

ANALYSIS OF THE ACTION OF RACISM ON THE HELP FILM DIRECTED BY TATE TAYLOR

Damara Komala Padma, Senja Yustitia, Siti Fatonah
Department of Communication Science
Faculty of Social and Political Sciences, UPN “Veteran” Yogyakarta
Email: damarakomala@gmail.com

Abstract

*Racism is a problem that has existed throughout the world since ancient times. Indonesia also does not escape the issue of racism. From the small issues that we did not realize until the big problems involving many parties. This racism makes the atmosphere uncomfortable and conducive if it has to involve many parties. Therefore, many filmmakers who try to raise the theme of racism become a film. This study's problem is how the movie, especially those related to forms of racism. From the formulation of this problem, this study aims to find out the contents of the film *The Help*, especially those related to forms of acts of racism. This study uses the content analysis method with the data validity technique is reliability testing. Based on the results of the study, it is known that the film *The Help* contains many acts of racism. In the scene of discrimination and prejudice dominated by actions taken by white figures to blacks. The response to this attitude of racism gave rise to hatred also fear—the scene dominated by black characters' treatment to white people. The scene of the rules made for black characters also appeared. At the same time, violence and prohibition are dominated by actions to fellow race. The act of racism appears more in the middle part of the film.*

Keywords: *Content Analysis, Racism, Discrimination, The Help, Film*

INTRODUCTION

As a propaganda tool, the film is closely linked to achieving national and community objectives. It is related to the view that the film has a range, realism, emotional influence, and great popularity. Confound efforts messages with entertainment development has long been applied in literature and drama. Still, the new elements in the film have advantages in terms of its ability to reach many people quickly. The ability to manipulate reality appears with a photographic message without losing credibility (McQuail, 2011).

One of the most dominant propaganda presented in films is racism, such as the tribal war in Africa, which is told in the film *Hotel Rwanda* in 2004. It is based on real events in 1994. There was a massacre between the Hutu and Tutsi tribes, where this conflict resulted in nearly one million people being killed. Africa is known for its minimal tolerance between tribes. Not only in Africa but racism even throughout the world.

The sad reality of racism is that racism has already existed throughout the world since the beginning. History is full of examples. In the past, African-Americans

were forced to stay behind while riding buses. Jews were required to wear a yellow David badge. Japanese-Americans were isolated in tents during World War 2, and Indian-Americans were seized from their land the African society divided by race. Today we see the manifestation of racism in the form of graffiti (graffiti on the wall), which insults race, destruction of property rights, intimidation, and even physical violence. People are also taking action blatant racism, such as insults or tell jokes about ethnicity.

In Indonesia, we know it has a large population and has a variety of cultures, ethnicities, races, and religions. According to the Central Statistics Agency (BPS), Indonesia's population in 2017 reached 262 million. There are more than 300 ethnic groups or ethnic groups in Indonesia or precisely 1,340 ethnic groups, according to the 2010 BPS census (BPS, 2018). With so many differences, of course, it doesn't always run smoothly side by side. Sometimes there is a little upheaval due to this difference. Like other countries, Indonesia is also not immune to the problem of racism. From small issues that sometimes we don't realize have been racist to massive problems and involve many parties. The beginning of racism stems from an attitude where we assume that "they" are different from "us." Many cases of discrimination in Indonesia, among which

are very well known, are the May 1998 riots. These riots were racial riots against ethnic Chinese, where at that time, many Indonesians of Chinese descent were killed, tortured, and raped.

About racism, *The Help* is one of the films that raise racism as a theme directed by Tate Taylor. The film, set in the 60s, presents a simple example of discrimination, namely racism by homemakers in Jackson, Mississippi, against their black servants. With so many films taking up the theme of racism, researchers see that the movie *The Help* is brave enough to reveal racism in the United States and movies that depict real life. Hence, the writer decides to choose the film *The Help* as an object of this research.

This research aims to find out the film's contents *The Help* related explicitly to forms of racism. In obtaining this goal, researchers used McLemore's racism theory and Carmichael and Hamilton's racism concepts to make units of analysis.

METHOD

In this study, researchers used quantitative descriptive content analysis methods. According to Krippendorff (Krippendorff, 1993), content analysis is a technique for making inferences that can be replicated and valid by paying attention to the context. The content analysis model not only knows how the contents of the news text, but how the message conveyed so that it can see the hidden meaning of a text (Eriyanto, 2011). The object of this research is the act of racism in the film *The Help*. The data analysis technique used is the reliability test. To see whether the data used in this analysis are appropriate, researchers used the intercoder reliability method, namely the Holsti formula (Eriyanto, 2011), using nominal data in the form of a percentage at

the level of equality over the categories used.

DISCUSSION

Here are the results of research based on the count on each unit of analysis and categorization predetermined.

The results of table 1 about individual racism scenes with discrimination categorization can be concluded that the discrimination that appears dominant in the film *The Help* is a scene of discrimination committed by white figures to black figures with a percentage of 84.21%. This scene of discrimination by white statistics is the most presented in films. Out of 57 discrimination scenes, 48 of them were discrimination scenes committed by white figures to black

Table 1
Unit Analysis of Individual Racism Scenes Related to Discrimination

Categorization	Sub Categorization						Amount	
	Beginning of Film		Middle Part of Film		End of Film			
	F	%	F	%	F	%	F	%
The scene of discrimination by white figures against black people.	12	21,05	36	63,16	0	0,00	48	84,21
The scene of discrimination by black figures against white people.	0	0,00	3	5,26	0	0,00	3	5,26
Others are not included above.	1	1,75	5	8,77	0	0,00	6	10,53
Amount	13	22,81	44	77,19	0	0,00	57	100

Source: Primary Data, 2018

figures, including 12 scenes, each appearing at the film's opening and 36 scenes in the middle of the film.

Table 2 results about individual racism scenes, including prejudice categorization, can be concluded that the scenes that appear to dominate in the film *The Help* are negative prejudice scenes performed by white figures to black figures with a percentage of 33.33%. Scenes that show white skin with negative prejudices against blacks appear in the film *The Help*. The frequency of occurrence is 13 times out of 39 prejudice scenes, with 7 scenes each appearing in the opening movie with a percentage of 17.95%. Five scenes in the middle of the film with a percentage of 12.82%. One scene on the cover with a percentage of 2, 56%.

Based on table 3 below, the number of violent scenes is relatively high. The visible number of scenes that appear in the film is 116 scenes. In this film, there are many scenes of violence, both physical violence, and verbal violence. It can be seen that from the categorization of violence, the scenes with the highest frequency of occurrence are insulting scenes (verbal violence) committed by the same race with a percentage of 24.14%. The number of scenes from this sub-categorization was 28 scenes from 116 scenes with a categorization of violence that appeared in the film. There are 28 scenes divided into 12 scenes, with 10.34% at the beginning of the film. Sixteen scenes with a percentage of 13.79% in the middle of the film.

Table 2
Unit Analysis of Individual Racism Scenes Related to Prejudice

Categorization	Sub Categorization						Amount	
	Beginning of Film		Middle Part of Film		End of Film		F	%
	F	%	F	%	F	%		
The negative prejudice scene of a black figure to a white figure.	1	2,56	8	20,51	0	0,00	9	23,08
The scene of negative prejudice white figures to blacks.	7	17,95	5	12,82	1	2,56	13	33,33
The scene of positive prejudice black figures to white skin.	3	7,69	2	5,13	0	0,00	5	12,82
The scene of positive prejudice of white figures to blacks.	0	0,00	0	0,00	1	2,56	1	2,56
Others are not included above.	4	10,26	7	17,95	0	0,00	11	28,21
Amount	15	38,46	22	56,41	2	5,13	39	100

Source: Primary Data, 2018

Table 3
Unit Analysis of Individual Racism Scenes Related to Violence

Categorization	Sub Categorization						Amount	
	Beginning of Film		Middle Part of Film		End of Film		F	%
	F	%	F	%	F	%	F	%
The scene of beating (physical violence) by the white figure on a black.	0	0,00	1	0,86	0	0,00	1	0,86
The scenes of hitting (physical violence) by black figures against white people.	0	0,00	0	0,00	0	0,00	0	0,00
The hitting scenes (physical violence) were carried out by the same race.	0	0,00	3	2,59	0	0,00	3	2,59
The pushing scenes (physical violence) perpetrated by white figures on blacks.	0	0,00	0	0,00	0	0,00	0	0,00
The pushing scenes (physical violence) by black figures against white people.	0	0,00	0	0,00	0	0,00	0	0,00
The pushing scenes (physical violence) are carried out by the same race.	0	0,00	4	3,45	0	0,00	4	3,45
The screaming scene (verbal violence) is committed by white figures to black people.	1	0,86	6	5,17	0	0,00	7	6,03
The screaming scene (verbal violence) by a black character to a white person.	0	0,00	3	2,59	0	0,00	3	2,59
The screaming scenes (verbal abuse) committed by the same race.	7	6,03	17	14,66	0	0,00	24	20,69
The insulting scenes (verbal abuse) perpetrated by white figures on blacks.	1	0,86	9	7,76	1	0,86	11	9,48
The insulting scene (verbal abuse) is committed by a black character to a white person.	4	3,45	8	6,90	1	0,86	13	11,21
The insulting scenes (verbal abuse) perpetrated by the same race.	12	10,34	16	13,79	0	0,00	28	24,14
Others are not included above.	1	0,86	20	17,24	1	0,86	22	18,97
Amount	26	22,41	87	75,00	3	2,59	116	100

Source: Primary Data

It can be seen that this hate analysis unit is widely displayed or appears in The Help. Seen with 117 scenes is the highest number compared to other categories. Table 4 below shows that the scene with the highest percentage is the scene showing the hatred of black figures to white figures with a portion of 45.30%. While the frequency of occurrence is 53 scenes from 117. Nine scenes at the beginning (7,69%), forty-one scenes in the middle (35,04%), and three scenes at the closing of The Help (2,56%).

Scenes that show black hatred on white skin here are all scenes that show black characters hate or dislike the treatment of whites or the people

themselves. The percentage of hatred of black people on white skin is very high when compared to the others. At the beginning of the film, nine scenes have appeared showing hate. In the conflict section, there were even more, as many as 41 scenes. It shows that black people either hated or disliked the treatment of white people. Often in this film blacks are treated arbitrarily and demeaned; this hateful scene often appears in the film as a manifestation that blacks do not like their treatment.

From table 5, it can be concluded that the most dominant scene is a scene that shows a black figure afraid of white figures

Table 4
Unit Analysis of Individual Racism Scenes Related to Resentment

Categorization	Sub Categorization						Amount	
	Beginnin g of Film		Middle part of film		End of Film			
	F	%	F	%	F	%	F	%
The scenes that show hatred of white figures against blacks.	1	0,85	16	13,68	6	5,13	23	19,66
The scenes that show hatred of black figures against whites.	9	7,69	41	35,04	3	2,56	53	45,30
The scenes that show hatred towards the same race.	11	9,40	30	25,64	0	0,00	41	35,04
Others are not included above.	0	0,00	0	0,00	0	0,00	0	0,00
Amount	21	17,95	87	74,36	9	7,69	117	100

Source: Primary Data

Tabel 5

Unit Analysis of Individual Racism Scenes Related to Fear

Categorization	Sub Categorization						Amount	
	Beginning of Film		Middle Part of Film		End of Film		F	%
	F	%	F	%	F	%	F	%
Scenes that show black figures are afraid of white figures.	1	1,72	20	34,48	5	8,62	26	44,83
Scenes that show white figures are afraid of black people.	0	0,00	5	8,62	3	5,17	8	13,79
Scenes that show characters afraid of the same race.	1	1,72	2	3,45	1	1,72	4	6,90
Others are not included above.	0	0,00	19	32,76	2	3,45	21	36,21
Amount	1	1,72	46	79,31	11	18,97	58	100

Source: Primary Data

with a percentage of 44.83%. The frequency of scenes showing black characters is scared of white characters in the film *The Help* of 26 scenes from a total of 58 scenes in the fear analysis sub-unit. The details of 26 scenes consist of 1 scene (1,72%) at the beginning, 20 scenes (34,48%) in the middle, and five scenes (8,62%) at the end of the film.

From table 6 below, it can be seen and concluded that the highest scenes that appear in this categorization are two scenes. In this categorization, there are not many scenes that occur, so that the total frequency of appearance is only 11 scenes. The rules here are written regulations made by the government for both races. The first scene is a scene that displays regulations or rules

made for black characters with a percentage of 45.45% or with a frequency of 5 scenes from a total of 11 scenes. These five scenes only appear in the middle of the film. Given that blacks here are a minority race, it is not surprising that blacks have many rules. These rules are rules that limit the space of blacks and separate blacks and whites.

From table 7 below, it can be seen that in this analysis, the sub-unit is an analysis sub-unit with the least frequency of occurrence of scenes when compared with other sub-units of analysis. The number of frequencies occurring in this subunit of analysis is only eight scenes. It can be seen that the most dominant scenes in this categorization are scenes where someone forbids to do or do something by the same

Table 6
Structural Racism Scene Analysis Unit Related to Rules

Categorization	Sub Categorization						Amount	
	Beginning of Film		Middle Part of Film		End of Film			
	F	%	F	%	F	%	F	%
The scene rules or rules that are made for black figures.	0	0,00	5	45,45	0	0,00	5	45,45
The scene regulations are made for white figures.	1	9,09	0	0,00	0	0,00	1	9,09
The scenes of rules are made for both races.	0	0,00	5	45,45	0	0,00	5	45,45
Others are not included above	0	0,00	0	0,00	0	0,00	0	0,00
Amount	1	9,09	10	90,91	0	0,00	11	100

Source: Primary Data

race. The percentage is 50% with the frequency of appearances in the film *The Help* of 4 scenes out of 8 scenes. All four scenes appear in the middle of the film.

After the research results are known, researchers juxtapose these results with the theory of discrimination put forward by McLemore. Racism here is a behavior that limits and divides certain groups. The discrimination usually begins with prejudices or assumptions that are believed by someone. McLemore said that this discrimination was influenced by three things: situational pressures, group gains, and institutional structure.

This factor is attributed to the film *The Help* often occurs when individuals are in a group or in a public place, where they

must position themselves in the group. However, he has a different view from them. It can be seen from the research results in which the percentage of scenes of discrimination committed by whites to blacks is very high. Scenes included in this unit of analysis tend to show individuals discriminating but not their will. But encouragement from the surrounding environment.

The second factor that can affect discrimination is the existence of group gains. This group gain is an attitude in which dominant groups fear that migrants will take their land. The second factor also appears a lot in the research results in the analysis unit discrimination white scenes to black. The dominant group discriminates so

Table 7

Unit of Analysis of Structural Racism Scenes Regarding Prohibition

	Sub Categorization						Amount	
	Beginning of Film		Middle Part of Film		End of Film			
Categorization	F	%	F	%	F	%	F	%
Scenes performed by white figures prohibit black figures from doing or doing anything.	0	0,00	1	12,50	0	0,00	1	12,50
Scenes performed by black figures prohibit white figures from doing or doing anything.	0	0,00	3	37,50	0	0,00	3	37,50
Scenes that show someone forbid to do or do something by the same race.	0	0,00	4	50,00	0	0,00	4	50,00
Others are not included above	0	0,00	0	0,00	0	0,00	0	0,00
Amount	0	0,00	8	100,00	0	0,00	8	100

Source: Primary Data, 2018

that it benefits the group, as shown in the film *The Help*, where black only has a small salary. Black people do not get high jobs; for example, in the company where Skeeter works, there is no single black person who works there.

The last factor influencing discrimination is an institutional structure. This factor is related to the group gains used to create a system that they have and maintain their dominant position. The white race is the dominant race in this film; therefore, they form legislation that regulates their work as prevalent and minority positions.

In addition to the discrimination theory above, to find out the contents of this film about racism, researchers used the concept of racism proposed by Carmichael and Hamilton (Liliweri, 2005). Researchers also use the idea of racism as a guide in creating units of analysis and categorization. Carmichael and Hamilton say that there are two types of racism, namely individual racism and institutional racism. Individual racism contains discrimination, prejudice, violence, hatred, and fear. At the same time, institutional racism includes rules and prohibitions. Of these two types of racism, researchers

dissect them again into categories according to these types.

CONCLUSION

The scene of discrimination that most often appears in the film is the scene of discrimination committed by white and black figures. It is because whites are the dominant group trying to maintain their position by discriminating. The category of prejudice that most often appears is the negative prejudice scene of white figures to blacks. It is not surprising because white figures who have negative assumptions about blacks are then forwarded to discriminatory attitudes. Scenes of violence in individual racism that have the highest percentage and often appear in the film *The Help* are scenes of insults (verbal violence) committed by the same race. The unique finding is that there are so many scenes in the film that show insulting other characters of the same race. The hate category is the category with the most scenes. This scene of hatred is a response to the existing racism. The highest percentage is in the scene that shows the contempt of black figures to white people. It is because of the white attitude which always discriminates against blacks. The category of fear as a form of reaction to a threat to a group of people appears in the scene showing a black character afraid of a white character. It is by

the black race who are scared of whites because they are often oppressed.

Regulatory scenes of structural racism originate from the government and are in the form of rules or legislation. Many scenes that appear are scenes of laws or regulations made for black figures. The black race causes this as the majority race wants to control the whites to make the rules. This prohibition scene is part of structural racism, but the study results show that the most emergent is the scene where someone forbids to do or do something by the same race. Fellow whites and blacks carry out many scenes that appear. Many acts of racism appear in the middle of the film.

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CONTENT ANALYSIS OF SOCIAL CRITICAL IN ANTITANK-PROJECT INSTAGRAM ACCOUNT

Wipti Aga Pramasepta, Christina Rochayanti, Kartika Ayu Ardhanariswari
Department of Communication Science
Faculty of Social and Political Sciences, UPN “Veteran” Yogyakarta

Email: wptgalz@gmail.com

Abstract

Criticism is one element that can keep the existing system in its tracks and not get out of the way the system should be. Anti-tank has initially been one of the artists and activists who expressed their criticism using posters in Yogyakarta. This study aims to determine the content of criticism in the Antitank Project and the tendency of criticism. The method is content analysis. The theory used is the spiral silence theory and Habermas' critical theory. The study population amounted to 192 images in the period of January 2016 - December 2018. The study sample was taken 46 pictures to be examined because of the repetition of several photographs. The research results show that there is a tendency in Antitank criticism, namely in the political field, in which there is an important element of power and has high publicity. The object of criticism of Anti-tank's dominant work is the state government, which holds the country's highest authority. Communication of indirect criticism works or symbols becomes dominant in Antitank social criticism works. The use of symbols is more interesting and wise, to reduce conflict with the object of criticism. Antitank uploads through Instagram to get broad support and increase the approach to his work to cause movement to a broad audience by the theory adopted, namely the spiral of silence theory.

Keywords: Works, Social criticism, Instagram, Anti-tank

INTRODUCTION

Criticism is a familiar word in the current era. Criticism is usually synonymous with comments that are looking for mistakes and short gaps in the response. From the criticism response, it can provoke other pro or contra responses with the criticism, many assumptions that will arise with criticism. Because criticism is also a subjective assumption from someone, it can be based on data and research or only words released freely without any foundation. But with the

support of data or facts on the ground can be one of the tools to help the country improve a system that is indeed off track from the system that should be.

In conveying their messages, critics can use general mass media or use new media or directly, such as holding demonstrations or demonstrations. One part of the criticism is a protest; protests can be based on any field, for example, social, gender education, a political religion, and many more. In the web created by two men named Tommy Leung and Nathan Perkins,

gives an overview of maps and statistics of protests from various aspects of being in America in 2017 (Caruso & Love, 2017).

Whereas in Indonesia in 2017, according to data from BPS (Central Statistics Agency), the level of democracy shows data of 72.11%, a high rate of democracy. Freedom of opinion on that year's data also showed an increase; freedom of thought gained a percentage of 78.75%, while information on violent demonstrations or strikes showed a percentage of 29.22%.

One of the causes of the spread of one topic or issue, because many Indonesians are familiar with the internet or internet literacy. By data in 2017 presented by the association in Indonesia APJII (Indonesian Internet Service Providers Association). Indonesian internet users already have as much as 54.68% of the population. Around 143.26 million of the people of approximately 262 million Indonesians already use the internet, half of Indonesia's population already knows the internet. Every year Indonesian users experience a continuous increase. While social media users in Indonesia, according to the web, we are social in 2018, around 130 million people use social media.

In 2016 Andrew expressed that his work tended to criticize Yogyakarta's high development phenomena, where the related impacts of the "Jogja Ora Didol" issue.

However, many other issues existed that year, such as Papuan independence, the Munir case, the Udin case, the issue of Budiono's existence as vice president, tolerance, and fascism. So that this year the criticism of Antitank tends to criticize the governance of the Mayor of Yogyakarta.

In 2017 and 2018, the expressions of social criticism from antitank tended to contain the issue of the New Yogyakarta International Airport (NYIA). That is the new airport discourse in Yogyakarta located in Kulon Progo, as reported by Detik.com, a demonstration of the rejection of the construction of the NYIA, which took place in front of the Yogyakarta DPRD building. Demonstrators voiced that NYIA's development had displaced peasants' land, oversized farmers, and condemned the apparatus of violence against farmers Kulon Progo (Raharjo, 2018). Another problem arises, namely the agricultural obstacle where many farmers' land has been evicted. In that year, there were also other issues such as corrupt mass organizations, mining in Papua, the problem of corruption, tax amnesty, and the subject of authoritarianism.

One of the artists working on this topic is Andrew Lumban Gaol or Anti-tank. The uniqueness of Anti-tank's work that makes it different from others in expressing and responding to an issue from antitank is using posters. Andrew is street art that

moves on poster art or uses paper and then pastes Andrew on wall media, which he considers capable of attracting people's attention. Andrew believes that he made his message capable of being directly involved, physically, or mindfully among people affected by social problems. In his work chasing the public or anyone he thinks can understand and consider his work as part of them, Andrew, where the aesthetic function of Anti-tank's work appears (Jenie, 2016). Andrew responds to social phenomena appointed as results usually see what can be offered from his work. He considered the poster unable to solve the problem. Still, he offered a particular perspective, which was Andrew's perspective so that he was not trapped in the area of "typical" personal communication (Wibisono & Triantoro, 2016).

Based on the explanation above, the study can see the characteristics and classify the types of criticism, and then map the kinds of criticism that are dominant in the work of the Antitankproject account.

METHOD

This type of research used in this study is quantitative. The method used is content analysis; content analysis is intended to systematically identify the contents of communication and carried out objectively, validly, reliably, and can be

replicated (Eriyanto, 2011). This study's main objective is to post social criticism works in the form of images on the Antitank project. This study's population is a picture of the work on the Instagram account Antitank project from January 2016 to December 2018. Posts with the population in this study, there are 192 images or photos. Forty-six samples were taken because of the many works' many repetitions—data collection techniques using documentation by screenshots and using coding sheets. The validity used in this study was to use content validity. The reliability test used is based on the formula by R. Holsti.

DISCUSSION

Table 1. Unit of Analysis for Types of Social Criticism

No	Sub Categories	Frekuensi	%
1	Social criticism of political problems	15	33%
2	Social criticism of economic problems	3	7%
3	Social criticism of religious matters	1	2%
4	Social criticism of environmental problems	14	30%
5	Social criticism of humanitarian problems	13	28%
	Amount	46	100%

Source: Primary Data, 2019

The data entered for the analysis unit of the types of criticism that have the most frequency are social criticism of political problems, which is 15 points, with 33%. Even though only a little adrift of social criticism of environmental issues is the number of points, 14 with a 30% percentage and criticism of humanitarian problems are projections 13 with a portion of 28%. Simultaneously, the number of social criticism points of economic issues is three, with 7%. The minimum number of points is on social criticism on religious matters, with only one particular with 2%.

Whereby Anti-tank in this work, it is considered that the performance and function of the Indonesian vice president

Figure 1. Categories of Social Criticism Political Problems
Source: Primary Data, 2019

Boediono as Indonesia's vice president.

for the 2009-2014 period are considered invisible or not optimal, then Anti-tank adds the words "between there and nothing." By what was written on one of Tempo's news websites. The percentage level of satisfaction on the performance of vice president Boediono is 70.4%

dissatisfied with its performance, and 19.1% are satisfied with the vice president's performance in the 2009-2014 period. But on the other side of the web, it is explained that the function of the vice president's performance is indeed not very visible because the performance of the vice president is indeed behind the scenes as someone who helps the president. Boediono's work includes coordinators, policymakers, and thinkers so that the vice president's performance is not very visible (Rizki, 2013). Therefore Anti-tank responded to the issue and produced Boediono's work "between there and nothing."



Figure 2. Categories Social Criticism of Environmental Problems
Source: Primary Data, 2019

One description of social criticism of environmental problems.

The picture above (Figure 2) illustrates the environmental problems that occur in Yogyakarta's city with the issue of overgrowing hotel development. Case in one of the hotels in the Miliran area. Residents protested because it caused the

residents' wells to dry there. Residents assume that after the construction of the hotel, the well will become difficult to water. But on the contrary, as written on the Kompas website. Whereas it was explained that the cause of drought could be due to drought problems, because the well from Fave Hotel was a well as deep as 80 meters, while the residents' wells were usually as deep as 40 meters, then the Fave Hotel should not disturb their wells and cause drought in the well. Also, the Fave Hotel well has received a permit from a state institution, namely the Environment Agency (Firdaus, 2014).

Another environmental issue raised as an object of criticism by Anti-tank is the construction of NYIA. Where the matter is, the focus is on eviction problems. As written on the Indonesian CNN news website, the community considers that the eviction is illegitimate and legally owns the land. The displacement was unfavorable to the residents, and they also blocked the excavator from leaving. But according to the Regent of Kulon Progo, Hasto Wardoyo considered that the eviction was by procedures; the government had also prepared land to move or rent houses for them (Akbar & Muzayyin, 2018).

The work of Anti-tank illustrates the criticism of the issue of the case of a journalist named Munir (Figure 3). The case became the work of Anti-tank because

one of the reasons was the assumption that Munir's killer had not been found or did not know who had killed the senior journalist. The issue is still raised because this case is considered unfinished. In the Antitank work, an article said, "Calm down! Munir's murderer is still on the loose". This murder case was designated as the work of Anti-tank because this issue was considered unfinished, or the real culprit of Munir's murder had not been caught or whose identity was unknown. Over the past 14 years, Munir's family has also submitted letters to the government several times to resolve the case, but there has been no response. Because of it, the antitank criticism made this issue in his critique.

taxes to the state. But in work made by Antit-tank, he criticized the issue of tax amnesty, which he considered to be an injustice to tax subjects who had low income, and favored tax subjects who had a high income. There is a rejection of tax amnesty. Workers feel that tax amnesty only benefits employers, not workers, feels that if there are people who do not pay taxes for decades, they will be forgiven (Dony, 2016). Whereas on the one hand, what happens to this tax amnesty policy is something positive by the state. Minister of Finance Sri Mulyani Indrawati claims that a ransom of tax amnesty participants in Indonesia is the highest compared to other countries that have implemented a similar policy (Primadhyta, 2016).



Figure 3. Categories Social Criticism of Humanitarian Problems
Source: Primary Data, 2019

The work of social criticism of economic problems can be seen in the picture. The tax here does sound close to the people because people are obliged to pay



Figure 4. Categories Social Criticism of Economic Problems
Source: Primary Data, 2019

The category of social criticism on religious matters is indeed interesting to discuss. But the religious label itself is a compassionate matter. Spiritual issues can trigger a massive impact or mass because they become the most basic and ideological thing in every individual. Religion becomes a belief and then becomes self-faith. Then, the issues surrounding religion can move a large mass because faith is very attached to every individual, which will voluntarily move each individual's souls if injured. One of the Anti-tank works of social criticism is the problem of religion.

Table 2. Critical Object Analysis Unit

No.	Sub Categories	Frekuensi	%
1	State Government	31	67%
2	Regional government	5	11%
3	Political Parties or Community Organizations	3	7%
4	Society	6	13%
5	Educational Institution	1	2%
	Amount	46	100%

Source: Primary Data, 2019

The data entered for the unit of analysis of criticism objects are dominated, from the state government, with a frequency of 31 and 67%. The second place is in the community category, with a six-year frequency with 13%. The next sequence is the local government category with a five-frequency frequency, with a portion of 11%. At the same time, political parties or social organizations get three frequencies with 7%. The last sequence is obtained in educational institutions with a frequency of one with a percentage of 2%.



Figure 5. Categories Social Criticism of Religious Matters

Source: Primary Data, 2019



Figure 6. Categories State Government
Source: Primary Data, 2019

The object category of state government criticism is the most because it is broadest in one country. Members of the government, ideology, policies, and issues or problems in the state government are indeed highlights of its citizens. With this issue, the impact of the case will also affect the country directly. So Anti-tank's work gives criticism to the state government so that aspects of the state government go out of their way, which can be controlled using complaints that have the State government's object. Antitank works that read "unitary state republic of investors" compared to NKRI (Unitary State of the Republic of Indonesia). The words written in Anti-

tank's work try to criticize the state government because there are issues about the number of foreign and local investors who enter, which gives the impact that there is an eviction or environmental damage to the community.

As happened on Jakarta bay reclamation, each PT's construction permits have been held by each PT. Still, during Anies Baswedan's tenure, 13 islands' permits were revoked, and four islands were not revoked because their permits had already been built that the Jakarta bay reclamation development will adversely affect fishers and the environment (Sari, 2018).



Figure 7. Categories Society
Source: Primary Data, 2019

In the existing Anti-tank works, it has become one of the criticisms that aim to criticize Jogja's citizens who are considered Anti-tank intolerant of intolerance in various fields, be it culture, race, or religion. The citizens of Yogyakarta are aware and know that there are issues or problems in their area that do not uphold tolerance. For this work to stick to and become the beginning of the Yogyakarta, people respect each other even though they have different backgrounds. The subject of public criticism raised on one of the works is a matter of intolerance or intolerance. One of Tempo's online news media. That there are cuts of Catholic headstones in the Kotagede area of Yogyakarta. The gravestone of the Catholic religion was cut into the upper part of the letter "T." Residents in the area demanded that the tombs be sidelined and not put religious symbols on the grave because the tomb would be turned into a Muslim burial, which was initially a public tomb. But the cutting of the gravestone has been approved by the village and family (Wicaksono, 2018).

The object of criticism from Anti-tank's work criticizes the DIY government (Yogyakarta Special Region) and the Kulon Progo regional government. The result shows Yogyakarta's complaint by the existence of a monument and the

inscription "Jogja Special Eviction." As has happened in the land used as NYIA, the airport must displace or free up some land and residential areas in the Temon Kulon Progo area. Procedures and ways of eviction that are considered to use violence are the focus of the issue of the NYIA airport.

The object of criticism from Anti-tank's work criticizes the DIY government (Yogyakarta Special Region) and the Kulon Progo regional government. The work shows Yogyakarta's complaint by the existence of a monument and the inscription "Jogja Special Eviction," as has happened in the land used as NYIA. The airport must displace or free up some land and residential areas in the Temon Kulon Progo area. Procedures and ways of eviction that are considered to use violence are the focus of the issue of NYIA airport. With its own rules or authority in the form of local autonomy, the regional government will be a worthy object of criticism. Eligibility is because, like the figures in regional governance, it has a significant influence and fame in an area. The rules and policies issued by the region will become public awareness. The rules and procedures that hurt one community will arise from protest or criticism that will reference other parties to participate in the issue.



Figure 8. Categories Regional Government
Source: Primary Data, 2019



Figure 9. Categories Political Parties or Community Organization
Source: Primary Data, 2019

The object of political parties or social organizations is the object of Anti-tank's work to be interesting to discuss because political parties are one of the elements with a low percentage of satisfaction in performance in the community. In the 2017 polling survey results, political parties ranked lowest or got the smallest percentage with 34%. The

people feel unsatisfied or dissatisfied with political parties' performance because they are considered just like that. Promises to pass through because political parties are the beginning and the way for people to enter into a government.



Figure 10. Categories Educational Institution
Source: Primary Data, 2019

Anti-tank criticism works, departing from student harassment by students at one of the leading universities in Yogyakarta. This issue is controversial and ongoing because it is considered the slow handling of universities' and universities' injustice to harassment victims. In the media, the agency that accompanied Agni believed that UGM seemed quiet and not transparent in the case because it had not been clear for more than a year. But according to UGM Public Relations, UGM continues to move and continue to proceed and not drag on to deal with cases of sexual abuse against the Agni (BBC, 2018).

Table 3. Critical Communication Analysis Unit

No.	Sub Categories	Frekuensi	%
1	Direct	11	24%
2	Indirect or Symbols	35	76%
	Amount	46	100%

Source: Primary Data, 2019

Within this unit of analysis, the dominant ones are indirect categories or symbols. The number of frequencies obtained in that category is 35, with a percentage of 76%. Because there are only two categories in this analysis unit, the next type in this analysis unit is the direct category. The category gets 11 frequencies with a 24% percentage.

One example of communication is the work of direct criticism. As a result, it explains Udin's murder case of a journalist who was considered killed because of sensitive news. In this work, he directly portrays the object of his criticism by putting up a picture of Udin's face and adding it with the words "Udin's journalist was killed because of the news." With this work, Anti-tank also wants to criticize the handling and fairness of the case. News based killings are considered detrimental to those who have more power in the country; hence some interests must be protected.



Figure 11. Categories Communication Direct Criticism

Source: Primary Data, 2019

One form of a picture of the Republic of Indonesia DPR/ MPR building is depicted in the form of a rat's head, where the rat itself is a symbol of corruption. By the results of the survey described on one of the KPK websites. The survey explained that DPR and DPRD Members got the most corrupt results with the total number of corruptors added from 2004-2018, 247 people. In that year, the highest number of corrupt DPR and DPRD members is in 2018, the number of which is 103 people increased significantly from 2017, which amounted to 20 people (ACCH, 2018).



Figure 12. Categories Communication Indirect Criticism or Symbol
Source: Primary Data, 2019

In previous studies, social criticism has a function to supervise the existing social system. Social criticism is a tool for integration, not a tool used as integration in a country. Social criticism is also in the way of delivering or carrying out communication that can use various ways. It can be in traditional methods such as sunbathing, expressions, or innuendo, through interpersonal communication, through various social shows and arts in public communication, literary skills, and through the mass media. Social criticism in the delivery can also use a direct way to be easily digested by the community; the second can be by indirect means or symbols that are satirical because it must reveal the meaning in these symbols.

The category of social criticism on political issues gets the highest number of points or dominates. There are influential parts within the political element, such as

figures in government positions and their ranks, political figures, government buildings, symbols, state symbols, ideologies that intersect and impact politics. It feels attracted to the attention of the community because indirectly exposed to the community. Exposure can be through news or shows on television, appearing in print media, and through new media. The reason is that government figures are indeed interesting to be used as themes or fulfill high publicity and prominence in journalism. The political field is also related to power in government. The capacity is capable of providing a decision and policy-existing policy, the impact of which will be felt by the community at large. Therefore Anti-tank considers that the political field is an essential issue because it means in the political area that runs many things that are considered off track from the system.

In the category of social criticism of political issues, the critical work of Anti-tank conveys the contents of the message directly in the form of writing or drawing, which is clearly directed towards the object of criticism. An example of Anti-tank's work depicts the vice president of the 2009 - 2014 period, Boediono. In this work, Anti-tank provides additional writing in his work that says "between there and nothing." Like the work of the Anti-tank that raised the issue of corruption in the government. The work depicts an Indonesian Parliament/

MPR building whose roof is replaced by a mouse head. It can be taken the meaning that it is a form of the depiction of corruption in rats on people who work in government, then represented by the DPR/MPR RI building. Most of Anti-tank's works do use indirect criticism or symbolic communication.

In this work, he does not want to directly portray the object of criticism, offend now the object of criticism, which can have a sustained impact on Anti-tank if the object of complaint does not feel welcome, not have sufficient evidence. The way of communication of indirect criticism works or symbols becomes a good and wise way to become social criticism. This method is also interesting because it can provide other images that arouse interest in searching for various symbols' meanings. The symbols are also exciting and because they are depicted with other photos. Antitank works that take the way of Communication direct criticism works. If indeed, it is deemed to have sufficient evidence and concrete facts of the issues that exist so that Antitanks dare criticize the object. Therefore the frequency of communication of direct criticism works is less than communication of indirect criticism works or symbols. The transmission of criticism works on the Anti-tank Instagram account tends to use indirect criticism works or symbols.

If the relationship between Antitank social criticism is taken and the theories used, such as the spiral silence theory, Habermas's critical theory, and the concept of new media. The relationship of social criticism on the Instagram account project with the spiral theory of silence shows that the spiral of silence is a theory where minority groups want to express their opinions but are hampered by the majority group or the ruler. The minority groups seek support through the mass media or through important figures influential to gather supporters who agree to the opinion. The condition or method used by Anti-tank.

Initially, Andrew made social criticism printed using paper to be used as a poster, then posted on walls that we're able to be seen and hit many people. After the emergence of new media, Andrew uploaded the news media's work, one of which was Instagram. The Instagram account named Antitankproject, Andrew indirectly impacts the virtual world community with his work, which is to find support for social criticism so that people in cyberspace feel close to the issues. Anti-tanks still spread their social criticism to the public, despite pressure from the majority group.

With the construction of the new airport NYIA, Anti-tank produced several works posted on the walls so that the public knows that the work has criticized the

development issues. Still, that reach can only hit urban areas Yogyakarta surrounding. Not stopping there, Anti-tank also uploaded photos of the work in cyberspace through Instagram to find support widely or nationally.

Habermas considers humans humanizing themselves through communication. Only by interaction and communication can people dominate society, form social movements, and gain power. This theory is in harmony with what is done by Anti-tank. The basic concept of Anti-tank making works is to provoke the public on an issue and make people who see the work feel close to the case being criticized by the work. One of Andrew's ways is to free his work to be downloaded so that everyone can print and paste the result in other places and other cities. In one way, it led to a movement to disseminate Antitank works with this creative social content.

The latter explains the relationship of the new media concept to the work of Antitank social criticism. New media theory explains that the new media concept has two approaches. The first approach is an interaction that is communicating or interacting in new, face to face communication but in a new way or with the new media. The two integration approaches, namely the new media, are useful for forming communities or

cyberspace societies or can help create groups from each individual. Where is the Antitankproject account where Andrew provides photo or video information about existing issues, developing and being impacted on Instagram, it is also the place to display Antitank works containing social criticism on a topic. Instagram features can do feedback or comment on the photo or video. Sometimes Andrew also interacts with these individuals by replying to comments every account that makes a question or statement. To form a picture of which groups are favorable for the work of social criticism of existing issues and groups that are counter to the work of social criticism of the case.

CONCLUSION

The tendency for Antitank social criticism is more in the political sphere where there are indeed many figures who have power and political policies and regulations that directly affect the community. The criticism works tend to be focused on the object of criticism of the state government, which has a significant influence on one country. In submitting his work, Anti-tank is more likely to choose studies of criticism that are not directly or symbols, so as not now directed at the object of complaint and to avoid the impression of accusing without facts.

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THE FIREHOUSE OF FALSEHOOD OF RATNA SARUMPAET'S HOAX IN MEDIA FRAME

Bellinda Putri Ervitasari, Basuki Agus Suparno
Department of Communication Science
Faculty of Social and Political Sciences UPN "Veteran" Yogyakarta
Email: belindaptr@gmail.com

Abstract

Hoax often appears with massive political momentum, such as the atmosphere of the Presidential Election campaign. Its appearance is often related to other issues and can lead to confrontations on social media such as hatred, blasphemy, and humiliation. On October 2, 2018, the news of Ratna Sarumpaet being persecuted appeared on the internet. It was linked to imposing another camp after her several political colleagues echoed the report everywhere. It didn't take a long time for the police officer to uncover the truth, which turned out to be a hoax. The formulation of this research problem is how Detik.com's online news portal frames, selects, and highlights the news about hoax cases created by Ratna Sarumpaet. This study aims to determine the 1) syntactic structure of the online news portal Detik.com through the hoax case about Ratna Sarumpaet, 2) to know how journalists tell the facts (scripts) used by Detik.com by referring to their vision and mission in emphasizing hoax about Ratna Sarumpaet, 3) to understand the thematic structure by identifying the involvement of Detik.com media in reporting hoax cases of Ratna Sarumpaet, and 4) to find out the rhetorical structure by emphasizing the fact in the case of Ratna Sarumpaet's hoax. The researcher used a qualitative research method, with data collection techniques through online media data tracking techniques and by reviewing documents and archives. The analysis theory used was the framing analysis by Zhongdang Pan and Gerald M. Kosicki. This research indicates that Detik.com focuses more on high site traffic and a massive amount of visitors or readers. The profit from the income received can maintain good relations between the company and the stakeholders.

Keyword: *Framing, Online Media, Hoax, Ratna Sarumpaet*

INTRODUCTION

Hoax is information that is engineered to cover up real information. A hoax can also be interpreted as an act of obscuring the actual report by flooding a media with the wrong message to cover the correct news. The purpose of an intentional hoax is to make people feel insecure, uncomfortable, and confused. In confusion, people will make weak, inconclusive, and even wrong decisions. The development of hoax on social media was originally carried

out for means of shielding. However, political spin doctors see hoaxes' effectiveness as a black campaign tool in a democratic party that influences voters' perception as hoaxes is information engineered to cover up real information. A hoax can also be interpreted to obscure the essential information by flooding a media with a wrong message to cover the correct news. The purpose of an intentional hoax is to make people feel insecure, uncomfortable, and confused. In confusion, people will make weak, inconclusive, and

even wrong decisions. The development of hoax on social media was originally carried out for means of shielding. However, further products, political spin doctors see the effectiveness of hoax as a black campaign tool in a democratic party that influences the perception of voters (Mendidik, 2016)

Ratna Sarumpaet, a human rights activist who started her career from the world of drama and theater, made a public scene on Tuesday (2/10/18). The news that Ratna experienced a meltdown due to being persecuted by certain elements blew in various media. The day after the alleged spread, Ratna Sarumpaet admitted that she had lied and said she was the creator of the best hoax.

The emergence of the hoax phenomenon often coincides with the significant political momentum like that at the campaign atmosphere ahead of the 2019 presidential election. Its appearance is often related to other issues that can trigger confrontation on social media such as hate speech, mutual blasphemy, and condescension. There was no exception with Ratna Sarumpaet, who was linked as an attempt to bring down one of the camps.

This furor started because news of Ratna's persecution was echoed by a deputy of one of the presidential and vice-presidential pairs, namely Prabowo Subianto-Sandiaga Uno. They even had a

press conference that strongly condemned the persecutors. Ratna's background, known as someone who was very vocal in voicing criticism of the government, was also predicted to be the trigger for the persecution. This logic is quite reasonable, and the accusations can be easily directed at the government as a form of silencing an activist. However, after the truth was revealed, many people later speculated that this event aimed to gain public sympathy. Therefore, through framing analysis, researchers want to dissect media methods or ideologies when constructing the facts in the case of Ratna Sarumpaet. The researcher will look at the selection strategies and prominence of journalists to find out how the role of journalists in leading public interpretations.

He took Detik.com as a research medium because Detik.com was the most popular online news site and was most accessed by Indonesian people, according to the Alexa Top Sites in 2018 (Alexa, n.d.). The site places Detik.com in the first rank based on high traffic (access). For this reason, further discussion and research, namely by analyzing the Detik.com frame in covering, writing, and presenting news of the Ratna Sarumpaet hoax case, is fascinating to do.

Based on the description above, two problem statements can be drawn: 1) how Detik.com's online news portal frames

news about hoax cases conducted by Ratna Sarumpaet and 2) how Detik.com's online news portal selects and highlights information about hoax cases carried out by Ratna Sarumpaet. While this study aims to 1) find out the syntactic structure of online news portal detik.com through news writing on hoax Ratna Sarumpaet cases, 2) find out how journalists tell the facts (scripts) used by Detik.com by referring to their vision and mission in emphasizing hoax cases Ratna Sarumpaet, 3) know the thematic structure, by identifying the extent of the involvement of Detik.com media in reporting the issues of hoax Ratna Sarumpaet and 4) to find out the rhetorical structure by emphasizing the experiences in the case of hoax Ratna Sarumpaet.

The supporting theoretical framework for this research is social media construction and framing analysis. Mass media social construction is taken from the approach of social construction theory Peter L. Berger and Thomas Luckman by looking at phenomena in externalization, objectivation, and internalization. According to this perspective, the stages in mass media social construction occur by preparing construction materials, distributing structure, the construction phase, and the confirmation stage (Bungin, 2007). Explained as follows: 1) Stage of preparing construction material. There are three important things at this stage: the

alignment of the mass media to capitalism, the apparent partiality of the community, and partiality to the public interest. 2) Stage of construction distribution. The distribution of mass media construction is carried out through mass media strategies. The basic principle of mass media social structure distribution is that all information must reach the audience appropriately based on the media plan. What is considered necessary by the media is also crucial for the readers. 3) Stage of formation of reality construction. The construction takes place through three things, including the construction of the reality of justification, willingness to be constructed by the mass media, and consumptive choice. 4) Confirmation stage. Confirmation is when the mass media and the reader give arguments and accountability to their intentions to be involved in the formation of construction.

While simple framing analysis can be described as an analysis to determine how the media frame reality (events, actors, groups, or whatever). The framing is, of course, through the construction process. Here the social fact is interpreted and constructed with specific meanings. Certain formations understand events. As a result, media coverage on sure sides or interviews with certain people. All these elements are technical journalism sections and indicate

how events are interpreted and displayed (Eriyanto, 2009).

METHOD

This study's type of research is qualitative research with Zhongdang Pan and Kosicki framing analysis methods. This study's object is the contents of the news contained in Detik.com's online news portal, October 2 - 5, 2018, regarding the hoax case conducted by Ratna Sarumpaet. Data collection techniques using data search techniques through online media and data analysis techniques that researchers use are data analysis using text analysis. The research was conducted over the past six months, using an extension of observation, increased perseverance, and discussion with colleagues to examine the study's validity.

DISCUSSION

From the observation of the Pan and Kosicki framing device, some crucial points can be drawn that can be examined about how Detik.com constructed the hoax case of Ratna Sarumpaet.

Judging from the 16 news studied's syntactic structure, in choosing the title Detik.com tended to take from the direct quote from the resource person who also described the contents of the information. Not finished there, Detik.com also tends to

make sensational titles and can attract readers' interest. Through the label he made, Detik.com intends to bring readers' thoughts to the subject matter discussed in the news agency. After the analysis process, ten news was found with titles that used the informant's statement quotation. One example is the second news entitled "PD Berang Ratna Sarumpaet Dianiaya: Masa Nenek-nenek Dipukuli!". In addition to quoting the informant's statement, in writing the headline, Detik.com also tends to choose provocative statements that can attract audiences to read by exploiting the curiosity gap's human cognitive side.

Furthermore, most of the Detik.com news tended only to use one source. There is also some news with more than one source, but Detik.com puts the second speaker's opinion on the closing statement so that the second speaker does not have the same opportunity and space to speak as the first speaker. It causes the news content from Detik.com to be less balanced or not to cover both sides. It would be better if the news presented views had more than one side of the idea not to cause overlapping in the report's presentation. Also, of the 16 stories observed by researchers, Detik.com looks less varied in selecting and selecting its speakers. The researcher found that Fadli Zon was a resource from 7 news among the 16 reports. The portion is large enough to question the balance and partiality of

Detik.com in its reporting. The name makes the news; that's about Detik.com's attitude in reporting the hoax case of Ratna Sarumpaet. Fadli Zon is one of the other sources whose behavior can be news that attracts others' attention because of their controversial opinions.

If it is explored further, within four days, in the span of the reporting period 2-5 October 2018, Detik.com contains 467 news about the hoax case of Ratna Sarumpaet. As long as this case is rolling and keeps grazing on big names, Detik.com is increasingly reporting it. The high intensity of this news can be very potential to shape public opinion. An enormous media power is considered to form an audience to have the same perception of a case. Compared to the news's balance and accuracy, Detik.com seems to prioritize information speed to pursue massive traffic. Here, the news's momentum appears to be an absolute thing, along with the formula of bad news is good news; Detik.com seeks upload speed and intensity to get the most traffic. Also, if massive traffic is reached, this may be the main attraction for advertisers. News verification and balance on the cyber media news guidelines that have been ratified by the Press Council and the Press Community in Jakarta on February 3, 2012, explain how online media must behave even when it is

speeding up news. The points are as follows:

- a. In principle, every news must go through a verification process.
- b. News that can harm other parties requires verification on the same news to fulfill the principle of accuracy and balance.
- c. The provisions in point (a) above are excluded, with the following conditions: 1) News contains urgent public interests 2) The first news source is a source that is clearly identified, credible and competent 3) News subjects that must be confirmed are unknown and or cannot be interviewed 4) The media explained to the reader that the news still needed further verification which was attempted as soon as possible. The explanation is included at the end of the same report, in parentheses, and using italics.
- d. After loading the news by item (c), the media is obliged to continue verification efforts. After verification is obtained, the verification

results are included in the update news with a link on information that has not been verified (Pers, n.d.)

These guidelines do not turn off the advantages of Detik.com and other online media in the speed of news. They are given away to "suspend" the obligation to verify and balance an explanatory note at the end of the news. However, after paying attention to the information with one source published by Detik.com, Detik.com has not carried out its obligations as stated in the guidelines above. In this case, Detik.com looks negligent.

While on the script structure, the news is examined based on the 5W + 1H elements (what, where, when, why, who, and how). Of the 16 news observed by researchers, some news items do not meet journalistic rules where one element of 5W + 1H is not contained in the news content. An example can be seen in news 6 with the title "Polisi akan Periksa Ratna Sarumpaet." In the news, there was no element of why. Meanwhile, the use of coherence is found in the report analyzed by researchers. Coherence is a link between words, propositions, or sentences. Coherence is useful for connecting two sentences or propositions with different facts, so even unrelated facts can be related (Eriyanto, 2009). In the news that the researchers

analyzed, it was found explanatory coherence and causal coherence.

The use of rhetorical aspects is also found in the news that has been analyzed by researchers. The use of words, idioms, pictures/photos, and graphics are used to better support or strengthen news content. For example, this is indicated by the phrase "Pakai Otak!" on the news entitled "Dilaporkan ke MKD, Fadli: Etika Mana yang Dilanggar, Pakai Otak!". The word is used to describe a difficult situation. While the existing graphics do not affect the news in terms of graphics, Detik.com only displays photos from news sources.

The four structures used to analyze the news in this study are related to one another. The syntactic structure about the title, lead, background information, quotations from sources, and conclusions are interconnected with script structures that analyze the completeness of 5W + 1H elements, whereinto analyze 5W + 1H components, the results of the analysis of syntactic structures need to be known first. The existence of thematic and rhetorical structures then complements the two previous structures where thematic contains coherence, which serves to combine sentences and rhetorical forms that emphasize the use of graphics and other news supporters.

After looking at the analysis results using the four framing devices, it can be

seen that a media has a particular perspective on seeing events. The point of view will ultimately reflect the media's alignments in producing the news and poured in by following the stages of the construction process of the mass media reality. According to Bungin (Bungin, 2007), the step is preparing construction materials, the construction stage, the construction phase, and the confirmation stage.

At the stage of preparing construction material, it can be seen that Detik.com has an implicit nature in this reporting, but on the one hand, it was also found that Detik.com tried to provide news that could attract readers so that it was profitable for them. This was reflected in journalist Detik.com who continuously provided a report with a title that invited the 'curiosity gap' from its readers. Some titles also seem to discredit certain parties; that impression is also supported by data that has been collected in the field and selects speakers who can establish and represent Detik.com's opinion.

Next is the stage of the distribution of construction carried out by Detik.com during the news. As long as this case is rolling, Detik.com is very keen to report on the topic of Ratna Sarumpaet. Informing reality construction, besides using speakers from authorities who have competence in their fields, Detik.com also tends to choose

speakers who can be news ammunition. These, namely important figures, have news value in prominence and fame in the same frame. The existence of opinions from speakers who have this news value is allegedly able to attract readers.

Next is the construction phase of the construction that Detik.com constructs by looking at how the reader addresses the news. First, namely the structure of the reality of justification as a form of mass media construction formed in society. Society tends to justify anything that is (presented) in the mass media as a reality of truth. Second, the mass media's willingness to be constructed, namely the generic attitude of the first stage above. That being a reader of mass media is the choice of each reader to be willing to have his mind constructed by the mass media. Third, making mass media consumption a consumptive choice, where one is accustomed to relying on mass media so that mass media is a habit that cannot be released.

The last is the confirmation stage constructed by Detik.com by giving its argument as mass media. Detik.com's involvement in providing its opinions is reflected in Detik.com's statement on the news 15 paragraph 12, "Then, the drama became a 'snowball,'" where the argument explained that Detik.com saw the case of Ratna as a drama that increasingly

significant because of dragging important figures.

Detik.com has a distance between reality and the construction of reality in terms of the media's existence. It is indicated by the selection of speakers, most of whom came from only one side, likewise, in selecting words and coherence used in the news, reflecting the attitude of journalists who seem indifferent and rely solely on statements from resource persons.

It is not in harmony with the construction of reality that the media should do. The media composes the truth of various events that occur to become meaningful stories or discourses. Making news in the media is an effort to compile realities to form meaningful information and discourse as expected. Thus, the media's entire content is a reality that has been constructed in the form of meaningful discourse (Hamad, 2004).

Meanwhile, when viewed from the side of online journalism, Detik.com, as one of the principal online media portals in Indonesia, has provided various information needed by the audience at all times. It is like in online media characteristics, where one of them is the speed of information delivery (immediacy).

Through the 16 news samples above, it can be seen that in its news, Detik.com continuously presents a hyperlink containing further information,

archives, sources, and data that can be accessed at any time. For example, in the news text entitled "PD Berang Ratna Sarumpaet Dianiaya: Masa Nenek-nenek Dipukuli!". Two hyperlinks were presented (Timses Jokowi Dorong Polisi Usut Kasus Penganiayaan Ratna Sarumpaet and Fadli Zon Jenguk Ratna Sarumpaet, Begini Kondisinya) it shows Detik.com has met the characteristics of online journalism in terms of hypertextuality.

Furthermore, Shoemaker and Reese (Sobur, 2009) explained hierarchical factors that influence media content, namely individual factors, media routine factors, organizational factors, and extra media.

1. Individual Factors

This factor relates to the professional background of the media manager. The individual-level looks at how the influence of the media manager's aspects influences the public's news. As a person who is directly faced with a reality in the field, individual journalists have their point of view in seeing subjective and balanced information, but there are still individual elements that influence the work of journalists.

Journalist principles also influence the workings of a journalist in adhering to the journalistic code of ethics. This ethical code factor binds a journalist to carry out his work to find news. Referring to CyberMedia News Guidelines, news on cyber media must go through a verification process and prioritize accuracy and balance principles. Based on the journalist's findings, Detik.com researchers have not carried out the verification obligations as written in the guidelines above. In the 16 news that was the object of this research, several titles used the source's direct quote as the title covered by different journalists. In this level, Detik.com reporters certainly have their way of looking at the reality in the field relating to Ratna Sarumpaet's hoax case. Therefore, after the analysis process, it appears that journalists tend to link Ratna's persecution cases with political issues because, since the beginning of the news, the hoax case of Ratna Sarumpaet was herded into a political cause by raising topics related to politics.

2. Media Routine Factors

A journalist's view of what objectivity is, news sources will be formed based on the media routines where the journalist works. Factors in media routines relate to the mechanism and process of determining news. This media routine also refers to how information is formed.

Detik.com, as online media, does not go through the stages as print media do. That is because online media prioritizes speed in updating information to not go through the work sequence as conventional media do. For this reason, online media need to update information continuously on a topic so that the news delivered to the public remains accurate even though not through editorial mechanisms in general.

3. Media Organization Factors

In media organizations, each organization must have a purpose that affects the content of the news. Detik.com is part of Trans Corp led by Chairul Tanjung. Detik.com management makes policies and objectives of the company. The

procedures and goals in the organization indirectly affect Detik.com's view of seeing an event.

That Chairul Tanjung is known as the owner of the Detik.com media network is a non-party figure. He was careful so that his business empire was not disturbed by political issues surrounding him. "Chairul Tanjung's caliber (Chairman of CT Corp) and Basrizal Koto (Basko Group CEO) were able to position themselves as conglomerates today not to start their careers as politicians at a young age. Instead of busy forming a party, CT, Chairul Tanjung's nickname, was instead hunted by many parties, both as the advisory board, the main functionary, and the presidential candidate. However, CT is unmatched with its consistency as a 24-carat entrepreneur" (Kumparan, 2018, accessed April 20, 2019). In the online media Kumparan above, Chairul Tanjung as the Detik.com network owner, is known as a non-political figure who prioritizes business, so Chairul's position is considered

neutral and has no tendency one of the political camps. The statement that Chairul was cautious because he paid attention to his businesses reinforced that Chairul as the leader of Detik.com, influenced Detik.com's goal in presenting news, namely news that was able to attract readers and advertisers that they could benefit and attract profits for Seconds.

Kumparan also still has continuity with Detik.com because also founded by the founders of Detik.com, namely Budiono Darsono, Abdul Rahman, and former Detik.com employees, including Hugo Diba (CEO), Ine Yordenaya (COO), Heru Tjatur (CTO), Arifin Asydhad (Editor in Chief), and Yusuf Arifin (Chief of Engagement).

4. Extra Media Factors

This factor explains the factors outside the media that influence the process of news production. These factors can come from various things: state (country), market (market), and the public. The state is the existing government or those in power in

a country can influence the news content. The media market is seen from two aspects, first sales, the second comes from advertising. The number of people who advertise on the media indicates that the audience widely enjoys the media.

The influence of extra media is very influential because journalists cannot write the news in writing a story if no news source can provide information and information regarding the report. Readers and advertisers are also essential because both finance the production, by Detik.com's mission of delivering optimal sustainable results for shareholders. So that at this level, it can be seen when presenting the news, Detik.com focuses on pursuing the intensity of the information so that it can capture large traffic so that the profits obtained are also high.

5. Ideological factors

The ideology adopted by mass media institutions usually affects the contents of the content presented by the media.

According to Shoemaker and Reese, ideology is an integrated frame of mind regarding how we see the world and hopes for others to adjust to our actions. Like Detik.com, the content he made is a reflection of the ideology adopted by Detik itself.

In the general description of the research object, it is stated that Detik.com's vision is to become the primary goal of Indonesian people to get digital content and services, both through the internet and cellular/mobile. At the same time, the mission aimed at Detik is to have a high commitment to provide satisfaction to customers, provide welfare to employees, become the right place for a career, and provide optimal sustainable results for shareholders. This concept later became the foundation of Detik.com in presenting the news.

Points to provide sustainable optimal results for shareholders explain that Detik.com runs its business inseparable from seeking as much profit as possible for the company and

shareholders. It might underlie Detik.com's attitude that prioritizes the news's speed and intensity so that the site's traffic is high, the visitors are many, and readers are crowded. Traffic affects income, as well as sales and advertisements in print media.

CONCLUSION

Based on the research, the first finding on the online news media frame of Detik.com shows that in constructing the facts in Ratna Sarumpaet, Detik.com framed this hoax case as a political case. It was concluded that because of the syntactic structure that had been carried out to observe each news since the beginning of the information, Detik.com tended to take sources from Ratna's closest colleagues. They were in the same political coalition as Ratna. In fact, out of the 16 news, not one news was found with sources coming from Ratna's family or lawyer Ratna Sarumpaet. The conclusion was also obtained from the thematic structure Detik.com explained through paragraphs, sentence propositions, and the inter-sentence relations that Detik.com assembled in reporting the hoax case of Ratna Sarumpaet tended to be constructed towards politics.

The second finding is seen from how Detik.com selects and highlights the reporting of hoax Ratna cases in rhetorical structure, namely the way journalists emphasize facts. At the beginning of the news, before the fact that what Ratna said was only a hoax, Detik.com tended to defend Ratna by underlying sympathy and humanity. Detik.com also highlighted Sandiaga's opinion about Ratna's status as an activist whose aspirations often clashed with the government (news 3), so Detik.com seemed to lead readers' views that the perpetrators of the persecution of Ratna were from the side who often clashed with her aspirations. However, after the fact that the persecution was only a hoax was revealed, Detik.com focused on the people who had voiced Ratna's hoax. It indicates that Detik.com focuses more on high site traffic and a considerable amount of visitors or readers. The profit from the income received can maintain good relations between the company and the stakeholders.

The third finding, Detik.com looks negligent about the obligation to verify and balance the news. Detik has not carried out its responsibilities as written in the CyberMedia News Guidelines. It is evidenced by the fact that there is only one source in some news, and there is no verification and confirmation effort written on the story.

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**SANTA CLAUS SOLIDARITY FOR PALESTINE:
A SEMIOTIC ANALYSIS OF THE MOHAMMAD TOROKMAN'S
PHOTOJOURNALISM**

Novan Jemmi Andrea
Department of Photography
Faculty of Recorded Media Arts, Institut Seni Indonesia Yogyakarta
Email: novan.jemmi@gmail.com

Abstract

Mohammad Torokman is a photojournalist with the Reuters News Agency. Torokman's photojournalism is chosen as "Picture of the Month: December" Reuters in 2017. The photo shows a picture of protesters dressed as Santa Claus throwing stones at the Israeli army when Palestinian protest against unilateral claims by the United States to make Jerusalem the capital of Israel. Torokman's photojournalism not only just evidence of a mere protest, but it has a message and a deeper meaning. This research discusses the denotation and connotation meaning of Torokman's photojournalism using the semiotics theory of Roland Barthes. This research is descriptive qualitative. This research concludes that Torokman's photojournalism has two meanings: solidarity and resistance. In the first level of analysis, Torokman's photojournalism shows the protestor's opposition to the Israeli army. On the second level of analysis shows the meaning of solidarity, which is shown through joint struggle without regard to religion and belief to maintain its territory in Jerusalem.

Keywords: *photojournalism, icons, indexes, symbols, semiotics, solidarity*

INTRODUCTION

Photojournalism is a journalism work that carries the task of presenting factual information in visual form. Accurate information in photojournalism can be in the form of events (phenomena) or current issues and still consider the news's values and their impact on society. Photojournalism is created by a photographer working in the mass media: a photojournalist. Thus, a photojournalist is a representative of the public to see an event with links with humanity's aspects.

From the journalism perspective, the public is always interested in various events worldwide, especially those related to

global issues of humanity. One of the possibilities with high news value and concerns about humanity's global issues is the conflict over territorial sovereignty in Jerusalem involving Palestine and Israel. For a long time, the dispute triggered political diplomacy activities involving many countries, thus becoming one of the United Nations (U.N.).

On December 6, 2017, President Donald Trump said that the United States claimed Jerusalem as the Capital of Israel and caused the Jerusalem conflict to heat up again. There were large-scale protests in several areas in Jerusalem to reject unilateral claims from the United States. To

this day, disputes in Jerusalem still occur and cause many fatalities.

The U.N. Security Council voted and signed a draft resolution urging the cancellation of President Donald Trump's claim to Jerusalem as the Capital of Israel. Fourteen members of the Security Council supported the draft resolution, while the United States was the only country that refused. Among the Security Council member countries that supported the draft resolution were Britain and France. Since the beginning, both countries expressed support for the resolution of conflict resolution in Jerusalem through negotiations between Palestine and Israel (Muhaimin, 2017).

Then, protests in Jerusalem came to the attention of the public, and journalistic products, including photojournalism, also came to the attention of international news channels. One of the photojournalism that contains protest in Jerusalem is Muhammad Torokman's photo. Torokman is a photojournalist who works for the Reuters News Agency. Torokman photographed a fragment of the Palestinian protest against Trump's policy that claimed Jerusalem as the Capital of Israel. Torokman's photo is full of iconic and symbolic elements that lead to broader meanings. In the context of the protest background, the visual component of the Torokman's photo shows a contradiction in the collective

understanding of some parties about the conflict in Jerusalem.

So, this research will discuss the interpretation of photojournalism by Mohammad Torokman. The research question is 1) how the classification of sign and 2) how the denotation and connotation meaning in Mohammad Torokman's photo?

One theory that can be used to explore meaning in photojournalism is semiotics. This theory guides efforts to explore meaning through the process of identifying and reading sign relations. According to Budiman (Budiman, 2011), Charles Sander Peirce says that semiotics is another name for logic, a branch of philosophy. While Ferdinand de Saussure says that semiotics is a part of social psychology and semiotics (Saussure mention 'semiology') is a science that examines the life of signs in society.

Semiotics guide the reading and analysis of relations between one sign and another with certain classifications and their relation to specific contexts related to society's discourse. Therefore, in semiotics, the meaning of 'sign' has essential significance in the analysis. Pierce (Hawkes, 2003) (Budiman, 2011) explains that:

“A sign or *representamen* is 'something which stands to somebody for something in some respect or capacity'... A sign thus stands for something

(its object); it stands for something to somebody (its interpretant); and finally, it stands for something to somebody in some respect (this respect is called its ground)".

So, the meaning of a 'sign' or *representamen* is very dependent on someone who will interpret it.

Furthermore, Pierce classifies three categories of sign based on replaceable sign: icons, indexes, and symbols. An icon is a sign based on the similarity between the *representamen* and the object. An index is a sign that has a causal, actual, and general relationship to an item that can be a substance or a material object. And the symbol is an arbitrary sign that is usually based on conventions (Hawkes, 2003) (Budiman, 2011).

Semiotics study usually starts from the classify the signs and continues with the meaning at a certain level. The purpose is carried out along with reading the text; in this case, the text is in the form of photos (photojournalism). The reading is a negotiation process between practical experience with signs and conventions that make these signs have meaning.

Roland Barthes offers a way of examining and extracting meaning on two levels: denotation and connotation meaning. Denotation is the first level to explore the signs and their relation to reality then produce an explicit, direct, and

specific meaning. Whereas connotation is the exploration of meaning at the second level, and shows the relationship between signifier and signified through the meaning of the second layer. This second layer's meaning is influenced by psychological aspects, emotions, and beliefs, but it remains conventional in which the signs are correlated with mental concepts. This second-level results in an expansion of meaning from the first level, which Barthes refers to as 'myth.' According to Barthes, myth encodes social and cultural values that are considered scientific (Piliang, 2003).

Besides semiotics theory, this research also suggests the theory of photojournalism to strengthen photojournalism as an object of research. According to Wilson Hick (Alwi, 2004), photojournalism is a combination of words and images that produce one communication unit when there are similarities between the background and the readers' social. When photojournalism is published, it is always equipped with the caption (information of the photo). The caption in photojournalism is intended to guide perception, so the context of information understood by the reader or viewer is not too biased. The caption contains 5W+1H information (who, what, where, when, why, and how). That information will provide detailed information to readers or viewers so that the

event's context is not perceived wildly. The documentative nature was inherent in photos, supported by professional ethics to record events as they are. Presentation of informative images are used as a guide to maintaining the credibility of photojournalism.

Photojournalism is not always an illustration to complete news or article, but it can stand alone as an information equivalent to news or articles. Photojournalism is a photo presentation that can stand alone as a visualization of news. Photojournalism can also complement and reinforce the message conveyed in the report (Yunus, 2010). So, the photojournalism that stands alone as information presents a recording of factual events with the power of visual structures that can be observed based on composition, photographic techniques, and the momentum of events that are enshrined.

METHOD

This research is qualitative descriptive research and based on facts about phenomena that occur in the community. Qualitative research aims to explain or describe a situation or phenomenon related to certain social phenomena of the research object. According to Ardial (Ardial, 2014), qualitative research believes that multiple

realities affect the inductive flow of thought to produce conclusions in the form of explanations about interpretations that are entirely made by researchers. The descriptive method attempts to explore a phenomenon, clarify, and describe variables and units of research based on the appearance of data and facts that appear. Then, descriptive methods do not use or do not attempt to test hypotheses (Ardial, 2014).

The object of this research is Torokman's photojournalism. This photo was selected as 'Picture of the Month' in 2007 on Reuters News Agency. The 'Picture of the Month' is a collection of photographs chosen by photojournalists from Reuters representing important events throughout the world every month. This research is obtained and downloaded from Reuter's official website, which published the photos.

This research uses some steps to analyze the data based on semiotics analysis: *First*, identify the signs; *Second*, examine the signs' relation based on the second-level (connotation) signification systems; 3) *Last*, examine the signs' link found on the first-level (denotation) signification systems. The second level of analysis gives attention to the context and background of the events captured in the photo and their relationship to various conventions understood by the public. By

exploring meaning according to context, this research will lead to a logical conclusion to this study.

DISCUSSION

On Tuesday, December 19, 2017, there was a protest from the Palestinians against the United States' unilateral recognition that claimed Jerusalem was the Capital of Israel in the West Bank city of Ramallah. In the demonstration, Palestinians brought various attributes as a symbol of their support for Palestinian sovereignty. As was often the case before, the action ended in clashes between demonstrators and the Israeli army. Like

other protests, the protest ended with clashes between demonstrators and the Israeli military.

Several photojournalists covered the protest. They capture various moments and dramatic scenes from the beginning of the action to the clashes. One photojournalist who worked for Reuters News Agency named Mohammad Torokman succeed in capturing the picture of a demonstrator dressed in red as if he was throwing something towards a group of people in the distance, as shown in figure 1. The Torokman's photo, which was equipped with a caption, spread to various parts of the world through mixed mass media quickly.



Reuters/Tuesday, December 19, 2017. A Palestinian demonstrator dressed as Santa Claus hurls stones towards Israeli troops during clashes at a protest against U.S. President Donald Trump's decision to recognize Jerusalem as the capital of Israel, near the West Bank city Ramallah.

REUTERS/Mohamad Torokman

Figure 1. Photo by Mohamad Torokman with a caption published by Reuters.

Source: (Reuters, 2017)

Figure 1 represents the reality of a phenomenon that happened. This basic knowledge is identified from the caption that completes the publication. The caption or text that accompanies a photograph, as expressed by Barthes, functions as an *anchorage* (guide) that guides identification and leads to interpretation. The focus is to prevent the possibility of meaning out of context by each individual. The *anchorage* is the text function most often found in photojournalism (Barthes, 1977).

As a human-made product, a photograph indeed contains a particular obsession from the photographer. The subjectivity and personal motivation of the photojournalist must appear at the photo was made. However, as a journalistic work, photojournalism still has to strive for and prioritize objectivity. Then, the photojournalist is required to record the scene, even if what is recorded is a fragment of the entire protest's events. Artificial effects intentionally created by technological intervention or direct direction are minimal. In this case, the recording process is intended to maintain the credibility of the photographer and maintain public confidence in the facts contained in each photo produced and published.

Figure 1 shows that the reader's perception is maintained and directed to

determine the background of the event that occurred with the caption. Torokman gives caption to his photojournalism as: "*A Palestinian demonstrator dressed as Santa Claus hurls stones towards Israeli troops during clashes at a protest against U.S. President Donald Trump's decision to recognize Jerusalem as the capital of Israel, near the West Bank city of Ramallah.*" The caption confirms that throwing stones at the Israeli army occurred during Palestinian protests in Ramallah, Palestine. The protest was a form of resistance against U.S. President Donald Trump, who claimed Jerusalem as the Capital of Israel.

Visual elements in photos are signs. Using the Barthes's semiotics approach, the signs in a photo influence the creation of a journalistic photo's meaning through two levels (denotation and connotation). Semiotics will first identify and classify the signs in the image.

At the first level, the denotation meaning, Torokman's photo is interpreted by referring to the relation of signs to explicit reality. According to Barthes, the first level of meaning is an iconic literal meaning. Photos are analogs of reality, "Thus can be seen the special status of the photographic image: it is a message without a code" (Barthes, 1977). Torokman's photo in the first level means an imitation or *analogon* of a reality of a protest or

demonstration. Scenes of stone-throwing represented the protest carried out by a Palestinian dressed as Santa Claus to the Israeli army, which became a symbol of Israel's strength. As an *analogon* of reality, it means Palestinian protests and resistance against Israel and the United States related to Jerusalem's unilateral claims as to the Capital of Israel.

The main object or point of interest from Torokman's photo is someone who wears a red costume in the foreground and is in the focus area. Based on the relation of the signs attached to the point of interest, it looks like a teenager, wearing Nike shoes with casual models popular among young people. As a sign, Nike is an icon of a global shoe manufacturer and is well-known and loved by young people, especially casual models that are considered comfortable to wear in various situations.

The red costume attached to the object, complete with a distinctive hat, is

also an icon of something known to the general public. In denotation meaning, it can be identified that the red costume is an icon of the figure of Santa Claus. It is also shown in the caption: A Palestinian demonstrator dressed as Santa Claus. Although the formation of Santa Claus is an imaginative figure, most people will have the same perception about his figure with all the attributes he wears. The concept of imagination about the figure of Santa Claus is known based on stories that are often heard. The story spread widely and later became a convention agreed by the relevant community about a Santa Claus figure.

Particularly for Christians, and generally, for people, Santa Claus is understood as a cheerful and kind person, where his presence is always expected, especially before the peak of the Christmas celebration. According to Hawken (Ulfa, 2018), Santa is a secularization of the figure of Saint Nicholas, a bishop who lived in the

Table 1. Classification of Signs in Torokman's Photojournalism

No	Sign	Type
1	Red costume	Icons
2	Human body gestures in the foreground	Indexes
3	Israeli army in the background	Symbols
4	Floating stone	Indexes
5	Scarf or <i>kaffiyeh</i>	Symbols
6	Shoes	Icons
7	Roads, grass, plants, rocks, poles	Icons

Source: Primary Data, 2020

4th century A.D. in Myra. This small town was once part of the Roman Empire, now in the territory of Turkey. He is considered an angel who brings happiness because he always gives children gifts and helps those who need to be sincere. Figure 1 shows that the kind-hearted and still carrying happiness seems to be acting out of the ordinary and unusual. He seems to have just thrown something at the Israeli army. It can be identified from his gestures. The gesture is an index that refers to the action at a fraction of a second before and after. When throwing and shortly after the object is thrown is released from his hand.

Figure 1 shows that the stone he tossed still seemed to float. The stone is also an Index, which floated because it was previously thrown. And the one who threw was Santa Claus. In this scene, the figure is showing another broader message. It can be interpreted that he is trying to narrate the problem of the unilateral recognition of the United States of igniting a conflict that is harmful and might upset all parties, whether Muslims, Christians, or even Jews themselves. Then, Santa gets angry and gives a Christmas stone throw to the Israeli army.

Santa Claus becomes the central figure due to the narrow and sharp space (depth of field) photographic effect. He appears attractive with attributes such as *kaffiyeh*. He looked alone and became the

point of interest of all visual elements in the photo. In denotation meaning, *kaffiyeh* is a cloth commonly used in various activities by the Palestinian people. If judging from the habits that occur from similar protest events, *kaffiyeh* is always used to cover the face not to get injured or hide identity. *Kaffiyeh* is a synonymous symbol with Arab countries and a characteristic that still emerges from every Palestinian protest against Israel. If it goes back to the 1930s, *kaffiyeh* becomes a symbol of Palestinian nationalism under the leadership of Yasser Arafat. Therefore, at the level of connotation meaning, *kaffiyeh* has a convention of importance as a symbol of Palestinian solidarity and struggle.

At this moment, Santa becomes the antithesis. Santa Claus, who is kind and always brings happiness to Christians, shows his resistance and courage against the Israeli army as a symbol of the country's strength and protection. He is standing alone using *kaffiyeh*. He is at the forefront of fighting directly with the Israeli army, supporting the Palestinian people who reject the unilateral claim of Jerusalem as the Capital of Israel. His presence and action showed the message that no matter what his religion, in Palestine, everyone fights for territorial sovereignty.

Durkheim (Jones, Bradbury, & Boutillier, 2009) states that social solidarity is a form of solidarity in relationships

between individuals and groups based on moral feelings and beliefs reinforced by emotional experience. Relations between Palestinian individuals and groups in conflict grow because of emotions and personal experiences. Difficulties in living due to the seizure of territory strengthen community solidarity even though they have different backgrounds. According to Hadinata (Hadinata, 2018), solidarity occurs when there are similar feelings. It manifests in the concept of 'us' so that the attitude of solidarity will not appear if the words 'I' and 'you' still appear in each individual. Such awareness enables solidarity to grow and stimulates collective actions to achieve a common goal. Like Santa Clause in Torokman's photo, he gets angry and doing protest alone to show his solidarity to his community. He transformed from a gentle figure into a ferocious model, taking the courageous role to face the Israeli army alone. The growing solidarity with these conditions inspired the people to join in the struggle together against Israeli occupation.

CONCLUSION

The relation of the signs present in Torokman's photo as the object of this research contains the meaning of resistance and solidarity. The stone-throwing Santa

Claus photojournalism by Torokman shows that the conflict that occurred in Jerusalem is a detrimental humanitarian conflict, and that action ignited people's struggles from any religious background. Demonstrators wearing Santa Claus costumes use the momentum of welcoming and celebrating Christmas to carry a specific message. The message is Santa's support for the Palestinian people's struggle and resistance to defend their territory from Israeli occupation.

In the level of connotation meaning, Torokman's photo shows solidarity meaning. Palestinians are often represented as Muslims. So the Santa Claus costume worn by protestors when protesting expresses the presence, solidarity, and support of Christians. A sense of belonging as an expression of solidarity arises through the symbol of Santa Claus, who represents Christians when fighting the Israeli army. Solidarity is demonstrated through the struggle between fellow humans with different background beliefs to fight certain groups' domination. Human solidarity becomes the most important thing to bring about peace. To realize these dreams, respect for the rights of human life must take precedence.

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HEALTH COMMUNICATION MESSAGE PLANNING IN INSTAGRAM

Febri Santa Nova, Isbandi Sutrisno, Kurnia Arofah

Department of Communication Science

Faculty of Social and Political Sciences, UPN "Veteran" Yogyakarta

Email: febrynovha@gmail.com

Abstract

Health communication is interpersonal communication focused on how an individual faces health-related issues and seeks to maintain his health. The lack of awareness and public knowledge about oral health is why many clinics and illegal noneducated dental practitioners in Indonesia nowadays. The emergence of an Instagram account @korbantukanggigi is one way to make the public aware and educate the public about the dangers and consequences of illegal noneducated dental practitioner. This research aims to determine the process of message planning on the @korbantukanggigi Instagram account about unlawful noneducated dental practitioners' education. This research using the *Planning Theory* by Charles Berger and *New Media Theory*. The method used is descriptive qualitative research, collecting data through in-depth interviews, observation, and documentation. The research results in planning messages there were five stages: the report stage, discussion stage, the drafting of the statement, goals, and the success of delivering the message. In implementing the message production technique, the researchers found that the @korbantukanggigi account used the humorous appeal technique and the one-side issue in providing education. Korbantukanggigi has created opportunities for new knowledge about a dentist's world, a place to share the viewpoint of the illegal noneducated dental practitioner and education related to dental and oral health, which the public largely ignored.

Keywords: *Dental Health Education, Planning, Instagram, Korbantukanggigi*

INTRODUCTION

Communication is an essential activity in human life. It is created to meet all the needs that exist and is necessary. A human can determine various things such as expressing opinions and problems, solving problems, informing, and entertainment, informing knowledge and news and instilling thoughts and beliefs from communication. Likewise, in the case of health, communication can be a tool to support health improvement. The critical role of health communication has also been

mentioned in the Healthy People 2010 Final Review (CDC, 2019), which states “use communication strategically to improve health.” One kind of strategic communication is using new media. New media is experiencing rapid growth. Instagram is one of those social media where the number of users is increasing significantly. Through the Instagram phenomenon, this can be used by various people or groups to form a new network of friends. They created to develop communities based on shared hobbies,

making groups, and other virtual activities. One of them is the emergence of an Instagram account based on health education @korbantukanggigi or commonly shortened as Kortugi. Kortugi is an educational account of the actions of illegal noneducated dental practitioner who practice unlawful and dangerous. Kortugi has started posting since August 2016, precisely on the 11th with the title File # kortugi0001. Since their first post, Kortugi has committed to sharing posts related to illegal practices carried out by unlawful noneducated dental practitioners.

Based on the 2018 Riskesdas results presented by the Ministry of Health, the average proportion of dental and oral problems was 57.6%. The number was getting services from dental, medical personnel by 10.2%. For the Special Region of Yogyakarta itself, the proportion of dental and mouth problems is 70%, with the handling of medical personnel by 17%. The balance of teeth brushing behavior correctly (brushing teeth twice a day, morning and night) in the population aged over three years in Indonesia recorded an average of 2.8 % and in the Special Region of Yogyakarta recorded 6% (RI, 2018).

Health education is crucial. It is created to know the importance of oral and dental health and the risks if people underestimate quality and competence. They are influenced by the low prices that

illegal noneducated dental usually offers. According to the history of illegal noneducated dental practitioners, it was the ancestor to intellectual dentists' existence and then developed after higher education became dentists. In the public's eyes, many people are equalizing the illegal noneducated dental practitioners with dentists.

In giving education, Korbantukanggigi accounts use an easy and straightforward way, specifically by using captions or posting messages that are interesting to be read by followers. According to Cassandra, managing messages in Kortugi was analyzed with message management techniques in the book Cangara which is divided into three, such as informative messages, persuasive, messages and based on the side message (Cangara, 2007).

This phenomenon is related to the two theories. The first theory from Charles Berger is *Planning Theory*, which explains how individuals plan their communication behavior. Berger writes that plans for communication behavior are "hierarchical cognitive representations of goal-directed action sequences." In other words, visions are mental images of the steps one will go through to meet a goal. Planning, then, is the process of thinking up these action plans (Littlejohn & Foss, 2011). Berger's theory predicts that the more you know (specific

and general), the more complex your project will be.

Second is the theory of new media; it is associated with the chosen social media as a tool to educate with two dominant views in this theory. In the first media age, with its emphasis on broadcast, and the second, its focus on networks. These are the social interaction approach (social interaction) and the social integration approach (social integration). The social interaction approach distinguishes media in terms of how close they come to the model of face-to-face interaction. Older forms of broadcast-oriented media emphasize the transmission of information, which reduces the possibility of exchange.

In contrast, new media are more interactive and create a new sense of personalized communication (Littlejohn & Foss, 2011). In recent social media, virtual meeting places expand social worlds, create new possibilities for knowledge, and share perspectives worldwide. The second way in which media are distinguished is in terms of social integration. This approach characterizes media not in terms of information, interactions, or dissemination, but in terms of ritual, or how people use media to create community.

METHOD

This type of research used in this research is descriptive qualitative research.

Determination of the subjects or informants in this study was using purposive sampling to determine samples based on several criteria. In this study, data collection techniques used observation, documentation, and in-depth interviews with several informants, including two informants who role as admin of the @korbantukanggigi account, two dentists, and several followers of the @korbantukanggigi account. To check the validity of the data, the researcher used the triangulation source.

DISCUSSION

The presence of new media makes society free to access and use it, including the new Instagram media. Because of observing the great opportunities in this field and the low awareness of the society, many of these peoples took the chance to make more the illegal noneducated dental practice fields labeled with beauty clinics. It is not even surprising if "they" try to sell their businesses by convincing customers better than what dentists can do in general. Promising and convincing with low prices and showing the results before and after the aroused interest. Even the pictures they promised can be edited and taken from the dental accounts.

The government that has to manage illegal noneducated dental practitioners in Indonesia has not fulfilled its job well. It

can be seen from the people who do not know the fundamental difference between illegal dental practitioners and a dentist's duties.

In analyzing the planning of message production, the researcher used the theory of Planning by Charles Berger and the concept of message management techniques. Message planning carried out by the @korbantukanggigi Instagram account can be described in five stages, namely :

The report stage is the primary stage in message planning in Kortugi because, in this stage, that Kortugi has a discussion that can be uploaded on Instagram. This stage gets a lot of cooperation, such as reports from the public, dental partners, and victims from the *illegal noneducated dental practitioner* himself. In this stage, the sorting of cases. Sorting is done with two specific criteria. These particular criteria are; (1) All Kortugi uploads must have education in the message, and (2) Kortugi uploads are based on the topic of education, not based on the case.

The second stage to designing messages in Kortugi is forum because the incoming cases will be discussed by the admin member of Kortugi, which consists of general dentists and specialists through the Whatsapp online application to create what message should be used for the case. In this stage, doctors are allowed to express

their opinions, then considered a topic that will be selected as uploads.

Creating a message is when captions and editing of images are done, or a message packaging was done. Message packaging itself is a message engineering where the ideas will be reproduced by the communicator (admin), packaged, and then sent back for communication with other people (followers). In creating a caption, the technique used is three-technique, often used by comics and sometimes drg. Rifqie only uses two stages in the rule of three, which is set up and punchline. The image used and uploaded in the @korbantukanggigi account is the result of editing done by drg. Rifqie himself as the main admin.

The goal stage is the results to be reached from the two previous steps. The purpose of Kortugi itself is to educate the society about the dangers of *illegal noneducated dental practitioner*. In other words, the earlier stages are planning to achieve these goals.

The success stage of delivering a message is when the communicator (Kortugi) can see the communicant's responses regarding the subject matter. The communicants will respond according to their understanding of the subject matter given. From this, the communicator can assess whether the delivery of the message delivered was successful or not.

Another step in message planning is the management of messages. Cassandra, based on Cangara's book, *Introduction to Communication Studies*, uses three techniques in managing messages, namely informative messages, persuasive messages, and messages based on the displayed sides. Kortugi has practiced the application of these three message management techniques. Informative messages are divided into four, namely space order, time order, deductive order, and inductive order.

1. Space order, messaging that looks at the conditions of a place or space, such as international, national, and regional.

Text: "From Handil, Muara Jawa, East Kalimantan, here's the experience: The dentures cost 500 thousand. Initially, it was not agreed. But the artisan's persuasion allowed him to be paid a week later"

Messaging with space orders is evidenced by place names like using specific areas such as Muara Jawa, East Kalimantan. It is to inform followers of the site where the case happened.

2. Time order, the arrangement of messages based on time or period.

Text: "... Initially, the dentures were installed as usual. A week later, he (the patient) complained of bad breath and bad shape. The condition made him have to return to the dentist. The solution is to cover up the ugliness, decorate it with stirrups ..."

Messaging with a time order is proven by a time sequence as first and a week later. It is to inform followers chronologically about a time when the case occurs and also to give a warning that in any case, there will be an effect later, both in the short or long term.

3. Deductive order, messaging from general to specific.

Text: "... 45-year-old men with complaints of bad breath and loose teeth all came to the dentist @ yogi.s.a. The upper jaw has a splint attached. The lower jaw is fitted with a 3-month denture attached with the other teeth that cannot be removed. Shaky too ..."

In the example, it is explained that the victim of the and illegal noneducated dental practitioner is conscious of the condition after feeling his teeth shake. The explanation becomes general about the state of the man. Then things that are more specifically explained about what happened to the teeth.

4. Inductive order, messaging from particular to general.

Narasi: "... (specifically) there are two kinds of acrylic for dentures: heat curing and self-curing..."

"... (General) This is why the acrylic denture that should be designed to be easily padded becomes permanent..."

In the case above, the message order can be categorized as an inductive order from an explanation of what acrylic is for specific dentures and explains in general why

acrylic dentures should not be permanently placed on teeth.

Composing a persuasive message is more towards how this message can change people's perceptions, attitudes, and opinions about health. A compelling message is divided into five, according to Cassandra, namely:

1. Messages that use threats in the message create fear

Text: "... Infection from the root of the maxillary teeth causes an accumulation of pus in the cheek area which then looks for a way out. ..."

"... For example, the case of dentures made by dental artisans, which triggers oral cancer. Oral squamous cell carcinoma (SCC) is cancer that most often becomes the final diagnosis by dentists who specialize in oral diseases ..."

A message with fear appeal techniques such as the example above, explaining the consequences of not doing the right treatment and the handling needed. In the two examples above, explaining the effects of tooth root infection resulting in cavities and presenting dentures that cause oral cancer is a threat if the disease is not treated immediately. This fear order received many responses from the followers. In the upload, the fear appeal is in composing messages and visuals of uploads about the illegal dental practitioners victims' condition. This fear order received many responses from the followers. The fear appeal composes

messages and visuals of uploads about the illegal dental practitioners victims' condition in the upload.

2. Messages with an emotional appeal that can evoke emotions

Text: "... It's like putting an 'implant'. At least we can use two years. You can't imagine being exposed to tetanus or other infectious diseases. Good thing, the right person is now handling this poor mother. A dentist who specializes in dentures. His practice place is more than 433 km from where he lives. How difficult is it to access dental health services in Aceh? FKG students from Aceh quickly graduated. The people there need you "

The emotional appeal message on the upload was created by describing the problem felt by an Aceh who had to travel a long distance to get medical treatment.

3. Reward appeal is messaged by giving promises to the public.

Researchers have not found this kind of message appeal in uploads @korbantukanggih. It is reasonable by the existence of ethics in dentistry where dentists are not permitted to make promises to the public.

4. The motivational attraction is the arrangement of messages that motivate the audience.

Text: "Inspirational Dentist's Story: dentist Maruli Juara Aritonang (@aritonangmaruli). Dentist Maruli opened a clinic on Jalan Viyata Yudha, Siantar Sitalasari District,

Pematangsiantar City, since 2014. Free for patients with disabilities...”

Above is an example of messaging with the motivational appeal on the @korbantukanggigi account. The comments also made it clear that the cases above could be categorized in motivational appeal.

5. Humor appeal is a technique that uses humor in its message.

Text: “... Dental artisans no longer humanize humans. But materialistic. Compared to the customers, the kuntilanak is still more fortunate. Just pay attention to the nails so that when they are plugged in, they can immediately make a fussy kuntilanak get into a good mood.....”

This technique is the most commonly found in the @korbantukanggigi account. Humor in @korbantukanggigi is often found in the caption. This humor to attract followers to read captions that not only contain humor but are also educational.

There are also techniques for designing messages based on the side displayed. Divided into two according to Cassandra (Cangara, 2007). 1) one-sided issue, a statement that only shows one side, for example, only displays the goodness of the message topic and does not reveal its ugliness. 2) the two-sided issue displays a message from two sides at once from the good and bad sides. In the account @korbantukanggigi, researchers have not found any messaging with a two-sided issue

in their uploads. Researchers think that these cases are just about the mistreatment of illegal dentists, so looking for posts that display positives cannot be justified.

“I am of the view that as a dentist, I agree with Kortugi's uploads. From a dentist's point of view, they are incompetent practitioners, illegal so it doesn't deserve to be brought up on the bright side. Besides, Kortugi also emphasized that it was about illegal practitioners, so that the one-sided was just right in my opinion. Another difference is that under the supervision of a dentist, a dental technician makes dentures according to their competence.” (Dentist Yasmin, on interview 9 July 2019).

After making observations in Kortugi @korbantukanggigi's social media, researchers can analyze that the messages created by Kortugi are dominant order with the humorous appeal. Researchers assume, based on the results of interviews with drg. Rifqie, who said that all uploads in the @korbantukanggigi account were educational in an entertainment format.

The purpose of a persuasive message is to change people's perceptions, attitudes, and opinions about a matter. The purpose of this message is in line with the views expressed by Liliweri Alo (Liliweri, 2015). Health communication also has the primary goal of disseminating health information to achieve healthy living behaviors, creating awareness, changing attitudes, and motivating individuals to follow healthy behaviors that are recommended. In other words, the

messages used by Kortugi are messages that are suitable for use in the field of health communication.

In a new media concept, there is an emphasis on social interaction and social integration. In the social interaction, it is said that it provides virtual meeting places that expand social worlds, create new possibilities for knowledge, and provide a sharing of perspectives worldwide. The Kortugi Instagram account has created new knowledge opportunities about the world of dentistry and a place to share broad views about the illegal noneducated dental practitioner and other education-related to oral health that is mostly ignored by the public. New media with social integration illustrates how humans use media to create societies that provide a sense of mutual ownership. When connected to the @korbantukanggigi account, Kortugi has now created a community aware of dental and oral health problems.

In its growth, Kortugi experienced a change of goal initially only as a dentist archive into a health education-based account. In planning theory, plans are a mental picture of the steps a person will take to fulfill a goal. Goals can also be arranged in a hierarchy of objectives where success in achieving the first goal makes it possible to carry out the second and subsequent goals. In this case, the case uploaded and intended as an archive is the

first destination owned by @korbantukanggigi. After a long journey where followers are increasingly diverse, supported by many parties, the second goal of Kortugi comes, namely as an educational account of illegal dental practices. The second goal will not be achieved if the first goal has not been reached.

CONCLUSION

Based on the results of the research and discussion above, the author finally concluded from research on Planning Health Communication Messages on Instagram in educating *illegal noneducated dental practitioner* as follows:

1. Oral health must be considered by the public. Social media can be used by everyone so that educational platforms like Kortugi must be further developed.
2. Kortugi has planned message production in five stages; Namely, the reporting stage when the case is presented. Second, the forum stage where cases are discussed. Third, the message preparation stage. Fourth, the message delivery stage. Fifth, the stage of message goal setting and the message success stage. It can be judged from the feedback.
3. The application of the three messaging techniques has been

carried out. But Kortugi tends to one method, namely persuasive messages with humorous appeal and one-sided issue messages.

4. Kortugi creates new knowledge opportunities about the world of dentistry and a forum for sharing views on *illegal dentistry practices*. Also on other education-related to dental and oral health, which are generally ignored by the community.
5. The social integration theory has been implemented by Kortugi. Kortugi has created a community that is aware of dental and oral health problems.

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