

CHAPTER II

LITERATURE REVIEW

This chapter aims to review the theories, which are used in this research. This literature review is organized into seven sections. Section 1 explains the background LGBT in Indonesia. Section 2 explains the role of representation. Section 3 discusses the process and the role of framing analysis. Section 4, 5 and 6 describe the profile of The Jakarta Globe, Jakarta Post, and Tempo. Section 7 illustrates the theoretical framework of this research.

2.1 Background of Lesbian, Gay, Bisexual, and Transgender Human Rights in Indonesia

On March 1, 1982, Lambda Indonesia (LI), the first gay organization in Indonesia was established in Solo. LI is one of the first openly gay organization in Asia (Thorne, 2011). LI's vision is to improve the image and identity of gays in society (Djoerban, 1999, p. 106). In July 1982, LI became part of the International Gay Association (IGA) in the conference in Washington. LI then publishes magazine of *G: Gaya Hidup Ceria* aimed at improving communication among gay people. *G Magazine* published in August 1982 became the first gay magazine in Indonesia fighting for gay emancipation (Oetomo, 2003, p. 227).

In 1987, LI become inactive and replaced by GAYa NUSANTARA (GN) organization. GN founded by Dede Oetomo and Ruddy Mustapha in Surabaya. GAYa is a word taken from 'gay', while NUSANTARA illustrates that this organization is intended for gay people throughout Indonesia (Utomo, 1999, p. 24). The GN's vision and mission is to provide a media contact and communication, information, education, and research for and about gay people as well as the diversity of gender and sexuality in general, particularly in Indonesia. GN also publishes a magazine featuring writings by gay people and for gay people throughout Indonesia. The magazine is intended to express his own viewpoint gay people that can rarely be found in newspapers or magazines in Indonesia.

GN itself marginalized by government programs from the year 1993-1999 due to the strong heterosexism and homophobia in government circles. However, eventually GN invited to cooperate in the government program of Action Stop AIDS (ASA) which is sponsored by Family Health International (FHI) and the Ministry of Health of the Republic of Indonesia (Utomo, 2001). For the opportunity, it was used by gay activists and organizations to try to straighten assumptions about homosexuality.

Since 1983, the media has begun to report about LGBT movement, there are simply highlighting the sexual aspect of the sensational news, and some containing the more serious discussion. The mass media has carried a report about the transgender movement since the beginning of the development in the late 1960s.

Although in the early days of the activists on guard to not always express their identity, there are a few in the mid-1980s who dared to be interviewed and were also invited to the seminars organized by universities and community organizations. More

and more gay and lesbian writing several letters to the publisher of the magazine to be associated with these organizations. Many of them then subscribe to the magazine by mail or buy it in certain places. The readers of the magazine *G: Gaya Hidup Ceria*, *Jaka*, and *GAYa NUSANTARA* also contributed essays fiction and non-fiction, drawing sketches and cover photo. Mass media and the postal service network plays a major role in supporting the development of early movement and these organizations, which are also trying to reach out to the local community that already exists. (usaid, 2013, p. 20)

In the early 1990s, the increasing media coverage of HIV is almost always mention about LGBT people, open up other opportunities for some organizations that appear in the mass media to reach out to their constituents. In the early years of the decade stood various organizations in Bandung, Jakarta, Pekanbaru, Denpasar, Malang and Makassar. Lesbians and transgender people also sought to organize themselves again in Jakarta, Makassar and Singaraja. Chandra Kirana, which is an association of lesbians in Jakarta, make their own magazine, namely *Style Lestari*, which for about two years published as an insertion in the magazine *GAYa NUSANTARA*. (usaid, 2013, p. 22)

Since the establishment of GN, various organizations associated with gay, lesbian, bisexual and transgender people have growing. LGBT organization in Indonesia has reached tens, scattered across Indonesia, and perform various activities regarding LGBT issues such as holding workshops, to raise awareness, to advocate the law (Ireland, 2006; Wijaya, 2010). Although gay organizations have arise, and more and more gays have 'come out of the closet' ("The struggle," 1999), many gay

people are still marginalized in Indonesia. Discrimination explicitly and violence mostly committed by fundamentalist groups, but the discrimination and marginalization more subtly still occur in everyday life among friends, family, at work, or at school (Laurent, 2001, p. 26). For most Indonesian society, a reflection on homosexuality is still negative (Ellis, 2007, p. 8).

Through these communities, LGBT people are trying to fight for their rights as citizens. LGBT people are also trying to raise their voice through the mass media. The emergence of NGOs as well as a special site for lesbian and gay community is evidence of support from a number of communities because they think homosexuals have human rights that should be protected.

According to the news from DW Indonesia online newspaper (2015), in recent months, the debate on the issue of lesbian, gay, bisexual and transgender (LGBT) in Indonesia has been heating up, especially after some state officials issued statements which tends to anti-LGBT. Starting from the statement of the Minister of Research, Technology and Higher Education, Mohamad Nasir, restricts the entrance of lesbian, gay, bisexual and transgender (LGBT) in campus because it is not in accordance with the values and morals in Indonesia. Due to the insistence of the Ministry of Communications and Information Technology, the management of social media and short message service is urged to remove any kind of gay and lesbian issues in Indonesia. The Minister of Education and Culture, Anies Baswedan also mentions LGBT as "deviant behavior", urging that parents, teachers and the community to "guard" the potential emergence of LGBT with moral education early age. These statements indicate that Indonesia does not fully support to the LGBT community.

Minister of Religion Tarmizi Taher also added that "the promotion of gay and lesbian" should not be "given a chance" on television, radio, or other public forums (Boellstorff, 2005a, p. 75). Muhammadiyah Central Board members, Drs. Lukman Harun, also protested the event as being "contrary to the nation's culture, religion seta" and "exaggerate topics that only an excess of life, such as homosexuality, infidelity, and sexual freedom." But in the media, particularly in the Indonesian newspaper, LGBT is represented in a positive direction by telling that the rights and protection of LGBT could be heard, protected and synchronized.

Although from some of these LGBT organization publishes a magazine about LGBT, nonetheless their language coverage can not be as free as they think because Indonesia has not protected by state laws. According to kemenag.go.id (2008), Laws against pornography and porno-action (2006) prohibits "... any written or audio-visual presentations-including songs, poetry, films, paintings, and photographs that show or suggest sexual relations between people of the same sex." those who violate the law could be fined or sentenced to up to seven years in prison. However, the media now provide more coverage of homosexuality in the media in Indonesia.

2.2 Representation

Representation is a concept used in the process of social meaning through a tagging system provided: dialogue, writing, video, film, photography, etc. In summary, the representation is the production of meaning through language (Hall, 1997: 15). According to Stuart Hall (1997), the representation is one important practice that produces culture. Culture is a very broad concept, involving culture

'share the experience'. Someone said to derive from the same culture if the men who were there the same share experiences, share code same culture, speak the 'language' the same and share the same concepts. Language is a medium that mediates the meanings of things, produce and change the meaning.

Furthermore, representation in the media can be the distortion of reality. Hall (1997) argues that “representation does not really capture the process at all, because there was nothing absolutely fixed there in the first place to represent” (1997, p. 7). The representations are likely to be very different from one person to another, because there is no fixed meaning. “Nothing is happening in the world, but what is dubious is the true meaning of it, and the true meaning of it will depend on what meaning people make of it, and the meanings they make of it depend on how it is represented” (1997, p. 7).

According to Gross (2000, p. 88), most of the picture received through the media reflect the experience and interests of the majority groups in society. The 'minority' has been applied to people with certain racial and ethnic, to women, and is now generally to the gay and lesbian. All of these categories are defined by 'irregularities' are like those above a certain norm of white male heterosexual in most countries in the West. According to Gross, the representation contained in the media largely created by and for members of the majority, including the representation of the minorities. However, there is a small portion of alternative media content produced by and for minorities.

2.3 Framing Analysis

The basis concept of framing is related to media focuses attention on certain events by focusing on the essence of the issues rather than on a particular topic. Also, an issue can be viewed from a variety of perspectives. Framing refers to the process by which people develop a particular conceptualization of an issue or reorient their thinking about an issue.

Goffman was the first to concentrate on framing as a form of communication and defined “framing” as a “schemata of interpretation” that enables individuals to “locate, perceive, identify and label” occurrences or life experiences (Goffman, 1974). Robert Entman modernized this definition by specifying that “to frame a communicating text or message is to promote certain facets of a ‘perceived reality’ and make them more salient in such a way that endorses a specific problem definition, causal interpretation, moral evaluation, and/or a treatment recommendation” (Entman, 1993, p. 51).

Framing describes how our responses to situations, including our ethical judgments, are impacted just by how those situations are posed or viewed. Related to the certain purpose in the media, many readers do not realize whether the information that they get from media is reflect the fact. While, the news that people get from media sometimes doesn’t fully reflect what truly happened. As Eriyanto (2002) said in his book Analisis Framing, media is not a neutral channel. Media is not like how it is portrayed, neutral and unbiased. Media has its own side. In fact, media constructs reality in such a way that most people do not realize what it has done. This fact reflects that media, is really subjective but this is not stressing that all media is biased.

This only shows the illustration how the news that we get everyday has been through the process of construction.

Actually, using framing analysis can see the process of construction. According to Gamson and Modigliani, framing analysis is a way to tell an idea, which is really organized and frames shows the meaning construction of event that related to an object in the news (Eriyanto, 2002). Framing also according to Eriyanto (2002) is a process, which is more stressing on certain information and makes public only focus on that information. By using framing analysis, we can know the technique that is used by media in stressing and focusing news. Moreover, we also can know whether there is a part that is lost in the news or not or maybe know the hidden message inside the news.

Here are some techniques in framing analysis by Pan and Kosicki:

2.3.1 Zhongdang Pan and Gerald M. Kosicki

Zhongdang Pan and Gerald M. Kosicki in Eriyanto (2002) said that framing is a process that makes a message standing out, placing information differently, so it will attract readers' attention. There are two concept of framing, that is fitted together, psychology and sociology concept. Psychology concept is stressing on the internal of people where people is processing the information by themselves. Then, sociological concept is focusing on social construction of reality, process on how people classified, organized, and interpreted their socialization experiences to understand their position in social.

In media framing is known as a set of cognition used in information to make a code, interpret that code, save and share it to the readers. Then, framing is considered as a strategy in constructing and processing an event and show it to the reader. According to Zhongdang Pan and Gerald M. Kosicki theory, framing analysis itself consist of four elements, these are:

Syntactical structures, this is a way of journalist to compile the fact. This element gives a clue about how the journalist comprehends the news and where the news is focused. Syntactical structures consist of headline, lead, quotation, information background, source, statement, and closing paragraph.

Headline is the title of a newspaper report which we printed in large letter above the report. This is an important part of report and usually written in attractive form. Then, lead the opening paragraph of the article, usually opens together with the headline or title, and almost gives the readers the main idea of the story preceding the main of the article. Background information in an article is the background of how an event happened. Information background provides the readers with the information that is needed to help the reader interpret ideology in news report.

Quotation is the repetition of one expression as art of another one. Particularly when the quoted is well known or explicitly to its original source, and it is indicated by quotation marks. Then, statement, a statement is a written or recorded communication directed at members of the news media for the purposes of announcing something claimed as having new vales. The statement is not only coming from the press but also being conclude from many sources to be news. After that syntax structure includes sources, source in this context, includes who is chosen

to be the journalist's correspondent, they can be the people from the expert or the witnesses that relates to the phenomena directly. The last from syntax structure is closing paragraph. Closing paragraph usually review to the previous information that given or conclude and create the public opinion to influence the readers with the journalist thought.

Then, beside syntax structure there is script structures, it concerns on the way that journalist choose to tell a fact. Journalist often makes news like a story. An event in news is shown like a story that has opening, climax, and ending. Script also focuses on news content which commonly include what, why, who, when, where, and how though not all news have them. Script becomes a sign of completeness news. This make this structure has a significant role in emphasizing and framing the purpose of the journalist about an issue.

The next element is thematic structure. It is related to the way of journalist in writing the fact. Includes details, correlation within the sentences, form of sentences, and pronoun.

The last element is rhetoric. It is related to the way of journalist in emphasizing the fact. Journalist uses this structure to built an image and stressing certain message. This structure consists of choice of word, graphics, and metaphors.

2.4 The Jakarta Globe

The Jakarta Globe is a daily English language newspaper in Indonesia, launched on November 12, 2008. Its primary aim is to bring objective, entertaining news and

information relevant to lives of readers in Jakarta and Indonesia as well as serve as a reliable window into Indonesia. It is marketed primarily at cosmopolitan and well-educated Indonesians. The newspaper's owner, PT Jakarta Globe Media, is part of the Berita Satu Media Holdings that is an associated company of Lippo. (Fairclough, 1995, p. 45)

This newspaper publishes from Monday to Saturday. It contains three parts in the news, the first part contains a range of general news, including metropolitan and national news coverage as well as international news. The second part, contains Indonesian and world business and sport plus a classified advertising section. In the last part, consists an extensive features and lifestyle coverage as well as entertainment, listings and reader service or cartoon pages.

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2.5 The Jakarta Post

The Jakarta Post is a daily English language newspaper in Indonesia founded on April 25, 1983. PT Bina Media Tenggara owns the paper, and the head office is in the nation's capital, Jakarta. *The Jakarta Post* was started as collaboration between four Indonesian media under the urging of Information Minister Ali Murtopo and politician Jusuf Wanandi. The paper was one of the few Indonesian English-language dailies to survive the 1997 Asian financial crisis and currently has a circulation of about 40,000. The Jakarta Post also features both a Sunday and Online edition, which

go into detail not possible in the daily print edition. It is targeted at foreigners and educated Indonesians, although the middle-class Indonesian readership has increased.

Since the first publication in 1983, The Jakarta Post has developed into a prominent newspaper that covers various news, national and international events. It also upgrades their journalist, editorial, and non-editorial staff with various training courses.

2.6 Tempo English Online Version

Tempo is a weekly news magazine Indonesia which generally cover news and politics and is published by PT Tempo Inti Media Tbk. Founded by Goenawan Mohamad and Yusril Djalinus and the first edition published in March 6, 1971. The magazine is the first magazine with no affiliation with the government.

Besides the weekly magazine, *Tempo* also publishes a daily newspaper, *Koran Tempo*. It provides semi-investigative news about political and economic issues. The newspaper only published in Indonesian but foreign readers can read other versions, including English, at Tempo.co. Its style of journalism is different from other Indonesian daily newspapers. *Tempo* provides news in the style of what they call 'the story behind the story'. Therefore, what is served to the readers is not only current events, but also the story following and behind the news.

2.7 Theoretical Framework

In this literary study, the writer uses framing analysis to analyze how the issue of Lesbian, Gay, Bisexual, and Transgender framed in The Jakarta Post, The Jakarta Globe,

and Tempo Online Version toward the rights of LGBT in Indonesia. The frame analysis model that the writer used in this study is Zhongdang Pan and Kosicki's model of framing analysis. This model will help the writer to identify syntaxes, script, thematic, and rhetorical structure, to analyze the articles.

