by the public.

One of the mass media that has survived to this day is Kompas. According to www.Kompas.com, Kompas began operating and was published on June 28, 1965 with an office in Central Jakarta. Since 1969, Kompas is a nationally popular newspaper. In 2004, the daily circulation reached 530,000 copies, especially for the week edition it reached 610,000 copies. The readership of this newspaper reaches 2.25 million people throughout Indonesia. In 2011, Kompas Print Daily had an average circulation of 500,000 copies per day, with an average number of readers reaching 1,850,000 people per day distributed throughout Indonesia. With an average circulation of 500 thousand copies per day and up to 600 thousand copies for the week edition.

Kompas is not only the newspaper with the largest circulation (circulation) in Indonesia, but also in Southeast Asia. Based on the results of a reader survey in 2008, the majority of Kompas newspaper readers come from the upper middle class (Economic and Social Strata) (SES AB), which is reflected in their educational background and financial condition. The rapid development of the era makes information easy to access, with smartphones we can access news on the internet. The news that we used to get in print media such as newspapers, now we can get it on the media websites that we want. Kompas maintains online portals known as kompas.id and kompas.com, which contain the latest news and digital subscription versions of the newspapers. Kompas daily is one of two newspapers in Indonesia audited by the International Federation of Audit Bureau of Circulation. Kompas.com was one of the pioneers of online media in Indonesia when it first appeared on the internet on September 14, 1995 under the name Kompas Online. Initially, Kompas Online or KOL, which was accessed with the address kompas.co.id, only displayed a replica of the Kompas daily news that was published that day. According to the 4imn.com, Kompas.com is one of the most popular online media among several online media in Indonesia. Kompas is ranked 5th in the world among the top 200 newspapers in the world. Kompas.com switches news to online due to the difficulty of distributing Kompas daily throughout Indonesia due to geographical constraints, as well as community trends that have shown the phenomenon of increasing internet use to obtain information.

Nowadays, online media become the main source of information. According to Lifepal.co.id, in 2020 until 2021 online media was flooded with traffic due to the

increasing need for information due to the effects of the covid-19 pandemic. Since the beginning of 2020, the Covid-19 disease outbreak has become the biggest problem to the world. World and national news has highlighted this outbreak. Indonesia is one of the countries affected by the Covid-19 disease, every day the news is always filled with news about Covid-19. The history of the Coronavirus began with the first report of the Covid-19 outbreak originating from a group of cases of pneumonia (shortness of breath) in Wuhan City, China, since late December 2019. The earliest date of the case appear was December 1, 2019. Symptoms of the patient include fever, malaise, dry cough, and dyspnea were diagnosed as symptoms of viral pneumonia. Initially, the Covid-19 disease was called Wuhan pneumonia by the press because of its pneumonia-like symptoms. Genome sequencing results indicate that the causative agent is a new coronavirus. The World Health Organization (WHO) temporarily named the new virus 2019 novel coronavirus (2019-nCoV) on January 12, 2020 and then officially changed it to coronavirus disease 2019 (COVID-19) on February 12, 2020.

The first time Covid-19 entered Indonesia was on March 2, 2020, the first positive case found in Indonesia was in the city of Depok, there are a 31-year-old woman named Sita Tiyasutami (patient 1) and her 64-year-old mother named Maria Darmaningsih (patient 2) was announced by the President of the Republic of Indonesia, Joko Widodo.



Figure 1.1 Confirmed Data & Active Cases of Covid-19 in Indonesia

(Source: covid19.go.id, 2021)

Until now, Covid-19 cases are still increasing and continue to be active, on October 22, 2021, 760 confirmed cases were added to a total of 4,238,594 cases and 504 active cases were reduced for a total of 15,090 cases. To suppress the spread of Covid-19, the government has rules to prevent the Covid-19 outbreak by imposing social restrictions. Reporting from kompas.com, the government made several social restriction program to reduce the spread of COVID-19. The government's social

restriction program has several stages, starting from PSBB: Large-Scale Social Restrictions or Pembatasan Sosial Berskala Besar (translated in Indonesia), PPKM: Enforcement of Restrictions on Community Activities or Pemberlakuan Pembatasan Kegiatan Masyarakat (translated in Indonesia), Micro PPKM, Emergency PPKM (PPKM Darurat) and what is currently being experienced is PPKM Levels 1 to 4. Level 4 is the strictest regulation, such as closing malls, working from home, and can't dine in the restaurant (take away).

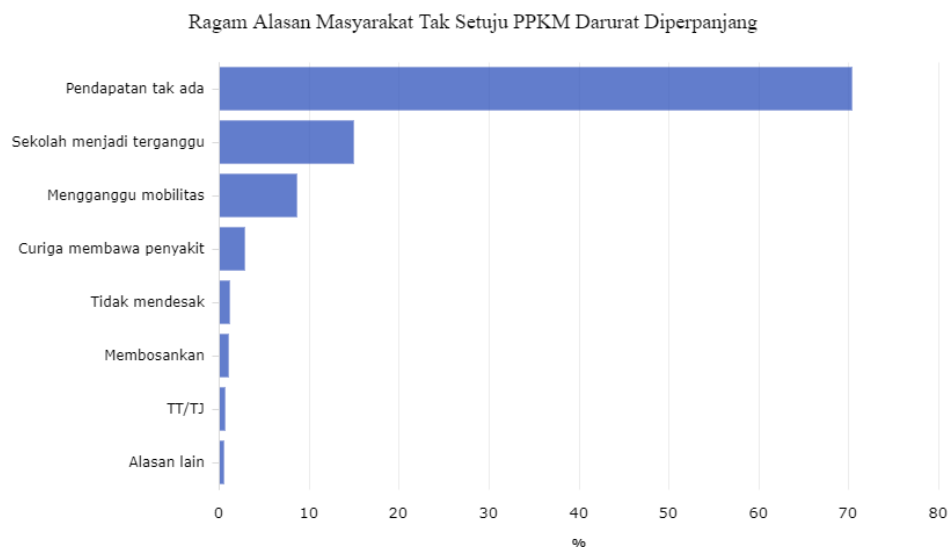


Figure 1.2 Reasons for People Disagreeing Extended PPKM

(Source: Indikator Politik Indonesia, 2021)

A very influential factor in Emergency PPKM for the community is not getting financial income, because social restrictions are tightened, a lot of activities are reduced, such as malls being closed, also café or restaurant being closed, so income for people who work in the malls and for MSME (Micro, small & medium Enterprises) owner who lose their customers are decreased due to restriction activity. Head of section for empowerment and development of micro-enterprises and facilitation at the Office of Cooperatives and Small and Medium Enterprises (MSME) Bandung city, Nuri Nuraeni said that MSME income during Emergency PPKM and PPKM Level 4 decreased drastically, in a virtual press conference, on Thursday 26 August 2021. She also said that, on Emergency PPKM and Level 4 are the ones that have the most impact on culinary businesses. Income is down 60 - 90 percent from usual, especially for food

and beverages business owners who have a place to dine in. The owner of the coffee shop business is one of the culinary that affected because coffee shops are outlets that are famous for their hangouts. During PPKM Emergency and PPKM Level 4 the income of coffee shop decreased drastically, because some coffee shop outlets only rely on dine-in (eating on the spot) in their business.

Based on the above explanation regarding the news of PPKM Level 4 Java-Bali on Kompas.com having a high influence on business owners, especially coffee shop businesses in Bandung city, the researcher interested in conducting research on "Perceptions of Coffee Shop Owners in Bandung City on PPKM Level 4: Java-Bali News Report in Kompas.com Online Media".

1.2 Research Focus

Based on the context of the writing above, it is determined the focus of the research that will be used to limit this writing. In conducting this research, the researcher will use descriptive qualitative writing by using analysis on Reception theory by Stuart Hall. This study will focus on analyzing the Hegemony, Negotiated Position and Opposition aspects through the perception of coffee shop owners in Bandung city on PPKM Level 4: Java-Bali news report in the Kompas.com online media to see the level of influence of the news.

1.3 Problem Identification

Based on the research context above, the researcher will arrange the following questions:

1. What is the Dominant Hegemony Position of the PPKM Level 4: Java-Bali news report on coffee shop business owners in Bandung city?
2. What is the Negotiated Position of the coffeeshop business owner in Bandung city after seeing the news on PPKM Level 4; Java-Bali on Kompas.com online media?
3. What is the Opposition Position of the coffeeshop business owner in Bandung city after seeing the news on PPKM Level 4; Java-Bali on Kompas.com online media?

1.4 Research Objectives

Based on the identification of the problem above, the researcher will arrange this following research objectives:

1. To find out the Dominant Hegemony Position of the PPKM Level 4: Java-Bali news report on coffee shop business owners in Bandung city.
2. To find out the Negotiated Position of the coffeeshop business owner in Bandung city after seeing the news on PPKM Level 4; Java-Bali on Kompas.com online media.
3. To find out the Opposition Position of the coffeeshop business owner in Bandung city after seeing the news on PPKM Level 4: Java-Bali on Kompas.com online media.

1.5 Research Benefits

Some of the benefits of this research, are:

1.5.1 Theoretical Benefits

This research can be a reference for Communication Studies students to deepen their knowledge about the influence of news and also changes in behavior.

1.5.2 Practical Benefits

- a. This research can be the direct knowledge for researchers to find out directly what kind of influence of the news that used by Kompas.com online media in changing the attitude of coffee shop owners in Bandung city.
- b. Being a reference for other coffee shops to get information and education.
- c. As an evaluation material for coffee shop owners in Bandung city in responding to the news on PPKM Level 4: Java - Bali in online media.

1.6 Research Location and Research Time

1.6.1 Research Location

The location of this research will be conducted online and also onsite by the researcher in some of coffee shop outlet in the Bandung City area.

1.6.2 Research Time

The time needed by researchers in researching this research is as follows:

Research Stages	May 2021	Jun 2021	Jul 2021	Aug 2021	Sept 2021	Oct 2021	Nov 2021	Dec 2021	Jan 2022
Consultation with supervisor and make observations									
Finding and determining the theme and object of research									
Proposal preparation (Chapter I – III)									
Desk Evaluation									
Interview with informant									
Chapter IV-V									

Table 1.1 Research time

(Source: Researcher Processed Data, 2022)