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INDONESIAN FILM FESTIVAL NEWS FRAMING AFTER REFORMATION ON TWO INDONESIAN NEWS PORTALS

Pembingkai Portal Berita Festival Film Pada Dua Portal Berita Paska Reformasi

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Abstract

Detik.com and Kompas.com, two of Indonesia's largest online news outlets, also covered film festival activities. This study determines the comparative news framing of film festivals by Detik.com and Kompas.com since the 1998 reformation. The main theories employed in this study are news online media, film festivals, and news framing. This study employs a qualitative descriptive method with content from the internet as the data collection. According to Detik.com and Kompas.com, over the last 20 years, Indonesia has hosted 66 film festivals. It is covered by these two news portals from the perspectives of issue-specific news frames (145 articles), generic news frames (1,295 articles), and generic frames and local spins (36 articles). These findings indicate that both are more interested in covering film festivals with broad themes. Hopefully, the next researchers will apply different methods to investigate the same issue.

Keywords: Film Festival, human rights, news framing, Detik.com, Kompas.com

Abstrak

Detik.com dan Kompas.com, dua daripada saluran berita dalam talian terbesar di Indonesia, turut membuat liputan aktiviti festival filem. Kajian ini menentukan pementakan berita perbandingan mengenai festival filem oleh Detik.com dan Kompas.com sejak reformasi 1998. Teori utama yang digunakan dalam kajian ini ialah media dalam talian berita, festival filem dan pementakan berita. Kajian ini menggunakan kaedah deskriptif kualitatif dengan kandungan daripada internet sebagai pengumpulan data. Menurut Detik.com dan Kompas.com, sejak 20 tahun lalu, Indonesia telah menganjurkan 66 festival filem. Kedua-dua portal berita ini merangkuminya dari perspektif bingkai berita khusus isu (sebanyak 145 artikel), bingkai berita generik (1,295 artikel), dan bingkai generik dan putaran tempatan (36 artikel). Penemuan ini menunjukkan bahawa kedua-duanya lebih berminat untuk membuat liputan festival filem dengan tema yang umum. Semoga pengkaji seterusnya akan menggunakan kaedah yang berbeza untuk menyiasat isu yang sama.

Kata kunci: Festival Film, Hak Kemanusiaan, Pementakan Berita, Detik.com, Kompas.com

INTRODUCTION

The transformation of mass media is greatly influenced by information technology (Landert, 2014: 17). Over the last two decades, the development of online news media has been so rapid that the mass media industry has become increasingly competitive on a global scale (Garrison, 2005: 76-77). In the Indonesian context, the collapse of the New Order under President Soeharto's regime marked a watershed moment for the mass media. The reforms created a democratic climate in all aspects of national and state life, including the mass media industry.

Not long after the reform, advancements in information technology known as the internet contributed to a significant shift in the face of the country's mass media industry (Hill, 2011; Sen & Hill, 2000). Many studies have been conducted regarding online news media, including message content and message content in written articles. Film activities are one of the message contents that has received little attention since the reformation. Film festival activities, in contrast to film studies, have received little attention from Indonesian researchers. In contrast, the implementation of film festivals in Indonesia has a wide range of dimensions.

Film festival activities in Indonesia, like in other countries, are used to raise awareness about human rights issues. Because of the presence of this festival, it has become a

film activity centered on the identities of marginalized groups (de Valck et al., 2016: 2-3). This can be seen in the coverage of news by online news portals. Detik.com and Kompas.com were among the first to launch Indonesia's largest online news portals. Both are capable of writing about human rights-related film festival activities that take place all over Indonesia. As a result, understanding how the two portals construct news framing is critical. This study is very important to supplement previous studies that examine specific film festivals as problem subjects, such as those conducted by Suwanto (2017), Permatasari (2014), Puspitasari et.al (2018), Aryanto (2017), and Arifianto & Junaedi (2017).

Based on the foregoing context, the problem statement for this study is *How the News Framing Film Festivals On Two Indonesian News Portals*. As a result, the objective of this study is to identify:

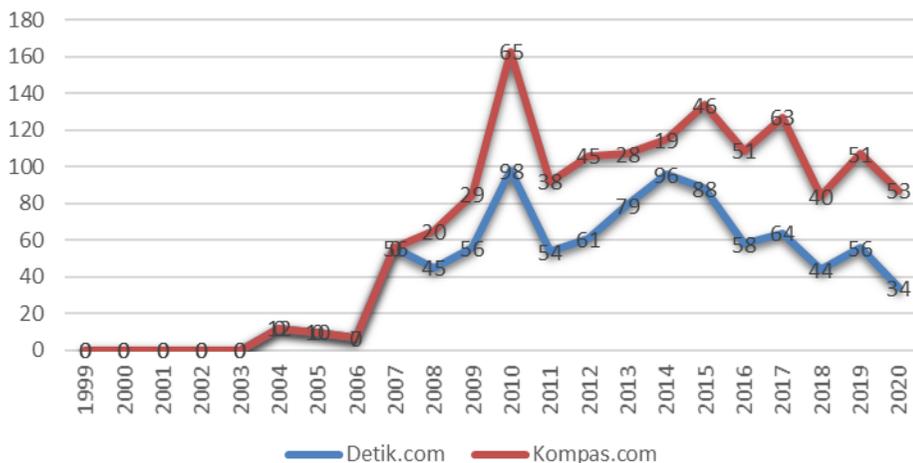
- a. The total number of articles and film festival coverage by Detik.com and Kompas.com from 1999 to 2020.
- b. To what extent is comparative data about film festival articles written on Detik.com and Kompas.com using issue-specific frames from 1999 to 2020?
- c. To what extent is comparative data about film festival articles written on Detik.com and Kompas.com using generic news frames from 1999 to 2020?
- d. To what extent is comparative data about film festival articles written on Detik.com and Kompas.com using generic and local spin frames from 1999 to 2020?

DISCUSSION

Film festival coverage from 1998 to 2020.

Detik.com and Kompas.com publish a lot of film festival news. Various news perspectives on film festivals are written as information for the general public as well as Indonesian film enthusiasts. However, there are differences between the two when the news is presented from 1999 to 2020. According to the findings, Detik.com published film festival activities before Kompas.com. Detik.com has been doing it since 2004, while Kompas.com has been doing it since 2008. The consistency of Detik.com has resulted in a total of 928 film festival articles until the end of December 2020. So, with a total of $N = 928$, Detik.com has a mean value of 42.2 articles per year for the past 22 years. Detik.com's most productive year was 2010, when it published 98 articles.

Figure 1: Yearly Media Coverage of Film Festival
Number of article from 1999-2020



(Source: Primary data of research)

During the same period, from 1999 to 2020, Kompas compiled a total of 548 articles on film festivals. Kompas.com has a lower mean value than Detik.com, which is 25 articles per year, with a total of N = 538. While Kompas.com's most productive year was the same as Detik.com's, it was 2010, when 65 articles were published.

The next finding from the research data is how many film festivals are covered and how many articles are published from each festival. Despite having different film festivals written, both portals wrote at least 36 film festivals in the same way. When it comes to coverage of the same 36 film festivals, Detik.com still has more, with 910 articles compared to 471 articles written by Kompas.com. This figure shows that Detik.com owns nearly twice as many domains as Kompas.com.

Table 1: Total Media Coverage on Film Festival (1999-2020)

Media	Number of Article	%	Number of Film Festival Coverage	%
Detik.com	910	62,9	46	41,1
Kompas.com	471	37,1	66	58,9
Total	1,476	100	112	100

(Source: Primary data of research)

Overall, as shown in table 1, Detik.com writes 928 articles about the film festival, accounting for approximately 62.9 percent of the total, while Kompas.com posts 548 articles (37.1 percent). Kompas.com, on the other hand, raised the most film festivals, 66 (58.9 percent), followed by Detik.com (46 (41.1 percent)).

Issue-specific news frames

According to De Vreese's (2002) theory, the data collection process used an issue-specific frames approach. Film festivals in this category are divided into those that have specific themes that serve as their identities. Detik.com and Kompas.com have also written about various festivals with specific themes for each event since the reformation. Table 3 shows how far both of them progressed with this first approach to developing news framing:

Table 2. News framing: Issue-specific news frames comparative between Detik.com dan Kompas.com

Media	Issue-specific news frames			
	Number of article	%	Number of festival	%
Detik.com	64	44.1	13	42.0
Kompas.com	81	55.9	18	58.0
Total	145	100	31	100

(Source: Primary data of research)

The table above shows a total of 145 articles using issue-specific news frames, with Kompas.com accounting for 81 articles (55.9 percent) and Detik.com accounting for up to 64 articles (44.1 percent). According to the article, Kompas.com also saw more film festivals, specifically 18 festivals (58 percent) compared to Detik.com, which recorded only 13 film festivals (42 percent).

Kompas.com's specific themes are also more diverse, including human rights, tolerance, security, gender, religion, local culture, ethnography, women, LGBT, disability documentaries, and the environment. While Detik.com is similar in terms of themes such as human rights, tolerance, security, gender, religion, local culture, LGBT, documentaries, and the environment.

Generic news frames

Table 3. News framing: Generic news frames comparative between Detik.com dan Kompas.com

Generic news frames				
Media	Number of article	%	Number of festival	%
Detik.com	844	65.2	31	41.3
Kompas.com	451	34.8	44	58.7
Total	1295	100	75	100

(Source: Primary data of research)

Generic news frames are the second approach examined by De Vreese (2012). This approach elevates film festivals that are not focused on a specific theme. This is since there are many film festivals that have programming that includes films of various genres, themes, and lengths. This framing dominates Detik.com and Kompas.com's article writing. The table above shows a total of 1,295 articles that use generic news frames, including 844 articles from Detik.com and 451 articles from Kompas.com (34.8 percent). There's something interesting about this category: while the number of articles written is higher, Detik.com reviews fewer film festivals than Kompas.com. Detik.com reviewed 31 film festivals (41.3%), while Kompas.com published articles from 44 film festivals (58.7%).

According to the chosen framing, the hallmark of a film festival is its variety of programming and content. All these festivals attract a more diverse audience than film festivals with specific themes. Throughout the reformation, however, these two portals published the same 25 film festivals. Some of them are major film festivals,

such as the Jogja Netpac Film Festival, Europe on Screen, Indonesian Film Festival (FFI), and Bandung Film Festival (FFB).

Generic frames and local spins

Table 4. News framing: Generic frames and local spins comparative between Detik.com dan Kompas.com

Generic frames and local spins				
Media	Number of article	%	Number of festival	%
Detik.com	20	55.6	3	42.9
Kompas.com	16	44.4	4	57.1
Total	36	100	7	100

(Primary data of research)

Generic frames and local spins are the final approaches examined by De Vreese (2002). In contrast to the previous two frames, this final one is owned by Detik.com and Kompas.com the least. According to De Vreese, this is also due to fewer film festivals dealing with political and economic issues. Detik.com contributed roughly 20 articles (55.6 percent), with Kompas.com contributing 16 articles (44.4 percent). In the meantime, Kompas wrote more film festivals, namely 4 festivals (57.1), compared to Detik.com, which only wrote articles for 3 film festivals (42.9 percent).

According to the chosen framing, the characteristics of the film festival are similar to those of an anti-corruption film festival called the Anti Corruption Film Festival (ACFEST) organized by the Corruption Eradication Commission (KPK). This Film Festival was held as a form of campaign and socialization for the KPK's work in eradicating corruption in this country. As a result, this type of campaign also includes nuances of political and economic education for the general public. Another similar festival is the Film Festival organized by the Supreme Audit Agency (BPK) with the theme of transparency and accountability campaigns in public institutions. Another film festival with political education nuances is organized by the General Elections Commission (KPU) for people facing general election parties in Indonesia. Finally, the Palestine Film Festival was held as a form of Indonesian political stance in support of the Palestinian people, who are facing a long struggle due to the conflict with Israel.

Discussion

It didn't take long for online news portals to start writing about film festivals. Detik.com and Kompas.com demonstrate this by bringing up the news that film festivals were quite intense during the reform period. Furthermore, with the help of

the ease of access provided, the public is shifting away from traditional mass media and toward digital media. This is consistent with Rupert Murdoch's remarks at the annual meeting of the American Society of Newspaper Editors in 2005. He spoke of the newspaper industry's "rapidly changing reality." He admitted that he had not done as much as he should have 'after the excitement of the late 1990s.' He described himself as a "digital immigrant" who was "looking for answers in an emerging medium that is not my native language" (Allan, 2006: 2).

Looking at the overall articles written by Detik.com, as many as 928 articles (62.9 percent) and Kompas.com, 548 articles (37.1 percent) based on images and text, it is clear that the internet has created a dynamic news portal, as described by Landert. According to him, the Internet has enabled the combination and enhancement of print newspapers, radio, and television personalization techniques. Static and dynamic images, text, and audio content can all be integrated into large article clusters on online news sites. The online environment provides numerous opportunities for direct interaction between text producers and their audiences. (Landert, 2014: 17)

Meanwhile, when viewed through the lens of De Vreese's approach to framing news, the film festival articles written by Detik.com and Kompas.com demonstrate that film festivals are very interesting to be picked up from various perspectives by online news media. Certain frames are only applicable to certain topics or events. These are known as issue-specific frames. Other frames cross thematic boundaries and can be identified in relation to a wide range of topics, some of which span time and cultural contexts. These are known as generic frames.

Finally, generic frames and local spins are used to investigate the relative emphasis on the conflict and its economic consequences. Frames in the news revealed that in political and economic news stories, conflict took precedence over economic consequences (De Vreese, 2002: 54-57). News portals, like traditional mass media, have the ability to influence public opinion. Many studies have been conducted on this topic by international researchers. Even the ability to lead opinions can occur in crisis situations (Zanuddin, 2018). The strength of news portals is in news framing, as seen in the writings of Detik.com and Kompas.com about film festival activities in Indonesia since the reform.

The first framing is an issue-specific news frame in which various specific issues are raised as the backdrop for articles about film festivals. Detik.com and Kompas.com both read the ability of portal media to review sensitive issues such as religion (Tham and Zanuddin: 2015). Religious issues are just one of the many specific topics that will be of interest to researchers in the future. Human rights, tolerance, security, gender, religion, local culture, ethnography, women, LGBT, disability documentaries,

and the environment are among the other themes revealed in film festival coverage for this category.

Meanwhile, the data obtained from the generic news frame approach, which assesses film festivals based on the diversity of programming and content, agrees with what De Vreese stated (2002). This framing is even more intriguing because the information presented by Detik.com and Kompas.com about film festivals is also more dynamic and tailored to the readership of the two online publications. This demonstrates that the various film festival materials are also intended to create a developing audience market. Salwen et al. (2005: 47) stated that online news sites can contribute to the marketplace of ideas. These websites can provide exclusive news stories, investigative reports, and original commentary. However, if they are to evolve into more legitimate and original news resources, they must provide original news.

Finally, Detik.com and Kompas.com's framing approach of generic frames and local spins is intended to build public opinion that influences Indonesian political and economic life. These two portals are directly involved in efforts to build public opinion that festival organisers want to form by raising critical issues such as corruption, transparency, general elections, and defence of the Palestinian people. Drudge's ability to build public opinion through news portal media was also conveyed by Salwen et al. (2005:72), who stated that online news could have an impact on political discourse, albeit not in a positive way.

ISLAMIC ELEMENT/SECTION

Al-Qur'an is a holy book where no doubt is about the truth of the information because it comes from Allah SWT. The holy book of the Qur'an also contains various forms of communication from an Islamic perspective scientifically. Of course, the verses of the Qur'an contain information that is both good news (*basyiran*) and warning (*nadhiran*). Meanwhile, from the science of communication, the Qur'an contains information addressed to all living beings. One type of communication to check the truth of the information is called the Qur'an, namely *Tabayyun*. The word *tabayyun* comes from the Arabic root: *tabayyana – yatabayyanu – tabayyunan*, which means researching the truth of something and not rushing into it.

Recently, the mass media is experiencing fast changes in both form and influence on the public. Every believer must validate whatever news they receive. This is *Tabayyun's* order in Surah al-Hujurat verse 6:

“ O you who have believed, if there comes to you a disobedient one with information, investigate, lest you harm a people out of ignorance and become, over what you have done, regretful..”

According to Imam Ibn Kathir, this verse instructs Muslims to be cautious while obtaining news and information. However, information is critical for decision-making, as well as the consequence of the choice. Everyone feels disappointed when the wrong decision is made. Therefore, we are directed to investigate the information it communicates. We can utilize the news if there is a qorinah (sign) and proof that the news it delivers is true. (Qayim:2003)

The current study's major source of information is the mass media, which may be utilised as a reference for all academics in the subject of media and communication. The Quran has taught scholars to be cautious when using diverse mass media sources as study objects. Therefore, it is important to perform scientific investigations to read the truth in the mainstream media.

It connected one type of written content to cultural concerns, such as films. The Qur'an is also a source of information that encompasses the most comprehensive human cultural civilization. The manifestation of human culture in the Qur'an is tied to human civilization. Expression is the creation of intents (such as feelings) using words (or gestures) (Dictionary Council, 2007). Cultural expression also refers to the objectives that an individual or a nation wishes to send to others via various channels, such as sentiments, expressions, or actions. This becomes the culture and follow-up of a civilization at a certain moment, position, and location. (Bakar et.al.,2018)

Thus, the Qur'an advises humankind to continue to develop their scientific talents, including the reality of mass media contents. The Qur'an inspires humans to develop science and technology by harnessing Allah's blessings. Individuals are constantly reminded and urged not to satisfy their urges. Because if that happens, it would not only be a threat but also endanger human existence.

CONCLUSION

The findings of this study indicate that:

1. Despite their rapid growth as online news media in Indonesia, Detik.com and Kompas.com demonstrate that film festivals are interesting material that can be used as news articles. Film festival news writing is dependent on the execution of festival activities themselves, which is based on the news framing owned by each news portal. The average number of articles written about film festivals each year demonstrates the consistency of the writing.
2. Detik.com and Kompas.com's framing of film festival news using issue-specific news frames demonstrates what specific themes are their priorities that they want to convey to their readers. Despite writing more articles on

specific topics, Detik.com's review of film festivals is still less diverse than Kompas.com's.

3. Detik.com and Kompas.com have the same tendency when it comes to writing film festival articles using the Generic News Framing technique. Kompas.com, on the other hand, has the advantage of being more focused on film festivals as news material than Detik.com.
4. The use of generic frames and local spins in the framing of film festival news is still very limited. The absence of film festival activities that have an impact on political and economic life has an effect on the number of articles produced. Detik.com and Kompas.com are both in this situation.

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