CONTENT ANALYSIS OF ONLINE NEWS: CLASH OF INDONESIAN ARMY AGAINST MOBILE BRIGADE IN NOV 2014

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ABSTRACT

Detikcom is one of the leading online mass media in Indonesia with *Detiknews* as one of its AFP news portal. As the name implies, news and information found on this portal are collected from various sources. In reporting the news, *Detiknews* adopts the principle of continuous reporting that is delivering the news in an ongoing event including in broadcsating the clash of Indonesia Army against the Mobile Brigade in November 2014. It is interesting to study how *Detiknews* packs this very sensitive matter.This study was conducted to investgate the elements and composition of the news using descriptive quantitative method of content analysis to 50 news samples titled"*Duh! El Clasico TNI AD vs Brimob*" period of 19-30 of November 2014 .The data was analyzed using the Guidance of Reporting on Cyber Media that is devided into two of operational variables : verification and balanced of news; and erratum, correction and right to answer. Guidance of Reporting on Cyber Media (PPMS) was applied by Board of Press as a code of ethic for cyber media and all matters that are involved in reporting online news. The result of this research shows that 72% of the news obeys the Guidance of Reporting on Cyber verification reulation and 94% of the news is last updated with no misprinting or correction regarding the issue.

Keywords: *Content Analysis, Online Journalism, PPMS, Code of Ethic, DetikNews*

1. INTRODUCTION

Roger Fowler in *Language in The News* (Routledge in Anggoro, 2012) stated that *news was not simply reported by the media, it was created by the media.* This implied that every media has its portion to make the news big and noticeable. Detikcom is one of leading online mass media in Indonesia and considered as the pioneer of online mass media in the country with first news was published on July 9th of 1998. With no guideline on online news, as the pioneer, Detikcom comes up with its own style of writing that suits its character. In the next few years Detikcom has expanded its sub-channel and content. One of which is DetikNews.

On November 19th 2014 a clash of Indonesia Army Force against Mobile Brigade was occurred at Batam, Riau Island. DetikNews was one of the fastest news feeder in reporting the incident with the first news published at 17.55 WIB and keep updating even for the smallest updates. Moreover, DetikNews considered this matter as an extremely essential item to be reported and made a focused news regarding this named "Duh! El Clasico TNI AD vs Brimob" imitating the conflict between Real Madrid and FC Barcelona rivalry owing to the fact El Clasico has been term to match between those two teams. The reasons for the focused news were that was not the first time the clash between these two organizations happened and the fight linked to another clash prior to this one that happened on September 21st 2014. The focused news consist of news related to the events that DetikNews has written to facilitate reader without having to do manual search or look up on daily news index to find the news.

The research was conducted using content analysis method seeing that it fits to background and purposes of the research which was to determine the characters of news on Army-Brigade news on DetikNews based on

the online journalism code of ethic applies in Indonesia named "Pedoman Pemberitaan Media Siber (PPMS)" or Guidance of Reporting on Cyber Media. Specifically this research was conducted to see whether the news written in "Duh! EL Clasico TNI AD-Brimob" period of November 19th-30th 2014 fit to the verification and emendation PPMS has required. From the time frame, researcher collected 50 news written by DetikNews reporters and was included in the focused news.

2. MATERIAL AND METHOD

2.1. ONLINE JOURNALISM

Online journalism is related to several things namely journalism, online, internet, and website. Journalism is the activity or job collecting, writing, and distributing the information (actual) or news through mass media. Online is understood as connectivity circumstance to the internet or world wide web (www). Online is term in internet lingo with meaning information can be accessed anywhere and anytime as long as there is internet connection. Internet stands for interconnection-networking. Website or site is page which content (media) including text, video, audio, and picture. Website can be accessed thru internet and has internet address known as URL (Uniform Resource Locator). From all four definition online journalism can be concluded as the activity of spreading information using internet as media, especially website. Wikipedia mentioned online journalism as reporting facts produced and distributed via the internet. (Wikipedia in Romli, 2012)

2.2. GUIDANCE OF REPORTING ON CYBER MEDIA

Online media needs its own guidance to maintain and undertake its functions professionally and also its right and obligation. This has to be suitable to Constitution number 40 Year of 1999 regarding Press and Journalism Code of Ethic. Thus Council of Press instituted a special code of ethic for online journalism together with cyber media administrator, organization of press and the citizens which was validated on February 3rd 2012 named "*Pedoman Pemberitaan Media Siber* (*PPMS*)" or Guidance of Reporting on Cyber Media. The guidance was instituted based on Constitution number 40 about press (Press Constitutions). Journalism Code of Ethic (KEJ), and Indonesia's Reporters Code of Ethic (KEWI). Content of guidance is similar to KEJ and KEWI with some difference regarding verification in newest updates from the prior unverified news and listed user generated content. The guidance consist of Cyber Media Scope; Verification and Balanced News; User Generated Content; Erratum, Correction and Right to Answer; News Withdrawal; Advertisements; Copyrights; Inclusion of Guidance; Legal Action.

2.3. CONTENT ANALYSIS

This is a qualitative research using descriptive content analysis method. According to Weber (1994), " content analysis is research method using set of procedure to do valid inference of text" (Weber in Eriyanto, 2011). The procedure is named coding, of text to extract the characteristics or certain elements thru categorized construction. Content analysis is method to analyze content of message systematically and one of the most used method in mass communication research. Content analysis can be called as the "tool" to analysis message from certain communicant. Content analysis will also generate result suits with the objective of research. One of the purpose of content analysis design is to see message from certain source in different circumstance (i.e. political situation). In this case it is the clash between Indonesia Army Force and Mobile Brigade on November 19th 2014 at Batam, Riau Islands.

2.4. TEST VALIDITY

Test validity for the research is face validity and content validity. Those two was chosen because they corresponding to the aim of research. The research designed for describing the elements of document. Thus using face validity and content validity was the appropriate test validity. Face validity id data orientated type. Deduce how good the measuring instrument in representing information that attach within and associate with the data provided. The main approach in face validity is "What you see is what you get", (Neuendorf in Eriyanto, 2011). At the same time content validity is to see how complete measuring instrument put all the categories to be chosen. One measuring instrument can be considered to have content validity if the measuring instrument include all the indicators of the concept, nothing missed. Content validity falls under process oriented validity.

2.5. RELIABILITY

Cohen (Cohen Kappa) Formula is reliability test based on the opportunity of each indicators used in the measuring instrument. Not only measure the agreement of coders on the research but also the opportunity one indicator to surface. Based on the function this formula was chosen for the research as this research indicators vary in number from each of the categories of variable unit. In Cohen Formula, the probability factor for the agreement to happen is counted.

$$\text{Reliability between/among coders} = \frac{\text{observed agreement} - \text{expected agreement}}{1 - \text{expected agreement}}$$

The amount of sample undergo the reliability test was determine using Lacy and Riffle Method (1996) regarding to three aspects which is number of sample, standard error that is mistake degree the researcher has chosen, and agreement grade. All three then formulated into (Lacy and Riflle in Eryanto, 2013):

$$n = \frac{(N-1)(SE)2 + PQ-N}{(N-1)(SE)2 + PQ}$$

N   = number of sample

SE   = *Standard Error*. SE is mistake degree divided by value of Z. If the trust degree being used is 90% then value of Z is 1.65; 95% would make value of Z 1.96 and 99% is 2.58. For example the mistake degree that can be tolerated is 5% thus SE is 0.05/1.96=0.03

PQ   = variation of expected agreement in form of proportion that is devided into two parts with the sum of 1. For example the desired expected agreement is 90% then P=0.9 and Q=0.1

50 samples was subjected to the research and the desired expected agreement is 90% (P=0.9 Q=0.1) with mistake degree 5% and SE= 0.03 then the number of sampl3 for reliability test is:

$$n = \frac{(N-1)(SE)2 + PQ-N}{(N-1)(SE)2 + PQ}$$

$$n = \frac{(50-1)(0.03)^2 + [(0.9)(0.1)]-50}{(50-1)(0.03)^2 + [(0.9)(0.1)]}$$

$$n = \frac{(49)(0.0009) + (0.09)(50)}{(49)(0.0009) + (0.09)}$$

$$n = \frac{0.0441 + 4.5}{0.0441 + 0.09}$$

$$n = \frac{4.5441}{0.1341}$$

n= 33.885

n= 34

Based on that answer 34 samples was chosen for reliability test on www.dfreelon.org with result as below:

Table 1. Reliability Test Result

Variable	Avarage of three coders' agreement	Agreement of coder 1 and 2	Agreement of coder 1 and 3	Agreement of 2 and 3	Observed agreement (Fleiss' Kappa)	Expected agreement (Fleiss' Kappa)
Verification and balanced of news	90.196%	100%	85.294%	85.294%	0.902	0.709
Erratum, Correction and Right to Answer	92.157%	94.118%	94.118%	88.235%	0.922	0.872

Source: result of operation on www.dfreelon.org

3. RESULTS AND DISCUSSIONS

3.1. VERIFICATION AND BALANCED OF NEWS

Table 2. Verification and Balanced of News

Operational of variable	Sums	Frequency
News that followed the PPMS verification regulation	36	72%
News need more verification and has fulfilled the requirement of item (c) of verification clause on PPMS	0	0%
News need more verification and has not fulfilled the requirement of item (c) of verification clause on PPMS	9	18%
News contain verification from prior unverified news on the event and has fulfilled the requirement of item (d) of verification clause on PPMS	3	6%
News contain verification from prior unverified news on the event and has not fulfilled the requirement of item (d) of verification clause on PPMS	2	4%
Total	50	100%

Source: result of operation conducted by researcher

DetikNews has posted news in form of 3W instead of 5W+1H for the speed in news reporting but sure DetikNews has to regard the regulation Board of Press had made and hold within Guidance of Reporting on Cyber Media.72% of the news fulfilled the regulation and only 18% news need to be verified on some details mentioned in the news and didn't follow all the requirement needed for a news being published without deep verification. Requirement DetikNews did not follow mostly is to mention the news need deeper verification as what mentioned on item (c) number 2 article Verification and Balanced of News.

"Media memberikan penjelasan kepada pembaca bahwa berita tersebut masih memerlukan verifikasi lebih lanjut yang diupayakan dalam waktu secepatnya. Penjelasan dimuat pada bagian akhir dari berita yang sama, di dalam kurung dan menggunakan huruf miring,(PPMS, 2012)"

Above is quotation from PPMS itself with reference to the explanation of verification needed. It said that media need to give explanation the news need further verification nearest in time. The explanation is written at the end of the news in bracket and italic point. The result showed none of the news that is need further verification completed the requirement of item (c)

Three of 50 news or 6% of them contains verification on detail that was published on unverified news prior and 4% news has verification detail on it but did not meet the regulation. That 6% of the news are news about victim of the clash as at first the rumor about died victim was denied then it confirmed. Under the news it easy to find the link of previous unverified news. The number of news that is needed to be verified which is nine news and the number of news that has verification details on it which is five news are imbalance. Some details that had not been verified didn't made the cut possible because the investigation took longer time and it haven't finished by time frame of sample. Another reason might also be that the protocol both Army Force and Mobile Brigade to keep it inside military judicial.

3.2. ERRATUM, CORRECTION, AND RIGHT TO ANSWER

Table 3. Erratum, Correction, and Right To Answer

Operasional Variabel	Jumlah	Frekuensi
News is not erratum of previous news but news on latest update	47	94%
News contain erratum, correction, or right to answer of previous news and fulfilled the requirement on the guidance from PPMS	3	6%
News contain erratum, correction, or right to answer of previous	0	0%

news and had not fulfilled the requirement on the guidance from PPMS			
Total	50	100%

In writing and reporting news, error and misprinting are something that possibly happen, which is why media need regulation on erratum and correction as one Board of Press had made on Guidance of Reporting on Cyber Media. Out of 50 news sample 47 news or 94% news are news with latest updates and not erratum or correction and only three or 6% erratum or correction. None of the news reporting on right to answer from either institution. As both has protocol to and made merged investigation team to investigate and did not blame the other regarding the clash. All three erratum fulfilled the requirement Guidance of Reporting on Cyber Media (PPMS) ask. The requirement such as erratum need to be linked to the previous news the erratum was about and the erratum has publishing date and time. The link of the prior news can be found in the section "*Baca Juga*" or Read More just below the erratum.

4. CONCLUSION

After more than 16 years Detikcom or now the new and improved and specified DetikNews has found its rhythm in reporting events that is shown in its original journalism. Overall it does great job in writing news it delivers. It reflected on the number news that is not erratum and news that has been verified. They take on precision journalism that is straight to the point, rigid, state what is matter for the purpose of time might taken its toll as DetikNews failed to put small, seemingly unimportant details to the news. Something like explanation of further verification need that has been prerequisite for Board of Press. DetikNews performed better in erratum than in unverified news as this could be the effect of easier term for erratum as erratum does not require explanation.

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