

CHAPTER I

INTRODUCTION

1.1 Background of the Study

People consume mass media such as newspaper, magazine, and digital newspaper every day in order to get the latest information and to be aware of what is happening around the world. Mass media itself has the power to affect people's culture and ideology which is seen as unique forms of representational repression that give awareness about which is true, false, good, and bad.

The mass media give people a lot of information about education, entertainment, social issues, cultural issues, political issues, and many more. According to Teun A. Van Dijk (1995:30), the media provide the dominant news values, headlines, news-values, stories, topics, metaphors, and descriptions. People around the world access them everytime as huge windows to understand everything in the world.

Consuming the mass media like newspaper and magazine has become a daily routine nowadays, because people in society always want and need to know about the information around them. In this globalization era where the technology has been developing everytime, information can be accessed in many ways. The development of network has brought people to the addiction of internet. By using internet, people can access to the online media besides the printed ones. In 2013, Reuters Institute for the Study of Journalism stated that the readers of online media around the world have been

increasing lately. According to Robert Picard as the Director of the research, the possession of tablet and smartphone has lead the society to access the online media. People are willing to pay the price for accessing online media which are not free to be read indeed.

McQuail (1998: 10) stated that the mass media have become a dominant source of definitions and images of social reality for individuals, but also collectively for groups and societies; they express values and normative judgments inextricably with news and entertainment. From time to time, they unite people to represent an image for everything that deserve to be.

Every mass media has its own ideology in delivering the news. They may raise the same topic of news with different messages and perspectives. Everyday people can see how the same topic of news are delivered in various ways by different media. For example, the case of Aryantigate. There was a media which represented Gus Dur as a public figure with bad morality. On the opposite, there was also another media which wrote the issue of Aryantigate as a conspiracy to bring down Gus Dur from his position.

The other related case occurred was concerning the memorandum which was released by DPR. Some evaluated that the memorandum was the obligation and effort of DPR in empowering itself. On the other side, some assessed the memorandum was created by the opponent of Gus Dur and aimed to cross out the image of Gus Dur. From these cases, it can be concluded that the same case could be delivered in different ways.

The differences occurred because every case is viewed and constructed in different ways by media.

Media is not made only as a source of information, but also as a tool to represent the image of things or subjects which can affect the reaction of public opinion. According to McLuhan (1964), media are languages, with their own structures and systems of grammar, and that they can be studied as such. He believed that media have effects in that they continually shape and re-shape the ways in which individuals, societies, and cultures perceive and understand the world. One of the personage figure who is being constructed by media is Susi Pudjiastuti, whose position as Indonesia's Marine and Fishery Minister, and usually called as "Susi". Susi has become a woman who draws out public attention not only in Indonesia but also in foreign countries.

As a famous public figure, the Minister Susi Pudjiastuti is inseparable from public attention and her representation on the mass media. Media highlights her position, background, past-life, careers, lifestyle, fashion, and latest activities. Every part of her life becomes the news report, especially her education background and eccentric style which distinguishes her from the other ministers.

Susi is not only known as the Marine and Fishery Minister, but she has also got many rewards, such as Travel Pioneer of the Department of Culture and Tourism of West Java (2004), Young Entrepreneur of the Year dari Ernst and Young Indonesia (2005), Primaniyarta Award for Best Small & Medium Enterprise Exporter (2005) from President of Indonesia, Metro TV Award for Economics-2006, Inspiring Woman 2005 and Eagle

Award 2006 from Metro TV, *Indonesia Berprestasi Award* from PT Exelcomindo, Sofyan Ilyas Award from Marine and Fishery Ministry (2009), Ganesha Widyajasa Aditama Award from ITB (2011), Award for Innovative Achievements (2011), Extraordinary Leadership and Significant Contributions to the Economy, APEC (2011), *Tokoh Wanita Inspiratif Penggerak Pembangunan*, from the Governor of West Java (2008), and KanjengRatuAyu (KRAY) Susi Pudjiastutiningrat from Keraton Surakarta Hadiningrat (2015). She has been recognized since her strong existence as a hard-worker and successful women appears on the media.

The media such as *The Jakarta Post* and *Global Indonesian Voices* are represented online newspaper in the country, Indonesia, which have the big circulation and popular reading in the country. These two media are also the top online media in the country which spread reliable information then also make news of Susi Pudjiastuti.

1.2 Research Question

The research question of this study is “How is the image of Susi Pudjiastuti constructed in *The Jakarta Post* and *Global Indonesian Voices*?”

1.3 Limitation of the Study

The focus of this study is the image construction of Susi Pudjiastuti in *The Jakarta Post* and *Global Indonesian Voices* news articles.

1.4 Purpose of the Study

This study has purpose to identify, expose, and compare how the image of Susi Pudjiastuti is constructed in *The Jakarta Post* and *Global Indonesian Voices*.

1.5 Significance of the study

By conducting this study, it will widen the writer's and reader's knowledge about the image construction of Susi Pudjiastuti as Indonesia's Marine and Fishery Minister through the perspectives of two different kinds of media. Also it will provide the reference to the reader who wants to take further study to the related topic.

CHAPTER II

LITERATURE REVIEW

2.1 Representation

Everything has meaning from signs, objects, pictures, models, figures, someone, and until events that happens surrounding people. The representation is the production of meaning through language (Hall, 1997: 16). The way media delivers and represents the issue will affect the attitude of the readers.

The choosing of words represents the concept of an object or other things, which can be defined as either a “real” or “unreal” object. Hall stated that the meaning itself comes from two systems of representation. First, the system by which all things including objects, people, and events are correlated with a set of concepts that carry in mind heads. Then the second is by forming the concepts of rather obscure and abstract things that cannot in any simple way see, feel, or touch (1997: 17).

Furthermore, the idea of representation is one of the basic principles in6 media. The media do not provide us transparent or neutral views towards the world, but a mediated version of the world. They do not only present reality, but also they re-present it (Buckingham in Bennet, Kendall, 2011: 55).They can be real in some ways tell about reality, and not in others.

According to McQuail (1998), media is a mirror which is used as representation in reflecting back the image of society, then make media and representation are related each other. Through representation, it represents the perspectives of ideology, culture,

belief, behavior, and definitely the figure of someone. People can understand about someone on the way they interact and speak.

In the media text, the representation is the mediation of the world which gives the readers particular or partial point of view towards the world (Lacey, 1997:112). It becomes representative and also involves the reader in expressing their various opinions related to the media-text.

2.2 Framing Analysis

Framing analysis was invented by Erving Goffman and Peter L. Berger in 1970s. Their theory was developed by some researchers such as Murray Edelman, Robert N. Entman, William A. Gamson, Pan and Kosicki. It is a way of explaining “what is going on” and determining “what is salient” in a given event or experience. Framing analysis is actually a method to investigate how the media deliver the news. According to Eriyanto (2002:79) the delivery of the news is illustrated by the “perspective” of the newsman concerning the reality which is raised as the news. The perspective of the newsman affects the result of the image construction of the news. Framing analysis is also being used to analyze how the news is understood and framed by the media.

Everyday people can see how the same topic of news delivered in various ways by different media. For example, the case of Aryantigate. There was a media which represented Gus Dur as a public figure with bad morality. On the opposite, there was also another media which wrote the issue of Aryantigate as a conspiracy to bring down Gus

Dur from his position. The other related case occurred was concerning the memorandum which was released by DPR. Some evaluated that the memorandum was the obligation and effort of DPR in empowering itself. On the other side, some assessed the memorandum was created by the opponent of Gus Dur and aimed to cross out the image of Gus Dur. From these cases, it can be concluded that the same case could be delivered in different ways. The differences occurred because every case is viewed and constructed in different ways by media.

There are two main essences in framing. First is how the case is sensed. This can be seen from which parts of the case that are reported and not reported. The second is how the fact is written on the news. This aspect is related to the diction, sentences, and picture to support the ideas. As a method of analyzing text, framing analysis has different characteristics from quantitative analysis. Quantitative analysis focuses on the content of communication text. Meanwhile in framing analysis, the element which is centralized is the construction of the text itself. Framing analyzes how the media constructed the news and how the journalist delivers it to the readers.

2.2.1 Robert N. Entman's Framing Analysis

Robert N. Entman is one of the researchers who found the basic principles of framing analysis for the study of media content. The concept of framing was written on an article for *Journal of Political Communication* and the other articles which practiced this concept in the study of media. Entman used the concept of framing to describe the

selection process and certain aspects from reality by the media (Entman in Eriyanto, 2002: 219).

The framing concept of Entman has been used oftenly to describe the process of selecting issue and protrusion certain aspects of reality by the media. Framing itself can be seen as the placement of information in spesific context so that the certain issue will gain bigger allocation than the other issues. The concept of framing gives more emphasisment on how the communication text is being shown and which parts are prominent by journalist (Entman in Eriyanto, 2002:225).

Entman views framing through two dimensions: issue selection and emphasize of certain aspects from the reality of issue itself. Emphasize is a process to make the information become more valuable, interesting, or remembered easily by the public. The issue which is delivered in flashy way has the possibility to attract the attention of public and it influences them in understanding the issue.

Issue Selection	This aspect is related with the choosing of issue / fact. From the complex and vary reality, which is the selected issue to be shown? From this process, it consists the parts of news which is included and excluded. Not all of the aspect of certain issue will be shown, because the newsman will choose certain aspects of each issue.
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The conspicuousness of Aspect	This aspect is related with the writing of the issue/fact. When certain aspect of the issue from certain event has been chosen, how does the aspect itself being written? This thing is related with the diction, choosing of sentences, pictures, and certain images to be shown to the mass.
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According to Entman's concept, framing actually refers to the giving of definition, explanation, evaluation, and recommendation in certain discourse. The journalists decide what topic that he will bring, report, and set aside from the mass. Here are the steps in the process of media framing:

Define problems	How is an event / issue being seen/centered? As what? Or as what problem?
Diagnose causes	What causes the issue? Who is the actor behind the causing of the issue?
Make moral judgment	What is the moral value that is provided to explain the problems? Which moral value that is used to legitimate certain action?
Treatment recommendation	What is the finishing solution in handling

	the issue? Which way that should be taken to handle the issue?
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Define problems is the first element that we can see in framing analysis. This is the main element of framing. It emphasizes how the issue is being understood by the journalist. The same issue could be understood through different perspectives, then the different perspectives will cause the different construction of reality.

Diagnose causes is the element in framing which has function to frame the actor that causes the issue. The causes here could be somebody (who) or something (what). The way in understanding an issue will define who or what is the cause of the problem.

Make moral judgement is the element of framing which has been used to give argument or opinion towards the defined problems which have been made. After identifying the problems and causes, the strong argument is needed to support the ideas.

The other element of framing is *treatment recommendation*. This element is used to define the desire of the journalist. It refers to the solution which is selected to handle the issue. This finishing element also depends on how the issue is being understood and who or what causes the issue.

2.2.2 William Gamson's Framing Analysis

William Gamson is one of the researchers who wrote the most about framing. Gamson's main principle is to relate the media discourse in one side with the general opinion through different perspectives. According to Gamson (Gamson in Eriyanto, 2002: 261), media discourse is an important element to understand the public opinion towards certain issue or event.

Gamson's first study about framing is related with social issue. According to Gamson, social issue needs three kind of frames. The first one is aggregate frame: the process of defining certain issue as social problem. The way every individual reacts towards the framing of the issue is the problem which can affect every individual. The second is consensus frame. The process of defining the social issue can be handled by collective action. This frame constructs the feeling and identification of every individual to do the collective action. The third frame is collective action frame. This kind of frame holds tightly the feelings of society to get involved together in social movement.

Table 2.2.2 William Gamson's Theory of Framing

Framing Devices	Reasoning Devices
<p>Metaphors</p> <p>Analogy or parable</p>	<p>Roots</p> <p>The analysis of causal or cause and effect</p>
<p>Catchphrases</p> <p>The phrases which are attractive, contrast, and prominent in the discourse. Usually in jargon or slogan.</p>	<p>Appeals to principle</p> <p>Basic premise, moral claims</p>

<p>Exemplaar</p> <p>To relate the frame with examples, and explanation (theory, comparation) to clarify the frame.</p>	<p>Consequences</p> <p>The effects or consequences gained from the frame.</p>
<p>Depiction</p> <p>The description of connotative issue. The depiction is usually in the forms of vocabulary, lexical to label something.</p> <p>Visual Images</p> <p>Pictures, graphics, and images which support all of the frame. It could be in the forms of photos, cartoons, or graphics to emphasize and support the delivered messages.</p>	

2.2.3 Pan and Kosicki's Framing Analysis

The model of framing analysis by Pan and Kosicki is the most popular frame which has been used. The framing itself is introduced through the writing in *Journal of Political Communication* (Pan and Kosicki in Eriyanto, 2002: 290). In this approach, the devices of framing are divided into four big structures. The first is syntax structure.

Syntax is related with how the journalists organize certain event – statements, opinions, quotes, and observation towards an issue- into the general form of news. The second element is script. Script is related with how the journalist retell or describe an event into news form. This structure views the strategy of journalist in describing and retelling an event to be the news article. The third element is thematic structure, it relates with the way of journalist in delivering his point of view towards an issue into a proposition and sentences which construct the whole text.

The four structures are the elements which can define the framing of a media. The reference of the journalist in understanding the issue can be seen through the four structures. In other words, while writing a news article and emphasizing the meaning of an event, the journalist will use all of the strategy to make sure the readers that his writing is right (Pan and Kosicki in Eriyanto, 2002: 295).

2.2.4 Murray Edelman's Framing Analysis

Murray Edelman is an expert of communication who wrote many about language and political symbols in communication. According to Edelman, what we know about reality or world depends on how we frame and construct the reality (Edelman in Eriyanto, 2002:188). The same reality will gain the same reality while it is being framed or constructed in different ways. For example, a war can be seen either as a pure struggle or an aggression. In the end, the reality which is understood by the society is the reality which has been selected, and the society is being dictated to believe the reality in certain way and frame.

Edelman arrays the framing as categorical process. According to him, categorical process is the abstract and function of mind. Category helps the society to see and understand the various reality as the meaningful reality (Edelman in Eriyanto, 2002:187). In the other hand, category process can manipulate the complex issue to be seen through one dimension, which makes the other dimensions become invisible. Based on the functions, category process is a device to construct how certain issue is understood by the society. It can affect public's opinion through a smoother way than a propaganda, because it affects the unconsciousness mind of people.

2.3 Mass Media

The word media is derived from Latin word *medius* which means middle. Mass media is a device or connector in the process of communication. Mass media holds an important role in spreading the news of what has been happening lately in the society. Further than that, mass media also spread the concept and ideology to the audience. Nowadays mass media becomes a primary need in people's daily life, it holds role as a powerful agent. For instance, in the case of advertising, audiences can internalize the values, norms, concepts, and beliefs of the product which presented through advertisement on media.

Tamburaka also stated that mass media is the institution which produce the product that can connect every layers of society (Tamburaka in Kendal, 2013:105). The product in this case refers to the information which is spread to public through process of

selection. Moreover, Tamburaka (2013:13) also argued that mass media is (1) the institution which roles as the channel of distribution and production of symbolic content; (2) the public institution which works under regulation; (3) the receiver and sender voluntarily; (3) works with bureaucracy and professionalism standards; (4) the institution which roled as the combination of authority and freedom.

2.4 Biography of Susi Pudjiastuti

Susi Pudjiastuti was born on 20th of January, 1965, in Pangandaran, West Java. She is the daughter of Haji Ahmad Karlan and Hajjah Suwuh Lasminah. She is Javanese, but her family are fifth-generation settlers of Pangandaran which is predominantly Sundanese. Her family business engaged primarily in real estate and livestock trade.

Susi Pudjiastuti studied at Negeri 1 Yogyakarta Senior High School, but she did not complete her studies because she was expelled for political activism in the Golput movement, which was banned in the New Order era of Soeharto. Susi is the first Indonesian minister who did not complete High School education. She has three children, named PanjiHilmansyah, Nadine Kaiser, and Alvy Xavier.

Susi began his career in entrepreneurship as seafood distributor at a Fish Auction Facility (TPI) in Pangandaran. This business evolved into a seafood processing plant in 1996 named PT ASI Pudjiastuti Marine Product which specialized in export quality lobsters packaged as “Susi Brand”. Their product began exported to Asia and America.

The increasing demand of their fresh seafood products lead to rapid air transport. In 2004, Pudjiastuti acquired a Cessna 208 Caravan and established PT ASI Pudjiastuti Aviation. The Cessna was called as “Susi Air” and was used to transport fresh Indonesian seafood to Jakarta as well as overseas to Singapore, Hong Kong, and Japan.

During 2004 while there was earthquake and tsunami in Aceh, Susi Air helped to distribute food and supplies to victims in the isolated area of disasters. Since that time, Susi Air became routinely chartered in Aceh by NGOs for humanitarian relief missions. This also brought advance to the name of Susi Air and now it has become the largest operator of Cessna Grand Caravans in the Asia Pacific region.

Seeing her achievements and struggles, President JokoWidodo appointed Susi Pudjiastuti as Minister of Marine Affairs and Fisheries under his 2014-2019 working cabinet. Susi Pudjiastuti also relinquished her position as President Director PT ASI Pudjiastuti Marine Product and PT ASI Pudjiastuti Aviation.

2.5 The Jakarta Post

The Jakarta Post is an English newspaper which was created on April 25, 1983 by Ali Murtopo and the former Information Minister and Politician Jusuf Winandi. This newspaper spreads the daily news which targets the foreigners and English literate citizen of Indonesia, considering the middle-class Indonesian readership has increased. The paper is owned by PT Bina Media Tenggara.

In the early years of its publication, the Jakarta Post only released printed newspaper. It used to release the daily and Sunday edition which was released for the first time on September 18 1994.. Then as the time went by, The Jakarta Post also features an online edition which includes both printed and internet exclusive news which are free to access.

2.6 Global Indonesian Voices

Global Indonesian Voices is an independent online media established for connecting Indonesia to the world. It publishes news reviews and community news for Indonesian readers all around the world. It raises various issues which have been happening in Indonesia or any issues related with Indonesia.

Global Indonesian Voices (GIV) is established for ‘Connecting Indonesia to the World‘ by publishing independent news and stories. It is a start-up that is intended to be a purposeful online media that reports, informs, educates, unites and connects the world to the current political, social, cultural and commercial affairs of Indonesia. GIV is building a platform to spotlight, analyze, question and spark debate on issues that affect millions of Indonesians.

The vision of Global Indonesian Voices is to be the forefront Indonesian media company in the world. The missions of this media are to connectIndonesia to the world by delivering English contents that inform, enable, educate, and entertain, and to bring unique Indonesian perspective to global audience.

Global Indonesian Voices Headlines are divided into several fields, such as Business & Economy, Social, Politics, Life, Sports, and Jakarta. This media also spreads news by connecting into social media such as Twitter and Facebook, so that the people all around the world can access this news website.

2.7 Theoretical Framework

Framing analysis is a method in analyzing the context of media. It was developed by the perspectives of constructionists. It is a concept that reveals the way of media in constructing certain issue from reality and spreading the messages. The news regarding Minister Susi Pudjiastuti has become an interesting issue in the recent years.

Furthermore, this study will analyze the representation of Susi Pudjiastuti which has been constructed in two different media, such as the Jakarta Post and Global Indonesian Voices by using Robert N Entmant's framing concept. It is hoped that this study will be functional for the readers and researchers to get deep knowledge in understanding how the media report the news, because it is important to be critical in seeing how the news is being presented. In addition, hopefully this study will enrich the reference of media discourse area of English Department.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Method

This study is using descriptive analytical study method. According to Ratna (2004 : 53), the descriptive analytical study is a study where the facts are described and analyzed. It is not only describing and analyzing the facts but also giving sufficient understanding and explanation. By using the method, the writer can see and compare clearly the representation of Susi Pudjiastuti in the articles of *The Jakarta Post* and *Global Indonesian Voices*.

3.2. Source of the Data

The sources of the data are six articles of the news website of Global Indonesian Voices and The Jakarta Post. The articles are taken randomly from the year of 2010 – 2015. They are selected to explore and find out the representation figure of Susi Pudjiastuti. The scope of this study is six articles about Susi Pudjiastuti that represent in the *Global Indonesian Voices and The Jakarta Post* online newspaper website.

3.3 Data

The data of this study are the articles of *The Jakarta Post* and *Global Indonesian Voices*

3.4 Data Collecting Procedures

In collecting the data of the study, the researcher takes several steps as follows:

1. Collecting Global Indonesian Voices and The Jakarta Headlines posted on their official website in the year of 2010 – 2015.
2. Collecting Global Indonesian Voices and The Jakarta Post news articles which are related to Susi Pudjiastuti.
3. Selecting three articles about Susi Pudjiastuti from each media.
4. Reading and identifying the words and sentences on the articles which are defining the problems, diagnosing the causes, narrating the moral evaluation, and giving treatment recommendation towards the problem.

3.5 Data Analysing Procedure

1. Analyzing the data of Global Indonesian Voices

- a. Analyzing the words, clauses, and sentences on the articles which define the problems on the issue of Susi Pudjiastuti;
 - b. Analyzing the words, clauses, and sentences on the articles which define the causes of the problems on the issue of Susi Pudjiastuti;
 - c. Analyzing the words, clauses, and sentences on the articles which define the moral value on the issue of Susi Pudjiastuti;
 - d. Analyzing the words, clauses, and sentences on the articles which define the problem solving or solution for the issue of Susi Pudjiastuti;
2. Analyzing the data of The Jakarta Post
- a. Analyzing the words, clauses, and sentences on the articles which define the problems on the issue of Susi Pudjiastuti;
 - b. Analyzing the words, clauses, and sentences on the articles which define the causes of the problems on the issue of Susi Pudjiastuti;
 - c. Analyzing the words, clauses, and sentences on the articles which define the moral value on the issue of Susi Pudjiastuti;
 - d. Analyzing the words, clauses, and sentences on the articles which define the problem solving or solution for the issue of Susi Pudjiastuti.
3. Interpreting the data

The researcher interprets the result of the data based on Robert Entman's Framing Analysis theory to gain the conclusion.

4. Comparing the analysis result of Global Indonesian Voices and The Jakarta Post.
5. Drawing a conclusion to reveal the image of Susi Pudjiastuti in Global Indonesian Voices and The Jakarta Post.

CHAPTER IV

FINDINGS AND DISCUSSION

4.1 Data Description

The data of the analysis are taken from The Jakarta Post and Global Indonesian Voices news article regarding Susi Pudjiastuti who is portrayed by the journalist which published in October 2010, October 2014, November 2014, December 2014, February 2015, and March 2015. The six taken articles are reporting about Susi Pudjiastuti as Indonesia's Marine and Fishery Minister through her performance, lifestyle, educational background, and the other related aspects.

4.2 Findings

In this study, the writer analyze the texts of news articles from Global Indonesian Voices and The Jakarta Post and then interpret the meaning of the texts by using Robert N. Entman's theory of framing analysis. The writer also describe the dominant aspects which are being shown by each media and reveal how the image of Susi Pudjiastuti is being constructed by these two different online media.

4.3 Data Discussion

4.3.1 Article published by Global Indonesian Voices on 28th of October, 2014 entitled “ITB Marine Expert Says Susi Pudjiastuti Does Not Fit the Marine and Fishery Minister Post”

4.3.1.1 Analysis on Problem Identification

The Global Indonesian Voices defined this problem as the political and educational problem. As a Marine and Fishery Minister, Susi Pudjiastuti should have more understanding concerning the sea. As the problem is about the disagreement of appointing Susi Pudjiastuti as Indonesia’s Marine and Fishery Minister, the journalist includes the complaint statements of Muslim Nuin, a marine science expert at the Institut Teknologi Bandung (ITB). It can be seen from the paragraph two to paragraph six, it contains the statements of Muslim Nuin about his perspectives towards Susi Pudjiastuti. Susi is considered not suitable to regulate the sea. According to Nuin, the appointment of Susi Pudjiastuti as Maritime and Fishery Affairs Minister for instance, is not proper for the job. He is in the opinion that it is not enough to reasons Susi’s appointment based on her success in developing a fishery product processing industry and inter-islands transportation.

It can be concluded that even though Susi basically has experience in becoming a fishery entrepreneur, it does not mean she is the right person to regulate the sea. It can be seen in Muslim Nuin’s statements where he said that appointing Susi as Maritime and

Fishery Affairs Minister is a wrong decision. Success in becoming a fishery entrepreneur does not mean that Susi has the capability to lead the KKP (Maritime and Fishery Affairs Ministry).

4.3.1.2 Analysis on Causal Interpretation

On this article, it is clearly shown that the background and skills of Susi are the causes of this issue. Her background and skills are considered not enough to make her become the minister. Jokowi is also being blamed because he was the person who appointed Susi Pudjiastuti to become the Marine and Fishery Minister. The maritime is not only consisted of fish, there are so many aspects that should be handled in the Maritime and Fishery Minister. By appointing the wrong person, it is impossible to make Indonesia as a world maritime axis. Indonesia will appear great because of our high fish production, but however the fish will be deplete and the fish will always be exploited. Susi's understanding towards this problem is being doubted.

4.3.1.3 Analysis on Moral Evaluation

Moral evaluation which is emphasized by this article is that the ministerial positions are not headed by the right persons because Jokowi as the president does not understand the sea. Muslim Nuin further shared that the maritime minister has a duty to

regulate the sea. One real example is regarding the giant sea embankment project. A maritime minister must be capable to review the potential impact of such development.

The other moral evaluation that is offered on this article is that having understanding about the maritime is the most important thing that should be had by the minister. Even though Susi Pudjiastuti has experience in acquiring and selling fish, this kind of experience is not enough for her to handle the maritime. Because there are a lot of aspects that should be controlled, not only about the production of fish, but also the issue of exploitation as one of the example.

A maritime minister must be capable to review the potential impact of such development. Fish exploitation is another example that should be handled, with several Indonesian regions affected by ‘overfishing’ due to over-exploitation. This is another real life example that a maritime minister must understand.

4.3.2 Article published by The Jakarta Post in October 2014 entitled “Susi may not conform to style, but she means business”

4.3.2.1 Analysis on Problem Identification

The Jakarta Post defined this issue as political and business case which is related to Susi Pudjiastuti’s style in doing her work performance. In this article the journalist

frames that Susi is a brave minister by stating that she breaks all the rules and stereotypes in the cabinet.

4.3.2.2 Analysis on Causal Interpretation

Overall, it is shown that Susi's style and background are the causes of this issue. As the public can see, Susi is a tattooed high-school drop-out and a chain smoker who sparks up anytime, anyplace. Few doubt her work ethic, commitment or credentials. Susi is also known as a street-smart businesswoman who embarked on her first commercial venture as a teenager in Pangandaran, West Java — regency bordered by the sea.

Her style is considered different from the other ministers, and it makes some people doubt her work ethic, commitment, and credentials. Her eccentric style is also seen in her way of breaking all the rules and stereotypes in the Cabinet. She also has different style, background, and way in breaking all the rules and stereotypes in the Cabinet.

4.3.2.3 Analysis on Moral Evaluation

The Jakarta Post seen that Susi may not conform style, but she has capability to organize the framework of ministry and run business in fishery and aviation. Even though many people criticized her for smoking, having tattoo, and being eccentric, but she would not mind them. She only focuses on her work. Susi stated that she would use her business

experience to develop Indonesia's fisheries. She also has pledged to crack down the illegal-fishing, provide more soft loans to the fishermen, and educate them on how to run a business. Not only in fishery, Susi is also known as a great business woman for her business in aviation has been developing successfully.

In her work performance, Susi ordered all civil servants at the ministry to be arrived at the office no later than 7 a.m. and to return home no later than 4 p.m. as of Nov. 1. Her reason for the change is to avoid rush-hour traffic jams. She has pledged to crack down on illegal fishing, provide more soft-loans to fishermen and educate them on how to run a business.

In fact, she is better known for her association with the aviation business than for her fisheries ventures. PT ASI Pudjiastuti Aviation (Susi Air) has gradually developed into an important domestic carrier in Indonesia. In the beginning, the air carrier — with its two light aircraft — was operated only to support Susi's fishery business. But now, with a fleet of nearly 50 aircraft, the carrier has become an important charter airline operator providing services in many parts of the country.

4.3.3 Article published by The Jakarta Post in November 2, 2014 entitled “Jokowi Says He Need A “Crazy” Person Like Susi Pudjiastuti”

4.3.3.1 Analysis on Problem Identification

The Jakarta Post defined this case as political issue which is related with Susi Pudjiastuti's capability in making breakthrough. In this article the journalist frames that Susi is a person who is considered out of the box thinker and able to make a breakthrough in the maritime industry. According to Jokowi's statement, a 'crazy' person like Susi Pudjiastuti is really needed in the country.

Jokowi also wrote part of his discussion with Susi prior to announcing the ministerial composition on Sunday (26 Oct 2014). Susi was reportedly surprised when she learnt that the president is giving her the trust to lead the fishery ministry, despite often being referred as a crazy person. Indeed, it is her craziness that is needed by the president. However, this does mean that the president is accusing Susi for having a mental problem. Susi's "craziness" refers to her visionary view that is often out of the box. It also refers to the positive characteristics of Susi who is brave, different, eccentric, adept, clear, and direct to the point.

4.3.3.2 Analysis on Causal Interpretation

Building the maritime industry is not an easy job, and it is the cause of the issue. Since there are some problems in the maritime industry such as illegal fishing, cheap price because of a smooth distribution, then the country needs a person who can provide

the solutions. That is why Jokowi as the president appointed Susi Pudjiastuti to make a breakthrough in the maritime industry, because she has the capability to do it.

It is not an easy job to build the maritime industry knowing that our sea is the scene of illegal fishing, however there is no other way, for the welfare of our fishermen, for our people who can be benefited from the sea fishes with a cheap price because of a smooth distribution. Efforts and hard-working is what being needed the most.

4.3.3.3 Analysis on Moral Judgment

The moral evaluation which is emphasized on this article is that Susi Pudjiastuti has been succeed in doing her work. Jokowi kept complimenting Susi's work and stated that he is happy because just in a few hours in the job, she has opened the public awareness on Indonesia's sea potential that are stolen by foreign fishermen, *and* also the targets for the Ministry of Fishery and Maritime Affairs that can give foreign currencies to the state.

4.3.3.4 Analysis on Treatment Recommendation

Indirectly, the journalist suggests Susi Pudjiastuti to work hard to build the maritime industry. It is not an easy job to build the maritime industry knowing that our sea is the scene of illegal fishing, however there is no other way, for the welfare of our fishermen, for our people who can be benefited from the sea fishes with a cheap price

because of a smooth distribution, we therefore have to work hard for that. Jokowi is confident that Ibu Susi has the character to serve, just like how she spried on carrying this old woman. Good luck with your work Ibu Susi, Jalesveva Jayamahe – In the Sea We are Victorious.

The Jakarta Post frames Susi as the minister whose obligation to work hard for building the maritime industry by putting in the statements of Jokowi who compliment her characters. Susi's characters is considered suitable for her position as the Marine and Fishery Minister.

4.3.4 Article published by Global Indonesian Voices entitled “Susi Pudjiastuti Shared Intention to Not Complete Full Term as Minister” on 13th of February, 2015

4.3.4.1 Analysis on Problem Identification

Global Indonesian Voices defined this issue as the setback of Susi Pudjiastuti in her serving term as the Marine and Fishery Minister. It is clearly stated by Susi that she will only serve for two years in the current cabinet. In a television show, Minister for Maritime and Fishery Affairs Susi Pudjiastuti has on Thursday (12/2) said that she will not serve the entire 5 year term as minister. She had even conveyed her opinion on the adequacy of only serving for two years as minister in the current cabinet. Second, we can see in Susi's statement, “No (two years is enough), (I am) exhausted, too much torture,” said Susi Pudjiastuti in her office as quoted by *Kompas.com* on Thursday (12 Feb 2015).

In this way, we can see that Global Indonesian Voices is attempting that Susi is giving up because there is too much pressure on her.

4.3.4.2 Analysis on Causal Interpretation

In this news article, the pressure put on Susi is the cause of her setback from the ministry. The journalist frames the pressure on Susi as the dominant cause:

When asked for the reasoning behind her statement, she hinted that currently there are too many pressures put on her. She even claimed to be exhausted because of too much torture. “No (two years is enough), (I am) exhausted, too much torture,” said Susi Pudjiastuti in her office as quoted by *Kompas.com* on Thursday (12 Feb 2015).

Then, the journalist added that there is another cause which forces Susi to set back from her position, which is family factor. Here is the line:

Previously, it was reported that Susi had once shared that one reason why she is only willing to serve as a minister for two years is because of a family factor.

4.3.4.3 Analysis on Moral Judgment

Moral evaluation which emphasized to this problem is that Susi is not strong enough to lead the Marine and Fishery Ministry. The first is because she is not willing to fulfil the complete 5 year term as a minister. Generally ministers complete their term. But

since Susi has got too many pressures on her, she is not be able anymore to do her obligation. Moreover, Global Indonesian Voices frames that Susi is not a professional person because she takes personal issue to her work. Previously, it was reported that Susi had once shared that one reason why she is only willing to serve as a minister for two years is because of a family factor. By adding that sentence, Global Indonesian Voices emphasizes that Susi is in a complicated situation that makes her willing to give up in her work.

4.3.4.4 Analysis on Treatment Recommendation

Indirectly, the journalist suggests Susi Pudjiatuti to boost the performance of the ministry within the next two years, before she is leaving her position. This includes fixing the management system of the maritime and fishery sectors. It can be seen from these sentences, *“Based on the situation, she shared her intention to boost the performance of the ministry within the next two years. This includes her attempt to fix the management system of the maritime and fishery sectors.”*. In addition, the journalist also emphasized that Susi should make the maritime and fishery sector improved.

4.3.5 Article in December 2011 by Global Indonesian Voices entitled “In Indonesia, A President Must Have High School Degree Whilst Governors Must Be University Graduates”

4.3.5.1 Analysis on Problem Identification

Global Indonesian Voices defined this issue as educational case. It is seen as educational case since the news article reporting about the education background which only reaches Secondary School graduate. This Susi Pudjiastuti's work performance is being observed by the Vice President, Jusuf Kalla.

4.3.5.2 Analysis on Causal Interpretation

Susi Pudjiastuti's education background which is only Secondary School graduate is the cause of the problem. As a minister who is considered low-educated, many people do not expect her to be the Minister of Marine and Fishery. That is why her work performance is being highlighted to prove that she is able to do her job well.

4.3.5.3 Analysis on Moral Judgment

The moral judgment which is emphasized towards the issue of Susi Pudjiastuti is that people should not doubt or underestimate her quality just because she is an SMP (Secondary School) graduate. As can be seen through these sentences:

“Do no doubt with the capability of an entrepreneur, despite a low education background,” said Vice President Jusuf Kalla.

The Vice President then continued sharing the fact that several policies issued by Minister Susi Pudjiastuti have agitated some affected parties. Jusuf Kalla then reminded his seminar audience to not underestimate a person's capability based on the education background.

4.3.6 Article published by The Jakarta Post entitled “Susi is best performing minister: LSI”

4.3.6.1 Analysis on Problem Identification

The Jakarta Post defined this problem as national and political issue since Susi is chosen as the best-performing minister in the Cabinet of President Joko Widodo. Based on the survey, Susi Pudjiastuti reaches 61 percents voting as the best minister. As can be seen in the following statements:

A public opinion survey conducted by the Indonesian Survey Institute (LSI) has found that Maritime Affairs and Fisheries Minister Susi Pudjiastuti is the best-performing minister in the Cabinet of President Joko “Jokowi” Widodo.

In its latest public opinion survey, conducted between Jan. 10 and Jan. 18, the Jakarta-based pollster found that 61 percent of 1,220 respondents thought that Susi had done a good job especially regarding her popular decision to crack down on illegal fishing activities by foreign fishermen. No other minister in Jokowi's Cabinet had a job-approval rating higher than that of Susi.

4.3.6.2 Analysis on Causal Interpretation

Susi's capability to make policies which is agreed by the public is the cause of this problem. The Jakarta Post frames that Susi is being admired by many people because of her work performance. It can be seen from the following statements:

“Other than extensive media coverage, Susi is considered as a minister who can make policies that meet demands from the public,” said LSI executive director Kukrisdho Ambardi.

4.3.6.3 Analysis on Moral Judgment

The moral judgment which is emphasized on this article is that Susi is admired by the public. It can be seen from the following sentences:

“Other than extensive media coverage, Susi is considered as a minister who can make policies that meet demands from the public,” said LSI executive director Kukrisdho Ambardi.

Based on the survey it is found that Susi had done a good job especially regarding her popular decision to crack down on illegal fishing activities by foreign fishermen. There is no other ministers had a job-approval rating higher than Susi and it clearly shows how public admire the figure of Susi Pudjiastuti. She won 61 percent of 1.220

respondents, of course it is a high rating. Susi is a minister who can make policies which meet the demand of the public, that is why the public is on her side.

CHAPTER V

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

After analyzing the image construction of Susi Pudjiastuti in six articles from The Jakarta Post and Global Indonesian Voices by using the framing analysis theory of Robert Entman, here are the conclusions:

1. The framing of Susi Pudjiastuti by Global Indonesian Voices on 28th of October, 2014 defined this case as political and educational issue. The actor behind this case according to Global Indonesian Voices is Jokowi as the president who appointed Susi Pudjiastuti as the Marine and Fishery Minister. Jokowi's decision in appointing Susi is seen as a wrong decision, because she is considered not having enough requirements and skills to manage the marine and fishery. Moreover, ministerial positions are not headed by the right persons for maritime development because Jokowi as the president does not understand the sea. Global Indonesian Voices asks the minister must be capable to review the potential impact of such development and stop the exploitation as the solution.
2. The framing of Susi Pudjiastuti by The Jakarta Post in October 2014, defined this issue as political and business case which is related to Susi Pudjiastuti's style in doing her work performance. In this article the journalist frames that

Susi is a brave minister by stating that she breaks all the rules and stereotypes in the cabinet. The Jakarta Post seen that Susi may not conform style, but she has the capability to organize the framework of ministry and run business in fishery and aviation.

3. The framing of Susi Pudjiastuti by The Jakarta Post in November 2014, defined this case as political issue. Susi is considered 'crazy' by Jokowi for she could make a breakthrough. This is the reason why Jokowi appointed Susi as the minister. The cause of this issue is that building the maritime industry is not an easy job, since there are several issues such as *illegal fishing*, so Susi is needed to handle this job. The Jakarta Post seen Susi as a successful person in doing her career. According to The Jakarta Post, Susi still have to work hard in building the maritime industry as the solution to this case.
4. The framing of Susi Pudjiastuti by Global Indonesian Voices in February 2015 defined this case as political issue, where Susi is not able to serve the entire 5 year as minister. She is only serving for two years as minister in the current cabinet. The cause of this issue is that there is too many pressure put on her and her family is also the factor behind her setback. Global Indonesian Voices seen Susi as the minister who is not strong enough to handle the ministry of marine and fishery. Global Indonesian Voices stated that Susi should boost her performance in cleaning up KKP and making the ministry regulation within two years as the solution for this issue.

5. The framing of Susi Pudjiastuti by Global Indonesian Voices in December 2011 defined this case as educational and political issue. It highlights Susi's educational background which only reached Secondary School Graduate. Jusuf Kalla as the Vice President is the actor who observed Susi's work performance. Global Indonesian Voices seen that Susi has the capability to do her job well even though she has low educational background.
6. The framing of Susi Pudjiastuti by The Jakarta Post defined this case as political and national issue. Susi is chosen as the best-performing minister in the Cabinet of President JokoWidodo. This is because Susi has the capability to make policies which is agreed by the public. The Jakarta Post seen that Susi is considered admired by the public because of her work performance. No other minister in Jokowi's Cabinet had a job-approval rating higher than that of Susi.

The articles from Global Indonesian Voices mostly frame about Susi's educational background, lifestyle, and her style in doing her job in the ministry. Her low educational background has become the main problem which is identified in the three articles, which considered affected her way in doing her job which is related to political and economic issue.

The moral evaluations which are framed by Global Indonesian Voices are the ministerial positions are not headed by the right persons for maritime development

because Jokowi does not understand about the sea, Susi is not strong enough to handle the ministry of marine and fishery, and Susi's capability should not be underestimated even though she has low educational background. As the solution, Global Indonesian Voices suggest the ministerial positions should be given to the person who has an understanding in maritime technology, marine products economics, coastal processes, and underwater technology.

On the other side, the articles from The Jakarta Post mostly framed Susi Pudjiastuti's achievements and life career. Her success in the fishery business, aviation, and making the new policies are the main points which are identified in the three articles. She is considered has great capability in political and business issue.

The moral evaluations which are framed by The Jakarta Post are Susi may not conform style, but she has capability to organize the framework of ministry and run business in fishery and aviation, Susi Pudjiastuti has been succeed in doing her job, and Susi is considered admired by the public because of her work performance.

5.2 Recommendations

Based on the research of framing analysis of Susi Pudjiastuti's image construction in the two media, here are the recommendations from the writer:

1. As the media which held the social control, online mass media should provide the factual data in order to be trusted by the readers.

2. Media as expected to be wise in framing any kind of issue because it has power to construct public's opinion.
3. The recommendation for the other students is that this research could be analyzed further through different perspectives, especially for the students of English Department who chooses media as the topic of the thesis.

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<http://www.thejakartapost.com/news/2015/02/04/susi-best-performing-minister-lsi.html>

APPENDIXES

APPENDIX 1

Table 4.3.1 Article published by Global Indonesian Voices on 28th of October, 2014 entitled “ITB Marine Expert Says Susi Pudjiastuti Does Not Fit the Marine and Fishery Minister Post”

		Statement
Problem Identification	Appointing a fish entrepreneur as minister is a wrong decision. Susi Pudjiastuti is considered not having enough requirements and skills to manage the marine and fishery.	<p>A marine science expert at the Institut Teknologi Bandung (ITB), Muslim Nuin has reportedly said that several strategic ministerial positions are not headed by the right persons for maritime development (paragraph 1).</p> <p>According to Nuin, the appointment of Susi Pudjiastuti as Maritime and Fishery Affairs Minister for instance, is not proper for the job. He is in the opinion that it is not enough to reasons Susi’s appointment based on her</p>

		<p>success in developing a fishery product processing industry and inter-islands transportation. (paragraph 2)</p> <p>“(It is) wrong to appoint Susi as Maritime and Fishery Affairs Minister. Success in becoming a fishery entrepreneur does not mean (having the) capability to lead the KKP (Maritime and Fishery Affairs Ministry),” said Muslim Nuin as quoted by Kompas.com (27 Oct 2014). (paragraph 3)</p> <p>He then questioned whether Susi Pudjiastuti has an understanding in maritime technology, marine products economics, coastal processes, and underwater technology. Muslim Nuin is in the opinion that Susi is only an expert when it comes to acquiring and selling fishes. (paragraph 4)</p>
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<p>Causal Interpretation</p>	<p>Susi's experience in her business of selling fishes is not enough to make her become the Marine and Fishery Minister.</p> <p>Jokowi is blamed for appointing Susi as Marine and Fishery Minister.</p>	<p>Susi is only an expert when it comes to acquiring and selling fishes. But, the maritime is not only consisted of fish.</p> <p>Muslim Nuin further shared that the maritime minister has a duty to regulate the sea. One real example is regarding the giant sea embankment project. A maritime minister must be capable to review the potential impact of such development.</p> <p>He also cited fish exploitation as another example, with several Indonesian regions affected by 'overfishing' due to over-exploitation. This is another real life example that a maritime minister must understand.</p> <p>"If not (having the understanding), the</p>

		<p>fish will always be exploited. We will appear great because of our high fish production, however our fish will be depleted. Does Susi understand that?” said Muslim Nuin, who is in the opinion that appointing a fish entrepreneur as minister is a wrong decision.</p>
<p>Moral Judgement</p>	<p>Ministerial positions are not headed by the right persons for maritime development because Jokowi as the president does not understand the sea.</p>	<p>“The appointment of Susi as the Maritime and Fishery Minister indicates that Jokowi does not understand the sea. His dream, that Indonesia becomes a world maritime axis, will not be realized,” added Nuin. (paragraph 6)</p> <p>Muslim Nuin further shared that the maritime minister has a duty to regulate the sea. One real example is regarding the giant sea embankment project. A maritime minister must be capable to review the potential impact</p>

		<p>of such development.(paragraph 7)</p> <p>He also cited fish exploitation as another example, with several Indonesian regions affected by ‘overfishing’ due to over-exploitation. This is another real life example that a maritime minister must understand.(paragraph 8)</p>
<p>Treatment Recommendation</p>	<p>The ministerial positions should be done by the person who has an understanding in maritime technology, marine products economics, coastal processes, and underwater technology.</p>	<p>Muslim Nuin further shared that the maritime minister has a duty to regulate the sea.</p> <p>He also cited fish exploitation as another example, with several Indonesian regions affected by ‘overfishing’ due to over-exploitation. This is another real life example that a maritime minister must understand.</p> <p>“If not (having the understanding), the fish will always be exploited. We will appear great because of our high fish</p>

		production, however our fish will be depleted. Does Susi understand that?” said Muslim Nuin, who is in the opinion that appointing a fish entrepreneur as minister is a wrong decision.
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Table 4.3.2 Article published by The Jakarta Post in October 2014 entitled “Susi may not conform to style, but she means business”

Element		Statement
Problem Identification	Susi is different from the other ministers.	In terms of background and appearance, newly elected Maritime Affairs and Fisheries Minister Susi Pudjiastuti, 49, breaks all the rules and stereotypes of the largely pretentious Cabinet.

<p>Causal Interpretation</p>	<p>Susi has different style, background, and also way in breaking all the rules and stereotypes in the Cabinet.</p>	<p>Susi is a tattooed high-school drop-out and a chain smoker who sparks up anytime, anyplace.</p> <p>Few doubt her work ethic, commitment or credentials. Susi is a street-smart businesswoman who embarked on her first commercial venture as a teenager in Pangandaran, West Java — regency bordered by the sea.</p>
<p>Moral Evaluation</p>	<p>The Jakarta Post seen that Susi may not conform style, but she has capability to organize the framework of ministry and run business in fishery and aviation.</p>	<p>On her first day in office on Tuesday, Susi ordered all civil servants at the ministry to be at the office no later than 7 a.m. and to return home no later than 4 p.m. as of Nov. 1. Her reason for</p>

		<p>the change is to avoid rush-hour traffic jams.</p> <p>She has pledged to crack down on illegal fishing, provide more soft-loans to fishermen and educate them on how to run a business.</p> <p>In fact, she is better known for her association with the aviation business than for her fisheries ventures.</p> <p>PT ASI Pudjiastuti Aviation (Susi Air) has gradually developed into an important domestic carrier in Indonesia.</p> <p>In the beginning, the air carrier — with its two light</p>
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		aircraft — was operated only to support Susi’s fishery business. But now, with a fleet of nearly 50 aircraft, the carrier has become an important charter airline operator providing services in many parts of the country.
Treatment Recommendation	The treatment recommendation of the journalist is not found on this article.	-

4.3.3 Article published by The Jakarta Post in November 2, 2014 entitled “[Jokowi Says He Need A “Crazy” Person Like Susi Pudjiastuti](#)”

Element		Statement
Problem Identification	Jokowi needs a ‘crazy’ person like Susi	In his Facebook page, Jokowi especially wrote a comment, coupled by a picture

	<p>Pudjiastuti to make breakthrough.</p>	<p>of Susi carrying an old woman believed to be her late mother on her back. The Facebook status wrote that the president praises Susi Pudjiastuti's work in her ministry thus far.</p> <p>Jokowi also wrote part of his discussion with Susi prior to announcing the ministerial composition on Sunday (26 Oct 2014). Susi was reportedly surprised when she learnt that the president is giving her the trust to lead the fishery ministry, despite often being referred as a crazy person. Indeed, it is her craziness that is needed by the president.</p> <p>However, this does mean that the president is accusing Susi for having a mental problem. Susi's "craziness" refers to her visionary view that is often out of the box.</p>
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<p>Causal Interpretation</p>	<p>Building the maritime industry is not an easy job.</p>	<p><i>It is not an easy job to build the maritime industry knowing that our sea is the scene of illegal fishing, however there is no other way, for the welfare of our fishermen, for our people who can be benefited from the sea fishes with a cheap price because of a smooth distribution, we therefore have to work hard for that.</i></p>
<p>Moral Evaluation</p>	<p>Susi Pudjiastuti has been succeed in doing her job.</p>	<p>Jokowi also wrote part of his discussion with Susi prior to announcing the ministerial composition on Sunday (26 Oct 2014). Susi was reportedly surprised when she learnt that the president is giving her the trust to lead the fishery ministry, despite often being referred as a crazy person. Indeed, it is her craziness that is needed by the president.</p> <p>However, this does mean that the president is accusing Susi for having a mental problem. Susi's "craziness"</p>

		<p>refers to her visionary view that is often out of the box.</p> <p><i>I am happy with the way Bu Susi work, within her first few hours in the job, (she) has opened the public awareness on our sea's potential that are stolen by foreign fishermen, also the targets for the Ministry of Fishery and Maritime Affairs that can give foreign currencies to the state.</i></p>
<p>Treatment Recommendation</p>	<p>Susi Pudjiastuti is expected to work hard to build the maritime industry.</p>	<p><i>It is not an easy job to build the maritime industry knowing that our sea is the scene of illegal fishing, however there is no other way, for the welfare of our fishermen, for our people who can be benefited from the sea fishes with a cheap price because of a smooth distribution, we therefore have to work hard for that.</i></p> <p><i>And I am confident that Ibu Susi has the</i></p>

		<p><i>character to serve, just like how she spried on carrying this old woman.</i></p> <p><i>Good luck with your work Ibu Susi,</i></p> <p><i>Jalesveva Jayamahe – In the Sea We are Victorious –</i></p>
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4.3.4 Article published by Global Indonesian Voices entitled “[Susi Pudjiastuti Shared Intention to Not Complete Full Term as Minister](#)” on 13th of February, 2015

Element		Statement
Problem Identification	Susi Pudjiastuti will not serve the entire 5 year term as minister. She is only serving for two years as minister in the current cabinet.	In a television show, Minister for Maritime and Fishery Affairs Susi Pudjiastuti has on Thursday (12/2) said that she will not serve the entire 5 year term as minister. She had even conveyed her opinion on the adequacy of only serving for two years as minister in the current cabinet.
Causal	Too many pressure put	When asked for the reasoning behind her

Interpretation	<p>on her.</p> <p>Her family is one of the factors why she is only willing to serve for two years.</p>	<p>statement, she hinted that currently there are too many pressures put on her. She even claimed to be exhausted because of too much torture. “No (two years is enough), (I am) exhausted, too much torture,” said Susi Pudjiastuti in her office as quoted by <i>Kompas.com</i> on Thursday (12 Feb 2015). (paragraph 2)</p> <p>Previously, it was reported that Susi had once shared that one reason why she is only willing to serve as a minister for two years is because of a family factor. (paragraph 6)</p>
Moral Evaluation	<p>Susi is not strong enough to handle the ministry of marine and fishery.</p>	<p>“No (two years is enough), (I am) exhausted, too much torture,” said Susi Pudjiastuti in her office as quoted by <i>Kompas.com</i> on Thursday (12 Feb 2015). (paragraph 2)</p>
Treatment	<p>Susi will have to boost</p>	<p>Based on the situation, she shared her</p>

Recommendation	her performance in cleaning up KKP and making the ministry regulation within two years.	<p>intention to boost the performance of the ministry within the next two years. This includes her attempt to fix the management system of the maritime and fishery sectors.</p> <p>“Yes (seriously) but I want to clean up the KKP (Maritime and Fishery Ministry) first, later the minister’s regulation will be finished. Therefore I will chase, run, each month to make a ministry regulation,” she said.</p> <p>The eccentric minister is certain that after all system in the ministry is addressed, the maritime and fishery sector can be improved.</p>
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Table 4.3.5 Article in December 2011 by Global Indonesian Voices entitled “[In Indonesia, A President Must Have High School Degree Whilst Governors Must Be University Graduates](#)”

Element		Statement
Problem Identification	Susi Pudjiastuti's work performance is being observed.	<p>Susi Pudjiastuti has been appointed as Indonesia's Marine and Fishery Affairs Minister, Vice President Jusuf Kalla has been observing her work performance.</p> <p>Perhaps you did not expect at first, [how] a Minister who is only an SMP (Secondary School) graduate [will perform],” the vice president said in a Jakarta seminar.</p> <p>“Do no doubt with the</p>

		capability of an entrepreneur, despite a low education background,” said Vice President Jusuf Kalla.
Causal Interpretation	Susi is only Secondary School graduate.	Perhaps you did not expect at first, [how] a Minister who is only an SMP (Secondary School) graduate [will perform],” the vice president said in a Jakarta seminar.
Moral Evaluation	Susi’s capability should not be underestimated even though she has low educational background.	“Do no doubt with the capability of an entrepreneur, despite a low education background,” said Vice President Jusuf Kalla. The Vice President then

		continued sharing the fact that several policies issued by Minister Susi Pudjiastuti have agitated some affected parties. JusufKalla then reminded his seminar audience to not underestimate a person's capability based on the education background.
Treatment Recommendation	The treatment recommendation of the journalist is not found on this article.	-

Table 4.3.6 Article published by The Jakarta Post entitled “Susi is best performing minister: LSI”

Element		
Problem Identification	Susi is chosen as the best-	A public opinion survey

	<p>performing minister in the Cabinet of President Joko Widodo.</p>	<p>conducted by the Indonesian Survey Institute (LSI) has found that Maritime Affairs and Fisheries Minister Susi Pudjiastuti is the best-performing minister in the Cabinet of President Joko “Jokowi” Widodo.</p> <p>In its latest public opinion survey, conducted between Jan. 10 and Jan. 18, the Jakarta-based pollster found that 61 percent of 1,220 respondents thought that Susi had done a good job especially regarding her popular decision to crack down on illegal fishing activities by foreign fishermen.</p>
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		No other minister in Jokowi's Cabinet had a job-approval rating higher than that of Susi.
Causal Interpretation	Susi has the capability to make policies which is agreed by the public.	"Other than extensive media coverage, Susi is considered as a minister who can make policies that meet demands from the public," said LSI executive director Kukrisdho Ambardi.
Moral Evaluation	Susi is considered admired by the public because of her work performance.	"Other than extensive media coverage, Susi is considered as a minister who can make policies that meet demands from the public," said LSI executive director Kukrisdho Ambardi.

Treatment Recommendation	Treatment recommendation of the journalist is not found on this article.	-
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