

NEWS CONTENT ANALYSIS OF ANTARANEWS.COM ABOUT INDONESIA PRESIDENTIAL ELECTION 2014

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Abstract

The purpose of this thesis is to determine the tendency of news content attitude in presenting English news Antaranews.com about 2014 Indonesian presidential election, whether the result is neutral or not. In addition, the purpose of this thesis would also like to know what news topics are the most dominant in the presentation of 2014 Indonesian presidential election in this online media. This study analyzed 59 news about the presidential election during the campaign period that showed by Antaranews.com. This study used a descriptive method. It aims to describe to the reader and reveals a problem, situation, event as it is. This study involved two coders. Based on the analysis, the tendency news content attitude of Antaranews.com favoring the two candidates with the percentage, 36% pro Prabowo-Hatta and 37% pro Jokowi-JK. The most dominant news topic that showed in this Online Media is law and government with a percentage of 28%.

Keywords: News, Indonesia Presidential Election, Journalism.

Abstrak

Analisis Isi Berita Antaranews.com tentang Pemilihan Presiden tahun 2014. Tujuan dari skripsi ini adalah untuk mengetahui kecenderungan sikap isi berita berbahasa inggris Antaranews.com dalam menyajikan pemberitaan pemilihan presiden indonesia tahun 2014. Apakah hasilnya netral atau tidak. Selain itu, tujuan skripsi ini juga ingin mengetahui topik berita apa yang paling dominan dalam penyajian berita berbahasa inggris terkait Pemilihan Presiden Indonesia tahun 2014 pada media online tersebut. Penelitian ini menganalisis 59 berita tentang pemilihan presiden selama masa kampanye yang di tampilkan oleh Antaranews.com. Penelitian ini menggunakan metode deskriptif yang bertujuan untuk menggambarkan kepada pembaca dan mengungkapkan suatu masalah, keadaan, peristiwa sebagaimana adanya. Penelitian ini melibatkan dua coder. Berdasarkan hasil analisis, kecenderungan sikap isi berita Antaranews.com adalah memihak kepada dua kandidat dengan persentase, 36% pro Prabowo-Hatta dan 37% pro Jokowi-JK. Adapun topik berita yang paling dominan di tampilkan adalah hukum dan pemerintahan dengan persentase 28%.

Kata kunci: Berita, Pemilihan Presiden Indonesia, Jurnalisme.

INTRODUCTION

The mass media has a considerable role in forming an opinion piece in the middle of the community. The mass media can be described as a director in a film. It was he who made the scenario of the growing opinion in the community.

Various facts show how much influence the media in opinion formation. Some cases are crowded raised in the media lately, suddenly a concern and got tremendous response from the public since lifted by the mass media. All of these responses arise from large influence by the media who have the power to shape public opinion. Something previously unknown or overlooked can be a wonderful thing when it is

informed by the media. Not to mention, now that all parties are able to be touched by the mass media. Mass media has the ability to inform the public or the audience about issues that are considered important. When an event was never reported by the media, then any of these events and however important it, will not be recognized by the public and we can bet it will never become a public opinion in the midst of society.

Presidential election process has become an important momentum for the Indonesian people. People looked forward to the media in giving information that is decent, honest, neutral, and impartial. However, in the modern political era most of the political process is political in exaggerated by the media. That is, intermediaries between the elite and the masses no longer be the dominant political party or group, but more and more taken over by the media. New century led to the birth of the current politics of a new type of politicians to exploit the potential of the media. Facts on the ground indicate that the tendency of 2014 election by the media to the two pairs of candidates that is not inevitable. In the process of the candidates campaign some time ago, the Indonesian Broadcasting Commission (KPI) discussing impose sanctions on five television media were judged to be neutral, such as TV One, Metro TV, RCTI, MNC TV and Global TV. In his statement, Chairman KPI Judhariksawan judge fifth media is not neutral in the presidential broadcast activities.

Online media was not separated from the realm of these alignments. After registration, two candidate pairs go to the General Elections Commission (KPU). both information from the candidate, Prabowo-Hatta and Jokowi-JK, moving massive in time line of social media.

The existence of this bias is suspected by some parties caused by the impartiality of the media owners to one of the presidential candidates. Thus forcing the media and news crew directing them to more partial to one candidate pair. Therefore, the necessary impartiality of the media in raising a case or event.

One of the national media is regarded by researchers as a neutral media is Antaranews.com. This is because the online news portal is the property of the state which is quite free from any political interest both presidential candidates. Since 2007, this online media turned into public companies based on PP 40/2007. Keeping track of time, LKBN Antara launches online media named Antaranews.com. Online media was launched in January 1996 with the objective of fulfilling the rights of the public to obtain information that is accurate, complete and useful immediately.

The existence of Antara news Agency on current news coverage, must not be considered paltry because Antara is one of the largest news agencies in Asia and supported by a network of global news coverage. This portal offers a range of information which has become a reference point and attraction for Internet users around the world. Therefore, what is preached by Antara determine the image of indonesia in international.

This Portal are presented in both languages so that people of the world also can figure out information intact and credible about Indonesia at this moment. During the campaign, Antaranews.com has published hundreds of Indonesia presidential election news in Indonesian Language and fifty more in English. Various news covers

the dynamics of the campaign including the candidates debate, organized by the General Elections Commission (KPU).

Based on the above problems, the researchers would like to formulate the problems raised in this study are:

1. How the tendency of news content attitude antaranews.com in presenting 2014 presidential election?
2. What is the most dominant news topic in the presentation of 2014 presidential election on the antaranews.com?

To find out the tendency of news content attitude antaranews.com in presenting 2014 presidential election and to find out the most dominant news topic in the presentation of 2014 presidential election on the antaranews.com.

This study gives an idea to people how the tendency of news content attitude antaranews.com related to the presentation of 2014 presidential election news, so this effort is also expected to provide input to the mass media in presenting the news. This study is also expected to be input for students who want to do further research.

Scope of problem of this study covers issue in the presidential election 2014 news on English media online antaranews.com during the campaign carried which dated 4 June to 4 July 2014.

PREVIEW OF RELATED LITERATURE

News

Journalists make important decisions about what events, phenomena, and the issue will be reported and not reported. The value of personal incoming journalists in their work and therefore determine which news will be reported, and also how to go about preaching, that is generally similar to that of common values in America. Even with its independent value as in the United States, values that cannot be removed. The fact is journalists determines the choice. The definition of news according to Chey Huntley in Vivian, John (2008: 308) says, "news is what I decide it as news." Huntley instead of bragging. He pointed out that there is no news that is beyond human judgment over anything that will be published in a newspaper or broadcast. Even if an incident had an intrinsic quality as news, like people who stand out or the consequences of an event is important, it would be news if preached. The intention was that the journalist's assessment of Huntley is inevitable in determining what can be referred to as news.

Online Media

According to Mc Luhan, any mass media form and contents are able to influence individuals and society. It is also submitted by Harold Adams Innis stating that civilization and history determined by media that stands out in his time.

In its development of mass media grows into the industry. There is a big enough market in the media industry. What's currently referred to as the information age, the information needs of the community will be quite high. This Era appears due to the strong influence of the economy as well as the rapid development in the world of information technology and communication technology so that the media is

growing in a capitalistic model. This period is characterized by: a). information as a commodity, whom he turned b). the emergence of new media and media merger, c). influential economics and markets (Litle John, 2009: 410). The Media continue to thrive when emerging technology called the internet. The initial milestone media by utilizing the internet happened in 1990. Tim Berners Lee invented the program editor and a browser that is able to roam from one computer to the other computer, which formed a network called the World Wide Web. The growth of the web as an online media has increased. There are at least two factors that make web surging high. First, because the technology and infrastructure are already spreading in large numbers in the community especially the telephone and the computer. Second, the web is also multifunctional and the internet also have widespread functions. In addition, the web was initially due to the provision of free internet access was conducted by Government and non profit companies (Litle John, 2009: 410).

Content Analysis

In general, there are two forms of flow in the study of contents. First, the flow of transmission. This flow see communication as a form of message delivery. The communication here is seen as a static process. The process is seen by the sender to the recipient of the linear. This flow is the assumption of the existence of a one-way connection from the media to a wider audience. Role in conveying messages is described as an active one, and the other is passive. Second, the flow of production and exchange of meaning. This flow see communication as the deployment process (sending and receiving messages), then this flow see communication as the exchange of production and meaning. The point of concern is not how someone sends the message, but how each side in the mutual communication traffic produces and interchanging of meaning. Here there is no message in the sense that the interchangeable static and deployed. The message itself was established jointly between the sender and the recipient or the parties communicate. (Eriyanto, 2011). Analysis of the contents other than the objective, must also be systematic. According to Lacy Riffe and Fico in Eriyanto (2011: 18), a systematic content meaningful, all stages of the research process and has been formulated clearly and systematically. The categories are derived from a variable, the variable was derived based on theory, based on testing the hypothesis. Each piece of research is inter-related. It also means systematically each category using a definition that is used, and all the ingredients were analyzed by using the same categories and definitions.

The following characteristics of the contents analysis must be replicable. Research with specific findings can be repeated with the same findings as well. The results of the content analysis of all using the same techniques and materials, should also produce the same findings. These same findings apply to different researchers, different times, and different contexts. Further characteristics of the contents analysis is to see content that looks (manifest). Among experts, and see whether there are differences in the analysis of the contents of the view only the contents that looks (manifest) or can also be used to view the content that is not visible (latent). Neundorf

and Krippendorff in Eriyanto (2011: 23) stated that, the content analysis can be used to look at all the characteristics of the contents, neither of which appear (manifest) or that doesn't seem (latent). As for Berelson and Holsti in Eriyanto (2011: 23), content analysis only be used to investigate the contents that appear. Analysis of the contents cannot be used to view the content that is not visible.

Other features of the analysis of the contents which are intended to make a summary. Contents Analysis are generally made to make an overview of the characteristics message or content. Contents Analysis otherwise no intended to present in detail the contents of one or more cases. Contents Analysis can be categorized as a type of nomotetic research aimed at making a generalization from the message, and not the kind of research that is generally intended to make the idiographic image detail of a phenomenon. Content analysis is not only aiming to do sums, but also can be used to make a generalization. This is especially if the content analysis using sample. The results of the analysis of the contents is intended to describe the population. Analysis of the content is not intended to analyze in detail one by one case (Eriyanto, 2011).

Eriyanto says in his book, that quantitative contents analysis must be unequivocally not to be confused with other research techniques that are also researching about content such as content analysis of discourse, semiotics, framing, hermeneutics and narrative. Typical of the quantitative content analysis can only be used to examine messages that appear (manifest). This does not mean quantitative content analysis is better or worse in comparison with the other text analysis methods. Each method has characteristics, advantages and disadvantages. An important aspect of the analysis of the content should be objective, valid, reliable and replicable. All these requirements can be supplied if the only limit on the content analysis that looks (*manifest*) only. Because if a researcher also assessing the contents that does not seem (*latent*) then it could be subjective (strongly depends on the interpretation of the knowledge and the background coder), no reliability (different researchers can thus be interpreted differently the content of messages) and not replicable (the research results can be so does not apply to the situation and specific conditions).

METHOD OF THE RESEARCH

Research Design

This research is quantitative research that apply the descriptive approach to explain news content analysis about 2014 indonesia presidential election. This research uses two coders that researchers as inter coder (K1) and another person named Azwar as extra coder (K2). In news content analysis, there are some unit analysis that aims to described parts of the text contents. In this research, using Recording units and Context units. Recording units deals with the what of the contents which will be noted, calculated and analyzed. Context units deals with the provision of context on a data so that the data has meaning.

Analysis units consisting of two units: a) Physical Units is a part of recording unit based on the physical size of a text. This form very depends on physical size of the text. The physical units that are examined in this research is the news frequency

and the number of paragraphs. b) Thematic Units is recording units based on what were talking about. Holsti in Eriyanto (1969: 116) says, the unit of analysis allows researchers to see tendency, attitudes and beliefs of a text. so, the categories that analysis in this unit are tendency of news content attitude and news topics.

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Population and Sample

The population in this research is all over the news coverage about the 2014 presidential election published on the English online media Antaranews.com from 4 June – 4 July 2014 with total 59 news. This research used saturation sampling technique in which all members of the population as a sample research. This research used 59 news as sample.

Procedure of Data Collection

The Data that used in this research is the primary data and secondary data. Data collection techniques for primary data using coding sheet, that is the collecting data by using code of coding after the first make categorization. Researchers make a coding sheet by presenting four assessment categories to 59 news. Each category is composed of several item numbers. coder provided the columns of the sheet based on the number of items that have been selected. Coder totally the assessment results and serve in the form of table. Reliability test of each category in this research calculated by Holsti formula. Then, reseachers make context analysis for discussion. For the secondary data, obtained from the study of literature from the books or from the internet site that is relevant to the focus of the issue will be examined.

Technic of Data Analysis

The data will be collected from the coding sheet that tabulated with the table and percentage then analyzed into context units. Reliability test calculated by Holsti formula:

$$CR = \frac{2M}{N1 + N2}$$

Description:

CR : Reliability Coeficient

M : The same statement number of two coder

N1 + N2 : number of statements that are coded by each coder

In the Holsti formula, a minimum reliability rates tolerable is 0.7 or 70%.

DISCUSSION

Findings

AntaraneWS.com as media become the object of this research showed the following results:

Table 1. News frequency and the number of paragraph

AntaraneWS.com	
News Frequency	Number of Paragraph
59	664

The total number of items in the set as samples on this research since the campaign period on 4 June until 4 July, 2014 is 59 news with total reached 664 paragraphs.

a. Results based on Speaker News

The research on Speaker news category are classified into 6 parts, include; First, government officials are those who hold power in the Government while its ranks of his subordinates. Second, scholars or intellectuals are people who are engaged in research and academic. Third, NGOs, CBOs or a political party is a non government organization, elections participant party, and civic organizations. Fourth, Indonesia national armed forces (TNI) is a whole range of party members and officials. Fifth, the public that ordinary people who partake in the presidential election. For more details, we can see in table 2.

Table 2. Speaker News Category

Number	Speaker News	Sum
1.	Government officials	38
2.	Expert/Intellectual	20
3.	NGOs / CBOs/ Political Party	57
4.	TNI	3
5.	Society	12
Total		130

Table 2 shows that NGOs/CBOs/political party more as speaker by Antaranews.com. The number reached 57 out of a total of 130 for the both coder, or approximately 43%. This shows that the percentage of NGO/Cbos/political parties becomes a very important group for Antaranews.com as news speaker. This is because the CBOs or NGOs and especially the political parties have an interest in winning the major candidates in the presidential election. This rivalry even led to the closure of TV one offices by PDIP mass because it considered libelous to attribute between PDIP and PKI.

Government officials took second place. The number reaches 38 or around 29%. This is because some government officials especially President Susilo Bambang Yudhoyono's statement that always gives a security guard so that the presidential election takes place peacefully. Same expectations also said by KPU and KPK Official like as Hadar Nafis Gumay from KPU says that he hopes all campaign participants will adhere to the existing rules, such as the theme of the declaration, which is peaceful, clean, and democratic.

The third sequence is an expert/ Intellectual. Amount to as much as 20 or around 15%. This is due to many observers who provides his views regarding the process of the campaign both candidates' camps. Such as survey conducted by SSSG (Soengeng Sarjadi School of Government) for this elections. Then followed in succession from the society totalling 17 or about 13% and TNI totaled 3 or approximately 2% in the case of existence of a skyrocket Babinsa at the issues involved in the campaign and would consider destroying the neutrality of TNI.

By the Holsti Formula, news speaker category showed that this research is reliable with the number of reliability:

$$R = \frac{2M}{N1+N2} = \frac{2(44)}{59+59} = \frac{88}{118} = 0,74 \text{ or } 74\%$$

b. Results based on News Topic

In this part, focused on the news topic coverage or the general outlines and the essence that is discussed in the news. The news topic is classified into 6 categories: law and Government, defense and security, unity, agriculture, economics and Others. For more details, we can see in table 3.

Table 3. News Topic category

Number	News Topic	Sum
1.	Law and Government	34
2.	Defence and Security	18
3.	Unity	22
4.	Agriculture	2
5.	Economics	13
6.	Others	30
Total		118

Table 3 shows that the law and the Government into a topic that often inform Antaranews.com. There are 34 of 118 or approximately 28%. This indicates that many Antaranews.com presents presidential election news in relation to law and Government. Because in fact, the process of the campaign both candidates' camps often war of opinions that can culminate in the realm of law. Case of TV One and PDIP is the example. Similarly, with both candidates in forming the order of the Government of Indonesia in the future. So, it is appropriate that the topic of law and Government was the topic the most widely raised in the news coverage of the presidential election when the media want to accentuate their neutrality.

By the Holsti Formula, news topic category showed that this research is reliable with the number of reliability:

$$R = \frac{2M}{N1 + N2}$$

$$= \frac{2(45)}{59 + 59}$$

$$= \frac{90}{118}$$

$$= 0,76 \text{ or } 76\%$$

c. Results based on News Content Attitude

For viewing trends news contents attitude of Antaranews.com, researchers have set using three categories: pro Prabowo-Hatta, neutral, and Pro Jokowi-JK. For more details, we can see in table 4.

Table 4. News Content Attitude category

Number	News content Attitude	Sum
1.	Pro Prabowo-Hatta	43
2.	Neutral	30
3.	Pro Jokowi-JK	45
Total		118

From the table 4 shows that the frequency of news pro has a fairly large and almost equal to the two candidates. News pro Prabowo -Hatta numbered 43, or approximately 36% and news pro Jokowi-JK numbered 45 or about 37%. The rest of the news neutral to the number 30 or about 25%. The difference between the news neutral and pro Prabowo-Hatta was 13 or about 11%. The difference between a neutral news and Pro-JK Jokowi numbered 14, or about 12%. This suggests that the tendency Antaranews.com whether the parties are pro Prabowo-Hatta and Jokowi-JK, is still quite large. Characterized by the difference between the neutral news and news pro in the range of 11% -12% only.

By the Holsti Formula, news content attitude category showed that this research is reliable with the number of reliability:

$$\begin{aligned}
 R &= \frac{2M}{N1 + N2} \\
 &= \frac{2(47)}{59 + 59} \\
 &= \frac{94}{118} \\
 &= 0,79 \text{ or } 79\%
 \end{aligned}$$

Results Based on News Substance

One things that are also important for us to know, is whether the news presented by the mass media have a relevance between news content and the title. It aims to find out how the media connects the content and the news title. For more details, we can see in table 5.

Table 5. News Substance category

Number	News Substance	Sum
1.	Substantive	110
2.	Non Substantive	8
	Total	118

The table 5 Shows that the relevance between the title and the news content has a fairly high level of relationship is substantive. This is evidenced by the frequency of substantive news as much as 110 of 118 or about 93%. As for the non substantive news that has a frequency of as much as 8 or about 6%. The high point of this, shows that a substantial majority of headlines that are created by the Antaranews.com have relevance to the discussion content news.

By the Holsti Formula, news substance category showed that this research is reliable with the number of reliability:

$$\begin{aligned}
 R &= \frac{2M}{N1 + N2} \\
 &= \frac{2(51)}{59 + 59} \\
 &= \frac{102}{118} \\
 &= 0,86 \text{ or } 86\%
 \end{aligned}$$

d. Results based on same statement of The Coder

This section shows the calculation of results data from the same statement number of the both coder, on six categories that have been set. Furthermore, this calculation used to test the data reliability.

Table 6. Same Statement of The Coder

Number	Category	M
1.	News Speaker	44
2.	News Topics	45
3.	News Content Attitude	47
4.	News Substance	51
5.	Language Usage	43

(M : The same statement number by the both coder)

CONCLUSION

Based on the results of research and discussion in the previous chapter, the researchers concluded that: In General, for 2014 Indonesian presidential election news, English online media of Antaranews.com failed to apply the one rule that should always take precedence by a mass media. That is about the independence or not in favour of candidates from presidential candidates, or in simple it is neutrality. This is evidenced by the percentage of the attitude of contents News pro Prabowo-Hatta totalling 43 or approximately 36% and news pro Jokowi-JK totaled 44 or approximately 37%. The rest are neutral with the number of worded News 30 or about 25%. The difference between the news neutral and the news that pro Prabowo-Hatta numbered 13 or about 11%. The difference between the news that neutral and the news that Pro Jokowi-JK totalling 14 or around 12%. This indicates that the tendency of Antaranews.com whether parties pro Prabowo-Hatta or Jokowi-JK, is still quite large. Marked difference between the neutral-worded news and the news pro both candidates are in the range of 11% - 12% only. The most dominant news topics in the representation of 2014 Indonesian presidential election news, is the topic of law and Government. There are 34 of 118 or approximately 28%. Because in fact, the two camps campaign candidate process is inseparable from the war of opinions that can culminate in the realm of law. This rivalry even led to the closure of TV one offices by PDIP mass because it considered libelous to attribute between PDIP and PKI. So did about the lively debate on the related draft talked about both candidates in forming the order of the Government of indonesia in the future.

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