

The Position of Suara Merdeka Daily Newspaper in Election of Central Java Governor in Mei 2013

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Abstract-Community of Central Java province, Indonesia, on Sunday, May 26, 2013 has been carrying out elections for governors (Pilgub). Couple Ganjar Pranowo - Heru Sudjatmoko was elected Governor and Deputy Governor of Central Java period 2013-2018. There are three pairs of candidates for governor and lieutenant governor were competing in this election, namely Bibit Waluyo / Sudijono, Ganjar Pranowo / Heru Sudjatmoko and Hadi Prabowo / Don Murdono. Following the decision of the General Elections Commission (KPU) in Central Java, June 4, 2013, Ganjar-Heru voice support for 6,962,417 (48.82%) is expressed as the Governor and Deputy Governor of Central Java period 2013-2018. No exception Suara Merdeka, the largest newspaper in Central Java gubernatorial elections provide news portion is greater than the other news. In addition to placing the title Headline (HL) on the first page, complete with graphics also contains numeric data, analysis, articles, photos and so on. In the pattern of presentation of news in Central Java gubernatorial election, not a few papers that made him a part of a successful team winning one of the candidates for governor and vice governor particular. In this regard, where the position of Suara Merdeka? Is becoming a partisan newspaper supporting one of the candidates for governor and vice governor or into newspapers stick with their idealism which keeps the same distance to all the candidates for governor.

Keywords: *Election of Central Java Governor, Suara Merdeka Daily Newspaper, The position.*

1. Introduction

Community development cannot be separated from the role of information dissemination. The period is now also referred to as the information age because so many information flows strafe the society, as well as the interests of the people to get it.

Dissemination of this information is not separated from the role of the press, journalists and the mass media. The press and journalistic activities, formulated four functions and responsibilities of the press, information, education, entertainment and social control. In a political perspective, social control is meant to oversee the social and political behavior of the people, especially the power (watch dog), transparency of public accountability for officials and media for people's opinions. That's why the Press is one of the four pillars of democracy (the fourth estate): the executive, legislature, judiciary and the press (Muhtadi, 1999:48).

The ideal image of the press, as part of efforts to build civic society (civil society / civil society) through the concept of public space (public sphere), where the space for all individual citizens bias involved in various discourse on various issues together within the framework of achievement consensus among themselves as well as to control the state and the market. Therefore, the press always required to act independently and objectively, which is indicated by a code of journalistic ethics (Sudibyo, 1999:6).

In the development of the press and mass media in Indonesia, during the New Order regime shackled by the function and role of state repression. Post-Reform Indonesian press had freedom to be able to allow him into the public sphere.

But after this liberty, we actually often hear complaints from the public about the mass media do not act objectively, unilaterally, to deny cover both side, cause bias, and so on, as

specified in the code of journalistic ethics (Dharma, 2003: iii). The process of becoming a news event does not just happen, but instead passes the construction and interpretation. News is not the event itself, but rather the core framework of reconstruction of the events that are tailored to the frame of reference so that the incident has significance for the reader. (Eriyanto, 2002:2).

Press it must have the flexibility and freedom to seek the society of information and broadcasting. However, the press is not necessarily free as free, but bound by professional ethics that surrounded him, the ethics of journalism. This journalistic ethics becomes the moral and ethical standards for journalists and press practitioners to be aware of and adhered to. Similarly, the ideal image that has been established and attached to the activists of the press should be above the orientation signs and their goals to be achieved through the activities of the press. The mass media not only provides information and entertainment, but also education and social control.

This should be recognized during the mass media has also made these functions, but it seems a lot of mass media that have not yet done proportionally. Especially that the press itself also as an agent of social change and the fourth pillar of democracy means not just be a blank media that can be filled by anyone (especially only in the capital and political power), but has the authority and autonomy to decide and act accordingly ideal goals and function, especially in fulfilling their social responsibilities.

In this case partial to the interests of the larger society in harmony with the values of truth, justice and universal humanity. Optimizing the function and role of mass media in a democratic society requires compliance with journalistic ethics surrounding its responsibility.

Central Java Governor Election May 26, 2013 and before the news became one of the most attention of the reader. In the election for governor preach every medium has a hallmark and differences of each. Indirectly, it can be said, every media form his opinion of each. Media as a messenger to the community has an important role in shaping public opinion or public perception of an event.

Among the many media regularly and always follow the development of updates to proclaim the election of the governor of Central Java to the audience is Suara Merdeka.

The differences that emerged, both in the body of news, leads, title, or even the headlines, is a consequence of the presence of different frames or frames that are used by each of the media when reporting. The same facts in a news story. The question that must then be answered by using framing analysis (frame).

Framing analysis related to public opinion. A message with a particular frame can lead to interpretations or different interpretations. Research by using framing analysis is done so that the audience knows how the news is constructed before it is read by the audience.

George Junus Aditjondro defines framing as a method of presenting the truth about the reality of an event which is not totally denied, but subtly deflected, by giving attention to certain aspects, using terms that have specific connotations, and with the help of photographs, caricatures, and other illustrative tools.

Basically, framing analysis is the analysis to determine how the media in choosing, framing, and build a story. This study aims to open up how Suara Merdeka Daily Newspaper frames and gate keeping in reporting the election of Governor of Central Java in 2013.

2. Current Studies

Several studies that have been conducted by using the method of framing news has ever conducted by others such as Joko Tri Haryanto (2008) on title " The Ethics of Political Coverage in Mass Media In Islamic Ethics Perspective (News Analysis Study in the

Substitution of National Leadership In September-October 2004 at the National Mass Media Print) " , Prastiwi Krishna (2012) that studied about " Media Framing in Coveraging News About Sukhoi Superjet (SSJ) 100 Crash in Mount Salak. (Framing Analysis in Kompas Daily Newspaper and Suara Merdeka Daily Newspaper) . Elok Perwirawati (2012) has examined the " The Coverage Gatekeeping in Election of Central Java Industrial and Commercial Chamber (Kadin) Chairman 2011-2016 in Suara Merdeka Daily Newspaper. Nurul Hasfi S.Sos, MA (2011) studied about" Framing Analysis in Coveraging Melinda Dee's News in Detik Com, Tempo Magazine and Metro TV " .

Joko Tri Haryanto (2008) in research on "The Ethics of Political Coverage in Mass Media In Islamic Ethics Perspective (News Analysis Study in the Substitution of National Leadership In September-October 2004 at the National Mass Media Print)" concluded that political reporting has imperative function in democratic society life, that convey the information to the public as a basic of decision-making for their political participation in national life .

3. Theoretical Framework

3.1 Gatekeeping Theory

Kurt Lewin, a psychologist (1947, 1951) coined the concept of gate keeper. His theory of channels and gatekeepers was developed to explain the focal points of social changes in communities. Gatekeeping is important journalism ethics with the rise of the modern newspaper in the late 19th century. At that time, newspaper claims of their objectivity and factual in news reporting and begin to see gatekeeping as potentially harmful to democracy. Then concerns arose about media power, responsible reporting, where journalists checked their reports for facts and balance. The concept has become embedded in various fields of scholarship, including sociology, political science, information science, management, and law (Clayman & Reisner, 1998; Klobas & McGill, 1995). Additionally, it has been applied to practical domains such as journalism (e.g., understanding newspaper editors as gatekeepers), health science, operations research, and technology development.

In the gatekeeping process a message, there are several models, one of which is a model of David Manning White (Shoemaker, 1991: 10). The decision of selecting messages by David MW highly subjective. Messages rejected by a personal evaluation of the content of a message, because the space in the media, and because of the kind of a message that is shown below is an image model of gatekeeping David MW.

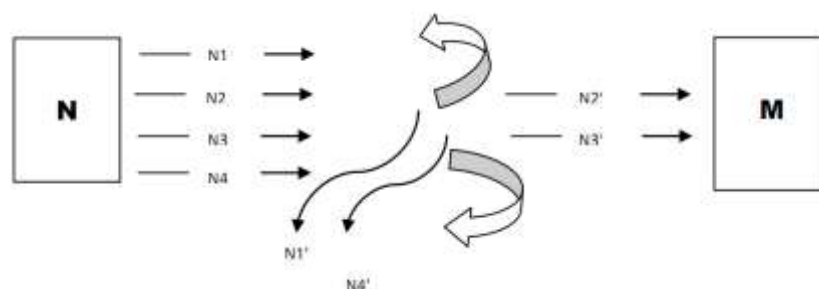


Figure 1 David Manning White Gatekeeping

Description

- N : Source
- N 1,2,3,4 : News Items
- N2' , N3' : selected items
- M : audience

N1', N4' : discarded items

From the figure can be seen that N (source) are sources of news, which transmit a variety of news or news items (N1, N2, N3 and N4) to the media gatekeepers. Then select the media gatekeepers some eligible of news for broadcast (N2 'and N3' as the selected items or news that passed the selection). The news that pass the selection was (N2 'and N3') which is then delivered to the audience of media (M).

Besides Davit White, Bass also describe a model of gatekeeping. In the model of Bass gatekeeping there are two stages in the process of gatekeeping, i.e. new news gathering and processing. Following is an illustration of a model gatering Bass:

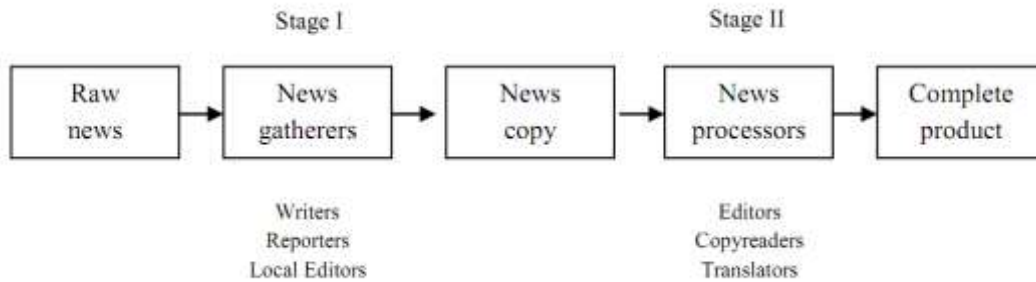


Figure 2 Bass's Model of Gatekeeping (Shoemakers, 1991:15)

In the production of news, media workers are also influenced by external factors, Dennis Mc Quail mention external factors into two categories. The first category to the level of direct influence consisting of news sources, owners, advertisers and audiences. The second category consists of pressure groups, investors, Government, social or political institution. The external influence can be described as follows:



Figure 3 The media environment Sources of Demand and constraint (Denis McQuil, 1992: 82)

Gatekeeping theory (White, 1949; Shoemaker, 1991) emphasized the important role of the so-called gatekeeping, executives of media that can open or close the "gate" of a story. For example, in 1998, ABC Television develops a story about the weakness of personnel procedures Disneyland, alleges that child molesters had been employed there. ABC News President is acting as gatekeepers when he pulled the story, perhaps worried that the leaders of the company (Disney Corporation also has ABC) will mind. ABC case is one exception where the top-level executives involved in "closing the gate" in a story that has been under development. Usually the director of news and editors in the newsroom TV notify the first leader when they will decide what the news will be written. At that stage they can eliminate problems to preventing conflict with the reporters.

3.2 Framing Analysis

Communication as a science that tries to understand the communication through the tested theories to explain the phenomena associated with the production, processing and effects¹. Communication is also a review of the process of communication both within the informal conversations, group interaction, or mass communication². The main premise of framing theory is the problem can be viewed from various perspectives and interpreted as implications for some value. Framing referring to the operations that are used to develop a specific concept of an issue or reorient their thinking about the problem.

Framing analysis is one method of analysis of media, such as content analysis and semiotic analysis. Simply, Framing is framing an event, or in other words framing is used to determine how the perspective or viewpoint of journalists or media used when selecting the issues and news writing.

Framing is a method of presenting the reality in which the truth about an incident is not denied in total, but subtly deflected, by providing a protrusion on certain aspects. Assertion of certain aspects of the issues relating to the writing of the facts.. When a particular aspect of an event is selected, how the written aspect. It is strongly associated with the use of diction, or word, phrase, image or photograph, and a certain image to be displayed to the public.

Framing analysis is used to examine the framing of reality (events, individuals, groups, and others) are carried out by the mass media. The framing of the construction process, which means that reality is interpreted and reconstructed in a way and a specific meaning. As a result, only certain parts of it that are more meaningful, more attention, is considered important, and more striking in the public mind. In practice, framing analysis is widely used to view frames the newspaper, so it can be seen that each newspaper has particularly true of its own political policy.

4. Analysis

4.1 The process of the election of the Governor of Central Java

The general election was followed by three pairs of candidates for governor and vice governor. Incumbent, Bibit Waluyo advanced accompanied Sudijono, Rector of the State University of Semarang. PDIP carrying Ganjar Pranowo who is a member of the House of Representatives (DPR) RI along with Heru Sudjatmoko which is Regent Purbalingga. While Hadi Prabowo is the Regional Secretary of the Central Java are developed with Regent Sumedang, Don Murdono. Interestingly, the deputy governor of Central Java, Dra Hj Rustriningsih which is predicted to be promoted by the PDIP, it was not nominated. PDIP judge, Rustri not polite in politics.

Table 1 Acquisition of Central Java Governor Election May 26, 2013

No	Candidate	Political Party	Vote	%
1	Hadi Prabowo – Don Murdono	Party Gerindra, PKB, PKS, PPP, Hanura, and PKNU	2.982.715	20,92%
2	Bibit Waluyo – Sudijono	Party Demokrat, Golkar, dan PAN	4.314.813	30,26%
3	Ganjar Pranowo –	PDIP	6.962.417	48,82%

¹ Charless R. Bergerr dan Steven H. Chaffee “The Study of Communication as a Science” in Charless R. Bergerr dan Steven H. Chaffee, “*Handbook of Communication Science*”, Sage Publications, London, Edisi II 1989, page 17.

² Rudolph F. Verdeberber dan Kathleen S. Verdeberber, *Communicate*, international Studen Edition, Thomson Wadsworth, USA, page 2.

	Heru Sudjatmoko		
	Unauthorized / abstentions	12.165.373	44,27%
	Total	14.259.945	100%

4.2 Journalism Rules on Reporting the Governor Election

Journalistic language has two main characteristics: communicative and specific. Communicative means to directly touch the material or directly to the point (straight to the point) single and connotative meaning, specific means has its own style of writing, which requires short, clear, and easy to understand. The function of the press as follows:

1. publish the information
2. Education function
3. Entertainment Function
4. Influence Function

4.3 Headlines Central Java Governor Election in March, April and May 2013

For three months, March 1, 2013 - May 30, 2013 Suara Merdeka published 333 titles of Central Java Governor Election news. The news spread from the first page, page 10 (National) and page back sheet (12). Sometimes in the community page (Metro Semarang, Solo Metro, Sound Kedu, Banyumas Voice, Pantura voice and Muria voice) in accordance with local issues still one area.

Table 2 The number of Central Java Governor Election News in Suara Merdeka
March 1, 2013 - May 30, 2013

No	Name of Candidate Pair Governor	Total News
1	Hadi Prabowo – Don Murdono (HP-Don)	75 Title
2	Bibit Waluyo – Sudijono (BISSA)	90 Title
3	Ganjar Pranowo – Heru Sudjatmoko	88 Title
4	Lain-lain (KPU, Panwas, Proses)	80 Title
Total		333 News

According to Chief Editor of Suara Merdeka H Amir Machmud NS SH MH, pair Bibit Waluyo - Sudijono benefited as the incumbent or the incumbent so difficult to distinguish news Bibit Waluyo as Governor of Central Java incumbent or candidate for governor who was campaigning to mobilize support. For example, on Thursday, March 14th, 2013 edition page 10 as Central Java Governor, Bibit Waluyo doing groundbreaking building houses one of the residents in the District Karangnongko, Klaten.

Table 3 Total of Headline Title (HL) Central Java Governor Election in Suara Merdeka
March 1, 2013 - May 30, 2013

No	Name of Candidate Pair Governor	Number of Headlines
1	Hadi Prabowo – Don Murdono (HP-Don)	4 pieces
2	Bibit Waluyo – Sudijono (BISSA)	13 pieces
3	Ganjar Pranowo – Heru Sudjatmoko	16 pieces

From 333 Central Java Governor Election news, 89 times Suara Merdeka make the news headlines (HL). Pair Ganjar Pranowo - Heru Sudjatmoko receive the most headline news portion 16 units of news Bibit Waluyo 13 news and Hadi Prabowo.

This data also proves that the gatekeepers in newsrooms Suara Merdeka in doing news framing Central Java gubernatorial election in 2013 has worked well and correctly. The attitude of "What has appeal in a large blow-up" into something that occurs naturally in the newsroom editors Suara Merdeka. In determining the headline news (HL) editor is not affected by most candidates for governor advertising, pressure or intervention from the outside as the successful team. But simply because of public consideration of Suara Merdeka readers, namely the actual, interesting, warm and needed of the reader.

4.4 Advertise Candidates for Governor in Suara Merdeka

The candidate for Governor of Central Java exploits all the mass media as a tool for campaigns, propaganda and appeals to the masses. In addition to imaging through news and photos in newspapers, they also place advertisements and advertorials news. News advertorial is an advertisement but designed as news. So if not careful reader would have thought that the material is written by news reporters. But the real news was booked by a candidate for governor or his campaign team through the add

Table 4 Total Ads candidate pairs for Governor of Central Java in Suara Merdeka
March 1, 2013 - May 30, 2013

No	Name of Candidate Pair Governor	Total Ads
1	Hadi Prabowo – Don Murdono (HP-Don)	42 pieces
2	Bibit Waluyo – Sudijono (BISSA)	21 pieces
3	Ganjar Pranowo – Heru Sudjatmoko	24 pieces

During the three months of March 1, 2013 - May 30, 2013 in of Suara Merdeka there are 87 ads posted by three pairs of candidates Governor of Central Java. Hadi Prabowo - Don Murdono (HP-Don) as much as 42 adBibit Waluyo-Sudijono Sastroatmodjo 21 ad and Ganjar Pranowo-Heru Sudjatmoko 24 ads (see table 4). Interestingly, the number of ads that many did not affect framing or gatekeeping in newsrooms of Suara Merdeka. The proof, though pair Hadi Prabowo-Don Murdono listed as a candidate for Governor of the number of ads at the most, but the amount lost by Bibit Waluyo news and Ganjar Pranowo (see table 5).

Slightly large number of ads in the mass media is strongly influenced by the ability of candidates for governor in providing campaign funds. Hadi Prabowo, a former Regional Secretary (Secretary) Central Java based Suara Merdeka edition of Friday, May 3, 2013 was a candidate for Governor of Central Java richest. Until March 11, 2013 Hadi Prabowo's wealth was Rp 13,513,785,993, - Both Bibit Waluyo 13,171,376,155. Medium wealth 3072281529 Ganjar Pranowo. But despite the wealth Ganjar least among the three candidates for governor, the number of ads Ganjar still more than Waluyo Bibit.

4.5 Installation Photos Candidates for Governor in Suara Merdeka

There is a proverb says "A picture worth a thousand words". That is an important part in photo journalism. Without too many words and sentences, represented a photograph will be able to explain an event or situation. In Central Java Governor Election 2013, since March 1 - May 30, 2013 for three months Suara Merdeka photographs put up 242 candidates for governor of Central Java (see table 5). Hadi Prabowo-Don Murdono (HP-Don) 78 photos, Bibit Waluyo-Sudijono (Bissa) 88 photos and Ganjar Pranowo-Heru Sudjatmoko 76 photos.

Table 5 The number of photo central Java governor candidate in Suara Merdeka newspaper
(1 March 2013 - 30 May 2013)

No	Name of Candidate Pair Governor	Number of Photos
1	Hadi Prabowo – Don Murdono (HP-Don)	78 pieces
2	Bibit Waluyo – Sudijono (BISSA)	88 pieces
3	Ganjar Pranowo – Heru Sudjatmoko	76 pieces

Despite the lowering of Central Java gubernatorial election news, Suara Merdeka not set policy based on the balance in the amount of quantitative calculations of news and photos (Chief Editor of Suara Merdeka H Amir Machmud NS SH MH), but the gatekeepers in newsrooms in the media seem to keep a balance. That is, if in one edition of a photograph Hadi Prabowo - Don Murdono, it is expected that photo Bibit Waluyo-Sudijono and Ganjar Pranowo-Heru Sudjatmoko. Balance in the installation of this picture seems evident for example in the issue of Thursday, March 28, 2013. The three candidates for governor got the same portion news and photos of two columns two columns. Similarly, on Thursday, April 18th, 2013 edition on page 12 Suara Merdeka giving equal portions to three candidates for governor, both photos and news.

5. Conclusion

Political news, including the election of the governor has been very interesting to report. However, it requires skill and expertise of journalists to report. Based on our research for 3 months in Suara Merdeka (1 March - 30 May 2013), we conclude as follows:

- a. As the largest newspaper in Central Java, Suara Merdeka has did its function as a public media are required to convey information completely, thorough and balanced (cover bothside) including the news of the Election governor of Central Java 2013.
- b. In covering news the election of Governor of Central Java Suara Merdeka is not arrange balance in reporting policy based on counting the number or quantitative, but orienting to the substance of the news. Headline news determination (HL) continuesly through consideration of "the most exciting news", among the news issue of the day. It means the quality of the event, statements and progress of governor's candidates will be selected as the headlines rather than just the count number of the news among candidates of Governor.
- c. The power of news value at the time that will determine the choice of editor. Succesfull team of the candidate of governor and anyone else out of the editor Suara Merdeka will not be able to intervene newsroom in determining which news and photos will be publish. Indeed, in certain momentum the editors make choises and inputs through the agenda setting and framing with orientation or reporting purposes. But it depends on certain condition which demanded at that time. The attitude of The more attractive one would blowed-up " naturally happens in newsroom.
- d. Position Suara Merdeka still not in favor of one candidate of governor of Central Java. Even the amount of advertising can not be used as a standard to require obtain a larger news portion. Suara Merdeka keep consistent as a good moderator according to tagline "Independent, Objective, Without Prejudice" and " being gluten Central Java Community".
- e. The pair candidate of governor from Central java Bibit Waluyo - Sudijono Sastroatmodjo got a more number of news because it give much benefits from the position as the incumbent. Moreover, his position as Governor of Central Java require a reporting on the other side as a candidate of Governor for the second period also need a coverage. The couple Hadi Prabowo - Don Murdono less intelligent in package of activities and personal performance. In making statements tend to be less intelligent, conservative and normative so it's interest to publish. Whereas, Ganjar Pranowo candidate of governor of

Central Java the youngest candidate in term presenting educated performance, interest statement which was attracted the teenagers to support. Those attractiveness and interesting statement finally become attractiveness of media to cover in the big scale.

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