

CHAPTER V

CONCLUSION AND SUGGESTION

This chapter presents the conclusion of the whole research that consists of the related theories and the result. Furthermore, the writer also provides several suggestions regarding the research.

5.1. Conclusion

As mentioned earlier, this study focused on analyzing the process of production and consumption of the Bali Nine news in Metro TV, through the programme Indonesia Now. The programme also served as a representation on how Metro TV implemented the meanings into a news text during the production. Although the news presented in the programme was only a short review, Indonesia Now still managed to provide an information about the case from the perspectives of Metro TV. Furthermore, the Bali Nine news in Indonesia Now also provided several representations about the figures involved in the case, both positive and negative. Those representations reflected the “side of truth” chosen by Metro TV towards the case, which was the “side of truth” to support the death penalty to the suspects and the rejection to their clemency requests.

The Bali Nine news in Metro TV, especially in Indonesia Now, expressed the meanings that implemented the missions of Metro TV, such as to “provide knowledge according to the values and ideology of the company” and “enlighten the viewers to follow the political ideology of the company”. Since the company explicitly stated its support towards the government’s decision, the meanings

provided by Metro TV regarding the Bali Nine news were implemented to influence the viewers to support the decision as well. Those meanings were expressed through providing the information and opinions about the case that were presented “objectively” and “accurately” based on the “facts” gathered by the company.

On analyzing the process of the news production, the respondents acknowledged their respective roles during the production of the news in Metro TV. They also acknowledged the requirement to implement the policies of the company into the news, even though they were also required to provide a neutral point of view when reporting the news. Since the term “neutral” referred to the neutrality based on the perspective and ideology of the company, the news provided by Metro TV were merely a representation of a certain event that was delivered presented as “natural” as possible (Leiliyanti, forthcoming), in order to give an impression that the news were presented based on the existing facts. The statement also indicated that Metro TV had managed to influence the staff with its values and ideology, in order to assure that the staff always implemented the values and ideology of the company into a news.

The news videos about Bali Nine in Indonesia Now were heavily stressed on the representation of Bali Nine being branded as the “drug criminals”. Furthermore, the videos also featured a positive representation of Jokowi and his actions, as well as the negative representation of the foreign countries and leaders that opposed Jokowi’s decision. The statement revealed the fact that Metro TV had a political orientation to fully support the current government, in particular

President Jokowi. Quoting from one of the respondent, Metro TV tended to express such orientation by exposing the positive sides of Jokowi, along with his actions and regulations, as well as criticizing those who opposed or criticized his decisions.

As for the consumption of the news, the interview results with the target viewers indicated that most of the respondents were in the dominant-hegemonic position when watching the news about Bali Nine on Metro TV. The respondents were lead to believe that the news provided an objective and accurate perspective, based on the existing facts, and did not provide a negative point of view that criticized certain figures. The statement indicated that Metro TV managed to influence and convince the viewers that the information provided in the news were based on “the existing facts”, while in reality the “facts” were already filtered before being processed into news and only provided one particular perspective towards the case.

5.2. Suggestions

Quoting from one of the respondents, the writer suggested that the readers, as a viewer of television, should watch all types of TV stations, in particular various TV news stations or TV news programmes, in order to obtain various perspectives of the media owned by political elites. By obtaining various perspectives, the viewers could have insights on how those political elites viewed an event, as well as their political orientation, therefore the viewers would not be easily manipulated by those media. The various media did not always be limited

on the local media, since the viewer could also obtain perspectives from foreign media as well.

As stated by Reston, a news “ may be true, but it is not truth, and reporters and officials seldom see it the same way” (cited in Allan, 1999, p. 48). Therefore, the writer suggested to gather information about the news from other sources of media before deciding whether the news were truly based on the facts or were already filtered. In addition, the writer suggested that the viewers should obtain knowledge about what really happened on the event and compared the knowledge with the news to decide the objectivity and accuracy of the news regarding the event.