

Media Construction of Television on the Indonesian Presidential Election 2019

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ABSTRACT

The purpose of this research is to find out how Media Construction of Television on The Indonesian Presidential Election 2019. TV One as a private television media that provides information about the coverage of the Indonesian presidential election in 2019 can meet the ethical code of neutrality of a media. This research is descriptive through a qualitative approach. Data collection techniques were carried out through observation, in-depth interviews with key informants, namely UMSU Lecturers, and the Head Department of Indonesian National Radio in Medan (RRI Medan). The results of this research indicate that the information on each media has a code of ethics of neutrality; this is a challenge for TV One to show its capacity as one of the private TV in Indonesia. TV One was able to maintain the neutrality of the news especially in providing information about the Indonesian Presidential Election 2019.

Keywords: *media construction, news broadcast, TV One, The Indonesian Presidential Election 2019*

INTRODUCTION

Television is a tool used as a means of communication that is very effective for conveying the messages of life. Television is considered as a very effective and interesting learning media, because this tool can record and capture real live image objects, from a distance that can be seen and enjoyed by viewers as if the event were in plain sight. By realizing that television has become a tool that has the potential to provide information and at the same time as a learning tool for all who enjoy, broadcasting programs and performances must be packaged with ethical guidelines and positive cultural values.

No exception to the news programs offered by several private televisions that carry the concept of news 70% of the program. One of them is TV One, which was originally named Lativi. The television station was founded on July 30, 2002. At that time the concept of the preparation of the show was a lot of highlighting issues that smelled of occult, eroticism, crime news and some other light entertainment. In 2008, Lativi officially changed its name to TV One, with a composition of 70% of the news, the rest combined sports and entertainment programs.

At the 2019 Presidential Election, TV One also took its own role. As one of the private television with news composition, surely the moment of the Presidential Election in 2019 became the most featured content on TV One. Information is published on an ongoing basis. But in the 2019 Presidential Election it was full of issues that television media were questioned about the neutrality in delivering their information. Surely this is a separate assessment, how about information about the 2019 Presidential Election published on TV One? Does it still hold the code of ethics of neutrality from a medium for delivering information? Or is there really a partiality towards one of

the 2019 Presidential candidates? The purpose of this study was to obtain information about the news broadcast by TV One around the 2019 Presidential Election, based on audience ratings when viewed in terms of the neutrality of a private television media.

The implementation of this research is expected to be an input for TV One, as a private television which is assessed in terms of published news content, so that it is better in the eyes of TV One viewers.

This research is different from previous studies, because in general this study aims to find out how TV One as a private television media that provides information about the news of the presidential election in 2019 can meet the ethical code of neutrality in a media. This research is descriptive through a qualitative approach. Data collection techniques are carried out through observation, in-depth interviews with key informants, namely TV One loyal viewers, who are constantly following the information developments around the 2019 Presidential Election. While the issue is developing, private television which is a private property of individuals rather than the government is considered to be biased. Of course, media neutrality especially TV One in providing information will be questioned.

Construction

According to Von Glasersfeld, constructive cognitive understanding emerged in this century, spread by Jean Piaget. But when traced, the main ideas of constructivism have actually been started by Giambattista Vico, an Italian epistemologist. He is the forerunner of constructivism (Noneng and Neti, 2015)

According to Berger and Lukmann in Hidayat (2003) the process of constructing takes place through dialectical social interaction of three forms of reality, namely symbolic reality, objective reality, and subjective reality which takes place in a process with three simultaneous externals, objectivations, and internalization. Objective reality is a complexity of definitions of reality (including ideology and beliefs) as well as routine routines of established actions and behavior (including various social institutions in the market), all of which are generally shared by individuals as facts. Symbolic reality, is all symbolic expressions of what is lived as objective reality, including the text of the media industry products, market representation, capitalism, and so on in the media. Whereas subjective reality is the construction of the definition of reality (in this case for example the media, markets, and so on) owned by individuals and constructed through the process of internalization.

The theory and approach used are social construction theories of the reality of Berger and Luckmann which have been revised by looking at the variables or phenomena of the mass media to be very substance in the process of externalization, subjectivity and internalization. Thus, the strength of the mass media has improved the weakness of the process of social construction over the slow running reality (Tamburaka, 2012).

Berger called the condition of continuity between the 'subjective and objective' as the dialectic of externalization showing the adjustment to the socio-cultural world as a human product. Objectivity is social interaction in an intersubjective world that is institutionalized or subjected to institutionalization. While internalization is the identification of individuals amid social institutions or social organizations in which individuals are involved. Humans and society are thus both products and social constructions (Mufid, 2010).

Table 1. Previous Research

No	Title	Research result
1.	Construction of reality news This study aims to determine the Releases on local television, 2015 reality of journalists and Noneng Sumiaty and television media in local Neti Sumiati, journal television news	While the theories used include the theory of social reality construction from Berger and Lukman This research is a descriptive qualitative study by conducting in-depth interviews from TVRI Sukabumi. The results showed that to broadcast a story on local television required coverage from journalists or journalists

Media and News Construction

If traced, in a news many things that need to be studied thoroughly. This is because there are several elements that have an attachment to one another. As is the case with political news, it is not only the news content but also how reporters are able to explore so that the news has more substance value that is able to attract the attention of the audience. Besides a number of things, of course, the subject of a news presentation includes the selection of information material, duration of information display, determining the target of information display, etc. Journalist subjectivity (opinion) appears as an effort to make the news more communicative and attract the target audience's attention to the news as well as a means of protecting themselves from the country's political policies if it is political news (Kuswadi, 2008).

In relation to mass media and news. The constructionist views that the reality in the mass media that is the news is not an objective reality because it has been constructed by the author, the journalist and the media, while the positivist who understands that the reality in the media is objective. Constructionists see the audience is not a passive subject, he is also active in interpreting what he sees or reads. According to Hall, meaning always has the potential to have many meanings (polysemy). Therefore everyone can have a different meaning of the same text (Hidayat, 2003).

If related to the reality of a news, where the reality in the community, such as events, opinions, hot issues and unique problems will produce facts, and only the description of facts that contain news value and that has been presented through periodic mass media can be referred to as news (Wahyudi, 1996).

TV One TV Station

TV One is one of the many private TVs in Indonesia. If it is associated with the construction of broadcast reality, in constructing a news, TV One will do construction in making news which involves journalists and the media. The possibility of editing news on the basis of media ownership interests certainly has opportunities. As the theory of Berger and Luckman takes place in a process with three simultaneous moments, externalization, objectification, and internalization.

METHOD

The method used in this study is a qualitative research method through the constructivism approach. Qualitative research is conducted to find a comprehensive and in-depth picture of the object under study, by departing from an existing phenomenon, this research also does not depart from a theory that wants to be tested for its truth. (Alwasilah, 2005).

Data collection was done by in-depth interviews. In qualitative data, in-depth interviews were conducted which were guided the informants directly by researchers. In this study the researchers get 3 (three) informants who were people whose daily activities always followed every news about the Presidential Election on TV One as seen in Figure 1. The determination of the informants was done purposively. The data analysis technique was done by analyzing descriptively qualitatively, then presented in narrative form. Gambar 1

Table 2. Profile of Informants

No	Name	Position	Address
1.	Syamsul Bahri	Chief Administration RRI Medan	Medan
2.	Fauzi	Lecturer	Medan
3.	Ahmad Hidayat	Lecturer	Medan

RESULT AND DISCUSSION

This research was conducted in Medan with informants from several different backgrounds but they were connoisseurs of TV One. The informants are 2 (two) Lecturers and 1 (one) Structural official in a state-owned Radio media, namely RRI Medan.

When analyzed from the broadcasting law, the neutrality of a media is fundamental in providing information.

The results of interviews with competent informants in seeing all developments in news broadcast on TV One, especially in the Presidential Election in 2019. When viewed from symbolic reality, on news products on television, the Head of RRI Medan Administration said that: "news products that At present there are many interests of certain groups, but for TV One as a private TV that is considered owned by a certain group, until now it is still controlled, neutrality is still maintained.

Meanwhile, if viewed from subjective reality (media and markets), he stated that when viewed from the media itself amid various other private media, TV One still has confidence in the news content provided. The news is considered accurate, fast, and neutrality exceeds other private television.

According to Mr. Ahmad Hidayat, the news product provided by TV One is very accurate compared to other private television, besides that it is independent in its presentation. There is no partiality, because the audience will be smarter and understand every pair of presidential candidates. The audience will be smarter in democratic elections.

According to the lecturer who served in university, said that when viewed from the media itself which has a role in giving information, with the demands of data accuracy and speed in delivering information, it is certainly a demand of news connoisseurs. Especially for ordinary people who are still unstable and still vulnerable to biased reporting. They are not yet smart in sorting out which ones are the real news and which ones are imagery. TV One is able to be a filter in balancing the news alignments that are developing in the midst of private television competition in Indonesia.

Discussion

The establishment of several private televisions in Indonesia is an elaboration of Law Number 32 of 2002 concerning broadcasting. Likewise with TV One as a private television, which has a lot to play because it presents 70% of the news in the content of the programs offered, so that TV One is the object of this research.

The reality that exists in the mass media, including television, that is news is not an objective reality, but rather as a reality that has been constructed by the creator. News is a product of the construction and meaning of reality. The meaning of someone on a reality can be different from other people which of course results in a different reality.

In this study the construction of TV One television media related to the news of the presidential election in 2019, divided into symbolic reality, subjective reality, and objective reality. The results showed that symbolically reality, the news products presented by TV One were still maintained neutrality in providing news delivered to the public.

When viewed from the subjectivity of reality (media and markets), people still place great trust in the news presented by TV One. Seen from the enthusiasm of the informants who are busy workers but still commit themselves to watching the news that aired on TV One.

Objectively reality, many private television sides are in favor of the ownership rights of the company, but TV One is able to set aside the alignments of personal choice of the company. Seen from the display of any information about the 2019 presidential election, when compared to other private television stations which choose one particular candidate pair, TV One is still neutral. With the background of private television belonging to one of the private circles, which is considered to be the same as other private television, TV One refutes all these assumptions, by presenting balanced and impartial news, especially during the 2019 presidential election.

A television station, in presenting information for a story, starts with the needs that are expected by people who are adept at certain information. The 2019 presidential election is one of the most highly anticipated moments by all levels of Indonesian society. No exception anyone, regardless of the level of economic status, background and others, the presidential election in 2019, every content of the news will be awaited by the public. In this case, the reporter element in covering the news certainly becomes the most important actor. How journalists are able to explore each element in the coverage so that the news presented can satisfy the audience's question mark.

A journalist or journalist who commits fraud in various directions and objectives in each interview session conducted, of course, has a subjective value. There are certain interests that make the object of coverage as news material to be conveyed by the public.

Private television constructs the reality of the news about the 2019 presidential election, and this cannot be separated from the subjective element of the owner of the television media. News in the private media cannot be separated from the owners of television media. Because if the news has been prepared, but if it has not been edited by the owner of the television media, of course it will not be aired.

If seen from the status and background of TV One which is a private television, which is likely to align with one of the presidential candidates, but not on the news broadcast by TV One, it can be seen that the news is inseparable from subjective subjective circles. If the media owner emphasizes alignments, then take sides on the news presented or in other words neutrality is no longer a value that must be maintained by a television media. That is what is called the news can not be separated from the construction of journalists and the media. This is in accordance with the opinion of Hamad who said that the news was not just writing, describing, applying 5W 1H (what, when, where, why, who, and how), but the news was a discourse.

CONCLUSION

As a broadcasting organization that operates in private television, in implementing news broadcasts that are broadcast every day, with 70% news content, especially during the 2019 presidential election, which is a democratic party awaited by all Indonesian people, of course cooperation among personnel becomes one thing the main, to be able to present news that is accurate, fast and reliable (neutral). So that in every process of presenting the resulting news, it can be considered as neutral private television by the audience.

News manuscripts covered by journalists are the result of the work of journalists themselves, so that the subjective elements of journalists will not be lost. Likewise, when the manuscript is edited by the coordinator, who is responsible for the owner of the media, there must be a subjective element included in the news script. News broadcasts cannot be separated from the subjective elements that are part of the construction.

In presenting the 2019 presidential election news broadcast on TV One, it is able to construct the audience to be able to think that TV One as a private media still holds the code of ethics of neutrality in a broadcasting institution. In accordance with applicable laws.

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