



Construction of Reality in Post-Disaster News on Television Programs: Analysis of Framing in "Sulteng Bangkit" News Program on TVRI

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Abstract

Television is a mass media which has always been a top priority for the community in getting accurate and reliable information. The presence of television will always be awaited by the public to convey all information, especially when natural disasters occur in an area. This article tries to provide an analysis of the news program produced by the TVRI Public Broadcasting Institutions. This study uses the framing analysis method, with a four-dimensional structural approach to the news text as a framing device from Zhongdang Pan and Gerald M. Kosicki. This analysis aims to understand and then describe how reality is constructed by TVRI broadcasting institutions in the frame of television news programs on natural disasters, earthquakes and sunbaths in Central Sulawesi. The results of the analysis with framing showed that TVRI's reporting through the special program of natural disaster recovery "Sulteng Bangkit" showed prominence on the government's role in the process of handling and restoring conditions after the earthquake and tsunami natural disaster in Central Sulawesi.

Keywords: Reality Construction; TV Programs; Media Framing; Natural Disasters

1. Introduction

Television as a conventional mass media still becomes the main reference for the public toward the information needs of most compilations or events that are considered important. Such as when a natural disaster happens in an area, certainty of the information related to that and also the development of that phenomenon will be highly anticipated and needed by the community. In such situation, the role of mass media is important to present information related to the reality of the situation and the community that affected by the disaster. Media is basically a mirror and a reflection of society in general. So it can be understood that media is not a free channel, media is a subject that constructs reality, completed with views, biases, and alignments. (Burton, 2000: 39).

The role of mass media, especially television, in the rapid development of various alternative media, is expected to be able to bridge and provide a point of enlightenment of factual truths in accordance with the reality in the field. This becomes reasonable when there is a proliferation of information presented in various mass media online: Facebook, Twitter, Instagram and other social media whose truths still cannot be accounted for. In accordance with its function, the institutions or mass media must be able to provide information that fulfills the community's wishes regarding the correctness of information.

Studies that pay attention to the content of the media carried out through content analysis, narrative, framing, discourse and semiotics are used to analyze patterns of media content, media content policies, processes for the production of media content and mythological forms of interpreting the meaning of media content to ideological power in control. (Suparno, et al, 2016: 54)

Natural disaster that occurs in Central Sulawesi, Palu City, Donggala Regency, Sigi, and its surroundings have become a concern for people in various regions, not only in Indonesia even abroad. Information related to the disasters is present to adorn the headlines in various mass media both print, electronic and other online alternative media. Mass media institutions seem to compete in providing services to the community through the information they pack. Each media shows events in accordance with the reality that is considered important to be known and informed to the public.

TVRI as a Public Broadcasting Institutions (LPP) certainly has a role in providing accurate information to be a hope for stakeholders, especially the public. The natural disasters that occurred on September 28, 2018 in Central Sulawesi Province demanded TVRI to play an active role in presenting information and developments in handling after the disaster. Every television program, especially news, has a different way of packaging in its presentation, it makes sense because each program has different workers or journalists in seeing a reality that occurs, especially if it concerns the interests of political, economic, and image of the institution or media institutions. To see the meaning of the message conveyed through television media, framing analysis is used to see how natural disaster events are framed by LPP TVRI through programs specifically "Sulteng Bangkit".

The guidelines for broadcast media in covering news content to broadcasting are by referring to the applicable Broadcasting Law. The most important thing to consider and direct in covering or broadcasting is to provide true, balanced and responsible information. Referring to the Broadcasting and Standard Broadcasting Program Guidelines issued by the Indonesian Broadcasting Commission, in article 48 paragraph 4, which explains the journalistic broadcast program on disasters reporting must consider the recovery process of victims, families, and / or communities affected by the disasters.

When conducting a study of broadcast products produced by TVRI, an appropriate concept is needed. The author views the right concept is to use framing analysis. This concept is expected to know the description, meaning and purpose and objectives of the news program broadcasted by LPP TVRI. In the realm of communication studies, framing analysis represents a tradition that puts forward a multidisciplinary approach or perspective to analyze phenomena or communication activities (Sobur, 2006). In this context the frame is seen as a form of message related to meaning.

2. Literature review

2.1 The Concept of Framing Analysis

The concept of framing analysis has been used extensively in the communication science literature to describe the selective and highlighting process of various realities by the media. In the realm of communication studies, framing analysis represents a tradition that puts forward a multidisciplinary approach or perspective to analyze phenomena or communication activities. Framing analysis is used to dissect media methods or ideologies when constructing facts. This analysis looks at selection strategies, prominence, and links to facts in the news so that they are more meaningful, more interesting, more significance or more memorable, to guide the interpretation of audiences according to their perspective. (Sobur, 2001: 162).

Frames used in a message can be detected and reviewed through framing analysis. In communication research, framing analysis has been widely used by researchers especially to study news and journalism regarding its role in shaping media interpretations of reality and its influence on audiences. The theory of framing and framing analysis is a theoretical approach that has been used and applied in studies of communication, politics, and social movements.

The concept of framing analysis was first introduced by Erving Goffman (1974), through his book entitled *Frame Analysis: An Essay on The Organization of Experience*. According to him, framing analysis is a definition of a situation that is built on organizational principles that govern the occurrence and involvement of the subjectivity that we have in it.

According to (Eriyanto, 2004) basically framing is a method to see how the media tells about events. The way to tell the story is illustrated in "how to see" the reality that is made into the news "how to see" this affects the final results of the construction of reality. So framing analysis is an analysis used to see how the media constructs reality, and it can be said that how a journalist or reporter frames an event into a news story.

2.2 Mass Media Functions in Social Construction.

Mass media is a means to build mass communication. The process of mass communication has a broad and diffuse nature of communication. In the form of mass communication, both senders and recipients of information within the scope of the mass are considered not to know each other. Mass media has the most important characteristic that they are designed to reach out and connect many people (McQuail, 2011).

The mass media itself has two different views namely positivism and constructivism. First, the positivism view. In this view, mass media has a function as a tool to channel messages. Mass media is a means of information from communicators, namely journalists or media workers, to be disseminated widely to the public. The existence of mass media is seen as a neutral tool with its main task of delivering messages. Second, the view of constructivism, this view is different from before, according to the view of constructivism, the media not only have the role of channeling messages, but as subjects in social construction, who have their own views and alignments.

Mass media is a social construction actor that defines reality. News read from the mass media not only provides social reality, but also shows the social construction of the media. The mass media form social reality through the news that they do. In the end, the mass media actively formed social reality by taking framing of an event to be reported to the public. The media not only has the role to choose events and news sources, but also defines events and news sources according to the mass media.

The results of media production will have an influence on the cognitive level to the community's perception of something that is considered important. As in the agenda theory the setting explains that the media does not affect the attitude of the audience, but the media influences what the public thinks. In short, the media selects information based on information from the media, the audience will form perceptions about events (Rachmat, 2009).

The mass media provide reality in the view of the media's glasses. The reality captured by the mass media will then be processed through the results of construction and will form a new reality. The media composes the reality of various events that occur to become meaningful stories or discourses. Thus, the entire contents of the media is a reality that has been constructed in a meaningful form. (Badara: 2014: 8-9).

According to Sujiman in (Badara, 2014: 10-11), there are three actions commonly carried out by media workers when carrying out construction of reality. First, the selection of symbols (language functions); second, the selection of facts to be presented (framing strategy); and third, willingness to give place (agenda setting).

Media Reality Having a reality called media reality. The media composes the reality of various events that occur until the stories or discourses are meaningful (Hamad, 2004: 11). The reality displayed by the media is not understood as a set of facts, but results from certain views of the formation of reality. (Eriyanto, 2004: 29). The media plays an important role in influencing certain cultures through the spread device. Walter Lippman said that the function of media as a form of meaning in the interpretation of mass

media on various events can radically change people's interpretations of reality and their patterns of action. Lippman realizes that the function of the media as a form of a picture of reality is very influential on its audience. (Lippman, 1998: 28).

Other values that become a reference for the construction of social media are social changes that occur in society. As realized, that social change in society is identical to the idea of modernity. Mass media is no longer a reality in itself, mass media has always been part of the struggle that occurred in the flow of economy, politics, socialism and even ideology in a society. (Sudibyo, 2009: 10).

2.3 Format of Television Programs

In general, television broadcast programs can be categorized into two types, namely entertainment programs and information or news. Information program is a program that is very much tied to the value of actuality and factuality, the production approach emphasizes journalistic rules. Information or news programs are divided into two types, namely heavy news and light news. While entertainment programs are programs that are oriented to the value of entertainment to the audience, in entertainment programs the element of journalism is not really needed, but if there is an element of journalism, it is only used as a supporter. (Morissan, 2011: 207-220).

3. Methods

In this study the author tried to use the method of framing analysis with a qualitative approach in an effort to understand the construction of reality in the news program "Sulteng Bangkit" produced by LPP TVRI. Framing analysis is used to find out how the perspective or perspective used by the producer when producing news program shows, namely "Sulteng Bangkit". According to Zhongdang Pan and Gerald M. Kosicki in (Eriyanto, 2002: 251-266), operationalizing the four structural dimensions of news text as a framing device is: syntax, script, thematic, and rhetorical. Data collection was carried out through observations on a program package namely "Sulteng Bangkit" which was broadcast on October 4 and 5 2018. The analysis of the study was carried out during the screening and looked back at the recording documents through Video on Demand (VOD) on digital data on TVRI. The use of recorded documents through VOD is done because researchers will find it easier to observe the entire news program that can be repeated as desired, so that it will be more detailed in the analysis process.

4. Discussion

Electronic media has advantages in the delivery of information compared to other media, electronic media reaches the wider community and can convey information directly from the place. Especially television, the delivery of information through television has advantages such as a broad audience, covering all ages, reaching a wide area in its broadcasting, and providing audio-visual shows that are easy to understand, just seeing and listening can understand the contents of the information provided. In addition, information or news delivered is sometimes continuous and updated in just one day. There can be a number of repetitions of the previous news and quickly also provide the development of events, so that television connoisseurs can know and understand the flow and content of the news. Therefore, television can be regarded as one of the media that has a strong influence on the public in the delivery of news.

TVRI as a Public Broadcasting Institutions in accordance with its role and function has the responsibility to provide information related to natural disasters with the reality of news sources which certainly can be accounted for. Through the "Sulteng Bangkit" program, TVRI tried to provide news shows about how to recover from the affected areas.



Figure 1: Still image opening news program “Sulteng Bangkit”(Sources: VOD/TVRI)

The following is a brief criterion of a special news program regarding the handling of the effects of natural disasters, earthquakes and tsunami in Central Sulawesi produced by TVRI. Program Name: Sulteng Bangkit. Show Time and Duration: October 4 and 5 2018, from 09:00 to 10:30 WIB. Program Description: It is a special news program format that shows the handling of the effects of natural disasters in Central Sulawesi Province, including Palu City, Donggala Regency, Sigi and its surroundings. The program was aired after the earthquake and tsunami disaster on September 28, 2018. There are four dimensions that can be studied in the structural news text as a framing device according to Zhongdang Pan and Gerald M. Kosicki in Eriyanto (2002: 251-266). That is; 1). Syntax, 2). Scripts, 3). Thematic, and 4). Rhetorical.

4.1 Syntactic

In syntactic studies related to how journalists compile an event consisting of statements, opinions, quotes, observations of events into the form of a news story arrangement.

Framing devices through news schemes, while the units observed consist of;

4.1.1 Headline

In the headline section shows the main news taken from various material or news packages that will be aired during the program. Usually the headlines are the most important news to be known in advance than the other news material. In the "Sulteng Bangkit" program the main theme conveyed by the presenter was about handling the situation and restoring it after the natural disasters that occurred in Central Sulawesi, especially the City of Palu, Donggala, Sigi and Surrounding Districts.

4.1.2 Lead

Lead is a syntactic device that is also often used to provide perspectives in the news, showing certain perspectives of events given. The Sulteng Bangkit Program initiated a news package with leads: As seen, the presenter at the beginning of the opening program gave an explanation of the "Sulteng Bangkit" program. That is, "In this program we will deliver a number of information related to the handling of the earthquake and tsunami disasters that occurred in Palu City, Donggala Regency and its surroundings".

4.1.3 Background Information

Background information shows the part of the news that can influence the semantics or the word meaning conveyed to be able to influence the meaning that the journalist wants to display. Adjustments to

the narrative are carried out with visualization found in the location object of the disaster, so that the background information provides an important path in the process of meaning in the news program.

4.1.4 Resources

Preparation of the process of making news, besides describing syntactic factors, it also needs to look at the accuracy of the source of the news. All news, video and audio material, must show clearly known sources, in order to give viewers confidence and influence on the quality of news value. Clear and precise news sources will provide the reality of truth so that it can facilitate the responsibility of journalists or media institutions towards the community as the public served.

4.2 Scripts

Scripts are scripts used to guide news. At this stage the framing device uses the complete news contained in each news material on the program. The unit observed is the general structure of news package script creation, namely the availability of 5W + 1H. Although this pattern is not always present in every news broadcast, at least that information is expected to be in the value of news information because the element of completeness of the news can be an important marker of framing.

The words choice, images and interviewees are important in the selection of news titles which are a special consideration for journalists. The title made must be interesting for the audience by viewing titles only. There are three news sections that can become objects of framing for a journalist. Namely in the title or headline, news content and closing (Damayanti, 2011).

In the first episode of the news program "Sulteng Bangkit", the first news content entitled "President Joko Widodo reviews the Roa Roa Hotel" this news aired the President's visit in Palu City as a central area affected by the disaster, especially in the buildings where a lot of the death toll was found, namely Roa-Roa Hotel. The next news material is about recovery efforts by conducting interviews with authorized sources, related to the availability of fuel stocks with interviewees, Head of the Disaster Team of the Ministry of Energy and Mineral Resources of the City of Palu. Related to the handling of electricity recovery, with the title "Listrik Di Palu Berangsur Pulih (Electricity in Palu Recovering)" the source, Director of Regional PLN of Palu. Then proceed with news material that continues to show post-disaster recovery.

4.3 Thematic

Thematic structures relate to the way journalists express their views on events into propositions, sentences or relationships between sentences that form the text as a whole. The Sulteng Bangkit Program uses the standard language, this is to give a strong influence on the viewers related to the reality of the truth at the scene of the disaster. The standard language also shows the seriousness and suitability of the occurrence of disaster events which are then packaged in media coverage so it provides interpretation for the viewers. The framing device elements that can be used are as follows;

4.3.1 Details

Details are closely related to the control of information displayed by communicators, in this case media workers. Communication will display excess information that can influence the objectives of the media institutions. The information aired through the "Sulteng Bangkit" program provides an understanding that TVRI as a Public Broadcasting Institution is responsible for providing information that is in accordance with the reality of a disaster occurrence. As a public television media that is consistent in

servicing its people in terms of information that can provide clarity and positive impact on the news that is aired.

The detailed discourse element relates to the control of information displayed by communicators, in this case the media actors. Communication will display more about information that has a positive influence on the image of media institutions. In the "Sulteng bangkit" program, there was a clear view of the news on the process and developments carried out by the government in efforts to handle recovery due to the impact of the disaster.

Information that is considered detailed and needs to be made into the news is certainly a top priority. It is seen that the details of the news material presented are dominated by government activities in making efforts to deal with the impact of disasters, such as the distribution of aid, infrastructure recovery, and evacuation of people affected by the disaster. In the news, it will display the direct observation activities by the President along with the relevant ministers, then the development of the recovery of the electricity and telecommunication networks, and equipped with reports on the conditions for handling residents who have been evacuated.

News program that are packaged in such a way can show that TVRI as a Public Broadcasting Institutions has given special attention to government activities in the effort to implement handling and recovery activities on the impact of the disaster. Thus it can be concluded that TVRI's alignment with the government is very clear. However, it is also possible there is an understanding that the occurrence of natural disasters puts the government, especially the center government, as the part that is expected to be optimal in providing assistance to the community.

4.3.2 Purpose

The element of intention is to give an understanding that the news is displayed as fulfillment of the role and function of the presence of the institution as a mass media institutions. Information presented through the news program "Sulteng Bangkit" is expected to be used as evidence that the government is present. The impression raised was that the government cared about the condition of the people affected by natural disasters, so that the trust of the local community in particular and the community in general would be realized towards the government's concern.

News producers, in this case TVRI, broadcast the program will give a positive value to the institution. It was seen that through the initiative of the special program in disaster management, TVRI received an appreciation of the positive assessment from the Indonesian Broadcasting Commission (KPI). "We appreciate that TVRI has made a special disaster recovery broadcast program in Central Sulawesi." "The impact is very positive to rebuild the lives of the people there," said Chair of the Central KPI, Yuliandre Darwis. According to KPI, what TVRI does is expected to be an example for other broadcasters to make the same program. This program not only displays the matter of recovery and development, but also displays information on people who are still being sought by the family. Other humane and touching things were also presented at this event. (<http://www.kpi.go.id>).

4.4 Rhetoric

The rhetorical structure of the news discourse describes the choice of style or pronouns chosen by journalists to emphasize the meaning to be highlighted. There are several rhetorical structural elements used by journalists in examining the news discourse on its truth, including the following:

4.4.1 Lexicon

This element indicates the choice of journalists to share the possibilities available. The diction used shows certain attitudes and ideologies. Events can be described with different diction. It can be seen from the title of the program name that can clarify the meaning and purpose of this program, namely the effort and process of re-repairing the affected area, namely "Sulteng Bangkit".

4.4.2 Style

The style element relates to the packaging of messages conveyed in certain languages to lead certain effects to the audience. News packages on the "Sulteng Bangkit" program are packaged in such a way that the information delivered can attract serious attention and empathy from the news object. In voice over or narration used is very different from the usual news program. The visualization and narrative presented shows the attitudes and objectives of the message maker, in this case journalists, producers and institutions as media institutions.

4.4.3 Graphics

Graphic Elements are used to check the emphasis or prominence of the producer and programmatic team that provide additional value to strengthen the message to be delivered. Graphic display will appear in the emergence of numerical data and sourced from the parties involved in handling disaster conditions, for example data from the Meteorology Climatology and Geology Agency (BMKG) related to the condition of the affected area, then from the National Disaster Management Agency (BPBN) related to the number and condition of souls found in the affected area.

Conclusion

The role of the media as the main source of information that can be trusted in various stages related to disasters is still a hope for the community. Starting from warning or potential, providing detailed and complete information after the disaster, to post-disaster recovery. Various mass media, especially television, are competing to provide accurate information related to the existence of disaster affected areas in accordance with the framing of each journalist or media worker. Through framing, it can be seen how the media constructs the reality of the conditions of the affected areas.

Public Broadcasting Institutions (LPP) TVRI has carried out its role in broadcasting the recovery management of post-disaster conditions that occurred in Central Sulawesi, through a special program, namely "Sulteng Bangkit". The framing result that can be analyzed from the program is the role of TVRI which provides a dominant portion of the government's efforts in dealing with the recovery from the impact of natural disasters. The impression of TVRI's partiality on the government's concern for the state of natural disasters can be seen in the news material that it broadcasts.

TVRI through the special news program "Sulteng Bangkit" is present not only to inform the existence of disaster sites, but also able to provide positive value by raising enthusiasm for the community, especially disaster victims to remain optimistic to rise up and strive to restore post-disaster conditions. In addition, with the dominant reporting portion of the government's role in this program, it is also possible to understand that the occurrence of natural disasters such as in Central Sulawesi puts the position of the central government as a part that expected to be optimal in handling the impact of natural disasters.

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