

The Content Analysis of the *Kompas* Daily Headlines Concerning the Cases of Polri and KPK in the Period of October to December 2009

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Abstract

The results of this study indicate that the SKH *Kompas* tends to portray the way Police and the Commission reviews the problems using the political dimension and the dimension combinations. Topics canopies tend to review SKH *Kompas* legal process, provided information and the combination is more dominant on the use of canopies in SKH *Kompas*, techniques tend to be dominated by discussion of editorial excerpts, but also combine with technical explanations, examples, statistics, and combinations. While for the type of editorials, many use a type of giving of information and types of combinations. It shows that the SKH *Kompas* more comprehensive media in conveying the editorial policies of the problems police and KPK.

Introduction

Various aspects of life have been discussed in the headlines, such as economy, socio-culture, politics, etc. The politic aspect becomes the problem which can be avoided by the Government of Indonesia. An uprising frequently occurred in the government structure thus the political system in Indonesia may not run very well. One of the triggers of the political system imbalance is due to the power and position in the governance. There have been many ways to pursue the power. If the apparatus pursue the power the country may not be able to live in prosperity and the poverty is abounded. The phenomenon has occurred in many places; even the corruption, collusion and nepotism have been committed in all the country's institutions.

Indonesia is one of the most corruptive nations in the world. Amid the dispute among the law enforcement institution, that is, KPK and Kepolisian, a new progress emerged about the Corruption Index in Indonesia. The Index if Indonesia corruption is in the order of 111 from 180 surveyed countries in the world. Several modes of corruption develop among the officers in many organization structures, both central and local government structure. Several cases of corruption are even planned by the head of the local government or the member of legislative institution clearly and rudely. The corruption in Indonesia may be difficult to eradicate given the mal-

function of the law enforcement institution- the policemen and the prosecutors.

Since the establishment of KPK, it has taken care of 59 cases which then given to the corruption crime. The doers are sentenced with the average of 4.4 year in the jail. All the doers, after determined as the suspects, cannot run away or lost the prove. The performance of KPK yields the fruit which leads KPK become the only hope of the society of getting the justice in Indonesia. The effort and the performance of KPK during this time is positively responded by the people of Indonesia. For that reason, KPK is assumed to have weaken which then accept many criticism from the public (<http://cetak.Kompas.com/read/xm1/2009/11/06/04003571/isu.beralih.ke.century>). Talking about the performance, the Polri's success to uncover the terrorist network should be appreciated. In fact, Polri has succeeded to uncover the crime such as the drug syndicate worth hundreds of million rupiah, and other crimes in Indonesia.

Nonetheless the performance of Polri accepts no response from the public, Even, the attachment of Polri in eradicating the case of Century bank. Beginning with that, the name of Polri and KPK is at risk and touched the name of the officer of Polri such as Susno Duadji. From the back up fund for Century until the uncover of cases broker.

The role of press is needed as the mediator and social control to review the phenomenon of KPK and Polri in several cases which involve the institutions. Through the headline, the attitude of media to KPK and Polri can be seen.

The function of media and press is not merely spreading the information but also educating, correcting, recreating and mediating. The functions can be explained as follows:

a. Information

The first function of the press is to convey the information as soon as possible to the public in large.

b. Education

The information spread out by the press should be in the frame of education (to educate). Press should be able and be willing to play role itself as the nation's teacher.

c. Correction

Press is the fourth pillar of democracy, after legislative, executive and judicative. In this framework, the existence of the press is intended to control and supervise the power of legislative, executive and judicative to ease the potency of being corrupt.

d. Recreation

The fourth function of press is to entertain. Press should be able to play itself as the recreation media which is exciting and refreshing for all level of society.

e. Mediation

Mediation means the link. It is also called facilitator and mediator. Press should be able to link one place to another, one event to another or a person to another person in the same time or simultaneously (Sumadiria, 2005: 34).

The communication Theory of Media Content

Pamela Shoemaker and Reese (1996), in *Mediating The Message : Theories of Influences on Mass Media Content*, arranged several factor influencing the decision making in the news making area. They identified five factors which influence the editor's policy in determining the content of the media, as follows:

1. Individual factor. The factor is related with the professional background of the media

manager. Individual level sees how the effect of personal aspect of the media manager Level influences the news which will be displayed to the public. Individual background such as gender, age or religion to some extent may influence what will be displayed. The educational background or orientation tendency in the political party also influence the professionalism in the news coverage.

2. Media routine is related with the mechanism and the process of news decision. Every medium owns its size about what is called news, what are the characteristic of good news or what are the feasibility of the news. The measure represents the routines which occur every day and become the standard procedure for the media manager inside. The routine of the media is closely related with the mechanism of how the news is shaped. When important news is needed to be covered, how is the duty delegated, through what process or whose hands before it arrived at the printing process, who will be the editor etc.

3. Organization. Organization level is related with the organization structure which hypothetically influences the news. The media manager and journalist are not single actor who reside in the news organization. In contrast, he is only a small part of a media organization itself. Every component in the media organization may have their own interests. In the media organization, for example, beside the part of the editing, there is also marketing, advertisement, circulation division, etc. Every division has their own interest thus their goals may not compromise to one another. They have their own goals and diverse strategies to pursue the target. The editor may want a certain news is presented, while the circulation division want the other news to be highlighted as it is proved to increase the sales. Every organization, besides having man elements, goal and philosophies, has several elements which influence on how the journalists behave, and how the certain news should be presented,

4. extra-media. The level is related with the external environment to the media. Although residing outside the media organization, these matters also impose the influence on the news

coverage. There are several factors found outside the media:

a). The source of news. The source of the news is not a neutral party who gives the information as the way it is. The party may have its own interest which influences the media for some reason: to win the public opinion, to create certain image, etc. For a party with a certain interest, the source of news represents the means of political goals. The party may give the information which serves its goals. The interest of the news source is frequently unrecognized by the media.

b). the source of media income, such as advertisement, or the media subscriber/consumer. Media should survive and for this objective, it should compromise with the resources which support it. For example, certain media refuse to present a certain case which is related with the advertiser. The advertiser has the strategy to force its version to the media. Of course, they want their interest are fulfilled, it is fulfilled by forcing the media to embargo the news that is unfavourable to them. In many cases, the consumers also influence the news coverage of the media. Certain interesting themes which increase the sales are continuously presented in the media. Media take the advantage of the important event which is interesting for the public.

c.) external party such as government and business environment also influence the news coverage. The effect is surely determined by the mode of each external environment of media (refer to the normative theory of mass communication and macro-theory). In the authoritarian country, for example, the influence of the government becomes the dominant factor in determining which news will be presented. This situation is surely different with the democratic countries or the countries that follow the liberalism. There is hardly any intervene from the state. The largest influence is in market and business realm.

5. Ideology is defined as the thinking framework or reference framework used by individuals to view the reality and how they face it. Unlike the previous element which seems to be concrete, the ideological level is abstract. It is

related with the individual's conception or position in interpreting the reality.

The theory of Assessment Criteria of Media Appearance

Referring to what McQuail (1991:123-132) proposed, there are several criteria which can be used to assess the media performance, namely:

Firstly, the freedom and independence. These principles should be defined as the absence of the regulation or control which limits the media. In the level of media organization, the freedom is usually assessed based on the level of control presented by the owner and the manager to the communicator (editor, producer, etc) and control imposed on the communicators to their subordinates (journalist, writer, artist, etc) in the organization which is bureaucratic and hierarchic. As for the content of the media, it takes the form of deleting the certain news so that it leads to the difference between the original content and the edited news presented to the public. The principle gives hope that media will be able to do any active effort to create and maintain the independent and refuse the external control imposes on them or compromise with the group with self-interest.

Secondly, the orderliness and solidarity. Most media run in the acceptable limit and were tied by the hope of the society to refuse a certain conduct, which lead to social disorganization, or ruin the individual, group or society itself. The form can be the prove presentation or the estimation concerning the negative impact. While the manifestation of the solidarity is still identify in some forms, for example the support of editor committee to the disputing group; the suggestion about the shared interest and peace; the identity reinforcement, interest and nation's spirit and support to the value of local community.

Thirdly, the diversity and access. Diversity represents the condition required by the public to determine the choice. Reflective diversity, which means that the diversity in media should be the reflection of social diversity proportionally. While the opened access means that all the

views and sectors in the society are considered similar.

Fourthly, objectivity and information quality. Objectivity is generally related with the news and information.

Analysis Unit and the Categorization of Headline

The content analysis is a research technique which illustrates the real communication content objectively, systematically and quantitatively. The content analysis is a formal system to

do something which is frequently done in a informal way, by making decision from the content observation. We state the argument about the accuracy of various environments of the newspaper, magazine, radio and television.

For Every analysis unit which is determined, we need to determine the categories. Category is a nature of a unit which is formulated. It means that category exists in every unit which is analysed. And with this nature, it will be counted every quantitative on the real message conducted on the category. (Setiawan, 1982:71).

Table 1
Analysis Unit and Category

No	Analysis Unit
1	Media
2	Rubric
3	The dimension of headlines

5	Type and nature of headlines		
6	Technique of discussion		

The Dimension of Editor Opinion of Kompas Daily

Dimension represents the life aspect contained in every information presented by the mass media, both in the form of news and opinion (Views). Every press publishing has its own news concept and editorial policy, so the dimensions emerge in the publishers are diverse.

The data obtained from the research of editorial dimension about Polri and KPK in the daily *Kompas* from October to December 2009 can be seen in the table 2. Based on the data from the above table, from 22 headlines, the di-

mensions which emerged in the daily *Kompas* were dominated by politic and combination, that is 6 headlines or 27.27 %, the relationship of Polri and KPK cases triggers the higher political aspect in the government so that daily *Kompas* gave comment on the political aspect about Polri and KPK news. The headlines represent the media attitude on the political aspect about the corruption eradication during 3 months. Headlines involved the political dimension and also include United Indonesia II cabinet, case mafia , bureaucracy reform, which were analysed by the researcher, the encoding 1 and 2 during October –December of 2009. The number law

Table 2
The Analysis on the dimension of headline of daily *Kompas*

dimensions were 5 or (2272 %) several law processes were commented by daily *Kompas* concerning how the processes were run to uncover the corruptor syndicate. The social dimensions were 4 or (18.18 %) daily *Kompas* gave strong comment on the social aspects concerning the corruption eradication cases which received the criticism from the society that voiced the justice and the truth in the cases of Bibit-Chandra capture. Four headlines including into social dimension were kenapa jadi begini, bangkitnya dunia maya, wajah bopeng hukum kita, antara antikorupsi dan HAM, and economic dimension is 1 headline of (,54 %) with the title of Indeks Korupsi Indonesia, Bibit-Chandra capture made daily *Kompas* gave comment on the success of KPK in eradicating corruption which represents the form of media which gives influences on the readers.

The Category of Headline Dimension of Daily *Kompas*

The result of category for the unit analysis of headline used by daily *Kompas* in th headlines relating with the issues of Polri and KPK from October to December 2009 can be seen in the table 3.

Based on the category in the above table, of 22 headlines, the category which emerged in daily *Kompas* was dominated by the category of politic and combination dimension. In the daily

Kompas, the category of United Indonesia II cabinet and was related with the court mafia became the opinion which was discussed in the headline of politic dimension.

The law dimension focused on Polri and KPK cases thus the headlines of daily *Kompas* focused on how the law process was in the media attitude such as law subcategory, namely perpu (regulation) material test, the decision or decree of the presecutor, the Supreme Court's policy. Daily *Kompas* tried to examine the attitude in detail in November since the news coverage in this month were dominated by the law process.

In the subcategory of social dimension, daily *Kompas* tends to discuss the social support to KPK with the percentage of 9,09% or 2 headlines, the society's support became the focus of daily *Kompas* to view the public reaction to Polri and KPK cases.

Analysis Unit on the Headline Topic of Daily *Kompas*

Topic was the main problems which became the focus of the society about an important event. The selection of topic in the headline should contain the actual, phenomenal and controversial elements. In discussing Polri and KPK cases which were still in dispute until today. The headlines of daily *Kompas* discussed several topics related with the problems such as about the cause

Tabel 3
The Category of Dimension of Headlines of daily *Kompas*

Month Dimension	October	
	F	
Political issues		
- United Indonesia cabinet.	0	II
- Law Conspiracy	1	
- Court Mafia	0	
- Bureaucracy reform	0	
Economical issue		
- Corruption Perception Index	0	
	0	

Source: Analysed primary data

of the dispute, the law process, the government's intervention, the movement in the society and other topics.

The data obtained from the research on the analysis unit of headline topic in daily *Kompas* from October to December 2009 are illustrated in the table 4.

The table of unit analysis result about headline topic in the daily *Kompas* illustrates that of 22 headlines, 7 were about the law process (31,82 %) or as many as 7 headlines were analysed from the total of 22 headlines for 3 months based on the cases of corruption eradication, particularly concerning the law process

Table 4
Analysis on the Topic of headlines of daily Kompas

Topic Month	The cause of dispute		Law Proses	
	F	P	F	
October	1	4,54	0	0
November	2	9,09	6	27
December	0	0	1	4
Total	3	13,64	7	32

Source: Analysed primary data

are more interesting to discuss given that the conflict lead to the dispute in the government, these 7 headlines were *Hope for Solution (berharap ada solusi)*, *Not Bring to Court (tidak dibawa ke pengadilan)*, *Trap on Procedur (terjebak pada prosedur)*, *Reengineer of a Case (rekayasa sebuah perkara)*, *A Big Obstacle (sebuah sumbatan besar)*. As for the headlines about the Government’s intervention, that is 4 headlines (18,18%) the result showed that the title of headline with the topics of the government intervention were *Scandal of Law Upholding (skandal penegakan hokum)*, *Indonesian Corruption Index (indeks korupsi Indonesia)*, *Between Anti Corruption and Human Rights (antara antikorupsi dan HAM)*, *The Controversial Detention (penahanan yang kontroversial)*. The topic about dispute factors,

society’s movement, etc were about 3 headlines (13.64%) from the analysis result, it is found that the title of 3 headlines included *Bad Image of Our Law (wajah bopeng hukum kita)*, *The Controversial Detention (penahanan yang controversial)*, *Lesson frm Bibit-Chandra Case (pelajaran kasus Bibit-Chandra)*. While in relation to the topic of society’s movement the titles were *How Come (kenapa jadi begini)*, *Support from Net world (dukungan dari jagat maya)*, *Rise of the Net World (bangkitnya dunia maya)*.

The Analysis of Headline type of Daily Kompas

The result about the type of headlines in daily Kompas from October to December 2009 was as follows:

Table 5
The Analysis on the type of Headlines of Daily Kompas

Source: Analysed primary data

The result about the types of headlines in daily *Kompas* indicated that daily *Kompas* tends to use the type of giving information. From the table, it is clear that the type of giving information dominates all the headlines which were examined, that is 8 headlines (36.36%) from the coding *sheet* between tested coding, the counting process for 8 headlines which are categorized according to the type of the headline were divided by the total number of headlines -22 headlines- then were multiplied by 100%. In the daily *Kompas* during October to November 2009, there was a combination type for 6 headlines and were found in the title *Test Our Commitment (menguji komitmen kita)*, *Gaining the Trust (meraih lagi kepercayaan)*, *Not Brought to Justice (tidak dibawa ke pengadilan)*, *Trap within Procedure (terjebak pada prosedur)*. The type of argumentation proposal for 4 headlines was analysed to find any title which gave the argumentation, namely *Law Upholding Scandal (skandal penegakan hukum)*, *People’s Conscience via Media (nurani rakyat via media)*, *Moment to Change (momentum untuk berubah)*, *Regulate the Tapping (mengatur soal penyadapan)*. The type of explaining were 3 headlines with the title of *Rise of Net World (bangkitnya dunia maya)*, *A Big Obstacle (sebuah sumbatan besar)*, *Hope for Solution (berharap ada solusi)*, and the argumentative type of title was 1 headline with the title of *Support from Net World (dukungan dari jagat maya)*.

The Analysis Unit of Discussion Technique in Kompas Daily

The result concerning the unit analysis on the discussion technique in the headlines of daily *Kompas* from October to December 2009, is as table 6.

In table of discussion techniques above, it can be seen that daily *Kompas* more likely to use the quotation discussion technique with the percentage of 40,91% or 9 headlines. In its headlines, daily *Kompas* frequently used the quotations uttered by the public figure or politicians and the quotation from the news itself. In addition to the quotation technique, it also adopted the explanation discussion technique from October to December 2009, that is (18,18 %) or 4 headlines which were analyzed and identified. The headlines were skandal penegakan hukum, menguji komitmen kita, tidak dibawa ke pengadilan, antara antikorupsi dan HAM. Daily *Kompas* also gave many explanation about the background of the cases and explained the related news. The example technique was also adopted in (18.18 %) or 4 headlines with the title of headlines were pelajaran kasus Bibit-Chandra, bangkitnya dunia maya, sebuah sumbatan besar, nurani rakyat via media. Furthermore, the combination technique was found in (13,64) or 3 headlines with the titles of momentum untuk berubah, tidak dibawa ke pengadilan, pelajaran kasus Bibit-Chandra. In the later technique, Daily *Kompas* used the combination technique as shown above. Statistic

Technique	Explanation	Quotation	Combination
Month	F	F	F
October	1	4	5
November	2	9	0
Desember	1	4	5
Total	4	18,18	9

Table 6
The analysis of Discussion Technique of Headline of Daily *Kompas*

Source: Analysed primary data

Technique was used in 2 headlines (9.09 %) of 22 headlines analyzed. The titles of the headlines which used the statistic technique were dukungan dari jagat maya and indeks korupsi Indonesia.

The analysis on the Headline Function of Daily Kompas

The result concerning the functions of headlines in daily Kompas is as follows:

pengadilan. The function of conveying the consideration was 22.73% or 5 headlines which were analyzed and the titles of the headlines were nurani rakyat via media, berharap ada solusi, pelajaran kasus Bibit-Chandra, mengatur soal peyadapan. The function of forecasting the future was found in 3 headlines of 13,64% with the titles; kenapa jadi begini, indeks korupsi Indonesia, terjebak pada prosedur. The combina-

Table 7
The Analysis on the function of headlines of Kompas Daily

Source: Analysed primary data

As seen in the table, the functions of headlines in daily Kompas were explaining the news 31,81 % or 7 headlines, stating the background 22.73% or 5 headlines with the titles; skandal penegakan hukum, menguji komitmen kita, sebuah sumbatan besar, tidak dibawa ke

tion function was found in 2 headlines of 9,09% with the titles pahlawan kini siapa, sebuah sumbatan besar.

The Analysis of Editorial Orientation in Kompas Daily on KPK

Table 8
Analysis Unit of the Editorial Orientation of Kompas Daily toward KPK

Source: Analysed primary data

The editorial orientation represents the evaluation from the headlines through the media attitude which was shown through opinion and editorial response. In discussing the case about KPK and Polri, the headlines of daily *Kompas* had its own orientation which was conveyed to the readers. The category which represented the trait of a unit was formulated to find the opinion and the attitude of *Kompas* daily on KPK.

The tendency emerged was used as the indicator to identify the media attitude toward the case of KPK. The result concerning the attitudinal orientation presented in the headline concerning the KPK cases was described in the table 8.

It is clear from the table that the neutral attitude was found in 10 headlines or 45,45 %. The neutral attitude means that the headlines include the opinion which is not favourable to both institution – Polri and KPK. One headline was favourable to KPK (4,54 %) and 11 headlines were favourable to Polri. Finally the attitude which is favourable to the effort exerted by KPK was 11 headlines or 50%.

Conclusion

The headlines of Kompas Daily tend to discuss the problem about KPK and Polri, not only from one dimension. Rather it discusses several dimensions since it considers the case of KPK and Polri as the event which is needed to discuss in detail to give the satisfying information to the readers.

The headlines in the daily *Kompas* discuss the politic and law aspects to invite the public to give their attention to the importance of KPK and Polri cases, thus the public gives more care and concern on the problem faced by the law institution in Indonesia. Political dimension is used by daily *Kompas* since in its subcategory there are conspiracy, the weakening of KPK, material test on the regulation, court's decision, the policy by the Supreme Court and several category which become the background of the analysis on the headlines dimension.

Daily *Kompas* uses the headlines to educate, to give information, to correct and to impose the influence. The headlines of the news-

paper use it as the device to control the government in its effort to resolve the problem about the case of KPK and Polri. In addition, the headlines are used to inform and influence the government and public and also to educate the law enforcer to investigate the cases related with corruption. Daily *Kompas* discusses the law process as it is considered important to correct and control kabinet bersatu SBY. Through the headlines, daily *Kompas* show its attitude which is pro-KPK although the attitude is still transparent. However, viewed from the topic highlighted in the headline, the cause of dispute, the law process and the effort of the government to get the attention from daily *Kompas*, it is proved to be high. This represents the form of attitude of daily *Kompas* in commenting the law enforcement in Indonesia.

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