

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Journalism requires journalists to get updated news and make it to be an information that can be received by many audiences. Since the information becomes part of the society, everyone is able to get any information from any events that are happening in the world, including in Indonesia. Recently, the information can be easily accessed through various media which facilitates communication. The journalist needs to present interesting point of view that can influence people's way of thinking regarding the news through word choices, images, colors, and contents.

Mass media, as a means of getting information, is functioning as a bridge to present the message of the news. The message conveyed by the mass media through newspapers, magazines, tabloids, books, television, radio, internet, and movies is received by thousands of millions of audience simultaneously. Mass media is supposed to perform the same function as mass communication as stipulated in the Law on Press No. 40/1999 that press is aimed at informing, educating, entertaining, and controlling both for public and the controller. (Law on Press No. 40/1999)

The mass media has a strategic role to be the channel that conveys information among audiences who are using the media. There are so many mass media published in

Indonesia which is used by people not only to get the information, but also to deliver messages through written or spoken language in creating reader's opinion. Information that is conveyed through the news should be based on facts as well as the journalist's point of view.

Basically, mass media has a function to be a conductor to distribute knowledge as well as to conduct public activities which are accessible by every segment of people freely. The connection between sender and receiver is equal and is able to reach more people. (Mc. Quail, 1987: 51)

Mass media is divided into three types; print, electronic, and online. Electronic media is much more demanded by the public compared to the print one. However, in Indonesia and most other countries, print and online media are playing major roles in relation to authorities, even more, the history of the nations as it is more accessible to most people in the countries. As both media are regularly published every day, it can play a role either as friend or foe, depending on the reader's perception.

Thejakartapost.com is a daily English language online media in Indonesia. *thejakartapost.com* was started as collaboration between four Indonesian media under the urging of Information Minister Ali Murtopo and politician Jusuf Wanandi.

Meanwhile, thejakartaglobe.com serves Indonesia by bringing our readers unrivaled, authoritative reporting and writing in English on Indonesia, Asia and the wider world. The web site complements the newspaper with the latest stories, a daily e-mail

newsletter, breaking news around the clock and a searchable archive of stories. It also have Asia's most popular media page on Facebook (www.facebook.com/thejakartaglobe) and a thriving Twitter feed (www.twitter.com/thejakartaglobe). (<http://www.thejakartaglobe.com/about-us/>)

As stated by Eriyanto (2004: 12), the main function of analyzing the power in media is to know the position of media in controlling people or group by the dominant side where realities will be produced. Then the reality which is produced by media will be accepted and trusted by the readers.

It is inevitable that in this modern era, for example, the Jakarta Post and the Jakarta Globe have broadened their networks by establishing online news to complete their existed printed versions.

One of the purposes of mass media is to facilitate the politic communication. Political communication in the mass media is closely related to public opinion. Public opinion attitudes and actions which contribute about a society or a political issue of political actors (Nimmo, 1989: 5). In political communication, mass media becomes the main resource in trying to influence the individual to the news that he/she received. Text or political news that contains political symbols is one of the forms of political discussion in the media. Therefore, the mass media are often used in conveying political information.

Mass media is not simply to show the political event as it is, but it depends on the groups and ideologies that dominate it. With the power that possessed by the mass media, political institutions such as political parties, government organizations, NGO's, etc. often use the mass media for political purposes. (Schramm, 1975: 968-986)

The writer uses framing analysis in building the critical language awareness in the mass media. Thus, the writer also investigates the differences between The Jakarta Post and The Jakarta Globe. These are political issues discussed in both newspapers. One of it is about the Upstream Oil and Gas Regulatory Special Task Force (SKK Migas) corruption issue. This SKK Migas' news is being a hot issue in Indonesia. It's important to be discussed because politic is one of the most noted news by the public. The observer of political news will always concerning to the aspects in the preparation of the new. Whether the news political it could change people's the way of thinking. The writer chooses Pan and Kosciki's model to analyze the research.

Previous research is conducted by Gema Mawardi with the title 'Analisis Framing Berita Mundurnya Surya Paloh dari Partai Golkar di mediaindonesia.com dan vivanews.com, Tanggal 7 September 2011'. In result of Gema's thesis, he analyzed the framing analysis from Surya Paloh news through mediaindonesia.com and vivanews.com. In this thesis, the writer will try to analyze the SKK Migas Corruption news in thejakartapost.com and thejakartaglobe.com on August – September 2013 to find out how the journalist frames the news.

1.2 Research Question

How do the Jakarta Post and Jakarta Globe frame the corruption issue at the SKK Migas?

1.3 Purposes of the Study

This research is aimed at analyzing how the Jakarta Post and the Jakarta Globe in framing the corruption case at the SKK Migas so that it will be accepted to the audience.

1.4 Limitation of the Study

This study limits to analyze the differences between The Jakarta Post and The Jakarta Globe in framing the SKK Migas corruption issue by using framing analysis model by Pan and Kosicki.

1.5 Significance of the Study

The result of this study is expected that it would enrich the studies in Framing Analysis especially focusing in analysis words, clauses, sentences, or paragraphs in the articles text of media what power it is represented. Moreover, it can give the contribution to every people that read this thesis for the future research related to the study of media by using Framing Analysis Theory and how it's applied.

This resarch will help the press development in Indonesia, especially if in using framing analysis of corruption issue also have to accompanied by the understanding and

comprehensif toward the context, and the need to improve the technical skills of the journalists on the coverage areas of corruption.

The writer hopes that this research will enrich the study in communication aspect, especially in mass media that involve the knowledge about factors to contribute in succes or failure mass media in Indonesia through public opinion which is oppose all kinds of corruption action in Indonesia. Hoped that this research will complte the study that use framing analysis to explain what is the differences between thejakartapost.com and thejakartaglobe.com in framing the SKK Migas corruption issue in give the meaning and perspective through offering reality in a result of reporting toward the corruption issue.