



Construction Media & Reality Show: The commodification of Values and Ethical Dilemmas

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Abstract. The truth of the media and the truth in reality, are different things. Media truth is manipulated through framing, by more specific media. The media not only present the truth but also select and eliminate the information displayed. Framing in the media often spreads new discourse for the public, this will reduce the value of the mass media itself. Some of the new discourses discussed in this paper include the phenomenon of flexing, celebrity intimacy, the commodification of poverty, and most importantly online media seeking news from social media. Information amplification by the mass media will have an impact on how the public perceives reality. This study uses a literature review with a documentary study based on random data collection based on a concept called by Niklass Luhmann 'The construction of reality

Keywords: Mass Media, Framing, Discourse, Reality.

1 Introduction

Various professions in the fields of expertise, academics, and practice certainly have standards used as guidelines for behavior in their profession. This standard of behavior is often referred to as ethics. Ethics in media has various meanings; according to [1], ethics is an individual's awareness of something good or bad. Each individual has a different moral order. Even so, it is a form of consensus from a group. This understanding by Vivian can explain that each individual's ethics will differ depending on which group and the values that guide the individual are located. [2] adds that ethics and law are interrelated and limit human activities. All matters concerning the law are regulated in the Act carried out by sanctions, while ethics is emphasized by how to apply appropriately and correctly.

There are various types of mass media ranging from conventional media (television, print media, radio), online media (online news portals, citizen journalism), and social media (Twitter, Facebook, Instagram) [3]. Each mass media mentioned above certainly has a guide on how each user behaves correctly and appropriately. It is made so that every user or those associated with the mass media can create a comfortable atmosphere in media. The ethical position is carried out by those who use the mass media. If the media is infotainment or reality shows, of course, the ethical position is carried out by the producer [4].

For example, television media produces reality shows showing poverty or physical barriers. This kind of thing becomes the central theme in the show and seems to show that the program sold to the public is tears of suffering. Through this show, the audience's construction will be formed that the poor are people who are miserable, oppressed, obedient to God, and willing to accept all their shortcomings. Producers try to bring poverty and misery to the audience personally. The audience can empathize and be touched by the stubbornness of the poor, who are the object of the show, not to forget the viewer's mind will think that the poor are powerless. This empathy can drain and even tear the audience's heart, so they will be interested in witnessing the suffering stories of the poor sold by survival programs.

This show seems to distance the side where the poor are also trying to improve their lives. The greater the audience's sympathy, empathy, or compassion for the program, the higher the audience's desire to watch the program, affecting television revenues, including ratings and money-oriented advertising. Here, the ethical position of the producer is questioned how the poor are not allowed to speak, but rather it is television that directs the poor to support the program to attract audience empathy. An excellent ethical position in its implementation is difficult to carry out when producers are more concerned with profit.

Another issue that will be discussed and analyzed more deeply on ethical positions in media here is regarding online media. Online media is a new integration carried out by the media industry. Conventional media is increasingly being abandoned, and online media is used as the primary source of public information now and in the future. Online media that is currently becoming a public need is an online news portal [5]. Online news portals as a form of media convergence where conventional media transforms its media into digital media. It is because the use of conventional media, which is considered impractical, has begun to be abandoned, as well as the decline in the number of circulation because it cannot be separated from the proliferation of smartphone use in Indonesia.

[6] states that the largest internet usage behavior in Indonesia is to access information. This fact is what drives the media industry to produce news, whether in writing or streaming videos online. The executive of Kompas TV [7] stated that it is important to transform into the digital era, otherwise the media will be left behind because the circulation of the Kompas newspaper has decreased. Media in Indonesia that has developed from conventional media to online media include *kompas.com* with *kompas.com*, *tempo* with *tempo.co*, *metro tv* with *metrotvnews.com* and many more.

2 LITERATURE REVIEW

2.1. Commodification and Contestation in Reality Show Media Framing

Commodification cannot be separated from the pros and cons of a group or institution with particular interests. Commodification can have both negative and positive impacts. If based on the literal meaning, commodification comes from two words: commodity and modification. Commodities are goods or services that have economic value [8]. In contrast, modification is a change in function or form. Commodification is a

change in the value and function of a good or service into a commodity (which has business and profitable value). Commodification and commodities become inseparable parts.

Commodification is the way capitalism carries out its objective of accumulating capital or realizing value through the transformation of use values into exchange values [9]. Moreover, it is process of taking goods and services which are valued for what they can earn in the market place. The word originates in Marxist theory, according to which all entities have a material cash value. Based on Marx dan neo-Marxian Fuchs & Mosco, 2015). [10] commodification can also be interpreted as a transformation or change in the use value of goods or services into economic value.

Moreover, [11] state that business commodities often occur in Indonesian mass media, namely the commodification of content and audiences. In content commodification, content is used as a commodity to attract people's hearts. For example, television shows present famous or rising artists to make people interested so that many people watch. The effect is that the television station earns a profit through advertising. In addition, commodification can also be seen in the mass media portraits of poverty being used as a commodity that is exaggerated or manipulated, adding specific engineering so that the storyline becomes more sad and dramatic to grab public attention. Then, the audience or society is used as a commodity. We can see television shows that present the reality of the artist's life, even when the show is not irrelevant so that it can increase the rating and share of the television station because many are watching.

2.2. The construction of mass media reality in Niklas Luhmann

Luhmann emphasized there are 3 pillars of media, namely news, advertising, and entertainment. In the news, there is the concept of double reality. The first reality is the actual reality (according to reality), while the second reality is the reality produced and disseminated by the media [12]. The media observes reality based on self-references and other references, then the media processes information and disseminates it to the public. Self-reference media is how the media refers to itself to see phenomena which are then made into news. The public is also an observer in the selection of reality. The media is said to be successful if the public is willing to accept reality in its entirety and take action on that reality [13].

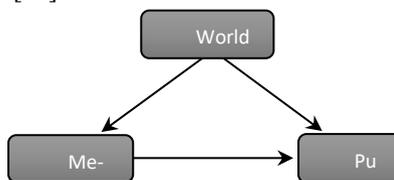


Chart 1. Media and the Public

[12] stated that the reality of the mass media is the reality of second-order observation. From the chart above, reality in society becomes a reference for the media

to inform the public. The real reality is the reality that is directly conveyed in the community to the public without going through the medium, namely the media. This concept, when viewed, is almost similar to Marshall McLuhan's thesis, which states that 'the medium is the message.' Media is a message for society; in this case, the media is the reality. It is called dual reality.

The evolution of news transformation started from daily news, then turned into broadsides (in the form of pamphlets and printed in limited quantities), ballads (melancholy news), and crime stories. The information displayed in the form of news or reports tends to be more trusted by the audience (public) because of its formal nature. Regulations influence the truth displayed by the media in the selection of news. The media chooses what news will be shown that day based on the rules and ideology of the media itself. If in media studies in America there is the term news value, Luhmann uses the term 'selector' in determining news. There are several criteria in selecting news: surprise, conflict, quantity, local relevance, violation of norms, moral judgments, actors and actions, news item requirements, expression of opinions from the mass media, and adjusting selected information for publication.

While the second pillar of media is advertising, one of the phenomena in the mass media, advertising uses a means that can touch the cognitive side of the audience through audio and visual media and aims to manipulate the audience. Often, advertisements use paradoxical language. For example, in the advertisement for a facial whitening cream, a message stated that consumers would look whiter after a week of use. However, we know that everyone's facial skin can be different and can not achieve the results advertised. Ads are also made based on the dominant trend, so market demand can be used before advertisers/agencies make advertisements - what is currently being liked by the market. Advertising is closely related to sales, where advertising persuades the audience to buy goods/services. In advertising, there is the concept of redundancy, which is predicting what will develop. From here, it will cause variations in advertising in introducing new products/objects. Then the third pillar is entertainment, which can be in the form of films or text.

The truth of the media and the truth, in reality, are different things. Media truth is manipulated through framing, namely framing by more specific media. The media not only present the truth but also select and eliminate the information displayed. Differences, in reality, are not only formed from the news but also through advertising and entertainment. In advertising, the reality construction of a product/service is made as attractive as possible so that the media reality looks much better than the actual reality. Likewise with entertainment, for example, in fiction films. Mass media entertainment influences the formation of media reality, although not directly with the novel stories adopted in the mass media.

The function of the mass media can only be understood through an understanding of operational and observational differences [14]. Operational is the occurrence of factual events reproduced and causing autopoiesis from the system, while observation is

an activity using differences to describe something. A system must be able to develop cognitive abilities to be able to adapt and eventually exist. The system also provides space for adaptation to take place so that it can change environmental conditions. As a source of information, mass media becomes a reference for the latest news and functions to uncover lies after self-observation of the social system.

3 DISCUSSION

Bedah Rumah reality shows are often more conceptualized where the media sells the poverty among people living in remote villages. Every show must be made as much as possible; they are tough people, so a bit of drama is made, and the players will add supporting expressions, to strengthen the characteristics of this Bedah Rumah reality show. Bedah Rumah reality show program stated that the program created a climate for the community to pay attention to the surrounding environment and be encouraged to do the same to help the program for others in need. While the contra opinion states that the show thinks that the problem of poverty can only be solved by giving much money in a short time, the impression of being a rich person suddenly also sticks in the people's minds without thinking about the long-term and exploiting poverty.



Fig 1. Bedah Rumah reality show episode sleeping with snakes

Source : Youtube Channel Bedah Rumah

Bedah Rumah reality show is also supported by poor economic conditions and the condition of the house that is not suitable to be inhabited as a place to live. Therefore, the program developers put more emphasis on less able people who indeed do not own a house with livable conditions. If the program is broadcast continuously or consumed at any time, this can lead to two perceptions among the public, namely the pros and cons. The pro's perception of the house renovation program states that the show creates a climate for the community to pay attention to the surrounding environment and is motivated to do the same help as the program for other people in need [15]. So in this proposition, people are reminded to care more about their neighbours in the same neighbourhood. The contra perception states that the show assumes the problem of poverty can only be solved by giving much money in a short time. Suddenly, the impression

of being a rich person is also embedded in people's minds without thinking about the long term and exploiting poverty.

The discourse in *Bedah Rumah* reality show is shown utilizing a scenario where the presenter goes directly to see the condition of the house of the residents, who are the main characters that are not suitable to be inhabited as a place to live. Then it is followed by a scenario following the daily activities of the residents, usually followed by a sad scenario to show the figures of difficulties in the economic field. Everything is displayed clearly so the audience can see all sides of the character who is in a difficult time. *Bedah Rumah* reality show the sadness of Mr Mardani's family, which has economic limitations and requires his son to help his parents to increase their livelihood for their daily living expenses. So the impression of the theme of this program is not strong, namely house renovation, but in the broadcast, it sells the sadness and incompetence of Pak Mardani's family. A social phenomenon that can occur is a gap in the community's environment because there are also many residents whose economic conditions and houses are not suitable for habitation and may not be as lucky as the residents chosen for the house renovation program. Moreover, in terms of poverty, if poverty can be solved by giving money in a short time without having to look at the long term, maybe now it can be helped in a few days, but maybe in the future, how many obstacles can occur, if these chosen people cannot manage what has been given well.



Fig 2 impressions of 'sobat misqueen' with the flexing phenomenon on social media

Source : Youtube Channel *Bedah Rumah*

In this show, he sells more of the value of wealth owned by one of the guest stars, which does not sell too much about the nature of poverty following the name of the program being carried, as if it will bring down people who are experiencing poverty. The poverty raised in this show is presented by the hosts from the style of speech and the presentation of the show as if the hosts are poor. The value of the wealth sold in this show includes a luxurious house, the price of several collectables owned, and several vehicles such as cars and motorcycles, all of which are owned by this guest star, Saskya Martin. This show is more intended as a place to show off what rich people have and more towards entertainment, and no show explains what business can reach the point

they become rich as they are today. The broadcast of this program continuously or consumed at any time can lead to several perceptions among the community, namely that people are increasingly equating that all rich people do not always have difficulties. There is a thought among the people that it seems that rich people tend not to help the poor. Amid people who are having difficulty finding a family economy because now some of us are affected by the impact of Covid 19 when watching this show can create social jealousy between the poor and the rich. The pro perception may be that some people can be entertained by seeing what these rich people can achieve.

The discourse in this house renovation show is displayed; the presenters can directly ask the guest star questions about the items he has; for example, the presenter can ask the price and any information on the items around them, the guest star or the owner of the house. Ms Saskya Martin, as a guest star, is open to all the prices of the goods she has. In this impression, the *misqueen* friend emphasizes the wealth owned by Ms Saskya Martin, where her position as a successful young entrepreneur has a luxurious house and several goods and means of transportation whose prices are fantastic. Whenever the presenter asked about the price of one of the items he had, he did not hesitate to answer the price openly. A social phenomenon that can result in social jealousy, especially now that we are in the COVID-19 pandemic, which has much impact on everyone, especially in the economic aspect, indeed many of the lower class people are still fighting for ways to survive in order to get through this pandemic storm. It is possible that in the future, there will be a thought among people that it seems that rich people tend not to help the poor. People have difficulty finding a family economy because now some of us are affected by Covid 19; watching this show can create social jealousy between the poor and the rich. The pro perception may be that some people can be entertained by seeing what these rich people can achieve. It is better if this reality show also discusses tips for becoming successful people; not only do rich people show off their wealth in public because it is still unethical if many people around them have trouble, but they instead show off their wealth and wealth in public.



Fig 3. Reporting by suara.com sourced from social media

Source : Media Online Suara

Paris Fashion Week (French: *Semaine de la mode de Paris*) is a series of fashion shows that occur twice a year in Paris, France, with Spring/Summer and Autumn/Winter shows taking place each year. *Fédération Française de la Couture* (French Fashion Federation). Paris Fashion Week takes place in various places in the city of Paris. In addition to ready-to-wear fashion shows, there are also menswear and fashion shows, which take place every spring/summer and fall/thematic year; well-known fashion brands such as Dior, Chanel, Louis Vuitton, Kenzo, Givenchy, and Céline also organize shows their fashion at historical sites such as the Carrousel du Louvre and the Grand Palais.

The issue in this statement is MS Glow's claim to participate in the Paris Fashion Week event, which from the perspective of Paris Fashion Week regulations, will not be possible because, in this Event, all Fashion brands are not allowed to appear in the chain of events, including global. Furthermore, the brand name does not have to appear in the title. The claims of Juragan 99 and its product MS Glow are pretty surprising to those who understand this fact, luxury brands, except those mentioned above, are not necessarily subject to the rules and regulations of the Event, and the things that tie events together are too strict. Public opinion was surprised by the presence of MS Glow at the Paris Fashion Week event because this Event was for fashion brands, not care and beauty brands. However, after learning that MS Glow's appearance at Paris Fashion Week was her affirmation, what happened was the Paris fashion show.

If discourse continues to be consumed by the public, it will be pretty dangerous for the good name and all aspects of overseas business. It may sound exaggerated, but if you look at the domino effect of this self-proclaimed domino, Indonesia, in the eyes of the international community, especially art and fashion activists, will spoil its distant image. Paris Fashion Week has embedded and become the identity consider the statements made by the industry related to this event, which is claimed by committed products in the field of beauty and care industry and these claims are made by a network of participating influencers of the product in question, which may also have the effect of overstatement and broader claims due to fanboys.

This discourse was also covered by several national news portals. This discourse has become a discussion and debate about social phenomena that will develop in society, hence the idea that the Paris Fashion Week event will become popular and easy to understand, easy to track by all brands of any line as long as their brands have the financial capacity to sponsoring accommodation in Paris.



Fig 4. news about artist / social media influencer intimacy

Source: Tribun Seleb

If the discourse canards consumed by public, it seems as if it can fool the public, the lack of trust in the celebrities they follow in the future, because it makes people assume "at least this is just a setting." A celebrity's daily activities will be published, and the people who follow them will automatically see what they are doing, which will become a regular consumption for their followers. If the followers have a good mindset, they will limit it; then, if there are followers who have short thoughts, they will continue to be consumed by it, indirectly being fooled by the public [16].

If the discourse on this is displayed publicly through various digital platforms, these two celebrities often post whatever is happening between them. The effect of the media and their followers makes this very important, and this discourse becomes essential news so that when this information rises above the surface of the public, it becomes very confusing information, plus the two celebrities have not made a clear clarification about the relationship that is currently happening. Showing a phenomenon that is too blown up does not have a good influence on society. If only what is being reported is more informative, then followers who can absorb information raw will not make the information confusing on the public surface, as well as media crews who want to find out.

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