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The community in the middle of the partisan media industry

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Abstract

The economic power possessed by private television owners, followed by their increasing political power, has made the public, especially mass media audiences, in the position of consumers who are powerless over the contents of mass media content. The mass media has become an industry or a business entity that is not concerned with the audience's need for information, education and entertainment. This research uses a descriptive method with a qualitative approach. Reality shows that many mass media are controlled by owners who are partisan political parties. It is difficult to argue with accusations that the media will carry and prioritize the interests of their owners. The media owner has full authority in determining the contents of the media presentation. The media belonging to partisan political parties and even the founders of political parties will present the contents of television programs that are profitable, for example the presidential candidates they run and the legislative candidates who become their cadres. From a journalistic point of view, the contents of such news presentations do not fulfill the principle of covering both sides, or being balanced. Society becomes difficult to avoid the formation of opinions. The formation of public opinion also makes society polarized into entrenches towards certain political forces. Society is unable to think and behave critically in responding to the onslaught of the media. The media is not oriented towards how to educate the nation's children, but rather the mass media becomes a capitalist-oriented industry or solely for profit, both financial,

economic and political gains. The media should also think about the interests and rights of the community to obtain quality information, education and entertainment, not just turning society into consumers or commodities.

Keywords

Media audience, media industry, partisan mass media

1. Introduction

In accordance with its function, the mass media is responsible for educating the nation and advancing the nation and state. In general, the mass media has the function of informing, educating, and entertaining the public. Therefore, the media is required to provide true news according to the facts, to educate people to be smart for the betterment of the nation in an entertaining way. More specifically, the mass media has a function, namely the function of convincing, conferring status, anesthetizing, creating a sense of unity, privilege and ara social relations. The main function of the mass media itself is to communicate to all other human beings about their behavior, feelings and thoughts.

Many communications experts state that currently we live in what is called a mass communication society. In simple terms, mass communication society is a society whose daily life cannot be separated from the mass media. Mass communication society, selling and buying goods through the mass media, looking for the latest information, looking for materials for education, looking for entertainment and even looking for a mate through the mass media.

According to McQuail (2005: 102) that the mass media are largely responsible for what we call either mass culture or popular culture, and they have 'colonized' other cultural forms in the process.

The role of the mass media in people's lives is so great because it is able to influence and change the way of thinking of a group of people. The power of the mass media is also used by the government and certain groups of people in a government to influence public opinion.

Reality shows that in Indonesia, many mass media are controlled by capitalist-oriented owners, namely an economic pattern based on absolute freedom of business. Media owners have the power and authority to make programs that they think are profitable. The way to measure the success or success of a program is not based on quality, but on whether the program is selling well or not in bringing in advertisements (which is measured by ratings).

The strength and power of media owners in determining broadcast content cannot be separated from the chaos in broadcasting regulations, because one regulation with another regarding media ownership is contradictory. Article 18 paragraph 1 of Law 32 Number 2002 Concerning Broadcasting (Undang-Undang 32 Nomor 2002 Tentang Penyiaran) stipulates that the ownership and control of private broadcasting channels by one person or one legal entity, both in one broadcasting

area and in several broadcasting areas, is limited. This is confirmed by Article 34 paragraph 4 of the same Law which states that broadcasting operations licenses are prohibited from being transferred to other parties. Compare this with Government Regulation Number 50 of 2005 concerning Broadcasting Organizations for Private Broadcasting Institutions (Peraturan Pemerintah Nomor 50 Tahun 2005 tentang Penyelenggaraan Penyiaran Lembaga Penyiaran Swasta), which among other things states that commercial broadcasters that have operated up to the number of relay stations they owned before the PP was enacted, can own shares of more than 49% and a maximum of 90% in second broadcaster. This difference becomes a gap for television capitalists to be able to control the frequency.

Thus, it can be said that what is happening in Indonesia is an economic pattern based on absolute freedom of business. This condition makes the frequency free to be contested by anyone who has strong capital, or has economic and political access. The state eventually becomes weak, and so does society. With the economic power owned by private television owners, it is followed by an increase in their political power.

This situation puts the public, and in particular the mass media audience, in the position of consumers who are powerless over the contents of the mass media offerings. The mass media has become an industry or a business entity that is not concerned with the audience's need for information, education and entertainment.

Based on this background, where the mass media is a capitalist-oriented industry or only profit, both financial benefits and political benefits. Therefore, this study aims to describe the position of society in the midst of the mass media industry.

2. Method

The method used is descriptive, with a qualitative approach. The descriptive method is to describe, describe, or describe the state of the object under study as it is, according to the circumstances and conditions when the research was conducted (Sugiyono, 2017: 59). A qualitative approach is a research work mechanism that is guided by non-statistical or non-mathematical subjective assessments, where the value measures used are not score numbers, but value or quality categorization (Sugiyono, 2017: 53).

The study begins by collecting data from various official reports on the research topic. The data collected from various perspectives were then analyzed qualitatively for the position of society in the partisan mass media industry.

3. Results and Discussion

Results

The reality shows that in Indonesia, many mass media are controlled by partisan owners. The MNC Group, for example, includes television stations RCTI, MNC TV, Global TV, Indovision (pay TV), several radio stations in various cities,

and Koran Sindo (print media) controlled by businessman Harry Tanoe. It is no coincidence that Harry Tanoe is the general chairman of the Perindo Party.

Another example is the Bakrie Group, which controls ANTV and TVOne, as well as online media networks. It is no coincidence that Aburiezal Bakrie, owner of the Bakrie Group, is chairman of the Golkar Party's Board of Trustees. Media Group owns MetroTV, Media Indonesia Daily, various print and online media owned by politicians who serve as General Chair of the Nasdem Party.

It is difficult to argue with accusations that the media will carry and prioritize the interests of their owners. The media owner has full authority in determining the contents of the media presentation. Maybe the media owners will argue that they interfere with the agenda setting policy of the media. But in reality, the media owned by party partisans and even party founders will present profitable television programs, for example the presidential candidates they run and the legislative candidates who become their cadres.

From a journalistic point of view, the contents of such news presentations do not fulfill the principle of covering both sides, or being balanced. Regarding the cover of both sides, this is stated in the journalistic code of ethics that applies universally, the journalistic code of ethics of the Press Council, and the code of journalistic ethics of professional organizations such as the Indonesian Journalists Association (PWI), Alliance of Independent Journalists (AJI), or Indonesian Television Journalists Association (IJTI).

The journalistic code of ethics is a guideline for journalists' work. The following is a journalistic code of ethics that applies universally (in any country) (Iriantara, 2019: 166), including: 1) Reporting the truth and not lying; 2) Checking the accuracy of news before it is printed or broadcast, 3) Correcting mistakes made, 4) Not discriminating between people; 5) Obtain information honestly; 6) You may not accept bribes or other people's gifts intended to influence journalists' coverage, and; 7) Cover both sides, namely balanced, in the sense of not taking sides with certain interests.

In addition to being guided by the universal journalistic code of ethics above, the work of Indonesian journalists adheres to the Press Council Regulations, the code of ethics for Indonesian journalists' organizations. Article 1 of the Press Council Regulation on the Journalistic Code of Ethics states, Indonesian journalists are independent, produce news that is accurate, balanced and not in bad faith. In order to prevent the widening and widening of the understanding of the journalistic code of ethics in that article, the Press Council provides its interpretation, namely: a) Independent means reporting events or facts in accordance with conscience without interference, coercion and intervention from other parties including owners of press companies ; b) Accurate means believed to be true according to the objective circumstances when the event occurred; c) Balanced means that all parties have equal opportunities, and; d) Not having bad faith means that there is no intention intentionally and solely to cause harm to other parties. (dewanpers.or.id)

Referring to the universal journalistic code of ethics and the press council, the principle of covering both sides in media coverage gets the main portion. Because the formation of the Press Council is one of the efforts to develop press freedom and improve the life of the national press (Article 15 of Law No. 40 of 1999 concerning the Press). Meanwhile, the journalistic code of ethics agreed upon by press agencies, press unions, and the press council is used to guarantee press freedom and fulfill the public's right to obtain correct information, as a basis for professional morals and ethics, and operational guidelines for Indonesian journalists in maintaining public trust and upholding integrity. as well as professionalism.

4. Discussion

The main function of the mass media itself is to communicate to all other human beings about their behavior, feelings and thoughts. In realizing this, the press will not be separated from the responsibility of the correctness of the information (responsibility), the freedom of the press in presenting the news (the freedom of the press), the freedom of the press from the pressures of other parties (independence), the appropriateness of the news related to the truth and accuracy (sincerity, truthfulness, accuracy), mutually agreed rules of the game (fair play), and full consideration (decency). Thus, today's press freedom can be properly implemented, if press freedom is balanced with responsibility and a code of ethics as the foundation of the profession, to avoid reporting that leads to anarchy.

Press media is a mass communication channel that reaches a very broad target. Its role in democracy is very decisive. Therefore, the press is considered as the fourth estate of democracy, or to complete the term Trias Politica from Montesquieu, it is also called Quadru Politica (Jimly, 2006: 167).

Television is the most widely consumed mass media by Indonesian people, compared to print and radio media. The capability of electronic media technology allows copywriters and visualizers to create reality by using a production model that Baudrillard calls simulation, namely the creation of real models without origin or initial reality. This he called hyperreality. Through the simulation model, humans are trapped in a space, which they realize is real, even though it is actually virtual, virtual, or imaginary. (Bungin, 2011)

Creation of reality using simulation models, namely the creation of real, realistic life models, (sometimes) without realistic origins. Through this simulation model, individuals are trapped in a space that they are aware of as real, even though it is actually virtual, or virtual.

The invention of television technology has changed the medium of human interaction with objects around it. The myth of inanimate objects, which is better known as the passive medium, has been invalidated by television technology. Because, television is an inanimate object capable of 'interacting' with humans, not only through human cognition but physically. Television is a showbiz industry full of cosmetics. This is what makes television able to hypnotize the public and elevate itself like an ideology.

The television technology system dominates people's way of thinking. Television broadcasts can inadvertently leave broadcast impressions in the minds of the viewers. The impression will live in the minds of the viewers and form the theater of mind, so that what is depicted on television is a picture of reality in the world. The reality consists of objective reality, symbolic reality and subjective reality. Objective reality is the reality that is formed from experience in the objective world that is outside the individual, and this reality is considered as reality. Symbolic reality is a symbolic expression of objective reality in various forms. While subjective reality is the reality that is formed as a process of re-absorption of objective and symbolic reality into the individual through the process of internalization. The reality mentioned above is defined as the quality contained in realities, which are recognized as having a being that does not depend on our own will. Meanwhile, social reality (television broadcasts) can be interpreted as a myth, where everyday knowledge lives and develops in society, such as concepts, general awareness, public discourse, as a result of social construction. (Bungin, 2011: 133)

According to the hypodermic needle theory, the information conveyed by the mass media is easily accepted by the public. The uses and gratification theory which considers that society is not a passive object, states that if society is continuously forged by the media, then it will follow what is conveyed by the media. Thus, whichever theory is adhered to and believed in, the impact of the mass media is still large on society. revealed, the transmission of messages through the mass media is able to change attitudes and influence the behavior of audiences. (Bryant & Oliver, 2009: 125)

The role of the mass media in people's lives is so great because it is able to influence and change the way of thinking of a group of people. The power of the mass media is also used by the government and certain groups of people in a government to influence public opinion. In the world of politics, the mass media is used as a means of conveying information and messages that are very effective and efficient.

Meanwhile, the science of politics is the science of influence and the power of influence. The appearance of the mass media will carry out several functions that describe democracy in its reporting. These functions are subsystems of the existing political system. There is a tendency to judge politicians, political communicators, activists as parties who always talk to the public. Therefore, communication audiences (especially in political communication) will generally focus on public opinion issues.

From the description above regarding the function of the mass media as an industry in relation to it as a political tool, it is increasingly clear that the role of the mass media is very large in political power, both government and opposition. This opinion also emphasizes that politics cannot be separated from the notion of power and manipulation by the ruling elite or counter elite.

Slowly but effectively, the media shapes the views of its viewers on how one sees oneself and how one should relate to the everyday world. Offers made by the media

can support the audience to be better or deflate their self-confidence. Media can make viewers feel good about themselves, feel content, or feel inferior to others.

In this regard, the human rights activist from the United States, Malcolm X, even further sees the media as the most powerful entity on earth. According to him, the media has the power to make what is right wrong, and what is wrong is right because the media can control the minds of the masses. The media as a strategic force in disseminating information is one of the influential social authorities in shaping the attitudes and social norms of a society. The mass media can provide wise cultural examples to change people's behavior.

Therefore, it is possible that if false, unbalanced and one-sided news is continuously presented to the public, it will certainly be affected and in turn will perceive even false information or news as truth.

Seeing the ownership composition of the mass media, especially television like that, it's easy to guess where they stand. The owner of course has the power to direct the contents of the message and the content of the news presentation to benefit the presidential and vice-presidential candidate pair he supports. The contents of the messages and contents of the mass media (television) presentation which are influenced by partisan media owners can be said to turn the mass media into a medium for conveying the aspirations of the owners and the parties they support. In this case, the mass media has changed from public media to owner public relations media.

Public Relations is an ongoing process of management's efforts to gain the goodwill and understanding of customers, employees, and the wider public. In his work, a publicist makes inward analysis and self-improvement, and makes outward statements. In general, a bad impression comes from indifference, prejudice, resistance, and apathy. A publicist must be able to turn these into knowledge and understanding, acceptance and interest.

Related to the phenomenon of media ownership above, it can be said that public relations and public relations work is to form, build, or create positive public opinion towards the presidential-vice presidential pair or the legislative candidate they support, even though in reality it may not be as good as it is described.

The statement that the power of television kills the creativity of human reason seems to get justification. Because, nowadays it appears that people are not given many choices, but are led to choose and then believe in the contents of the messages and contents of the mass media broadcast which are broadcast massively and continuously. And because the creativity of reason has been killed by the power of television, it is not surprising that the public – where the majority are television viewers – seem to be in a daze in assessing and then making a choice as to which of the two pairs of presidential and vice-presidential candidates is worthy of leading the nation and state in the next period.

The real facts are wrapped in the image of a firm, populist, psychopathic, or doll, for example. In making their choices, society may no longer use logic. It is by the constant forging of the mass media that people are made to resign

themselves to accepting the choices that seem to be the best even though they are actually fake. That is what Malcolm X meant, who saw the mass media as having the power to make what is right wrong and what is wrong right because the media can control the minds of the masses.

According to some experts, the mass media without democracy will experience stagnation, because the mass media can speak out when facilitated by a democratic system. Vice versa, democracy will shine when it is facilitated by the mass media. New democracy can be said to be successful when the people are well informed in providing their political aspirations. This means that people must have sufficient information to make their political decisions and not just vote.

Here the mass media plays a role in providing information to the public to help them make their choices. The mass media is responsible for providing information about the candidates from the most objective side so that it will nourish political competition in government.

Regarding the position of the media in the political system, the mass media is one means of carrying out political socialization. Political socialization is part of the socialization process that specifically shapes political values, which shows how each member of society should participate in their political system. So political socialization refers to the processes of forming attitudes and patterns of political behavior (MacAndrews, 2008: 42).

However, what about the apparent fact that the television mass media, with its persuasive reach and power, does not carry out the principle of covering both sides where the television mass media throughout the campaign period, even long before, have shown their partiality to certain political camps, these media can influence perceptions society, especially in its political perception.

The concern is that the interests behind these media can disrupt their neutrality, that the more perfect the monopoly on mass communication, the greater the possibility that changes in opinion can be generated in the desired direction, namely the political interests that ride on the media. This is due to the raising of issues regarding the positive-negative campaigns of presidential candidates which are close to the realities of people's lives, conveyed repeatedly, broken down through dense airing frequencies, packaged using sentences that tickle and even sometimes judge.

Society becomes difficult to avoid the formation of opinions. The function of the mass media as a bridge between society and the government so that people's needs are met so as to be able to increase participation in political behavior which is part of the journey of democracy, actually makes people skeptical and apathetic. On the other hand, the formation of public opinion also makes society polarized into a camp against certain political forces, where the people themselves may not know why they are part of one of the camps. Even more extreme, this polarization splits the unity of the people. Political competition becomes unhealthy. The position of society is very weak. Society is unable to think and behave critically in responding to the onslaught of the media.

5. Conclusion

Regulations regarding the world of broadcasting as stated in Law Number 32 of 2002 and Government Regulation Number 50 of 2005, especially the articles regarding ownership of broadcast media side with capitalist interests. The impact is that the media is owned and controlled by those who have strong capital, or have economic and political access. The state will be weak, and so will society. It is proven by the economic power owned by private television owners, followed by the increase in their political power. In turn, the media is not oriented towards how to educate the nation's children, but the mass media becomes an industry that is capitalist-oriented or solely for profit, both financial, economic and political benefits. The contents of this profit-oriented media presentation make people just consumers, without being able to criticize. The impact is that society will follow what is conveyed and presented by the mass media.

Basically, the mass media should be an industry capable of supporting itself and creating jobs for the people. However, this does not mean that the industry can ignore the common interests and rights of the people to benefit from the presence of the mass media through their broadcast content.

Broadcasting world regulations indeed give freedom and power to media owners to run their business. However, without having to wait for regulatory revisions, the media should also think about the interests and rights of the community to obtain quality information, education and entertainment, not just turning society into consumers or commodities.

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