

Framing Analysis of Reporting on the Indigenous People of Laman Kinipan in Online Media Tempo.co and Detik.com from August to September 2020

Muhammad Fathi Djunaedy

Communication Studies Program, University of Brawijaya
Jl. Veteran, Lowokwaru, Malang City, Indonesia

Rachmat Kriyantono

Communication Studies Program, University of Brawijaya
Jl. Veteran, Lowokwaru, Malang City, Indonesia

ABSTRACT

This research focuses on how the online media Tempo.co and Detik.com frame the news about the arrest of Effendi Buhing, Chairperson of the Laman Kinipan Indigenous People, from August to September 2020. This research took place from June to July 2022. Researchers use the theory of the hierarchy of influence to understand how to frame information on the arrest of Effendi Buhing. This study used the Zhongdang Pan Gerald Konsicki analysis and framing model. The model uses four structural framings: syntax, script, thematic, and rhetorical. Based on research results, the news presented by Tempo.co is more in favor of Effendi Buhing and the indigenous people of Kinipan. The narrative emphasizes more on the issue that the arrest of Effendi Buhing was a criminal act by the police. Meanwhile, from the 17 Detik.com news articles studied, the results were quite balanced because Detik.com was not too biased in favor of either party. In its report, Detik.com emphasized that the video of Effendi Buhing's arrest had previously gone viral on social media before it became news. Associated with the theory of the hierarchy of influence. At the individual level, Tempo.co quite influenced the framing used by Tempo.co in reporting on the arrest of Effendi Buhing. Meanwhile, at Detik.com, the individual level does not affect the framing of the news about Effendi Buhing's arrest. This research expands on communication studies research, especially media research, namely framing analysis linked to the theory of the hierarchy of influence, with the subject of reporting on indigenous peoples in two Indonesian mainstream media, Tempo.co and Detik.com. The results of this study strengthen the framing theory that the media constructs and frames messages in presenting their news, as done by Tempo.co and Detik.com. Its relation to the theory of the hierarchy of influence, for Tempo.co strengthens the theory of the hierarchy of influence that individual journalists' level factors, in this case, the educational aspect, influences the content of Tempo.co's news, on the other hand, Detik.com media contradicts the theory of the hierarchy of influence, that individual journalists' factors do not affect news content.

Keywords: Framing Analysis, Tempo.co, Detik.com, Hierarchy of Influence

INTRODUCTION

The presence of the media can accommodate the voices and news from marginalized communities. Marginal communities are marginalized due to economic, social, and political pressures, including government policies that do not take sides [17]. Marginal communities can also be referred to as a society with limited access to various aspects or fields managed by the government or the private sector [18]. Marginal communities include the poor, homeless and beggars, scavengers, laborers, child laborers, persons with disabilities, people with HIV/AIDS, victims of human trafficking, and indigenous peoples [15].

In connection with the presence of media for marginalized communities, within the scope of journalism, the term is known as advocacy journalism. Advocacy journalism assigns journalists the role of active interpreters and participants who speak on behalf of certain groups. Usually, those groups are rejected as powerful spokespersons in the media. Advocacy journalism offers a non-objectivist perspective in seeing the realities that influence the agenda of framing the media in which the genre of journalism is practiced [12].

Although on the other hand, the media is considered to have a significant role in creating an environment that is not friendly to marginal groups. Stigma and stereotypes are often perpetuated in media to normalize this group's marginalization. Various parties, including non-governmental organizations (NGOs), government institutions, and journalists' associations, have implemented more inclusive media to overcome this problem. The media contribute to the way society at large understands marginalized groups. Inaccurate and stigmatizing media coverage plays a role in legitimizing and even triggering discrimination against this group [18]. Within the scope of Indonesian mainstream online media, Tirto.id media ranks first in covering the issues of the marginalized according to the Inclusive Media Index (IMI) 2020. IMI is a media report card in the aspect of inclusiveness, which is related to principles that emphasize the equality of access and opportunity and eliminate discrimination and intolerance that hinders it. IMI's research measures the quality of journalism in reporting on marginality issues. IMI scores ten online media for their coverage of four marginal groups throughout 2019. The four marginal groups are disability, women in violence, gender, and sexual diversity, and religious communities [18].

As a preliminary study, IMI limited its research to ten online media selected based on the variety of media ownership, popularity on Alexa.com, and the variety of media characteristics. Tirto.id has a reporting character that differentiates it from most online media in Indonesia. The first characteristic can be found in the news format, which is longer and more complex than other media and focuses on the more structural aspects [18].

In addition to disability, women in violence, gender, and sexual diversity, and religious communities, indigenous peoples are also among those who are marginalized. In the Indonesian context, indigenous peoples generally feel social and economic anxiety, for example, regarding the expropriation of land and forests, which are claimed as their own by the government and capital owners. It is the main factor in the demand for the return of indigenous peoples' rights [6].

However, the existence of indigenous peoples in Indonesia and all the problems they face have received little space in the news portion of the mass media. As a result, the community's

existence, identity, and various problems must be adequately exposed, so they often do not receive government attention and solutions. The press must play a role in fulfilling indigenous peoples' rights in the information spread throughout Indonesia, as emphasized in Article 6 of Law Number 40 of 1999 [2].

The national media generally do not reach out to indigenous peoples to look closely and understand indigenous peoples as news sources. The conflict approach, in the end, only places indigenous peoples as objects of news that benefit unilaterally, namely the media corporation itself. Indigenous peoples are considered not to support the sustainability of the media because the issue of indigenous peoples in Indonesia is still very marginal; it needs to get the attention of city people [11].

For example, one of the most widely reported reports on indigenous peoples was on 26 August 2021. The case of Effendi Buhing, the head of the Laman Kinipan Community, Central Kalimantan, who was arrested by the police in his own home for allegedly provoking his residents to confront the workers of PT Sawit Mandiri Lestari (SML). This news also emerged because of the context of the conflict. This case went viral, and the video of the arrest taken by Effendi's wife quickly spread to social media. It is where the print and online media are keen to raise the issue—from reading the news to national television lifting the story [11].

Of the several online media in Indonesia that reported on the case of Effendi Buhing, two of them were online media Tempo.co and Detik.com were keen to report on the arrest. In the researcher's search, Tempo.co made 23 stories from 26 August 2020 to 14 September 2020. Then Detik.com reported 17 stories from 27 August 2020 to 5 September 2020.

Moreover, in this case, the press plays a significant role in shaping public opinion because a unique idea can turn into public opinion through publication. In forming public opinion, each type of mass media has its strategy [14]. In making news, each media has its importance; in this case, it dramatically affects the construction of the news that will be presented. Social construction refers to the process by which events, people, values, and ideas are defined or interpreted in specific ways and assigned values and priorities, mainly by the mass media [13]. Through news framing analysis or news framing, there are different ways of delivering news by the media. In addition, framing can influence readers by offering a convincing impression of an underlying meaning and assumption [13]. According to [4], framing relates to defining reality, about how an event is understood and who the interviewees are.

Kriyantono [10] said that framing analysis was used to find out how the media framed reality by highlighting or emphasizing certain aspects according to the interests of the media. The framing analysis model from Zhongdang Pan and Gerald M. Kosicki is considered essential to see how the media reported on indigenous peoples in the event of the arrest of Efendi Buhing as the traditional leader of Laman Kinipan. Because this framing model looks at how the media emphasizes a message and places information more than others so that the public is more focused on the message.

The framing analysis model assumes that every news item has a frame that functions as the center of the organization of ideas. This frame is an idea linked with different elements in the news text (such as source quotes, background information, and the use of certain words or

sentences) into the text as a whole. Frames are related to meaning. How someone interprets, an event can be seen from the set of signs in the text [4].

To see the framing practice, you can go through the four analytical structures of Framing Zhongdang Pan and Gerald M. Kosicki: syntactic structure, script structure, thematic structure, and rhetorical structure as a tool to interpret an event [4].

In addition to the construction in the news, the news does not stand alone. It is not free of interest because internal and external media factors affect the news content. It is explained in the Hierarchy of Influence Theory initiated by Shoemaker & Reese [19]; in this case, you can see why the mass media have differences and similarities in their coverage. Shoemaker and Reese divide the influence of media content into several levels that influence editorial policy in the news production process.

The first level is individual media workers (individual level), the second level is media routines (media routines level), and the third level is media organization (organizational level). The fourth level is outside the media (extra media level), and the fifth level is an ideology (ideology level) [19].

Internal influences on media content related to the interests of media owners, individual journalists as news seekers, and the routines of media organizations. Meanwhile, external media factors relate to advertisers, the government, society, and others. In other words, media content is the result of pressure from inside and outside the media organization. Media content combines internal programming, managerial and editorial decisions, and external influences from non-media sources, such as socially influential individuals, government officials, and advertisers [9] .

Based on the explanation above, the researchers in this study wanted to see how the framing of online media in Indonesia, namely Tempo.co and Detik.com, in reporting on indigenous peoples regarding the news of the arrest of Effendi Buhing, the head of Laman Kinipan custom on August 26, 2020. Furthermore, how to apply the theory of hierarchy. Influence at the individual level on the two media.

The reports studied were news published from August to September 2020. This study can contribute to the novelty of the online media frame of the indigenous peoples' news in Indonesia. In addition, research by researchers on framing analysis of indigenous peoples' news by the media, both print, online, and television, in Indonesia still needs to be completed.

The reason for choosing the online media Tempo.co and Detik.com as research subjects are because these two online media are very keen on reporting the news of Effendi Buhing's arrest; Tempo.co reported 23 news stories, then Detik.com reported 17 news stories. Compared to other online media, such as Kompas.com with 16 news stories, Suara.com with 14 news stories, and Tirto.id with only seven news stories, even though in the IMI 2020 research, Tirto.id media ranked first, then Antaranews.com with four reports news.

Tempo.co, a pioneer of news portals in Indonesia since 1995, is here to answer the needs of its readers as an online media that is easy to read and can be trusted. Since 2008, Tempo.co has

been reborn with a new face and quality news presentation. Tempo.co strives to apply high standards of journalism in covering events and writing them in a thoughtful, intelligent, and balanced manner. Tempo is now under PT Info Media Digital [23]. Tempo.co currently ranks number nineteen of Indonesia's most accessed online media based on the latest data in April 2022, according to the website Similarweb.com [21].

The 2020 Inclusive Media Index research measures the quality of journalism in reporting on marginality issues, namely disability, women in violence, gender, and sexual diversity, and religious communities from ten leading online media in Indonesia throughout 2019. In that research, Tempo.co was ranked second. Under Tirto.id. Tempo.co has a particular rubric for disability, which makes Tempo.co's reporting superior on this issue. This media has the most considerable coverage for the disability cluster (66 news samples/30.98%) compared to other media in this research.

Furthermore, Detik.com is one of the pioneers in the development of online media in Indonesia, which began to be accessed in full on July 9, 1998. It is under the auspices of the CT Corp company with a media subsidiary called Trans Corp, owned by entrepreneur Chairul Tanjung (Tapsell, 2017). Detik.com by site Similarweb.com [20] is in the number one position as the most visited online media site in Indonesia, based on data in April 2022.

Detik.com, according to the Inclusive Media Index (IMI) 2020 research, is in seventh place. Detik.com is an online media that relies on many news productions. In the IMI 2020 research, the high frequency of publications is illustrated by a large number of news samples analyzed, namely as many as 225 news samples. However, the high amount of news is not directly proportional to the quality. It can be seen from the rankings and low scores obtained by Detik.com in almost all the news cluster standings for marginalized communities. The reporting style in the conflict context by 48.9% and episodic style by 57.3% dominate Detik.com news.

As the public often consumes two online media, researchers want to find out how Tempo.co and Detik.com frame the news about the arrest of Effendi Buhing, Chairman of the Laman Kinipan Indigenous Community, from August to September 2020 and how the hierarchy of influence theory is applied at the local level. Individuals on Tempo.co and Detik.com media.

METHODOLOGY

This study uses a qualitative approach because the qualitative approach focuses on general principles that manifest the meaning of social phenomena in society. The object of research in a qualitative approach is the meaning of social and cultural phenomena that use the culture of the community to get an idea of specific categorizations [3].

This research includes qualitative research because its implementation tends to determine the meaning of the text. This study uses a framing analysis of the news framing of the arrest of Efendi Buhing, Chairman of the Laman Kinipan indigenous community, on the online news portals Tempo.co and Detik.com for the period August-September 2020. The paradigm used is the constructivist paradigm. Eriyanto [4] explains that framing analysis is one of the text analysis methods in the constructionist research category.

Based on this explanation, the researcher will explore in-depth information regarding the framing of the arrest of Efendi Buhing, Chairman of the Laman Kinipan indigenous community, in the online news portals Tempo.co and Detik.com for the period August-September 2020, through framing analysis. Researchers want to examine how journalists and the media construct a reality that produces news for audiences seen from some highlighted sentence structures and rhetoric. The research method of this study uses media text analysis using the framing analysis method of Zhongdan Pan and Gerald M. Kosicki.

Descriptive qualitative research is considered appropriate to this research because this research describes the framing of Efendi Buhing's arrest on the online news portals Tempo.co and Detik.com for August-September 2020 through framing analysis through the data collection process in the later process, namely through news texts. Furthermore, in-depth interviews were conducted with journalists and editors from online media and Detik.com to compare the results of the framing analysis with the theory of the hierarchy of influence of mass media in reporting on indigenous peoples on the online news portals Tempo.co and Detik.com. This research was conducted through text analysis of the online news portals Tempo.co and Detik.com. Researchers will also conduct interviews with journalists from online media Tempo.co and Detik.com via telephone. The time of this research is from June 2022 to July 2022. Seeing the importance of research focus in a qualitative study, the focus of this study is the news on the online news portals Tempo.co and Detik.com from August to September 2020. The object of the study is news regarding the arrest of Efendi Buhing, Head of the Laman Kinipan Indigenous Community, Central Kalimantan.

The data collection technique used is the documentation method. According to Kriyantono (2020), the document method can be used in qualitative research. Framing research also uses documentation as its method. The type of documentation in this research is news on the online news portals Tempo.co and Detik.com. In this study, researchers will copy news from the online news portals Tempo.co and Detik.com and transfer them in word format. Researchers will analyze 23 news from Tempo.co and 20 from Detik.com. The interview is a data collection method used to obtain information directly from the source. Qualitative research they are primarily unstructured and called in-depth or intensive interviews. The goal is to get in-depth qualitative data (Kriyantono, 2020). In this study, researchers will interview sources within the editorial room and journalists from the online media Tempo.co and Detik.com.

In terms of technical data analysis, according to Miles, Huberman, and Saldana (Kriyantono, 2020), that qualitative data analysis is carried out through four activity lines, namely data collection, data condensation, data presentation, and concluding/verification. Data was collected using documentation studies and interviews. Data is collected before the field or preknowledge research, at the time, and the end of the study. The data continues to be dug until the data obtained is sufficient. This research was conducted from June 2022 to July 2022. The researcher conducted a textual analysis using framing analysis by Zhongdang Pan and Gerald M. Kosicki. In the analysis process, the four structures in the analysis model will be used, namely, syntactic structure, script structure, thematic structure, and rhetorical structure.

Next, data condensation refers to selecting, focusing, simplifying, and converting data in the field into a whole paragraph through interview transcripts, documentation, and other empirical materials. Data condensation is carried out so that the collected data is more in-depth so that

there is no more extended data reduction. So that no data is wasted because data reduction weakens data findings and makes the analysis process not run naturally.

Furthermore, the data presentation needs to describe an organized thing so that the data display helps simplify the information by highlighting the conclusions. Data presentation helps researchers understand what is happening and can perform further analysis based on that understanding. Good presentation of data will help qualitative data analysis to be strong through descriptive narrative and presentation of data in the form of newer visuals. In this stage, the researcher categorizes the parts in the news text according to the elements of Zhongdang Pan and Gerald M. Kosicki's framing analysis using table media.

Finally, the stage of concluding/data verification. This stage emphasizes the researcher's competence to make conclusions until the data collected is deemed sufficient and fulfilled. Kriyantono (2020) explaining the meaning that emerges from the informant's construction data needs to be tested through confirmations as a form of data validity. It needs to be done so that researchers are not presented with exciting stories about what happened but the truth is unknown.

RESULTS AND ANALYSIS

Framing Analysis of Zhongdang Pan and Kosicki on the Arrest of Effendi Buhing in August-September 2020 on the Tempo.co and Detik.com Online News Portal

Framing analysis is one method of media analysis, content analysis, and semiotic analysis. Of course, the media is not only mass media but also internal organizational media, books, or websites. Framing is simply framing an event. There is an important thing in framing when something is placed in a frame. Some parts are wasted and visible parts [10].

Framing is defined by Zhongdang Pan and Gerald M. Kosicki as the process of making a message more prominent, placing more information than others so that the audience is more focused on the message. Journalists or the media highlight their meaning or interpretation of an event by strategically using words, sentences, leads, relationships between sentences, photos, graphics, and other devices to help express their meaning so readers can understand it [4].

In this approach, framing devices can be divided into four major structures. First, syntactical structure relates to how journalists arrange events-statements, opinions, quotes, and observations of events into a general arrangement of news. Second, the script structure relates to how journalists narrate or narrate events in the news. Third, the thematic structure relates to how journalists express their views on events into propositions, sentences, or relationships between sentences that make up the text. Fourth, rhetorical structure relates to how journalists emphasize certain meanings in the news [4].

The following is a list of 23 news on the online media Tempo.co and 17 news on Detik.com, which researchers examined to find out the framing of the news on the arrest of the Head of the Kinipan Indigenous Community Effendi Buhing, which was broadcast from August to September 2020.

Table 1. Examples of News Titles on Tempo.co in August – September 2020

No	News Title	Date
1.	Central Kalimantan Police Arrest Indigenous Leader Kinipan Effendi Buhing	Wednesday, 26 August 2020
2.	Land Dispute, PT SML Denies Criminalizing Indigenous Fighters Kinipan Effendi Buhing	Wednesday, 26 August 2020
3	Coalition Urges Police to Release Effendi Buhing and 5 Indigenous Fighters from Laman Kinipan	Wednesday, 26 August 2020
4	Justice Coalition Regrets the Arrest Process of Kinipan Effendi Buhing Tokoh	Wednesday, 26 August 2020
5	The conflict between PT SML and the Kinipan Indigenous Peoples heats up in early 2018	Thursday, 27 August 2020
6	Police Call Arrest of Head of Kinipan Indigenous Community Suspected of Theft	Thursday, 27 August 2020
7	Police Denies Arrest of Indigenous Community Leader Laman Kinipan Violates Procedure	Thursday, 27 August 2020
8	Coalition Urges Central Kalimantan Police to Be Open About the Presence of Traditional Leader Effendi Buhing	Thursday, 27 August 2020
9	Agrarian Reform Committee: Stop Criminalizing Indigenous Peoples of Kinipan	Thursday, 27 August 2020
10	Alliance of Indigenous Peoples of the Archipelago: Police Arrest Effendi Buhing Like a Terrorist	Thursday, 27 August 2020
11	AMAN: After Effendi Buhing's Arrest, Indigenous People of Kinipan Intimidated	Thursday, 27 August 2020
12	Coalition: Jokowi Do not Just Gimmick Wearing Traditional Clothes, Protect Indigenous People	Thursday, 27 August 2020
13	Customary Territory Agency: Effendi Buhing Never Extorted Companies of IDR 10 Billion	Thursday, 27 August 2020
14	Police Suspend Detention of Effendi Buhing and 4 Other Residents	Thursday, 27 August 2020
15	Amnesty International: Forced Arrest of Effendi Buhing Human Rights Violation	Friday, 28 August 2020
16	Effendi Buhing Arrested, YLBHI: Possibility of Intervention by Entrepreneurs	Friday, 28 August 2020
17	A Wave of Protests After the Arrest of the Indigenous Leader of Laman Kinipan Effendi Buhing	Friday, 28 August 2020

18	Security is the Reason Police Bring Firearms When Arresting Effendi Buhing	Friday, 28 August 2020
19	Korem Panju Panjung: Military Exercise Plan Not Related to Kinipan Land Conflict	Saturday, 29 August 2020
20	During the Kinipan issue, the Director of WALHI Central Kalimantan is suspected of having been wiretapped.	Wednesday, 2 September 2020
21	Deputy Minister of Environment and Forestry Offers 3 Solutions to Land Conflicts in Kinipan	Saturday, 12 September 2020
22	Meeting with the Deputy Minister of Environment and Forestry, Laman Kinipan Village Community Asks for Their Customary Forests to be Recognized	Sunday, 13 September 2020
23	8 Points for Requests by Laman Kinipan Residents to the Deputy Minister of LHK	Monday, 14 September 2020

Source: Analysed by the researcher

Table 2. Examples of News Titles on Detik.com in August – September 2020

No	News Titles	Date
1	Viral Kinipan Traditional Leader in Central Kalimantan Arrested, Police Explain Case	Thursday, 27 August 2020
2.	The Case is Viral. The Central Kalimantan Regional Police are investigating Indigenous Leader Kinipan Effendi Buhing	Thursday, 27 August 2020
3.	KNPA: Arrest of Effendi Buhing in Central Kalimantan is a Form of Criminalization	Thursday, 27 August 2020
4.	Duduk Perkara on the arrest of Kinipan Effendi Buhing's traditional figure	Thursday, 27 August 2020
5.	Commission III Members Promise to Dig up Information on the Arrest of Kinipan Traditional Leaders	Thursday, 27 August 2020
6.	Considered Criminalizing Effendi Buhing, Police: Just Testing in Pretrial	Thursday, 27 August 2020
7.	Moments of Kinipan Effendi Buhing Traditional Leader Arrested in Central Kalimantan	Thursday, 27 August 2020
8.	Mahfud Md: Effendi Buhing's arrest is not related to the annexation of customary land	Thursday, 27 August 2020
9.	Effendi Buhing Calls His Arrest because of a Misunderstand	Thursday, 27 August 2020
10.	Commission III of the DPR Asks the National Police Chief to Examine the Process of Arresting a Traditional Figure of Kinipan	Thursday, 27 August 2020
11.	Allegations of Criminalization Accompany Arrest of Kinipan Traditional Leader	Friday, 28 August 2020
12.	Video Captured and Dragged Viral, Effendi Buhing Admits He Was Treated Well	Friday, 28 August 2020
13.	Effendi Buhing Becomes City Prisoner, Police: He Promises Cooperative	Friday, 28 August 2020
14.	Effendi Buhing's confession about viral arrests and drags	Friday, 28 August 2020
15.	Effendi Buhing Reports Central Kalimantan Police to Komnas HAM Regarding Arrest	Saturday, 05 September 2020

16.	Reported to Komnas HAM, Central Kalimantan Police: Effendi Buhing Not Cooperative	Saturday, 05 September 2020
17.	Viral New Chapter of Effendi Buhing's Arrest Leads to a Report to Komnas HAM	Saturday, 05 September 2020

Source: Analysed by the researcher

Syntax Structure

In the syntactic structure, most news titles displayed by Tempo.co are in line with the leads and content in the news. The titles also do not use hyperbole and bombastic sentences. In selecting sources, Tempo tried to cover both sides, starting with interviewing the Central Kalimantan Police who arrested Effendi Buhing, represented by the Head of Public Relations of the Central Kalimantan Police, Commissioner Hendra Rochmawan. Then from PT Sawit Mandiri Lestari, represented by the Head of Public Relations of PT Sawit Mandiri Lestari, Wendy Soewarno, the party who reported Effendi Buhing to the police.

Although Tempo did not interview Effendi Buhing, from the side that accompanied Effendi Buhing, there were several sources; the Chairman of the Regional Management of the Indigenous Peoples Alliance of the Archipelago (AMAN) Central Kalimantan, Ferdi Kurnianto, Executive Director of the Indonesian Forum for the Environment (WALHI) Central Kalimantan, Dimas N. Hartono, Secretary General of the Alliance of Indigenous Peoples of the Archipelago (AMAN) Rukka Sombolinggi, National Executive Director of the Indonesian Forum for the Environment Nurhidayati, and Head of the Indigenous Territory Registration Agency (BRWA) Kasmito Widodo. Tempo also featured resource persons from the point of view of human rights and legal aid, namely Amnesty International Indonesia Executive Director Usman Hamid and Chairperson of the Indonesian Legal Aid Foundation (YLBHI) Asfinawati.

News has similarities in the content of the news, especially the response from the Central Kalimantan Police Public Relations regarding the accusation of criminalization against Effendi Buhing, as well as an explanation of the motive for the arrest of Effendi Buhing. Likewise, the response from PT SML said that the arrest of Effendi Buhing was purely because of a crime. Other informants were the Head of Information for Korem 102/Panju Pajung, Central Kalimantan, Infantry Major Mukholil, and Deputy Minister of Environment and Forestry (LHK) Alue Dohong.

Meanwhile, Detik.com in the syntactic structure, Detik.com emphasizes that the previous case of Effendi Buhing's arrest has gone viral on social media. So from the seventeen Detik.com news stories, five of them used viral diction. Not to mention that most news content uses viral diction to provide that context.

In the selection of sources, Detik.com did not cover both sides because the sources were only Effendi Buhing. Central Kalimantan Police Chief, Inspector General Dedi, Effendi Buhing's companions, Coordinating Minister for Political, Legal and Security Affairs, Mahfud MD, and then the politicians of Commission III of the DPR RI. Detik.com does not present a statement from PT SML.

Most of the news content about the police who arrested Effendi Buhing argued that Buhing was arrested for alleged theft. However, Effendi Buhing's companions condemned the arrest, saying that the arrest was a form of criminalization. The police denied this because they claimed to have worked according to procedures and professionals.

In many cases, the content of the news is the same as other news content, especially the statement from the Central Kalimantan Police Chief regarding the chronology and the issue of the arrest of Effendi Buhing.

News of the clarification from Effendi Buhing only came from video uploads on the Twitter account of the Coordinating Minister for Political, Legal, and Security Affairs, Mahfud MD. Not from Detik.co's direct report to Effendi Buhing.

Script Structure

Most news items highlight the Why and How elements in the script structure of the 23 news stories raised by Tempo.co. The why element regarding the reason for the arrest of Effendi Buhing according to the police, PT SML, and Effendi Buhing's companions. Furthermore, the How element emphasizes the chronology of Effendi Buhing's arrest according to the video circulating on social media.

However, in some news, the 5W + 1H elements still need to be completed. For example, the news entitled "Central Kalimantan Police Arrest Indigenous Leader Kinipan Effendi Buhing" does not provide information on when and where Effendi Buhing was arrested. Then the news entitled "Indigenous Territory Agency: Effendi Buhing Never Extorted a Company of Rp 10 billion" did not contain the element for information on the location and place.

Meanwhile, the script structure used by Detik.com focuses more on the Why and How elements. The why element concerns the motive for the arrest of Effendi Buhing, if according to the police, it was because of an alleged act of theft, while according to the National Committee for Agrarian Reform (KNPA), Effendi Buhing was arrested for defending his traditional territory from eviction. Then the reason for the release of Effendi Buhing by the police and why Effendi Buhing reported the Central Kalimantan Police to Komnas HAM.

Then the How element in most news is highlighted to explain the chronology of Effendi Buhing's arrest and the Effendi Buhing problem according to the version of the Central Kalimantan Police Chief, Inspector General Dedi Prasetyo.

However, some news needs to be completed in its 5W + 1H elements. Starting from the news entitled "The Case is Viral," the Indigenous Figure of Kinipan Effendi Buhing is being investigated by the Central Kalimantan Police." The news did not mention the location of Effendi Buhing's arrest and the location of Effendi Buhing's detention. Then the news entitled "Mahfud Md: Arrest of Effendi Buhing Not Related to the Annexation of Customary Land" there is also nowhere element. Furthermore, the news entitled "Effendi Buhing Becomes a City Detainee, Police: He Promises Cooperative" does not mention the element where, the location of Effendi Buhing's detention, and the element of How, how the process of repatriating Effendi Buhing from detention.

Thematic Structure

The themes of the 23 news stories that Tempo.co centered on statements from the Central Kalimantan Police Public Relations Officer, PT SML Public Relations Officer, and Effendi Buhing's assistants. Starting from the police, who arrested Effendi Buhing for getting three reports from PT SML. From there, Effendi Buhing's companions, namely AMAN, Walhi, and Amnesty International, criticized and urged Effendi Buhing to be released. The arrest of Effendi Buhing is also considered a form of criminalization and violates human rights, and the police also consider arresting Effendi Buhing as arresting a terrorist. However, PT SML denied the arrest because Effendi Buhing had committed a purely criminal act. The police also denied that the arrest followed procedures and that the police were professional.

In addition, in the last three news stories, Tempo.co brought up the issue of the recognition of the customary forest of the Kinipan indigenous people by presenting a statement from the Deputy Minister of the Environment, Alue Dohong, and the village community of Laman Kinipan conveying their eight points of aspiration.

In addition, it can also be seen that the news displayed is the response of two parties who criticize and deny each other. In terms of the statements and quotes, Effendi Buhing's assistants are more than the police and PT SML, which in some news reports are only two to three paragraphs.

Meanwhile, thematically, these seventeen news stories from Detik.com are about the first arrest of Effendi Buhing, whose video was previously viral on social media. Then came a statement from the National Committee for Agrarian Reform and Walhi, which condemned the criminalization of Effendi Buhing. Then came statements from the politicians of Commission III of the DPR RI because they are in charge of the law, who said that his arrest was due to a misunderstanding between himself and the police. Next, Effendi Buhing's detention was suspended. After being released from detention, Effendi Buhing reported the Central Kalimantan Police to Komnas HAM.

In this structure, Detik.com mainly uses chronological coherence; from seventeen news stories, four stories use chronological coherence. Especially the chronology of the arrest of Effendi Buhing, which was revealed by the Central Kalimantan Police Chief Inspector General Dedi Prasetyo to explain the problem with the case.

Rhetorical Structure

In the rhetorical structure, several dictions are highlighted; for example, Effendi Buhing is referred to as the Chairman of the Kinipan Indigenous Community and a traditional warrior. From the news that came from Effendi Buhing's companions, Tempo featured urgent and critical diction. Then the diction of criminalization and terrorists to describe the process of arresting Effendi Buhing by the police was emphasized with the details of the verb dragged and pulled. Then there is the diction on the escalation of violence, intimidation, and terror to describe the situation experienced by the Kinipan indigenous people while defending their living space. Tempo.co also described what happened in Kinipan; there was a land issue between the Kinipan indigenous people and PT SML, using the diction of land disputes and land conflicts in two news headlines.

Meanwhile, the rhetorical structure can be seen from the choice of words, idioms, pictures, and photos used by Detik.com. Several words stand out, starting from the word viral, used in five Detik.com news stories and several news paragraphs. The diction shows that the news of Effendi Buhing's arrest was initially viral because the video showing Effendi Buhing's arrest was viral on social media.

Detik.com calls Effendi Buhing as the Kinipan Traditional Leader and Indigenous Warrior. Furthermore, the word that often appears is criminalization, which represents the statements from parties who consider the arrest of Effendi Buhing as a criminalization process by the police. On the other hand, Detik.com often uses professional diction to describe statements from the police who feel they have acted according to procedures. For the photos or images used, the majority use images from the video of Effendi Buhing's arrest that went viral on social media.

The Hierarchy of Individual Level Influence in Reporting on the Arrest of Effendi Buhing in August-September 2020 on the Tempo.co and Detik.com Online News Portal

The hierarchy of Influence Theory is a theory that explains the factors that influence news content in the mass media. Shoemaker & Reese [19]. examine why the mass media have differences and similarities in their coverage. In this theory, how news is formed is not only influenced by journalists/internals but also externally. Shoemaker and Reese divide into several levels of media content influence that affect editorial policy in the news production process, namely the individual level, media routine level, organizational level, extra-media level, and ideological level.

In this study, researchers only examine the hierarchy of influence at the individual level related to the media's professional background. This factor sees the personality of the media manager influencing the news that will be presented to the public. Reporting on media can never be separated from the media's individual factors (journalists), especially regarding the direction of the news and the elements that are reported [19].

At the individual level, Shoemaker and Reese identified several variables that could influence media coverage. Can influence news mediation mechanisms. The first variable is the background and characteristics of media actors, ranging from gender, ethnicity, sexual orientation, social class, and personal background related to socioeconomic status, career, and education. Second are the values and beliefs of media actors, such as religion, religious orientation, and political attitudes. The third is the "role" and "ethical frame" chosen by media actors in certain situations [1].

Individual Level

The researcher interviewed a former Tempo.co journalist for the national column named Budiarti Utami Putri, she was among those who wrote several news stories about the arrest of Effendi Buhing. According to him, his educational background influences the way he raises news about the Kinipan indigenous people. He graduated from S1 Communication Science, majoring in Journalism, Faculty of Communication Sciences, Padjadjaran University, in 2012. His scientific discipline made him a militant journalist. His thesis at that time raised about the Kendeng Community. Putri also studied at the Human Rights (HAM) school organized by the Commission for Missing Persons and Victims of Violence.

According to Putri, this must have an effect because, for her, humans cannot be separated from reference bias, knowledge, experience, and ideological bias. How Putri chooses words, titles, and *angles* in writing the news is part of her political choice. However, that is why editorial work is not a single work but synergizes with each other.

Meanwhile in Detik.com, the researcher interviewed Idham Kholid, editor of the DetikNews rubric online media Detik.com; he was in charge of the rubric, which at that time raised seventeen news stories about the arrest of Effendi Buhing. Idham is a psychology graduate of UIN Jakarta, class of 2005. His activities as a student were mostly in social movements, namely the Anti-Violence Youth Community. However, according to Idham, his student background and experience did not affect how he wrote news.

According to him, one must remain balanced in journalistic products in writing news. For example, you should not only write from one side only. A journalist must see a problem because what is written is a journalistic product, not a propaganda leaflet.

CONCLUSION

The framing of Tempo.co in Effendi Buhing's report is more in favor of indigenous peoples. Of the twenty-three articles written, fourteen focused on the parties accompanying Effendi Buhing, namely the Indigenous Peoples Alliance (AMAN), the National Committee for Agrarian Reform, and the Indonesian Forum for the Environment (WALHI). Tempo.co still covers both parties by presenting statements from the police and PT SML, but the portion of the paragraphs is very minimal. Tempo.co highlights the narrative of Effendi Buhing's arrest as criminalization by the police and PT SML. There were also objections and explanations from the police and PT SML, but these were small portions. The police stated that they had acted according to the procedure, and PT SML said that Effendi Buhing's arrest was due to reports of criminal acts.

Tempo.co also highlighted the details of the chronology of Effendi Buhing's arrest and the conflict between the Kinipan indigenous people and PT SML. In conveying the news, several articles by Tempo.co highlighted the story of Effendi Buhing and several Laman Kinipan indigenous people who fought against the expansion of PT SML's oil palm plantations which encroached on customary forests. It was reported by Tempo.co, quoting from several sources, that Effendi Buhing's arrest was allegedly due to Effendi Buhing's rejection of PT SML. Tempo.co also drives the narrative that the President of the Republic of Indonesia, Joko Widodo, and the Ministry of Environment and Forestry care about the fate of indigenous peoples and recognize the indigenous forests of the Kinipan people.

It is related to the theory of the hierarchy of influence with the framing of Tempo.co in reporting on the arrest of Effendi Buhing. At the individual level, journalists from Tempo.co feel that his educational background in the Department of Journalism makes him a militant journalist, especially his thesis on the Kendeng indigenous people, and his experience following the human rights school influences journalists in writing news. About indigenous peoples.

Seeing the framing of Detik.com, Detik.com emphasized the news of Effendi Buhing's arrest by providing context that previously, the video of the arrest had gone viral on social media. For the portion of sources, Detik.com is sufficient to provide the same portion to Effendi Buhing, Effendi Buhing's colleagues, and the police. Effendi Buhing's statement came about when the Central

Kalimantan Police questioned him. Then Effendi Buhing's friends made a statement when they criticized Effendi Buhing's arrest. The arrest was narrated as a form of criminalization by the police. In addition, information from the police stated that the arrest was according to the procedure, and Effendi Buhing was reported to have committed the theft by PT SML.

Detik.com displays many chronologies of Effendi Buhing's arrest, which went viral on social media, and explained the issues behind Effendi Buhing's arrest. From the seventeen news broadcasts on Detik.com, the media followed the narrative of Effendi Buhing's arrest from the first video of his arrest going viral on social media. Effendi Buhing underwent police questioning, and then Effendi Buhing clarified the arrest. It is just a misunderstanding between him and the police. Furthermore, Effendi Buhing's detention was suspended. Finally, after that, Effendi Buhing, accompanied by the Alliance of Indigenous Peoples of the Archipelago, reported the Kalimantan Regional Police to Komnas HAM regarding his arrest. However, what needed to be added in Detik.com's report was that PT Sawit Mandiri Lestari was not a news source because it was the company that reported Effendi Buhing to the police.

For the theory of the hierarchy of influence, at the individual level, educational background and organizational experience in student movement organizations did not affect the journalistic products of the DetikNews editorial team because, according to him, journalistic products had to be balanced.

This research expands on communication studies research, especially media research, namely framing analysis linked to the theory of the hierarchy of influence, with the subject of reporting on indigenous peoples in two Indonesian mainstream media, Tempo.co and Detik.com. This study's results reinforce the framing theory that the media frames and emphasizes message content in presenting their news, as done by Tempo.co and Detik.com. The link with the theory of the hierarchy of influence for Tempo.co strengthens the theory of hierarchy that the individual level factors of journalists, in this case, the educational aspect influences the content of Tempo.co's news, on the other hand, Detik.com media is contrary to the theory of the hierarchy of influence, that the individual factors of journalists do not affect the news content.

This research certainly has several limitations. First, this study aims to determine the media framing of the reporting of the indigenous people of Kinipan in Indonesia. However, the subject matter of the news was very specific, namely the news of the arrest of the Head of the Kinipan Indigenous People, Effendi Buhing. For further research, it is possible to conduct research on indigenous peoples' reporting with a broader subject. Second, this research is limited to the media framework for reporting on the Kinipan indigenous people from August to September 2020. For the next research, research on the indigenous people's framework can be carried out with a longer duration. Third, this research also wants to know the hierarchical relationship between the influence of the Tempo.co and Detik.com media in framing the reporting of the indigenous people of the Kinipan from August to September 2020. However, the findings are limited to the individual level and the normal level of the media. For further researchers, this can be deepened to the level of media organization, extra-media, and ideological levels.

References

- [1]. Adipraestio, J. (2015). Hierarchy Influence in Mediation Order
<https://www.remotivi.or.id/kupas/245/hierarki-pengaruh-dalam-mediation-pesan>
- [2]. Amalia, Mirta., & SL (2012). Citizens Talk Media: Ten Stories .
- [3]. Bungin, B. (2008). Sociology of Communication: Theory, Paradigm and Discourse of Communication Technology in .Kencana Society.
- [4]. Eriyanto. (2002). Analysis of Construction Framing, Ideology, and Media Politics . LKiS Group.
- [5]. Lord. (2015). Indigenous Peoples' Publications Receive Less Media Attention .
<https://ugm.ac.id/id/berita/9788-persoalan-Masyarakat-adat-kurang-mendapat-perhatian-media>
- [6]. Haba, J. (2010). The Reality of Indigenous Peoples in Indonesia: A Reflection. Journal of Society & Culture , 12 (2).
- [7]. Halnana, A. & AM (2017). Media in Reporting on Tanjung Balai Asahan (Framing Analysis Study About Tanjung Balai Asahan Riot at Republika.Co.Id). Commed : Journal of Communication and Media , 2 (1), 48–63.
<https://doi.org/10.33884/commed.v2i1.236>
- [8]. Hutami, MF, & Sjafirah, NA (2019). Tribunnews.Com Online Media Framing Against Female Figures in Depok Pornographic Video News. Journal of Journalism Studies , 2 (1), 25–43. <https://doi.org/10.24198/kj.v2i1.21072>
- [9]. Krisdinanto, N. (2014). Anomaly and Hierarchical Theory of Influence on Media Content. Communicative , 3 (1), 1–18.
- [10]. Kriyantono, R. (2020). Practical Techniques of Quantitative and Qualitative Communication Research . Pranadamedia Group.
- [11]. Kurniasih, Y. (2021). Indigenous Peoples: Discussed Only When There Is a Conflict or Their Clothes are Worn by Officials . <https://projectmultatuli.org/community-adat-discussed-only-saat-konflik-atau-bajunya-digunakan-pejuang/>
- [12]. Matyani, E. ; JA (2017). Magdalene.co as Media Advocacy for Women. Communication Studies , 14 (I), 111–124.
- [13]. McQuail, D. (2010). Mass Communication Theory (6th ed.) . SAGE Publications.
- [14]. Muhtadi, US (2016). Introduction to Journalism . Symbiotic Rekatama Media.
- [15]. Puspa, A. (2020). Government Present for Marginalized Groups .
<https://mediaindonesia.com/humaniora/362896/government-present-for-marginal-groups>
- [16]. Rahadi. (2017). News Framing in Local Media (Framing Analysis of Reporting on Malang Regent Candidates on Radar Malang Daily October 1-7 2015). ARISTO , 5 (1), 49–81.
- [17]. Rahman, R. (2019). The Role of Religion in Marginalized Society. Socioreligious , 4 (1), 80–89.
<http://103.55.216.56/index.php/Sosioreligius/article/view/10661>
- [18]. Remotiva. (2020). Inclusive Media Index Research Report . 1–116.
- [19]. Shoemaker, PJ, & Reese, SD (1995). Mediating Messages: The Theory of Influence of Mass Media Content
- [20]. Similarweb.com. (2022a). Second. com . <https://www.similarweb.com/website/detik.com/#overview>
- [21]. Similarweb.com. (2022b). tempo . co . <https://www.similarweb.com/website/tempo.co/#overview>
- [22]. Tapsell, R. (2017). Media Power in Indonesia: Oligarchy, Citizens and the Digital Revolution . Rowman & Littfield International.
- [23]. tempo.co. (2021). About Us . <https://www.tempo.co/about>