The Content Analysis of ‘Jati Diri’ Rubric in Daily Newspaper Jawa Pos Edition of May 2018

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Abstract. A rubric that will be examined in this study is “JATI DIRI" which exists in daily newspaper Jawa Pos, edition of May 2018. This rubric is located on page four of the upper left corner of Jawa Pos. The characteristic of this rubric is always present actual issues that occur both in Indonesia and in other countries. The purposes of this study are 1. To identify the themes conveyed in each statement contained in the JATI DIRI rubric; 2. To find out the target of each statement contained in the JATI DIRI rubric. This study used a quantitative approach. The type of research used was descriptive quantitative, while the research basis used was content analysis. The scope of this research was JATI DIRI rubrics on Jawa Pos May edition 2018 with a total number of approximately 27 days. Based on tabulation result, there were 42 themes raised and 52 targets of the rubric contents due to there were 1 - 4 contents of the statement every day. The data collection technique used was the documentation technique combined with observation. While the data analysis technique used was quantitative data analysis using the principle of descriptive statistics, namely the average (mean). The results of this research revealed that the theme raised by the JATI DIRI management was by generating a variety and disproportionate or unbalanced, which means that there was a theme raised in dominating statement such as economics, while on the other hand there was a theme which was not raised such as culture. Regarding the second purpose, it can be concluded that the target of each statement in the JATI DIRI rubric was dominated by targets addressed to both government and private institutions, then individuals and latter to the community.

Keywords: rubric jati diri, content analysis

INTRODUCTION

All information from mass media is an illustration of the social reality in which the community interacts, therefore mass media is a means of fulfilling the needs of the community, especially those related to meeting the need for information. One function of mass media is to inform various events to the public. In addition, mass media is considered as an institution that has a position as a community institution or social institution that has a considerable influence on other institutions including community group as a social institution. Mass media in a country will always influence and be influenced by both basic mind and basic orientation applied in a society. Taufik Ismail said that mass media always reflects situation and conditions of the surrounding community where the mass media is located. It causes the mass media always to try to picture the reality happening in society. Therefore, the contents of a newspaper always reflect the situation, orientation, and the main conditions happening in the community. The demand to be adjusted to the expectations of the community becomes essential for a newspaper publication, because only by adjusting to the reality of the society that newspapers can fulfill their needs in developing themselves as commercial institutions that seek for profit [1],[2],[5],[7],[11].

In accordance with the theme, the current research focused on the communication process that used mass media, especially printed mass media (Jawa Pos), so that the communication process that occurs directly (face to face) will not be discussed further. Jawa Pos is a daily newspaper in which the distribution spreads throughout Indonesia and even abroad. The rubric that will be reviewed in this study is "JATI DIRI". This rubric is always on page four (4) of the upper left corner of the Jawa Pos daily newspaper. The characteristic of this rubric is always present actual issues that occur both in Indonesia and in other countries. The form of the presentation is in the form of a brief description (maximum ½ column), which reviews the various events or issues that are currently being discussed or reported by the media. The descriptions reflect worries, objections, facts, or innuendo from the community in such a beautiful way by the editor [4].

The research problem of the current study is: 1) What themes are conveyed in each description of JATI DIRI rubric edition May 2018 of Jawa Pos daily newspaper? and 2) Who are the targets of each theme in the JATI DIRI rubric edition May 2018 of Jawa Pos daily newspaper?

The research objectives are: 1) To identify the theme presented in the JATI DIRI rubric edition May 2018 of Jawa Pos daily newspaper; and 2) To find out who are the targets of each theme in the JATI DIRI rubric edition May 2018 of Jawa Pos daily newspaper.

The current research is expected to be useful for academic discussion as a reference, especially when conducting research using the same technique. The next benefit was to be able to add practical knowledge especially for those interested in communication problems, especially caregivers JATI DIRI rubric. The output of this research is expected to be published in journals or proceedings so that the information generated from this study can be widely disseminated.
Mass Communication

Mass communication is a process of communication that occurs through mass media that can be reached by all levels of society extensively, whether through newspapers, magazines, tabloids, radio, films, television or online media. The characteristics of mass communication are the message is in one direction, the communicator is institutionalized, the message delivered is general, the media used are simultaneous, and the communicant is heterogeneous and anonymous. The use of the word mass communication is often directly related to mass communication media such as television, radio, newspapers, comic books, magazines, films, or media online. However, it is not always the case because sometimes mass communication can also be interpreted as a communication process that takes place between communicators and communicants without using mass media, but the process of communication between communicators and communicants which is quite large, such as mass meetings, grand tabulations, or campaigns. However, in the discussion of this study, the mass communication discussed is the communication process that takes place using printed mass media, especially newspapers [3],[10],[13].

Mass Communication Model

In the study of mass communication, there are four models. First, Hypodermic Needle mass communication model, which has the basic assumption that the influence of mass media is very strong, direct, fast, and there are almost no obstacles that can hinder it. Audiences are considered passive or tend to receive messages from the mass media as they are. Second, a one-stage communication model. In the one-stage model, recognizing that not all media have the same power of influence, and still consider the aspect of selectivity as a factor that determines audience acceptance. Similarly, acknowledging the possibility of the emergence of different reactions from audiences to the same communication message conveyed by the mass media. Third, a two-stage communication model. This model has two stages because, in the process of communication, messages from the media are not directly received by the audience but through other parties called opinion leaders. Thus, the first stage is transferring messages from the mass media to opinion leaders; the second stage is the opinion leaders continues the information obtained from the mass media to the followers or members of their groups. So, in this two-stage communication model, there is a combination of mass communication with interpersonal communication. The fourth model is multi-stage communication (multi-step flow communication). This model shows that in the dissemination of information originating from one source to a wide audience, there will be many variations or possibilities so that in analyzing various communication situations or an event in the communication process there will also be various possible variations. For example, it can be found that the audience may obtain information directly from the mass media, or other possibilities through other people (opinion leaders), or information from the mass media can also be reviewed by other mass media and then captured by new opinion leaders and then submitted to followers or members of a group. So, it appears that in this model, the possibility of the stages of communication becomes more numerous and varied [8],[10],[13].

The Function of Agenda for Mass Media Settings

To examine the content of mass media messages, researchers usually associate between media and audiences, because the media are considered to have the power to influence public opinion. The mass media form a certain picture of what exists in the minds of the audiences, especially those related to an event. The ability of the media to influence and lead public opinion can persuade the community to accept what they say or to carry out its agenda-setting functions [10],[13],[15]. From various meanings about content analysis, it can be concluded that content analysis is one of the techniques or methods of research which aims to describe the contents of real communication objectively and provide variable to be studied [6],[14],[15],[16].

Category Structure

As explained previously, one of the characteristics and strengths of research that uses content analysis lies in the ability of the researchers to structure the categories of variables to be examined. The variable of this research can be seen based on the formulation of the problem that has been stated in the previous section which covers the theme of the JATI DIRI rubric and the target of the JATI DIRI rubric. Thus the structure of the categories of this study includes the structure of the theme categories and the structure of the target categories. The structure of the theme category in this study is the orientation of the contents of the message in the JATI DIRI rubric in the daily newspaper Jawa Pos, which can be arranged into: a) Social; b) Culture; c) Economics; d) Politics; e) Government and international relations; f) Defense; g) Legal, human, and criminal; h) Religious; i) Education and technology; j) Sports and entertainment, and k) Environment

On the other hand, the intended target of this study is the message in the JATI DIRI rubric on the daily newspaper Jawa Pos which includes: a) Society; b) Individual, and c) Institutions.

METHOD

This study used a quantitative approach. The type of research used was descriptive quantitative, while the research basis used was content analysis. The scope of this research was JATI DIRI rubrics on May 2018 edition of Jawa Pos daily newspaper (27 days due to no rubrics on Sundays). Based on tabulation result, there were 42 themes raised and 52 targets of the rubric contents due to there were 1 - 4 contents of the statement every day. The unit of analysis in this study is the JATI DIRI rubric in...
the Jawa Pos daily newspaper edition of May 2018. Observations were made by looking at the theme and target for each description contained in the rubric. While the measurement is done by classifying the frequency of occurrence from each theme and target statement according to the categories that have been formulated, which are then grouped according to their respective categories. The data collection technique was documentation technique combined with observation. While the data analysis techniques were quantitative data using the principle of descriptive statistics, namely the average (mean) of the formula $\mu = \frac{\sum x}{n}$.

RESULT

The Trend of Themes that often Appear in the JATI Diri Rubric. Based on data in accordance with the existing category structure, it can be said that during the research period, economics was the most appear theme in the JATI Diri rubric in Jawa Pos daily newspapers, which appeared 10 times with the average value of 10:42 = 0.24, followed by government/ international relations themes, then law/ human rights which appeared 6 times with the average value of 6:42 = 0.14, and a political theme 5 times with an average value of 5:42 = 0.12. For social themes, defense-security themes and sports/ entertainment themes appeared four times each with an average value of 4:42 = 0.09. The religious theme is two times with an average value of 2:42 = 0.05, science and technology one time with an average value of 1:42 = 0.02, while culture did not appear.

The tendency of Targets That often Appear in the JATI Diri Rubric. Based on the category structure that has been compiled in the previous section, the intended target was to describe the target for each statement that appeared in the JATI Diri rubric on the Jawa Pos daily newspaper. From the 31 days on May 2018, the JATI Diri rubric on Jawa Pos daily newspaper published 52 statements. The most targets were institutions both government agencies and private institutions with 21 statements or an average of 0.40; while for individual targets, there were 16 statements or an average of 0.31; the last target was the society with 15 statements or an average of 0.29.

CONCLUSION

The conclusions from the results of this study are: 1) The theme raised by the JATI Diri management was by generating a variety and disproportionate or unbalanced, which means that there was a theme raised in dominating statement such as economics, while on the other hand there was a theme which was not raised such as culture, and 2) The target of each statement in the JATI Diri rubric was dominated by targets addressed to both government and private institutions, then individuals and latter to the community.

The recommendations from the results of this study are: 1) The need to balance the theme of the statement so that the readers do not feel bored with statements that are too dominating, especially if printed and electronic media express the same statements; 2) The intended target should be emphasized, whether for individuals who happen to be in an office or institutions, because the researchers found that there were several targets that were not clear between individuals and institutions, for instance, Setya Novanto as chairman of the House of Representatives, the Head of the Golkar Party, or as a person, and 3) For researchers who are interested in conducting research either on Jawa Pos daily newspaper or other media, it can expand similar studies by looking at other rubrics that are not less interesting, especially if the expansion of the study covers aspects of the vision, mission, and ideology of the media.

REFERENCES