

Online Media Independence (Political News Preaching Petasultra.com and Telisik.id)

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Abstract

Independence Media Has a very complicated concept. Generally, independence is the idea that journalists must be free from interference in carrying out and practicing their profession. Most of the news is the construction of reality plus the ideology and interests of Online Media. Often Online Media always chooses problems, information, or other forms of content based on manager and owner standards. The choice of angle, direction, and framing of content that is considered a mirror of reality is determined by Online Media professionals (gatekeepers) and in accordance with owner's standards. Online Media alignments in viewing news, has consequences that may be beneficial or detrimental to Online Media. This is related to related parties and influences event reporting.

Keywords: *Independence; Online Media; News.*

INTRODUCTION

Online Media is currently a source of information for the public, Online Media is also used as a political tool from various groups of politicians. Online media has always been a public consumption, be it certain events such as political events (general elections), the consumption of some people provides news assessments, the media are sometimes not objective and not neutral. Online media coverage tends to be preferred by certain groups. Sermons that are often shown are sometimes unbalanced or biased and can be detrimental to some groups or individuals. Therefore, the independence of the existing Online Media needs to be questioned. Or allow all Online Media to become attractive partisan media.

The media as a means of public information that forms public opinion plays its role. Some media seem to make provocative messages. Thus making negative public opinion towards one group or individual.

The media always deals with one other thing, with strong political and economic power structures. So that media-neutrality can be threatened because of economic interests and the political interests of the media itself.

In the political season in various regions, many media outlets have emerged as a means to convey partiality information, by playing messages that are not balanced so that they can influence media neutrality.

The high level of media freedom is the level of public trust in supervising the public so that the public can trust the media as an independent media in providing information, besides that the level of media freedom can be achieved in achieving an effective oversight function on behavior. public official.

In some cases, regions that have media that are not verified by the Press Council have become supporting media in increasing the popularity of public officials and party figures in political momentum. So that makes the media as an imaging campaign.

In the May 2020 district elections, featuring several candidates for regent and deputy regent who will fight, in these activities many online media, especially in the region always preach the elections later in 2020, so that any activities that will be carried out by prospective regents will become media highlights .

Petasultra.com is one of the media that includes political news by having its own column column in politics, this media is a relatively new media and giving massive political news in the district of muna. This media has Copyright© 2020. In the political reporting on petasultra.com, it always gives news on the upcoming 2020 elections, so that this media reports on several candidates for regents who will advance in the momentum of the elections.

In reporting news, petasultra.com is always active in reporting with a picture that the government led by Rusman Emba with one point of view. So researchers take the object of media research petasultra.com

Liliweri (2011), said that the presence of online journalism news sites is an up-to-date form of mass media development where the need for easy access to information is demanded, so that online news sites provide new colors for journalists and news to the community.

In the positivist view of the news seen as part of the reflection of reality, in view the James Curran's Message is a mirror of reality itself. Whereas in the critical paradigm whether news can be presented in reality is very dependent on the reporter as an agent in constructing reality. Reality becomes so subjective depending on who and what ideological motives are in managing a story (Eriyanto, 2011).

RESEARCH METHODS

This research was conducted using case studies. The researcher assessed the exposure of Robert E. Stake's case study method (2005) and Framing analysis model Robert N. Entman That has an analysis framework for Problem Definition (problem definition), Diagnose causes (Estimating the problem or the source of the problem), Make moral judgment (making moral decisions) treatment Recommendation (emphasizing resolution) With this analysis model, the framework of the analysis seeks to detect, select issues, highlight aspects of an issue and connect media discourse with other forms of public discourse

RESULTS AND DISCUSSION

To find out how the framing is done by the media, there is a The framing set by Entman that can describe how an event is interpreted and marked by a journalist Entman divides the framing device into four elements as follows:

Define Problems (first defining the problem)

This first element is the main frame / master frame that emphasizes how events are interpreted on a basis eda by journalists, then the reality formed will be different

b. Diagnose causes (estimating the cause of the problem)

This second element is a framing element used to frame who is considered an actor of an event. The causes here can mean what (what), but can also be understood differently, then the cause of the problem will be understood differently.

In other words, defining the source of the problem explains who is considered the perpetrator and who is the victim in the case.

The framing element used to justify / provide an argument in defining the problem that has been made. After the problem is defined and the cause of the problem has been determined, it takes strong arguments to support the idea. The ideas cited relate to something familiar and known to the public.

c. Treatment recommendation (emphasizing completion)

This fourth element is used to assess what the journalist wants. What path was chosen to solve the problem. The solution depends, of course, on how the incident is seen and who is seen as the cause of the problem.

Analysis Framing Coverage of petasultra.com

<i>News Frame</i>	<i>Element</i>	<i>Petasultra.com</i>
"Allegedly There Are	<i>Problem identification</i>	Emphasizing and criticizing about the involvement of raji in covid-19 snacks through

Political Motives Behind Spraying Disinfection" Rajiun "Subordinates"	<i>Causal interpretation</i>	spraying disinfectants. In the news of spraying out the disinfectant cause of the Youth Group "MPR" by giving members the title "Subordinates of Rajiun" they are considered not to have permission to carry out these activities.
	<i>Moral evaluation</i>	of moral value in the article is that the spraying should only be done by a team of covid groups, and not to continue cracking down Satpol PP
	<i>Treatment Recommendation</i>	No
News Frame	Element	<i>Petasultra.com</i>
Rajiun Lounge "wandering" Amid Impact of Economic Pandemic Covid-19 in Mubar?	<i>The problem identification</i>	problem emphasized is that the virtual regulatory and head of the field are carrying out imaging activities.
	<i>Causal interpretation</i>	The report described the event as a result of the muna bara district head conducting imaging in the muna district.
	<i>Moral evaluation of</i>	the Regional Government especially West Muna to coordinate with Baznas.
	<i>Treatment recommendation</i>	Demanding that the budget be immediately realized or distributed to affected residents.

Define Problems

In framing the news always shows that Rajiun Tumada is always involved with activities in the virtual district, which in this case Rajiun will compete in the elections of Muna 2020.

Diagnose causes of

Framing of news over any activity that uses the label will be a causative actor.

Make moral judgment

In some usage, sometimes there is no offer of solving a problem or issue.

Only in reporting the news uses the title with Rajiun reporting that can be judged unbalanced

Treatment Recommendation

In the news report, Rajiun clearly does not engage in activities in the muna district, because it is considered the head of the West Muna region.

The Role of Online

Media Media as a basic study of news. Online Media Online, especially in community groups has played many important roles. According to McQuail in the

Theory of Mass Communication, there are six perspectives about seeing the role of the media (McQuail, 2000: 66):

1. Seeing Online Media as a window of events and experiences. Online media are seen as information that destroys the public to see what is happening in the public. News published in Online Media is a place to learn to understand events or information.
2. Online media is also often seen as a mirror of events in society and the world, implying faithful reflection. In this sense, Online Media is a mirror of various events in the community. Online media forms real events.
3. See Online Media as a filter, or a gatekeeper who chooses various things to consider or not. Online Media Content is not absolute from the reality, but has become a form created and chosen by editors or people related to Online Media.
4. Online media are often also seen as guides, guides or interpreters, which translate and point toward various uncertainties, or alternatives.
5. See Online Media as a forum to present various information and ideas to the public, so that possible responses and feedback.
6. Online media as interlocutors, which are not only a place for information but also a communication partner that enables interactive communication. (McQuail, 2000).

Freedom of the media Free media is

absolutely essential with independent justice, as a twin force that is not accountable to politicians. Both of these forces play the role of counter-power against corruption in the work cycle of government programs.

Ownership of media by individuals brings another danger, namely the danger of mass media conglomeration, the concentration of media ownership in the hands of a handful of people. The concentration of ownership can threaten democracy itself - major political parties can be held hostage by media owners, who have extraordinary power through their ability to manipulate the opinion of voters.

The level of freedom of the media is the level that can be achieved to carry out an effective public oversight function for the behavior of public officials. Just like the legislature who has to oversee the Executive every day. The media also closely monitors legislative and executive bodies (as well as other parties who hold positions related to the public domain).

The media has a special role and "weak spot" in the fight against corruption. politicians and public servants may be more easily tempted to abuse their position for personal gain if they believe there is no risk of their actions being exposed and revealed by the press. Politicians in their efforts can try to silence the media.

Even in open societies, some powerful officials support, based on the assumption that the media can act without "responsibility", the issuance of a State Secrets law which severely limits the right to information and expresses opinions.

We certainly have to admit that corruption also exists in the journalism profession. In Mexico and India, for example, many journalists get money in return from the institutions they cover to supplement their small salaries. Bribery of this kind raises a strong urge not to reveal violations of the law at the top levels of government.

Objectivity and Neutrality Mediamedia

Independence is a very complicated concept. Generally, independence is the idea that a journalist must be free from all forms of interference when carrying out and carrying out his profession. In many countries, the largest media owner (generally the owner of a leading television and radio station) is a situation of self-government that underestimates the concept of media independence from state influence.

Efforts need to be made to strengthen media independence by making media owned by the government or controlled by government property by the private sector. At the same time, it is necessary to develop a system to develop diversity in media ownership, so that competition between the media can encourage various perspectives on public policy and limit the political power of media conglomerates.

Free and private media can be realized only if there is intense competition in the media market. competition will make corrupt media owners fear that their actions will be revealed and can also frighten corrupt officials to fear that their actions will be revealed and can also scare public officials.

It often happens that the government of a country states that its democratic institutions are still fragile and the media are inexperienced and believe that it is better to continue ownership of the media by the government. Such a situation exists, but state-owned media must not be granted monopoly rights.

As a window that allows the audience to see what is happening, Online Media must be objective. The public or audience (viewers) want the truth of the news displayed and free from the distortion of various parties. According to Kovach and Rosenstiel (2003) in *Nine Elements of Journalism*, the first obligation of journalism is

on truth. They say that the first principle of journalism is the pursuit of an impartial truth that distinguishes it from all other forms of communication. The statement shows that journalists, no matter from Online Media, must depend on objectivity.

Understanding objectivity in the world of Online Media is a method used to provide a picture of the world that is as honest and accurate as possible within the boundaries of journalistic practice. Furthermore, McQuail revealed that objectivity, in general, was related to news and information. According to McQuail, "Objectivity may only be one of the requirements of a story, but objectivity also has an important role as a key for the audience to judge whether the news can be trusted and can be trusted". Perspectives on objectivity, i.e. journalists must be impartial in collecting, processing, and reporting news. Information is said to be objective if it is accurate, honest, complete, follows reality, is reliable, and separates facts and opinions. The information must also be balanced (neutral) and fair, in the sense of reporting alternative perspectives that are sensational and unbiased.

Objectivity Journalism often refers to justice, neutrality, factuality, and non-partisan. News idealism that is built by the media is a manifestation of the reality in the event. This means that news in a media must be a proposed scheme, for example, assuming the media is a neutral information channel, only connecting the sender of the message and the recipient of the message. News is built from phenomena and data and objective analysis without opinion or subjective. The reality displayed in the news is purely from results on the field.

The neutrality of news in Online Media is seen because Online Media is only a tool or means of delivering information (Online Media as a channel). The theory that places Online Media as a channel is The Null Effects Model, which also states that Online Media content is free of distortion. This theory explains that Online Media conveys a fair picture of reality by minimizing distortion. This belief stems from the traditional assumption that "journalists are neutral transmitters".

News is not neutral

The reality is that news does not only show the actual reality. Online Media content reported to the public does not originate in "neutral space", is free of interest, and is distributed by distortion-free media. News is the result of the influence of the internal policies of the Online Media organization and the external influence of the Online Media itself. Several factors influence the content of news in Online Media:

1. Individual factors, these factors are related to the background and professionalism of individuals who manage information into Online Media.
2. Routine factors, Online Media routines are related to the mechanism and process of determining news.
3. Organizational Factors, these factors are related to the structure that affects reporting. Extra online media factors, these factors are related to the environment that exists outside of Online Media People in the Online Media environment that influence news:
 - news
 - Sources of income
 - Online Government Media and Online Media Partners
4. The Ideology Factor

Shoemaker-Reese emphasize influences online media news content by internal and external factors. This influence is divided into several levels, namely individual Online Media workers (individual level), Online Media routines (Online Media routine level), Online Media organizations (organizational level), outside of Online Media (Online additional media level), and ideology (ideology) level). The level of influence is illustrated through the following five circles:

Gatekeeper.

Often Online Media always chooses problems, information, or other forms of content based on the manager's and owner's (owner's) standards. The choice of angle, direction, and framing of content that is considered a mirror of reality is determined by Online Media professionals. Here the audience is "chosen" by Online Media about what is worthy of attention and attention. People who determine, choose, choose who has a role in controlling or controlling Online Media are called gatekeepers. (Nurudin 2009)

In the process of mass communication, the gatekeeper can be interpreted as the process of sorting, selecting, and adjusting information to be conveyed to the audience. So, before the information is conveyed by Media Online to the audience, the information will be filtered first, and the process of screening or sorting out this information will be carried out by a party called a gatekeeper. All Online Media use the gatekeepers in the process of receiving and conveying their messages because the gatekeepers play an important role in the process of sorting and processing messages. Maulana, (2019)

Gatekeepers themselves are a term used for those who carry out the gatekeeper process. The term gatekeeper was first introduced by Kurt Lewin, a psychologist from Australia in 1947, in his book *Human Relations* (1947). The function of the gatekeeper is also to evaluate the content of Online Media to suit the needs of its audience, where the gatekeeper has the authority to not load news that is considered disturbing. In addition, the gatekeeper functions as a person who helps add or subtract, simplify, and package so that all information disseminated is more easily understood. (Nurudin, 2009: 31-32) In addition, gatekeepers also function to interpret messages, analyze, add data, and reduce messages, where the gatekeeper is the party that determines the packaging of messages from Media Online. The more complex the Online Media system is, the more gate maintenance processes will be carried out. It could even be said, the gatekeeper largely determines the quality of information and the impact of the message to be conveyed.

John R. Bittner explained that the gatekeepers are people who play important roles in Online Media such as newspapers, magazines, television, radio, internet, video cassettes, compact disks, and books. Thus, those who are called gatekeepers include journalists, news editors, even film editors, or others in Media Online who also determine the flow of information disseminated. The role of the gatekeeper, namely: gatekeeper can delete messages or can even modify and add messages to be disseminated. A gatekeeper can stop a piece of information and not open a "gate" (gate) to release other information. Thus, it can be concluded if at least, the gatekeeper has the following functions:

1. Broadcast information
2. Limiting information by editing it before distribution
3. Expanding the amount of information by adding facts and other views
4. Interpreting information.

As a gatekeeper of information, the press selectively chooses the news to be reported, determines what must be reported and how to report it. Because the audience will tend to be influenced by news that is read, heard or seen.

Gatekeepers have great control abilities in mass communication. It is also very important to know who they are and how they function. The role of these individuals is of course also strongly influenced by other factors that originate from within (intrinsic) or outside the media organization (extreme). Which of these influences is

very easy to bring up issues in society and to twist between the facts and the facts that occur.

Starting from collecting relevant facts, writing, editing, to broadcast news. These processes are the way journalists build news from journalists' work which is still guided by a journalistic code of ethics.

Paul Bradshaw in "Basic The Principle of Online Journalism "states that there are five basic principles of online jurisprudence that can be as short as BASIC, namely, Brevity, Adaptability, Scannability, interactivity, Community, and Conversation (Romli, 2008: 13), along with an explanation:

1. Conciseness. Online news is required for short, to improve human life and the level of an increasingly busy. Readers have less time to read and want to know the information immediately. So, online journalism can only contain text. It also follows one of the rules of journalistic language KISS, ie keep it short and simple.
2. Adaptability Online journalists are required to be able to adjust themselves in the midst of public needs and preferences With technological advances, journalists can present news by creating various ways, such as providing audio (video), video, image, etc. format in the news,
3. can be scanned (Scan Ability) To facilitate the audience, sites related to online journalism must be scanned, so that the reader does not need to feel compelled to read.
4. Interactivity (interactivity). Communication from the public to journalists in online journalism is made possible by increasing access. The reader or viewer is allowed to be a user (user). This is very important because the more the audience feels they are involved, the more they will be appreciated and enjoy reading the news.
5. Community and conversation (Community and Conservation). Online media has a greater role in print or other conventional media, namely as a community filter. Online journalists must also provide answers or feedback to the public in response to interactions conducted by the public before.

The media must also package the story into the story structure. In print media, for example, news in print must be readable, photos in a story must be related to a story in print and the title in the title must pay direct attention to the audience of a story. A story in the news symbolizes the routine process of "what happened" and

guides the reporter to determine which facts can be turned into news commodities. (Shoemaker and Reese. 1996: 114)

Tools of media power

From the point of view of the political economy of Online Media, it turns out that Online Media cannot be neutral and objective like its idealism. Online media are very bound and influenced by the ideology of the owner (owner). Online media owners participate in determining the angle, direction, and framing of the news content that will be displayed.

In addition to ideological considerations, economic (business) considerations and even political considerations take part in coloring news content. Therefore, Online Media is very vulnerable to be used as a tool of power in political interests. Online Media Ownership determines Online Media control, which in turn determines Online Media content. Altschull (1984) "Second law of journalism": "Online media content always reflects the interests of those who fund it." Online media images that are bound by economic and political interests reflect that Online Media content always reflects the interests of certain parties who finance it.

The political economy of Online Media explains and determines more attention on the economic and ideological structure than on the content of Online Media content. Online media owners can occur because Online Media has the power to shape public opinion. This work is done through setting the agenda

CONCLUSION AND RECOMMENDATION

Conclusion

A piece of news as Online Media content is the result of the construction of reality. But the reality is that Online Media has a great opportunity to influence the meaning and image that is produced from thereality constructed. Most of the news is the construction of reality plus the ideology and interests of Online Media. Often Online Media always chooses problems, information, or other forms of content based on manager and owner standards. The choice of angle, direction, and framing of content that is considered a mirror of reality is determined by Online Media professionals (gatekeepers) and in accordance with owner's standards.

In the framing carried out by petasultra.com greatly emphasizes that Rajiun may not carry out activities that involve the interests of the 2020 Politics, on the one hand he is very effective in reporting on the local government namely LM. Rusman emba

with a very intense imaging, not only that on page this webdisplays ads that are all only in local government.

Suggestion

Freedom of Online Media or the press must be directed so that it can provide tangible benefits for the community and its viewers, not only freeing Media Online and its owners from the obligations of people's expectations and demands. Likewise news, as Online Media content, news must be directed so that it can provide tangible benefits for the community and its viewers, not only freeing Online Media and its owners from the obligations of the people's expectations and demands.

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