CHAPTER II

LITERATURE REVIEW

This chapter discusses the expert theories related to the differences between Jakarta Post and Jakarta Globe in frame the Corruption of SKK Migas news. This chapter devided into some topics and subtopics including Ideology of Media, Mass Media Theory, Online Media, Political Communication in Mass Media and the Framing Analysis Theory that expand into Robert Entmant Theory and Pan and Kosciki Theory.

2.1 Ideology of Media

Ideology, according to Goddard (2000: 116), is 'a system of beliefs and ideas characteristics of a society, group, or individual that influences thinking and explanations, and determines policies and practices'. In this way, advertisers use the ideology to construct social illusion, or to simply promote a different vision of the world.

Ideology is an identifiable set of aims or the body of doctrine, myth, and believes, that guides an individual, social movement, institution, class, or large group. An ideology can be thought of as a comprehensive vision, as a way of looking at things, as in common sense and several philosophical tendencies.

Shoemaker and Reese saw ideology as one factor that could influence the media message. Ideology is defined as a mechanism that acts as a binding force in the community. The level of the ideology emphasis on the interests of the entire a routine and organization media's work (Shoemaker and Reese, 1996: 229).

In conclusion, the key of the analysis in ideology media is conformity between images and words that served by media by the way of thinking about social issues and culture (Croteau dan Hoynes, 1997: 164).

2.2 Mass Communication

2.2.1 Definition of Mass Communication

Communication is derived from the Latin word, communication and comes from the word communes which means common with communication. Communication is a process of delivering a message by the communicator to communicant through the media that cause a particular effect. Communication process is essentially a process of delivering a thought or feeling. The mind can be ideas, information, opinions, and others, while the feeling may be a conviction, certainty, courage, and so on that arises from the one's deepest heart.

Effendy (2004:50) stated, mass communication is communication through the mass media, stands for mass media communication. Mass communication is the study of mass communication. The contents are general and open.

Furthermore, Rakhmat (2004:65) said that mass communication are defined as the type of communication was shown a number of others scattered through printed media such as the newspapers and magazines; electronic media such as radio, internet, and television, so that the message acceptable simultaneously.

2.2.2 The Characteristics of Mass Communication

As Effendy (2006:22) said that the characteristics of mass communication are as follows:

1. Mass Communication takes in one direction.

   One way communication means there is no backflow of communicants to the communicator. Journalists as communicators do not know the response of readers to the message or news broadcast. Accordingly occur in television announcer, radio, and film director who do not know the response of the audience to be targeted. The definition of "not knowing" is the communicators do not know the response of the communicants as the communication process take. Therefore, the consequences of this situation are communicators must do a careful planning of a message so that it can easily be understood.

2. The communicator in mass communication is institutionalized.

   Mass media is a foundation, which is an institution or organization. Communicators do not have the individual freedom because as in spreading the message of communications the deal with the institution, parallel with the name of the company their represent. Consequence of the characteristics of the institutionalized communicator is role in the communication process is supported by others.

3. Message in mass communication are general.

   Mass media disseminated messaged in general because the message that addressed to public and for the public interest. So that it is not addressed to a particular individual or group.

4. Mass communications media raises simultaneity.

   The mass media has the ability to evoke synchrony in the audience who received the messages that spread.

5. Mass communication is heterogeneous.

   Communicant is a part of society which involved in mass communication process as a target of communicant that heterogeneous. Having the differences in many things, such as gender, age, religion, ideology, job, experience, culture, ethos, and so on. That public heterogeneous make the communicant difficult to spread the message through mass media because every individual have their own desire.

2.3   Mass Media

2.3.1   Definition of Mass Media

The mass media are diversified media technologies that are intended to reach a large audience by mass communication. Mass media are tools for the transfer of information, concepts, and ideas to both general and specific audiences. They are important tools in advancing public health goals. Communicating about health through mass media is complex, however, and challenges professionals in diverse disciplines. In an article in the *Journal of Health Communication*, Liana Winett and Lawrence Wallack wrote that "using the mass media to improve public health can be like navigating a vast network of roads without any street signsf you are not sure *where* you are going and *why*, chances are you will not reach your destination" (Winett and Wallack 1996: 173).

Mass media refers to communication devices, which can be used to communicate and interact with a large number of audiences in different languages. Be it the pictorial messages of the early ages, or the high-technology media that available today, one thing that we all agree upon, is that mass media are an inseparable part of our live. Entertainment and media always go hand in hand, but in addition to entertainment, mass media also remain to be an effective medium for communication, dissemination of information, advertising, marketing, and in general, for expressing and sharing views, opinions, and ideas. Mass media is a double-edged sword which means that there are positive as well as negative influences of media. (John Wiley & Sons, 2011: 154)

Cangara (2003:134) stated that media is a tool or means used to convey the message of the communicator to the audience. From these explanations it can be concluded that the mass media is the media used in delivering a message from the communicator to audiences' large amounts simultaneously.

The media used in communication if the communication amounts to much and live far away. The mass media are widely used in daily life generally is a newspaper, radio, television, internet, and movie theaters, which operate in the field of information, education and recreation, or in other words, information, education, and entertainment. The advantage of communication by using mass media is the message can be received by communicant in a relatively large amount. So in order to disseminate information, the mass media can very effective change attitudes, opinions, and behavior communication (Effendy, 2000).

The main function of the mass media is to provide information on the widespread interest and advertise products. The characteristics of mass media is it doesn't directed at individual contacts, easily obtained, the content is public and is a one-way communication

The mass media play an important role in the development or even change the behavior patterns of a society; therefore, the position of the mass media in society is very important. With mass media, people who had said no civilized society can be civilized. This was caused, because the mass media has a wide network so that people who read not only the individual but it includes the number of tens and even hundreds of thousands, so the influence of the mass media will be very visible in the world.

2.3.2 Kinds of Mass Media

Effendy (2000: 156) said that there are two types of Mass Media:

a. Traditional Mass Media

Traditional mass media is mass media with this characteristic such as:

1. The information must be selected, translated, and distributed.

2. The mediates to transmit the information between the sender and receiver are mass media.

3. The messages are not passive and can be a part of the community to select the received information.

4. There is no enough interaction between news' source and the receiver.

The examples of traditional mass media are newspapers, magazines, radio, television, and film.

b. Modern Mass Media

Along with the times that is increase rapidly on technology and social culture, have develop the other media that grouped into the mass media such as the internet and mobile phones.

The modern mass media has characteristics such as:

1. The message can easily transmit by the resources to many recipients, such as through SMS and Internet media.

2. The content of the message also provided by the individual, not only by the organization.

3. There is no mediator, the interaction happens in individual.

4. Communication flows (take) into the depth.

5. Receiver determines the interaction time.

2.4 Upstream Oil and Gas Regulatory Special Task Force (SKK Migas)

Special Task Force for Upstream Oil and Gas Business Activities (SKK Migas) is an institution established by the Government of the Republic of Indonesia under Presidential Regulation Number 9 of 2013 on Management of Upstream Oil and Gas Business Activities. SKK Migas is assigned to manage the upstream oil and gas business activities under a Cooperation Contract. The establishment of this institution is purposed that the exploitation of the state's oil and gas natural resources will be able to generate maximum benefits and revenue to the state for the greatest welfare of the people.

The Cases which will be discussed from this institution is bribery case that hit the head of SKK Migas, Rudi Rubiandini by the Comission Eradication Commission (KPK). Rudi Rubiandini arrested on August 13, 2013. This case invites a lot of questions from various parties. Pros and Cons kept coming. Everyone involved in this case and non-participants want to know the truth. The case faced by SKK Institute made the name of this Institution streaked tarnished in front of many people, so the people who work in that place feel uncomfortable due to the issues of bribery cases.

2.5 Online Media

Online media has certain advantages that offer the opportunity to deliver the news much greater than conventional forms of journalism as a newspaper. Deuze stated that the difference in online journalism by traditional media lies in a new kind of decisions faced by cyber journalists. Online Journalism have to make decisions about the most appropriate format reveals a certain story and should consider ways to connect these stories with other stories, archives, resources, etc. through hyperlinks. (Santana, 2005: 137)

Online Journalism enables journalists to present the latest news so that readers will always know the other new things (Craig, 2005: 30). Integrating a variety of media (text, visual, and audio) in one place is the capabilities of online journalism.

This is important device of the new age media. The discovery of Internet can be called the biggest invention in mass media. In earlier days, news used to reach people only with the morning newspaper. But today, live updates reach us simultaneously as the events unfold. Internet has inspired interaction and connectivity

through its social networking medium. It has become one of the core means of mass communication.

2.5.1 The Jakarta Post

The Jakarta Post is an English–language daily newspaper in Indonesia. It is owned by PT. Bina Media Southeast centralize in West Jakarta. The Jakarta Post started as collaboration between 4 media in Indonesia. Also has a Sunday and Online edition, which the content is not found in the daily print edition. They targeting foreigners and citizens of Indonesia.

The Jakarta post has an online edition which includes a special print and internet news and can be accessed free of charge. Going online has become a necessity for businesses, the media in particular, expecting to progress to the new millennium. Recent development in Indonesia shows that the Web is the future of news and information as evidenced by the increasing number of media publications available over the Internet.

As the largest English newspaper in Indonesia, The Jakarta Post has anticipated this trend and has dedicated a considerable amount of time and resources to preparing its website. The online version of our newspaper which is now vailable on the Web is more than just an extension of The Jakarta Post daily newspaper. It also offers breaking news and a wealth of information on Indonesia. By providing up-to-date, in-depth accurate information and analyses, The Jakarta Post.com aspires to be a one-stop reference point on Indonesia that will serve both local and international audiences.

Taking full advantage of the unlimited space available on the Web, The Jakarta Post.com also provides featured articles and special coverage that may not otherwise appear in the printed edition (http://www.thejakartapost.com/about).

2.5.2 The Jakarta Globe

The Globe, an English-language paper that hit the newsstands in November, is an unusual sight in this era of the shrinking - or disappearing - newspaper: It is a 48-page broadsheet, big enough to cover your desk when unfolded and painted head to toe in color.

The Globe, which has a print run of 40,000, will be going up against The Jakarta Post, which celebrated 25 years this year and has survived numerous attempts to unseat it over the past decade. It also survived the Asian financial crisis in 1998, which obliterated half a dozen other English-language publications.

The Globe has put together a team of about 60 Indonesian reporters, recruiting from wire services like Agence France-Presse and Reuters. One of its deputy editors is Bhimanto Suwastoyo, who worked for AFP for more than 20 years and is widely considered one of the best local journalists (http://www.thejakartaglobe.com/about)

2.6 Political Communication in Mass Media

Based on Eagleton's perception (1991: 1), power is one of functions of ideology. So that is way power has close to politics. Political communication is a communication activity that has consequences to organize human behavior in the conditions of conflict (Nimmo, 1993: 9). It is similar with communication generally, the types of messages that conveyed in the process of political communication is the stuff related to politics.

Therefore, political communication in the mass media is closely related to public opinion. Public opinion is an attempt to build the attitudes and actions of society itself about political issues or political actors (Nimmo, 1989: 5). In political communication, mass media became the prime mover in trying to influence the individual who receives the news (Nimmo, 1993: 198-200). Form of political discussion in the media, is a text or political news contained in his political symbols (Hamad, 2004: 9). Hence, mass media become a channel that is often used in conveying political information. Even the media is seen as a tool which is able to justify to the social reality that is happening in our society.

2.7 Framing Analysis

Basically, the concept of framing is often used to describe the process of selection and accentuates certain aspects of reality by the media. Framing can be seen as placing the information in the typical context, so the certain issues get greater allocations from other issues (Nugroho, Eriyanto, Surdiarsis, 1999; 20).

Meanwhile, the ideas of framing were first floated by Baterson in 1955. Frame is understood as conceptual structure or frames or any trust that organized political views, policy, and discourse as well as providing the standard categories for the case of the reality. This concept was further developed by Goffman in 1974, which purposes the frame as pieces of behavior (strips of behavior) that guide individuals in reading reality (Sobur, 2002: 162).

In other words, framing is a process where the journalist accentuating the side of the news in order to the readers more focus on those areas. Its function is to make different perception of any reader who reads the news.

2.7.1 Robert N. Entmant's Theory

Framing is an approach to see the perspective or the way of view by the journalist when selecting issue and writing the news. The way of looking at or the perspective determine the facts of what was taken, which parts are highlighted and eliminated, and where the news will be brought to (Entman, Robert N., 1993: 53)

There are several definitions floated on framing by some researchers. Robert M. Entman sees further a framing in two large dimensional: selection issues and an emphasis or showing off certain aspects of reality/issues. Showing off is the process of making the information becomes more meaningful, interesting, or remembered by the readers.

In the concept of framing mentioned by Entman, framing is basically focused on the provision of definitions, and recommendations in a news text to emphasize certain thinking framework of events that are presented.

Tabel 2.7.1 Framing Device according to Robert N. Entman Theory

Define Problems	How an event /issue seen? As what?
Diagnose Causes	What is considered as the cause of the problem? Who is considered to be the cause (actor)?
Make Moral Judgment	What are the moral values that are presented to explain the problem? What kind of moral values are used to legitimize or delegitimize an act?

Treatment Recommendation	What is the completion that offered to solve the problem/issue? What method should be offered and must be taken to solve the problem?

Define problems is the first element in framing process, which is the master frame. It emphasizes how the event is understood by the reporters. Diagnose Causes is an element that frame who is the actor of that event. Here, the cause could shape what or who. Make a moral judgment is elements used to justify / give argumentation to making definition of matter that has been made. After a problem defined, cause of trouble also has been decided; it also needed a strong argument to support the idea. The last element is Treatment Recommendation, that used in framing to assess the desired by the journalism of news and what is the method that they choose to solve the problem.

2.7.2 Zhongdang Pan and Gerald M. Kosicki's Theory

Pan and Kosciki defining a framing process as something to make a message that is seen more prominent to put more information from another, so that people can more focus on the news. Besides, Pan and Kosciki also have two conception of framing. First is Psychology Concept. In this concept, framing more emphasized on how someone processing the information. Framing also deals with structure and cognitive processes, that is how you cultivate information. Here, framing seen as placing such information in a particular context and placing certain elements of an issue by placing more further highlighted on one's cognition.

Second, the conception of sociologist. In this concept, Pan and Kosciki more looking on a person's internal processes. How the individuals interpret an event in certain ways, then viewing more sociologist at how the social construction of reality. In a sociological concept, this framing understands as the process of how we clarify, organize, and interpret social experience to understand them and reality out of itself. Identify, comprehend, and can understand a reality is one of the functions of framing in sociological aspect. (Eriyanto, 2002: 253)

In certain political policies, framing is the most important part to interpret a variety of issues. Framing analysis especially focuses on a systematic study of political language. Very sensitive to the use of a specific language, in what way a politician uses a number of specific steps and strategies in presenting a message. Statement of policy makers and the media content is one of the biggest parts of the process of framing the political system.

In this approach, the framing is divided into four structures. The fourth structure can be seen through the following table:

Tabel 2.7.2 Framing Device according to Zhongdang Pan and Gerald M. Kosicki Theory

Structure	Framing Device	Observed Unit
SYNTAX (The way of journalist to compile the words)	1. News Scheme	Headline, lead, background information, quotation, statement, and closing.

SCRIPT (The way journalist narrate the facts)	2. Completeness News	5W + 1H What, Who, Where, Why, When, and How
THEMATIC (The way journalists write the facts)	3. Detail 4. Coherence 5. Form of Sentences 6. Pronoun	Paragraphs, propositions, sentences, and relations between sentences.
RETHORIC (The way of journalists emphasized the fact)	7. Lexicon 8. Graphic 9. Metaphor	Words, idioms, images / photos, and graphics.

Syntax, related to how the reporter constructs the events (statements, opinions, quotes, and observations) in the form of the media. Observed from the chart news (lead, background, headlines, and quotes taken, and so on).

Script Structure that related to how journalists relate or narrate events in the form of news. What strategies can be used to see how to tell or speak used by journalists in presenting events in the form of news?

Thematic Structure. How journalists expressed his views on the events into a proposition, a sentence, or the relationship between sentences that make up the overall text. This structure will see how understanding is manifested in a smaller form.

Rhetorical Structure. How the reporters emphasizing some sense into a story. This structure seen how journalists use the word choices, idioms, graphics, and pictures

used not only supports writing, but also emphasizes a certain sense to the reader. (Eriyanto, 2002: 255-256)

2.8 Theoretical Framework

Based on previous literature review, it can be concluded that online media (thejakartapost.com and thejakartaglobe.com) construct the reality. One of the elements that construct the reality is power. Power is used as controlling tool how media take its position for realities that appear in society. For the analysis, the writer used the Framing Analaysis approach by Zongdang Pan and Gerald M. Kosciki.

As regards to the research's topic, the writer used some theories related to framing analysis from many theorists (Entman, Erving Goffman, Scheufele, Gamson, and Pan and Kosciki) to define framing analysis. Based on Pan and Kosciki's model (1993), to analyze framing of text can through syntax, script, thematic, and rhetoric. The writer used Pan and Kosciki's theory to categorize the dimensional structural of text in order to know how power mostly is used and construct by thejakartapost.com and thejakartaglobe.com news. Besides that, to enrich the study by the step of languages which are represented by model of analyzing that is taken by of Pan and Kosciki.