

CHAPTER I

PREFACE

A. RESEARCH BACKGROUND

Development of human thought is not apart from the role the information dissemination. Information is very influence toward attitude, behavior, life, and inclination of human. One of the things that can't be apart from the dissemination of information is mass media. Modern society can't be apart from the influence of the mass media. At this point many pop out mass media with various purpose and interests, so it so important the maturity of society people to face it. Mass media like press media is a social change, renewal of society and also as distributor of aspiration.

Mass media have the strongest of homogenization if only there have some channel, some different of media, and little choice that can do by the society. In future, it will appear the situation on the contrary. Although, contains of every program those good or bad, "contain" the most important from of all is the existence of variety it self. Degradation from the little choice to the media around with high choice not only has cultural implication but politic implication also.¹ Press also can be active contribute to develop of society political awareness in enforce of national discipline.

Mass media as a tool of social change, renewal of society, and distributor of aspiration make mass media be an important interest of society. Since first appearance, mass media has become object of interest and object of regulation. Mass media has also become the object of research to produce a variety of theories mass communication. In politics, the determination of the attitude of democratic or undemocratic acts of an individual or organization is increasingly dependent on mass media. Decisions or discussions on important social issues now have to take

¹ Alvin Toffler, *Pergeseran Kekuasaan*, Panca Simpati, Jakarta, 1992, p. 20

into account the role of mass media, be it for good or otherwise, and impact.² The function of mass media is to broadcast information (to inform), educate (to educate), entertaining (to entertain) and influence society (to influence).³ Press also includes one of the four pillars of democracy (the fourth estate): the executive, legislative, judiciary and press.⁴

Function of mass media is to supply and distribute information that is required in determination of the attitude and facilitate the formation of public opinion by placing as an independent forum where the collective issues are can be debated. Therefore, press always claimed to act independently and objectively, which is indicated by a code of journalistic ethics.⁵

Currently mass media impress no longer seem as a tool to fulfill information and right to convey opinions, but it tends to be formed as a drover opinion toward private interests without seeing the original purpose and journalistic ethics that should be upheld by members of press. Mass media basically is very difficult to be neutral because this is haunted by various interests. Not to mention the aspect of ideology. Various interests, both business and politics is very influential on how to frame certain events.

Mass media as an institution that live in society is also bound by ethical values that developed in society. Ethical values in society bind itself in doing activities of press, as a form of interaction with society. Mass media to portray these functions optimally requires freedom.

In philosophical point of view, position of mass media such as this tends to be a manifestation of power that uses instrumental reason.⁶ Mass media into place

² Morissan, dkk.,, *Teori Komunikasi Massa*, Ghalia Indonesia, Bogor, 2013, p. 1-2

³Asep Saiful Muhtadi, *Jurnalistik Pendekatan Teori dan Praktek*, Logos, Jakarta, 1999, p. 71

⁴ *Ibid* , p. 48

⁵Agus Sudibyo, *Citra Bung Karno, Analisis Berita Pers Orde Baru*, Bigraf Publishing, Yogyakarta, 1999, p.6

⁶ Instrumental ratio is the ratio of potential to see reality as manipulated, humiliated and dominated in total. The ratio of the instrumental view of reality (natural or human) as an object to be classified, conceptualized, organized efficiently for any purpose that is deemed important by the power

(region) battle for discourse, because whoever wins battle he could dominate and perform hegemony. According to Yasraf Amir Piliang, phenomenon where mass media only as an instrument of power, causing mass media are often accused of being nothing more than a hegemonic apparatus of power system, when it conveys information (version information) in suitable with power of interests. Media is nothing more than extension of hegemonic power system, a funnel to expand the idea of the dominant ideology. Indeed media is part of a symbolic violence of a system of symbolic battlefield where the struggle for symbolic dominance among the various interests, that the war was not only occur of a process of struggle for hegemony, but further application of various forms of violence, especially what is called symbolic violence and semiotic violence.⁷

Submission of a news turned out to save the subjectivity of the author. For ordinary society, message of news will be judged for what it is. News will be regarded as sacred objects filled with objectivity. However, it is different with certain society who fully understands motion of press. They will assess more in news, which is in writing of news will keep ideological / background of author. Author will definitely incorporate their ideas in the analysis of the data obtained in the field.

According to McQuail, in the presence of media in the middle of social influence there is some side that influence the content of the messages which conveyed by media. These include the ruling party / government, public, pressure groups, owners, advertisers, audiences, and internal organization.⁸ Also the present of attract-extend of ideology, economics and politics interest between mass media, society and state. While the reality of the culture of society (especially the culture of

⁷Redi Panuju, *Relasi Kuasa Negara Media Massa dan Publik (Pertarungan Memenangkan Opini Publik dan Peran dalam Transformasi Sosial)*, Pustaka Pelajar, Yogyakarta, 2002, p. 43-44

⁸ Morissan,dkk., *op. cit*, p. 48

moral crisis) is also getting increasingly encourage the violation of journalistic ethics.⁹

Press must be given the freedom in finding and releasing information to society. However, press is not necessarily free as free, but bound by professional ethics that surrounded it, the ethics of journalism. This ethics is structured as an ideal image and organize and direct journalists in carrying out their activities. This journalistic ethics becomes the moral and ethical standards for journalists and press practitioners to be observe and obedient.¹⁰

Ethics, in Sidi Gazalba perspectives is theory that discussed what it should be. Most ethical discuss about moral philosophical hereinafter referred to as moral philosophy.¹¹ Reporting ethic in question is an ethical or moral awareness of media practitioners in reporting an event or phenomenon in mass media. Reporting ethics described in the news reports is presented in suitable with moral code that encompasses social responsibility in the field of information dissemination.¹²

In Indonesia which majority Muslim is expected to practice the teachings of Islam in various aspects, because the characteristics of Islamic ethics is universal. Therefore, a commitment to ethics and journalistic reporting is by itself not just demands of the profession, but also practice the teachings of Islam.

Drs. H. Sumitro Maskun argues, in modern society, every profession has the basics of ethics which is then translated into a kind of "Code of Conduct" for every member of the profession. Ethical values that live and valid in a professional society include guideline to act. Violation of it will bring moral consequences. Ethics is

⁹ Tri Haryanto, Joko(2007) *Etika Pemberitaan Politik dalam Media Massa Tinjauan Etika Islam (Studi Analisis Berita Pergantian Kepemimpinan Nasional Bulan September-Oktober 2004 di Media Cetak Nasional)*, Retrieved on 29 Mei 2014 from eprints.walisongo.ac.id/Haryanto_Tesis//.pdf.

¹⁰ *Ibid*

¹¹ Abd. Haris, *Etika Hamka Konstruksi Etik Berbasis Rasional Religius*, LKIs, Yogyakarta, 2010, p. 34

¹² Tri Haryanto, Joko(2007) *Etika Pemberitaan Politik dalam Media Massa Tinjauan Etika Islam (Studi Analisis Berita Pergantian Kepemimpinan Nasional Bulan September-Oktober 2004 di Media Cetak Nasional)*, Retrieved on 29 Mei 2014 from eprints.walisongo.ac.id/Haryanto_Tesis//.pdf.

essentially dialectic between freedom and responsibility, between goals to be achieved and how to achieve that goal.¹³

In the publication of mass media ideally based on by ethical bias seen from press. But often found news bias moreover dishonesty which resulted in the error information received by public, whereas this is important information for public and influential in determining the attitude and makes decisions. Especially in political news, media acts as transmitter political messages from outside itself, as well as a political message of journalists to public.¹⁴

Journalism ethic based on effort to show the accurate information about world. Honesty when delivered the information in mass media includes the base characteristic that must be having by someone that work in mass communication field. The function of press is to guidance of the truth, so press doing control towards the mistakes that occurred in society.¹⁵

Mass media became a strategic area to convey political messages to society, i.e. in formation of public opinion and in develop of politic image. Mass media appropriate with this position ought to play role as independent institution which can give political information correctly and objectively, without element of identifying toward certain of political interest. Mass media participate to contribute in increase the quality of organization and quality of contestant in Election 2014. Mass media have an obligation in accompany Election 2014 not only ceremonial site but also substantial as realization rights of political citizen.¹⁶

Islamic ethic include all of aspect in life, because of it Islamic ethic can be applied in context of mass communications ethic. Look at some studies and problem

¹³ Mafri Amir, *Etika Komunikasi Massa Dalam Pandangan Islam*, Logos , Jakarta, 1999, p.35-37

¹⁴ Ibnu Hamad, *Konstruksi Realitas Politik dalam Media Massa, Sebuah Studi Critical Discourse Analysis Terhadap Berita-berita Politik* , Granit, Jakarta, 2004, p. 1

¹⁵ Mafri Amir, *op. cit.*, p. 10-11

¹⁶ Haryati (2014), *Pencitraan Tokoh Politik Menjelang Pemilu 2014*, *Dinamika Komunikasi Politik Menjelang Pemilu 2014*, Balai Pengkajian Dan Pengembangan Komunikasi Dan Informatika Bandung (BPPKI) Badan Litbang SDM Kementerian Komunikasi Dan Informatika, Retrieved on 25 December 2014 from <http://jurnal.kominfo.go.id/index.php/observasi/article>

or critic about news of politic in mass media, so it's so important to study about political news in the perspective of Islamic Mass Communications Ethic. With the consideration, author wants to study about this case deeply in a thesis by the title "Pre-Election News in *Jawa Pos* on June and July 2014: Perspective of Construction of Islamic Mass Communications Ethic.

Related with politic, *Jawa Pos* is not apart from figure of Dahlan Iskan. Group of *Jawa Pos* is one the largest of media group in Indonesia. *Jawa Pos* have 151 newspapers networking in Indonesia, tens of tabloids and magazines and 10 of local television network. Dahlan is Indonesian people who have the biggest of media network. It is beat down sum total of media which have by Kompas Group which have 70 newspapers in Indonesia. Mass media have ability to transfer prominent things which has news from their agenda of news to agenda of public. This point is how is mass media be able to make the important thing according to this, became important also for society. Something that claims as important by media therefore will claim important to society. This implication is what report massively by *Jawa Pos* about the kind figure of Dahlan Iskan then adopted by society, therefore help but others media which be outside of *Jawa Pos* will influence also to report about what report in *Jawa Pos*, because look at how very sell well and respond kind of society toward the news are showed. Elite politics that is using mass media as a substitution tool of political weapon have goal to create and move society opinion in news. But, this is invalids from Dahlan Iskan as senior of journalist which understanding to employing media as weapon to influence of public mind. He is professional in his field, not professional to buy and founding media as a part from wings of victory of politic goal. Reality is side with Dahlan. With all one's might of other politic power use mass media to politic goal, existence Dahlan Iskan can't under estimate. Network which has by Dahlan is everyday attack the eyes and mind of society with news which repeatedly, at the same time insert news about Dahlan

and by degrees this news influence of society mind to always be carried away and always can be influence by news about enchantment of Dahlan Iskan.¹⁷

Dahlan Iskan convey his support to president candidate number 2, he is Jokowi-JK. In this news, *Jawa Pos* about campaign time in June-July 2014 is worry to tends take sides to Jokowi-JK, remember that Dahlan Iskan who support this candidate. If occurred, news that should be neutral became bias.

Political news means news script about political events news which published in print media and media written by journalists. In this case is focused on the political news of presidential campaign in June and July 2014. News is focused in June-July 2014 with reason, campaign time started from June 5th until July 5th 2014. Whereas is quiet time is started from 6th until 8th July 2014. June-July 2014 is judged able to representative politic news of pre-election of president 2014 because of this month campaign time while unceasingly. To ease to access of documentation on the political news of the event, so this research had done toward print media. Finally, selected is *Jawa Pos* mass media because of mass media which circulating nationally and recognizes this as the ideology of the market. This thesis is focused on the ethics of Islam in the news.

B. RESEARCH QUESTIONS

The problem is an attempt to explicitly declare any questions that want to be answered.¹⁸ Focused on the description above background, it down two questions in order to focus the discussion:

1. What is the pre-election news in *Jawa Pos* on June and July 2014?
2. How is the pre-election news in *Jawa Pos* on June and July 2014 in the perspective of construction of Islamic Mass Communication's Ethic?

¹⁷Muda Bentara, Dahlan Iskan dan Kuasa Media, retrieved on 25 December 2014 from <http://mudabentara.wordpress.com/2012/01/21/dahlan-iskan-dan-kuasa-media>.

¹⁸ Jujun S. Suriasumantri, *Filsafat Ilmu Sebuah Pengantar Populer*, Pustaka Sinar Harapan, Jakarta, 1993, p. 312.

C. AIM AND SIGNIFICANT RESEARCH

From the research question above, the researcher have the aim in this research, are:

1. To know the pre-election news in *Jawa Pos* on June and July 2014.
2. To know the construction of Islamic mass communication's ethic in pre-election news of *Jawa Pos* on June and July 2014.
3. To know about the indicators that unsuitable in mass media with Islamic mass communication's ethic.

The significances of this research are as the following:

1. Theoretically, to add the treasures of literature majors Theology and Philosophy Department of Islamic Theology. In addition this paper is expected to be one of comparative studies for other writers.
2. In practical terms, can be applied in society lives, especially to increase the critical thought of society when read mass media and guide the actor of mass media when do their activity suitable with Islamic framework.

D. PRIOR RESEARCH

Before finally deciding to chose and take this research, the researcher has examined some related researches that have similar topics, but different focus.

The first, it is thesis has been written by Joko Tri Haryanto under the title *Etika Pemberitaan Politik dalam Media Massa Tinjauan Etika Islami (Studi Analisis Berita Pergantian Kepemimpinan Nasional Bulan September-Oktober 2004 di Media Cetak Nasional)/ Ethic of Political News in Mass Media Overview Islamic Ethic (Analyze Study on Commutation of National Leadership News September-Oktober 2004 in Print National Media)*. This Thesis describes how Islamic Ethics looks at ethics in political news. News in the mass media allows it into public sphere. Optimization of the function and role of mass media in a democratic society demands obediently a journalistic ethics that enclosing it responsibilities. This research reveals the political news ethics about the turn of the national leadership and knows the Islamic Ethics Review of the ethics of political news coverage about

the turn of the national leadership in the national print media i.e. *Kompas*, *Republika*, *Jawa Pos* and *Media Indonesia* in September and October 2004. The focus of this research study is how news ethics and the Islamic ethics play a role in the process by comparing some of news reports in the national media. While the thesis studies by researcher, only focus on the ethics of mass communication studies Islam in *Jawa Pos* newspaper.

Second, Siti Khotijah thesis entitled *Etika Pemberitaan Media Massa (Analisis Terhadap Rubrik Isu Khusus Tabloid Infotainment Cek & Ricek)/ Ethic of Mass Media News (Analyze over the Rubric of Special Issue in Cek & Ricek Tabloid of Infotainment)*. This thesis contains about ethics in tabloid news infotainment *Cek & Ricek*. The author of this thesis is connecting the report ethics with the ethics of journalism and how the view of Islamic proselytizing of ethics of the news. The conclusion of this thesis is study of the ethics of journalism is still a lot of journalists who violated several sections. While the proselytizing view of the news in the tabloid infotainment *Cek & Ricek* is news gossip and open disgrace others it is contrary to the proselytizing toward Islamic teachings. As noted in Al-Hujurat verse 12 and what is more Prophet Muhammad also averse about broadcasting and news about open disgraces others. In the thesis, author is not connected with Islamic proselytizing but uses ethical report in Islam and use different object as the discourse.

Third, Mafri Amir in his book " *Etika Komunikasi Massa Dalam Pandangan Islam* " / Mass Communication's Ethic in Islamic Review. In this book, Amir Mafri review about mass communication from the point of view of Islamic teachings. In this research, Mafri describe about mass communication ethics suitable from Karl Wallace, which includes: fairness, accuracy, free and responsible and constructive criticism from the perspective of Islamic teachings. But in this book, Amir Mafri not in touch with reality as the media behavior of perpetrators of mass communication, mass communication ethics brings new with scriptural of Islamic morality based on the ethical statements or quasi-quasi morals of the Qur'an and *Sunnah* that make this

studies tend to be normative. While, the position of author in this thesis is want to construct the ethical report in Islam and practice in field. Author wants to take a gap by connecting the ethics of Islam by touching the behavior of political news in mass media *Jawa Pos*.

Fourth, is Ashadi Siregar in his work under title “*Jurnalisme, Publicsphere dan Etika*”/ Journalism, Publicsphere, and Ethics. This paper describes how ethics in journalism should. Beginning from journalism as a product of the media and the media is part of the public sphere. According to the author in writing efficient presented by Ashadi Siregar not directly related to the concept of Islamic Ethics.

By looking at a variety of materials related to the media earlier, author’s thesis with the title” Pre-Election News in *Jawa Pos* on June and July 2014 in the perspective of construction of Islamic Mass Communications Ethic” is different from research before because in this study the authors wanted to focus his studies on how the construction of Islamic ethic in report in political news of *Jawa Pos*.

E. RESEARCH METHOD

1. Types of Data

This writing is using type of library research. The literature in question is directly related to the theme above and which do not directly touch the issues listed above is about the Islamic of mass communication ethics.

2. Approach

Approach in this research uses descriptive analysis; it is described and analyzes the Pre-election news in *Jawa Pos* edition of June-July 2014 with an Islamic Mass Communication Ethics.

3. Source

The authors gathered data source is obtained from the primary books and secondary books. Primary book in question is the books concerning the ethics of mass communication, documentation news about politics, about the presidential election in June and July 2014 including the party and campaign published in print media *Jawa Pos*.

Secondary sources are sources that act as a support and complement to perform an analysis. Secondary data sources can be taken from books, magazines, research, seminar, and other works related to the problem to be studied either directly or indirectly, which includes themes: ethics, ethics of communication and mass media coverage.

4. Technique of Collecting Data

In collecting data, author use documentary study, it is a technic to collecting data with collect and analyze document, both on paper or electronic. This documents which is collected had to choose suitable with purpose and focus of problem which want to research.¹⁹

5. Processing Method and Analysis

After all the data collected by the authors and then process the data by way of:

a. Description

Process of data with describe or depict to gain full understanding, made explicit in order to be understood clearly.²⁰

b. Analysis

Hold details about the object under study with the sorting and choose between understandings one another with understanding to get clarity regarding about the case.²¹ With the analysis is expected to be found new character knowledge. In this, how is to apply Islamic ethics of mass communication in the news by connecting it with the behavior of the mass media.

¹⁹ Sukmadinata, Nana Syaodih, *Metode Penelitian Pendidikan*, Remaja Rosdakarya, Bandung 2010, p.221

²⁰ Anton Baker, Ahmad Charri Zubair, *Metodologi Penelitian Filsafat*, Kanisius, Yogyakarta, 1992, h. 65

²¹ Winarno Sudrajat, *Pengantar Penelitian Ilmiah*, Tarsito, Bandung, 1985, h. 139

F. STRUCTURE OF WRITING

To make easy in the understanding of this thesis, the authors use a systematic as follows:

This thesis is structured with several chapters that consist of several sub-chapters. At the beginning there is the page title, acknowledgment and transliteration, declaration, advisor approval, motto page, preface, and table of content. Furthermore, an outline will be described from Chapter I to Chapter V as follows:

The first chapter, it is introduction, consisting of the background of the problem, research problem, aim and significance research, prior research, research method, and the systematic writing.

The second chapter, in this chapter will be describing the concept of ethics, concept of communication, and concept of Islamic mass communication ethic.

The third chapter in this chapter contains the object to be studied, which contains political news, history *Jawa Pos* and the material in the *Jawa Pos* news.

The fourth chapter, Data Analysis, which is an analysis of political news material in *Jawa Pos* by Islamic mass communication ethic review.

The fifth chapter is closing. In this chapter contains the conclusions, suggestions and concluding remarks. And at the end of the thesis, the author pointed out some completeness such as bibliography, correction, and appendices.