

KONSTRUKSI PERS TENTANG PEMBERITAAN PEMBENTUKAN KABINET INDONESIA BERSATU II(Analisis Framing Pada Harian Jawa Pos dan Kompas Edisi 1723 Oktober 2009)



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ABSTRAK

Peristiwa pembentukan Kabinet Indonesia Bersatu II sangat ditonjolkan. Pasanya merupakan peristiwa terbesar kedua setelah pemilu. Presiden memanggil 36 calon menteri ke Cikeas, Bogor untuk di audisi. Audisi berlangsung selama tiga hari kemudian diteruskan dengan tes kesehatan. Dari 36 menteri hanya satu calon menteri yang gagal dalam psikotes yakni calon Menteri Kesehatan. Komposisi Kabinet Indonesia Bersatu II ini didominasi dari perwakilan Partai Politik, dengan komposisi 20 utusan parpol, 12 profesional dan karir, 4 jatah tim sukses. Nama-nama calon menteri ini beserta latar belakang politik membuat para khalayak selalu penasaran dengan informasi tentang perkembangan pemberitaan tersebut.

Hal ini tentunya tidak terlepas dari peran media yang menginformasikan berita mengenai pembentukan Kabinet Indonesia Bersatu II. Konstruksi media dari peran media yang menginformasikan tentang siapa-siapa saja calon menteri, tentunya akan dimaknai dan dibangun sebuah pespektif yang berbeda. Oleh sebab itu peneliti tertarik untuk meneliti konstruksi media terhadap pemberitaan pembentukan Kabinet Indonesia Bersatu II khusus pada media cetak. Dalam hal ini peneliti memilih objek penelitiannya yakni pada surat Kabar JAWA POS dan KOMPAS, dengan tujuan ingin memperoleh gambaran dari kedua media dalam mengkonstruksi realitas mengenai peristiwa penting tersebut. Adapun teori yang digunakan peneliti yakni analisis Zhongdan Pan dan M. Kosicki. Pemilihan model analisis Framing Pan dan Kosicki didasarkan pada pertimbangan bahwa metode ini lebih cepat dan lebih detail dalam menganalisis setiap bagian isi berita, yakni dengan membagi struktur framing kedalam empat unsur analisis yang bersifat empiris dan operasional yaitu struktur sintaksis, struktur skrip, struktur tematik dan struktur retoris.

Pendekatan yang digunakan adalah pendekatan kualitatif interpretative. Dimana penelitian kualitatif bertujuan untuk memahami fenomena sosial melalui gambaran holistik dan memperbaik pemahaman mendalam dengan menggunakan interpretasi-interpretasi serta menambahkan penjelasan dan memberikan alasan yang kuat sesuai dengan data yang ada. Ruang lingkup penelitian ini adalah berita pada harian JAWA POS dan KOMPAS dengan rincian 14 berita. Pengumpulan data dilakukan dengan cara menganalisis teks berita –beritan dari dua media, kemudian data yang sudah terkumpul dianalisis secara interpretative oleh peneliti dengan menggunakan perangkat framing Pan dan Kosicki. Yang kemudian hasil penelitian disajikan secara deskriptif, dimana fungsi dan perangkat framing tersebut diharapkan dapat menjelaskan strategi wartawan dalam menyusun, menulis dan menjabarkan fakta-fakta berdasarkan konstruksi realitas yang dimaknai kedalam bentuk berita yang disajikan dalam surat kabar dimana mereka bekerja. Dari hasil penelitian menunjukkan JAWA POS dalam menyusun fakta lebih menekankan bahwa pemberitaan pembentukan Kabinet Indonesia Bersatu II merupakan berita

besar sehingga perlu disajikan kepada masyarakat. Tema –tema yang diambil JAWA POS lebih bersifat informatif, antara calon menteri dan sedikit dari para pengamat politik. Sedangkan tema yang disajikan KOMPAS lebih cenderung provokatif yaitu selain pembentukan Kabinet Indonesia Bersatu II, dalam beritanya KOMPAS juga menyajikan informasi-informasi mengenai pandangan dan kritik dari para pengamat politik, serta informasi dari pihak-pihak terkait. Penulisan berita yang dipakai oleh JAWA POS umumnya bersifat deduktif (dimulai dari yang bersifat umum, diakhiri dengan berita yang bersifat khusus). Berita diuraikan diawal teks kemudian disusul oleh kalimat-kalimat penjelas yang tersusun secara rinci dan detail. Teknis Penulisan berita yang digunakan oleh KOMPAS juga menggunakan teknik penulisan deduktif. Sedangkan Penulisan berita yang dipakai oleh JAWA POS umumnya bersifat deduktif (dimulai dari yang bersifat umum, diakhiri dengan berita yang bersifat khusus). Berita diuraikan diawal teks kemudian disusul oleh kalimat-kalimat penjelas yang tersusun secara rinci dan detail. Elemen grafis JAWA POS menyajikan foto full colour untuk mendukung teks berita. Sedangkan KOMPAS Tidak semua berita disertai foto tetapi sering menyertakan tabel yang lengkap dan berwarna.

ABSTRACTION

Events formation of the United Indonesia Cabinet II very'll enjoy. Pasanya is the second largest event after the election. The President called the 36 candidates for ministers to Cikeas, Bogor for an audition. Auditions take place over three days and then forwarded to the medical. Of the 36 ministers only one candidate for the minister who failed the psychological tests that prospective Minister for Health. Composition II dominated the United Indonesia Cabinet of representatives of political parties, with a composition of 20 representatives of political parties, 12 professional and career success ration of four teams. The names of prospective ministers and their political background to make the audience is always interested in information about news developments. This is certainly not free from the roles that inform news media about the establishment of the United Indonesia Cabinet II. Construction role of the media that inform the media about who the prospective minister, will understand and build a different peespektif. Therefore, researchers interested in studying the construction of the mass media on the formation of the United Indonesia Cabinet II specialized in print media. In this study the researchers chose an object in KOMPAS newspaper and JAWA POS, with the aim to obtain a picture of the two media in building a reality about important events. The researchers used theoretical analysis and M. Pan Zhong dan Kosicki. Selection model of Pan and Kosicki Framing analysis is based on the consideration that this method is faster and more detail in analyzing every part of the contents of news, namely by dividing the structure into four elements framing the empirical analysis of structural and operational sintaksis, script structure, rhetorical structure and thematic structure. The approach used is qualitative interpretive approach. Where qualitative research aims to understand social phenomena through a holistic picture and reproduce in-depth understanding by using interpretations as well as add annotations and provide a strong reason in accordance with existing data. The scope of this research is in the POS and daily news JAWA KOMPAS with details of the 14 news. The data collection was done by analyzing the text of the two-beritan news media, the data collected were analyzed by researchers with the framing device mrnggunakan Pan and Kosicki interpretive. Which then results are presented in descriptive research, where the framing device functions and is expected to explain the strategy of journalists in developing, writing and explain the facts construed in accordance with the

construction of reality which is presented in the form of news in the newspapers in which they work. Results showed JAWA POS greater emphasis in the preparation of the fact that the establishment of the United Indonesia Cabinet pemberitan II is great news that need to be made public. These themes were taken JAWA POS is more informative, between candidates and some of ministers and political analysts. While the provocative themes that are presented KOMPAS more likely than the formation of the United Indonesia Cabinet II, in the news Compass also provides information about the views and criticisms from political analysts, as well as information from relevant parties. Writing the news is generally used by the JAWA POS deductive (beginning of a general nature, ending with a news special). News described the beginning of the text is followed by explanatory sentences are arranged in detail, and detail. Technical Writing news used by KOMPAS also use deductive writing techniques. Write a news Sedamgkan commonly used by the JAWA POS deductive (beginning of a general nature, ending with a special news). News described the beginning of the text is followed by explanatory sentences are arranged in detail, and detail. JAWA POS colorful graphic elements of these photos to support the text. While KOMPAS Not all the news with pictures, but often include comprehensive tables and color

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