

THE ANALYSIS OF PUBLIC TENDENCY ON ONLINE MEDIA TRIBUN NEWS ACORDING TO READERS

Fadhilah Nur Rohmah¹, Zahra Raisya Bawier², Wahyunengsih³

UIN Syarif Hidayatullah Jakarta

Email: zahra.raisya22@mhs.uinjkt.ac.id¹, dhilah.nrohmah22@mhs.uinjkt.ac.id²,
wahyunengsih@uinjkt.ac.id³

Abstract

From the past until now, the mass media has always been in the spotlight of the public. The public spotlight on the assessment of the mass media in conveying a news or event is sometimes not always objective and not neutral. Some of the mass media that convey a news story is still mostly in favor of a particular group or interest. Even though the idealism of the news displayed by a media is the embodiment of the existing reality. The purpose of this study is to analyze where the alignment of one of the mass media, namely tribunnews, is, whether the information conveyed is objective and neutral in conveying information. This study uses a questionnaire method in the form of a google form that we distribute to students who have read news from the online media tribunnews. The results of the questionnaires that we distributed for 3 days, respondents said that the online media tribunnews was quite neutral and objective in conveying news or information. Then the results of the questionnaire stated that the online mass media Tribunne News was impartial or could be called neutral and accurate. Because the media spreads news that is factual or in accordance with the facts of what happened at that time.

Keywords: Analysis, public tendency, online media.

INTRODUCTION

The mass media is currently experiencing rapid development in various countries, including Indonesia itself. According to the KBBI, the definition of mass media is an official means or channel as a communication tool to spread news and messages to the wider community. While the definition of mass media in English is Mass Communication, Media which means a means of delivering messages, community aspirations, and as a communication tool to spread news or messages to the wider community directly.

Studies related to this title are as follows. First, in the case studied by Rahutomo and Firdausi (2019) regarding the alignment of online media, online media is one of the most important media in presenting information to readers. Online media can present information to readers quickly, free of charge, and practically. Second, according to research conducted by Wardani and Indrayani (2018) on the online media site detik.com as an online news media that maintains security so as not to overdo it. Based on the news, detik.com runs its media in a normative manner that has social responsibility. This study concludes that detik.com is a neutral media because there is no supporting opinion between one conflicting party.

Third, according to Aguswandi (2019), to maintain integrity and independence, neutrality and alignment of the media industry is absolutely necessary. The media must stay away from the various interests of groups and individuals. The media focus on data and facts as well as the public interest. Fourth, according to Musfialdy (2019), news as media content is the result of reality construction. However, the reality is that the mass media have

a very large opportunity to influence the meaning and image that results from the reality they construct. Most of the existing news is a construction of reality plus the ideological and media interests.

Fifth, according to Wijaya (2019) Neutrality comes from the word "neutral" which means not helping or not following one party. While Neutrality is a state and attitude of being neutral (impartial, free). So that a person can be declared neutral if he does not take sides with two or more people or sided with an organization or institution in determining something, for example the organization of a political party. Sixth, according to Wibawa (2020) in journalistic activities that require mass media facilities, the principle of independence and neutrality. It is very necessary to maintain a neutral attitude because the spirit of mass media activity is independent.

Seventh, according to Azwar and Putra (2021) in the journal elements of partiality to online media, it is stated that the media should side with the community and not become a tool of power or certain interests. Eighth in the book "Looking at the future of Indonesian journalism" states that news may take sides, namely humanity. The problem is, how to operationalize the alignment of the news to humanity? (Ana Nadhya Abrar : 2019)

Ninth, Media independence is a very complicated concept. In general, independence is the idea that journalists must be free from any form of interference when carrying out and practicing their profession (Fauzi 2019). Tenth, in other words, journalists are professional workers who must uphold journalistic ethics (Wibowo, 2018)

The difference between this study and the research above is that the research focuses on seeing where the online media tribunnews is taking according to the readers, whether tribunnews is independent or still in favor of an organization in determining something such as a political organization. For this reason, in this study, we focus on journalism students at UIN Jakarta as the object of research to find out their responses.

BASIC THEORY

The basic theory that supports or foundations in this research is as follows. First, in the journal "Mass Media Partisanship", Gaye Tuchman in his book MakingNews, likened that news is a window to Eriyanto's world (2001). Second, the theory put forward in the journal "Mass Media Alignments in News Presentation" suggests that the media should not take sides anywhere, aka neutral. The media have the ability to exert influence and create public opinion. In a democratic system, independence and neutrality of media coverage must always be a public concern (Balekubun et al., 2015)

And the third in the journal "Online News Neutrality" stated that diction in news should not lead to ambiguous meanings and make readers speculate, because the media is obliged to present impartial news. 2008:153).

Then the four journals "Mass media" stated that they are believed to have tremendous power in influencing people's knowledge, attitudes and behavior. Even the mass media can

easily direct people to form opinions about an event that will happen next. Mass media is able to direct, guide, and influence life in the present and in the future (Nurudin, 2009: 255).

Fifth, in the book "Gus Dur fell from the presidential seat and took sides" a news story is seen as neutral when it includes both sources with positive and negative influences regardless of the number of different sources (Prakoso: 1999).

Sixth in the book "ASN Neutrality of ASN in elections" according to Yamin neutrality can also be interpreted as being impartial to anything. (Yamin: 2013). Seventh, in the book "Jurnal Dewan Pers" suggests Hypodermic Needle Theory (Nurudin, 2013:165) which states that what is presented by the mass media, directly stimulates or has a strong impact on the audience, this theory assumes that the audience has special characteristics that are uniform, and are motivated by biological and environmental factors and have little control.

Eighth. From the journal "Eartawan Dan Neutralitas Media" stated that mass media can definitely influence the thoughts and actions of the audience regarding the impact of mass communication on people's perceptions, knowledge, behavior and attitudes. The media are also agents of socialization or disseminator of values that play various important roles in the transmission of attitudes, thoughts and interactional relationships (Mulyana, 2001).

Ninth, in the book "Journal of the Press Council" stated that in journalism and journalistic activities, there are principles of independence and neutrality that must be upheld. Independent in the sense of being free to implement the ideology of journalism, while neutral means being balanced, accurate, impartial except in the public interest. In this regard, Siregar argues that independence and neutrality must be seen as something different, but an inseparable unity. If you want to be a good media, these two principles must be implemented. That is why the KEJ which was passed by the Press Council formulated very well in one breath: "Indonesian journalists are independent, produce news that is accurate, balanced, and does not have bad intentions." The interpretation is very clear, the principles of independence and neutrality must be implemented (Siregar, 21 July 2013)

The tenth in the journal "Journalists and Media Neutrality" stated that the neutrality, independence or objectivity of the mass media is the main requirement in maintaining a balance between the life of the mass media itself and political and public life (Hasan, 2014).

METHOD

In this study, researchers used descriptive qualitative research methods and data were collected by distributing questionnaires. Sugiono (2012: 9) expresses an opinion about the qualitative method, which is a research based on the philosophy of postpositivism, which is used to examine the condition of natural objects, here the position of the researcher is the key instrument, then the data collection technique is triangulation, qualitative data analysis, and research results. emphasize meaning rather than generalization.

In addition, researchers also distributed questionnaires. According to Sugiyono (2017:142) a questionnaire or questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer. distributing

questionnaires and then conducting interviews with UIN Jakarta students. We have conducted qualitative research.

The types of questions in the questionnaire are divided into two, namely: open and closed. An open-ended question is a question that expects the respondent to write down the answer in the form of a description of something. On the other hand, closed questions are questions that expect a short answer or expect the respondent to choose one alternative answer from each of the available questions. Each questionnaire question that expects answers in the form of nominal, ordinal, interval, and ratio data, is a closed question form Sugiyono (2017:143).

The questionnaire or questionnaire used in this study was a closed questionnaire, because respondents only had to mark one answer that was considered correct. First of all, what we will do is to arrange some questions that are in accordance with what we are going to research and then we choose the target who will answer our questionnaire, namely students of UIN Jakarta. Then we conducted a few interviews with UIN Jakarta students.

RESULTS AND DISCUSSION

Based on the results of the questionnaire that we researched for 3 days, namely October 24-26, 2022. As a result, we found that at least 96% of the people studied read tribunnews. Then 64% of people read tribunnews through the website and 36% through social media (instagram, facebook). As many as 78.3% of people read tribunnews once a week, then 17.4% of people 2 times, and 4.3% of people 3 times. So most people read news sourced from tribune news once a week.

Furthermore, from most respondents, 83.3% of tribunnews news content is accurate and 16.7% is inaccurate.

The results of respondents as much as 52% of the news content presented by tribunnews tends to be biased/non-objective and 28% unbiased/objective and then 20% biased/non-objective. So the result is that the news presented by the news tribune is impartial to the interests of certain organizations.

Furthermore, the news presented by tribunnews is 50% in favor of the object being reported on and 50% in favor of the community, so it depends on what the object of the news is. Then the 92% tribunnews news content does not corner one party. And the news presented by 88% of tribunnews is neutral and independent

after most of the respondents answered that the reason they chose to read tribunnews was because the news content presented by tribunnews was factual and reliable, had accurate and complete information.

Media independence is a very complicated concept. In general, independence is the idea that media companies should be free from any form of interference when reporting information. In many countries, the largest media owners (generally the owners of leading television and radio stations) are the government itself – a situation that underestimates the concept.

independence of the media from state influence. Efforts need to be made to strengthen media independence by making media owned by the government or those controlled by the government private.

Many parties and even the media workers themselves stated that the mass media in Indonesia adhered to the principle of “social responsibility press theory”. Assuming that the media has a responsibility to society and ownership of the media is a public trust, the media hold the principles of truth, are accurate, honest, objective and relevant, the media are free but have their own regulations, the media follows the agreed code of ethics and professionalism, and in at one time the government had to intervene in the media to protect the public interest.

Then the results of the questionnaire stated that the online mass media Tribunn News was impartial or could be called neutral and accurate. Because the media spreads news that is factual or in accordance with the facts of what happened at that time. Or tell the truth, neither exaggerated nor reduced.

CONCLUSION

Tribune news is the only online news portal that has the largest network in Indonesia. From the results we got in this study, we were able to find and find out the opinions and views of students regarding the Tribune News online mass media. And from there we can also understand how their students respond. It turns out that it can be said that the Tribune news online media is very trustworthy and impartial to any party.

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