

# The World of Education in Media View of KOMPAS

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**Abstract.** The world of education is the field that strives to increase the awareness of the society to play the role in every aspects of life at present, and in the future through formal, informal or non-formal counseling. Therefore, the education news is very essential for us to find out the development of education world. Cross-country education news is the latest event report on education sector in a country, related with other countries and has the interest to be delivered to the society. Cross-country education news will give both information and educational functions to its readers. In macro level, the function of cross-country education news will grow harmonious relation among the countries stated in the news. The function is visible from the framework conducted by mass media towards the reality of education in Indonesia. The KOMPAS daily is the Indonesian newspaper having the headquarter in Jakarta. KOMPAS has been published since 28 June 1965. Reciting the motto "Amanat Hati Nurani Rakyat (Public Heart Trust)" KOMPAS is known as the most accurate, trustable and comprehensive information source. This research is aimed to acknowledge how cross-country education is reported by KOMPAS through constructivism approach by framing analysis technique of Robert N. Entman. Of all cross-country education news reported by KOMPAS in June 2016, there is one entitled "Studi Mahasiswa Tiongkok Terkendala Layanan Visa" (Chinese Student's Study Is Constrained by Visa Services). This research result will show how KOMPAS performs "define problems, diagnose cause, make moral judgment and treatment recommendation".

*Keywords:* Education news, constructivism, framing, mass media function.

## Introduction

Education news is news about education. The World of education is important to be acknowledged by the people as the source of information of decision making in performing education activities. From education news, the people may acknowledge the government's policy on education, development of education, and even acknowledge the sources of scholarships to have education.

Education news mainly has informative function and educational function. The educational function implemented by education

news is to help the enforcement of formal education, informal education or non-formal education.

Education news can also be divided into two groups, namely domestic education and international education or which involves other countries. Education news which involves other countries by KOMPAS is called Cross-Country Education. Cross-cultural education news is more to socio-cultural dimension than rather than socio-political. News on international student is an example of cross-country education news.

KOMPAS Daily is Indonesian newspaper having its head office in Jakarta. KOMPAS has

been published since June 28<sup>th</sup> 1965. Carrying the slogan "Amanat Hati Nurani Rakyat" (Mandate of the People's Conscience or Public Heart Trust), KOMPAS has been known as the trusted, accurate and profound source of information.

KOMPAS Daily as the daily newspaper in carrying out its function as news media, cannot be separated from the ideology which makes KOMPAS performs framing towards the phenomenon of education. In this matter is the cross-country education. Through cross-country education news, readers may acknowledge the degree of inter-country relations being informed by mass media of a certain country.

This research is aimed to acknowledge how education is reported by media through constructivism approach by framing analysis technique of Robert N. Entman. Of all cross-country education news reported by KOMPAS in June 2016, there is one entitled "Studi Mahasiswa Tiongkok Terkendala Layanan Visa" (Chinese Student's Study Is Constrained by Visa Services).

This research will show how KOMPAS performs "define problems, diagnose cause, make moral judgment and treatment recommendation".

## Theories

Harold Lasswell in Charles Wright (1988) sees three activities performed by newspaper or "institutionalized individuals". Such activities are often defined as the functions of newspaper. The three functions are 1) environment supervision, 2) correlation between parts of the community in responding to the environment and 3) the transmission of social heritage from one generation to the next generation.

Environment supervision shows the collection and distribution of information through newspaper concerning the events taking place in the environment, outside or inside a specific society. In several matters it relates with what is seen as news handling. News about the events is taking place in the society and in the general world. In environment supervision, newspapers can give two functions, namely direct function and instrumental function.

In implementing mass media's environment supervision activities, it is proven in a research conducted by Resha et.al. (Publika Vol. 2 No. 3, 2014) which stated that radio gives public service well in Surabaya, especially in the "Berita Suara Surabaya" (Surabaya Voice News) program. The research conducted by Tiffany

et.al. (e-journal "Acta Diurna" Volume VI No. 3 of 2015) shows that television has not fully implemented its function as the facility of political education. The research conducted by RMN Damanik (2012. e-journal.uajy.ac.id/1061/1/0KOM03378) shows that the functions of mass media, namely supervision function, correlation function, social heritage function and cohesion function, have different quality in a news reporting. Meanwhile, in this research, the news in KOMPAS' Cross-Country Education is the activity of environment supervision on education, which gives instrumental function as the source of decision making for Indonesian government and KOMPAS readers.

Environment supervision shows the collection and distribution of information through newspaper concerning the events taking place in an environment, both outside and within a certain community. In some matters it relates with what is observed as news handling. News about events is taking place in the community and in the general world. In environment supervision, newspaper can give two functions; namely direct function and instrumental function. Cross-Country Education News in KOMPAS is an activity of environment supervision on education which gives instrumental function as the source of decision making to Indonesian government or to KOMPAS readers.

The correlation between parts of the society performed by newspaper includes interpretation on information concerning the environment and how the people are supposed to react towards an event. This correlation is identified as editorial writing.

The transmission of social heritage as one of the activities of newspaper focuses on communication of knowledge, values and social norms from one generation to the other or from members of a group to the new comers. Generally the activities are identified as educational activities by newspapers. Qualified newspapers like KOMPAS are well managed, permanently in certain days they inform writings about science, the development or practical guidance in the daily lives, maintaining family's health, cultivating certain plants and many others which are written by the experts in the concerned science.

In communicating the values and social norms through certain writings, newspapers are functioned to increase social cohesiveness by extending joint norm bases, joint experience and many others.

**Object and Method of Research**

The second degree reality on “The World of Education in Media View” is observed from existing approach in the interpretive/subjective paradigm or tradition, in this matter is constructivism.

The method of research used to reveal Indonesia in The World of Education in Media View is the framing analysis method. Framing is very much related to psychological dimension. Framing is an effort or strategy performed by journalists to emphasize and to make messages meaningful, outstanding and reckoned by the public. Psychologically, people tend to simplify reality and the complex world into not only a simple and understandable world, but also to have certain perspective/dimension. People tend to see this world in certain perspective; message or reality also tends to be seen in certain frame of thoughts. Therefore, the same reality can be described differently by different persons because people have different views or perspectives.

Framing also receives influence from sociology, especially from Alfred Schutz, Erving Goffman to Peter L. Berger. In sociology levels framing is observed specifically to explain how organization from news rooms and news makers together form the news. This places media as a complex organization which encloses professional practices. Such approach is to differ media workers as individuals as in psychological approach. Observing news and media in this way means to place news as social institution. News is placed, found and distributed through professional practices in the organization. Therefore the results of news process will be the products of institutional process. Such practices

encompass relation with institution where the news is reported.

Framing analysis is used to analyze the methods or ideologies of media while constructing facts. This analysis looks for selection strategy, projection and linkage of facts into the news in order to be more meaningful, attractive or significant to accompany the people’s interpretation in accordance with its perspective. In other words, framing is the approach to acknowledge how the perspective used by journalists while selecting issues and writing news.

The framing analysis according to Mulyana in Eriyanto (2004: xiv) is suitable to be used to see socio-cultural context of a discourse, specifically the relation between news and ideology, namely the process or mechanism on how news builds, maintains, reproduces, alters and knocks down ideology. Framing analysis can be used to observe *who controls whom in a structure of power, which party gains benefits and which gains loss, where our foes where our friends, where our patron where our clients, who forms and who is formed.*

**Robert N. Entman’s Framing Model Analysis**

The analysis used is Robert N. Entman’s framing analysis. The concept on framing by Entman in an article for the *Journal of Political Communication* is used to describe the selection process and to promote certain aspects from reality by the media. Framing can be observed as placement of information in a peculiar context that certain issue may receive larger allocation than others (Eriyanto, 2004:185-186).

**Table 1 Entman’s Framing Dimension**

|  |  |
|--|--|
| Selection of Issues                        | This aspect is related with the selection of facts. From the complex and various realities, which aspect is selected to be displayed? From this process there is always part of news which is included and also part of it which is excluded. Not all of the aspects or parts of the issues are displayed; journalists choose certain aspects of certain issues. |
| Projection of certain aspects of the issue | This aspect is related with the writing of facts. When certain aspect of an event/issue has been selected, how will the aspect be written then? This is very much related with the utilization of words, sentences, pictures and certain images to be displayed to the people.   |

In Entman’s conception, framing basically refers to the awarding of definition, explanation, evaluation and recommendation in a discourse to emphasize certain frame of thoughts towards the events being discoursed.

The conception on framing from Entman describes widely on how events are interpreted and signified by journalists. Define problems is the element we can see first on framing. This element is the master frame. It emphasizes on how events are understood by journalists. When there is issue or event, how will the event or issue to be understood. The same event will be understood differently, and this frame will cause different formation of reality.

Diagnose cause is the framing element to frame who is considered as the actor of an event. The cause can mean what, but can also

mean who. How an event is understood, certainly to determine what and who are considered as the source of issue. Therefore, an issue which is understood differently will indirectly make the cause of issue to be also understood differently.

Make moral judgment is the framing element used to justify/give argumentation to the definition of issue which has been made. When an issue has already been defined, the cause of issue has been determined, it requires a strong argumentation to support the idea. An idea which has been quoted is related with something familiar and known by the people.

Treatment recommendation is the element used to assess what is wanted by the journalists and which way is chosen to settle an issue. The settlement certainly depends on how the event is observed and who is considered as the cause of issue.

The following table describes the four elements of framing:

**Table 2 Entmant Framing Analysis**

|                                 |   |
|---------------------------------|---|
| <b>Define Problems</b>          | How an event/issue is observed? As what? Or as what issue?  |
| <b>Diagnose Causes</b>          | The event is observed to be caused by what? What is considered as the cause of an issue? Who is (actor) considered as the cause of issue? |
| <b>Make Moral Judgment</b>      | What moral value is displayed to explain an issue? What moral value is used to legitimize or delegitimize an action?                      |
| <b>Treatment Recommendation</b> | What settlement is offered to overcome an issue? What way is offered and supposed to be taken to overcome an issue?                       |

**Analysis and Discussion**

**Table 3 Framing of Chinese Student’s Study Is Constrained by Visa Services)**

|                            |  |
|----------------------------|--|
| <b>Define Problems</b>     | The imbalance of the number of Indonesian students who are studying in China and the number of Chinese students studying in Indonesia. |
| <b>Diagnose Causes</b>     | The unavailability of student visa in Indonesia. Bureaucratic issues.  |
| <b>Make Moral Judgment</b> | 1. Comparing the facilities of student visa to social visit visa   |

|                                 |  |
|---------------------------------|--|
|                                 | <p>which is used by Chinese students while studying in Indonesian universities.</p> <p>2. Indonesian universities must have international programs in accordance with the interests of Chinese students.</p> |
| <b>Treatment Recommendation</b> | Initiating the establishment of Indonesian-Chinese Alumni Fellowship Association (Perhati).  |

Define Problem. The number of Indonesian students who are studying in China is larger than the number of Chinese students studying in Indonesia.

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The interest of Indonesian youths to study in China is high. On the contrary, there are only few Chinese youths who are studying in Indonesia. ....

The event being informed is observed as imbalance in the interests of Indonesian youths to study in China compared to that of Chinese youths to study in Indonesia. The statement being qualitative in nature is equipped by quantitative data in the following paragraph.

The number of Indonesian students currently studying in China is approximately 14,000 students, while there are only 700-900 Chinese students who are currently studying in Indonesia.

It strengthens the event as imbalance.

Diagnose Causes. Whereas the one considered as the cause of issue is the unavailability of student visa in Indonesia.

..... One of the constraints is the unavailability of student visa service in Indonesia.

In another paragraph it is confirmed by quoting the statement of an authorized official.

"The unavailability of student visa in Indonesia becomes one of the causes of the very small number of Chinese youths to study in Indonesia. In average, those who are studying in Indonesia use social visit visa," said Education and Cultural Attaché of the Embassy of the Republic Indonesia in Beijing, Priyanto Wibowo (7/6) in Beijing, China.

It is a matter of bureaucracy issue in Indonesia. Moreover, there is another cause of the small number of Chinese students who are studying in Indonesia, namely:

In addition to bureaucracy matters, according to Priyanto, the small number of Chinese students studying in Indonesia is also because Indonesian universities are lacking of international programs which are suitable to the interests of Chinese students. Most of them are highly interested in language and culture.

The phenomenon of the number of Chinese students studying in Indonesian universities is also related with Indonesian government who provides scholarships for a number of Chinese students.

KOMPAS journalist, Aloysius Budi Kurniawan from Beijing reports that every year Indonesian government provides scholarship allocation for studying in Indonesia to 25-30 Chinese students through the Darma Siswa program. The Chinese students studying in Indonesia are mostly students majoring in Indonesian literature.

From the number of students from China who are studying in Indonesian universities, they are mostly majoring in Indonesian literature. This is very much related to the fact that there are eight universities in China which provide education of Indonesian language and culture.

An interesting fact is that the 1.4 billion population country has eight universities providing Indonesian language education program. This means there is interest from the Chinese people to study Indonesian culture, especially Indonesian language.

Make Moral Judgment. The moral value presented to explain the issue is comparing student visa to social visit visa.

"By only having social visit visa, in every six month Chinese students must renew their visa. Meanwhile, if they have student visa, they can stay to reach master or doctoral degrees in a specific period of time."

The quotes from Indonesian Embassy's official in China are utilized by the journalist to

explain a moral value which legitimates the journalist's action in framing the news.

In addition to quoting the opinions of the authorized official, KOMPAS also frames the event of the small number of Chinese students studying in Indonesia by stating the moral value of the lack of international programs in Indonesian universities.

...the small number of Chinese students studying in Indonesia is also because Indonesian universities are lacking of international programs suitable to the interests of Chinese students.

With the statement, KOMPAS journalist proposes moral value of the importance of Indonesian universities to add international programs.

**Treatment Recommendation.** KOMPAS offers a way out from the issue of the small number of Chinese students who are studying in Indonesia by trying to initiate the establishment of Indonesian-Chinese Alumni Fellowship Association (Perhati).

In order to encourage the educational and cultural cooperation between Indonesian and Chinese governments, the Ambassador of the Republic Indonesia for China, Soegeng Rahardjo, initiates the establishment of Indonesian-Chinese Alumni Fellowship Association (Perhati). This association is expected to be able to provide human resources who understand Chinese culture for Indonesia.

## **Discussion**

The news contained in *KOMPAS*, Wednesday June 8<sup>th</sup> 2016, which is placed in the bottom left, page 11, using medium-sized font, is a news framed as education information source with a not-so-high level of interest, or adequate level of interest to its readers.

Although from its layout the interest is not high, observed from its framing, the news entitled "Chinese Student's Study Is Constrained by Visa Services" which is analyzed by Robert Entman's framing promotes that the function of cross-country education is an important matter for Indonesia. Its importance to the existence of Indonesian language and culture in China is to create balance cooperation in higher education between Indonesia and China.

It is explained by *KOMPAS* by stating the importance of the related Indonesian officials to provide student visa service for Chinese students to study in Indonesia, in order for them to study freely until master and doctoral levels in order for them to know more of Indonesian culture and language.

From the point of view of both countries' cooperation, the cross-country education news can show cooperation level in education in both countries, and how Indonesia sees the importance of Chinese students to study in Indonesia.

## **Conclusion**

### **Define Problem**

The event being informed is seen as imbalance in the interest to study between Indonesian youths in China and Chinese youths studying in Indonesia. It can be observed from the number of Indonesian students in China compared to Chinese students in Indonesia.

### **Diagnose Causes**

Whereas the one considered as the cause of issue is the unavailability of student visa services in Indonesia. Chinese students uses social visit visa which is applied for six months.

In one side, Indonesia does not serve student visa, but on the other side, Indonesia grants scholarships for a number of Chinese students to study in Indonesia. From the number of Chinese students who are studying in Indonesian universities, most of them are studying Indonesian literature. This is related to the fact that there are eight universities in China which provide education of Indonesian language and culture.

### **Make Moral Judgment**

The moral value presented to explain the issue is to compare student visa which can facilitate the foreign students to study in Indonesia easily to social visit visa which may hassle them to study in Indonesia.

It is proposing the moral value of the importance of Indonesian universities to add international programs.

### **Treatment Recommendation**

*KOMPAS* offers a way out from the issue of the small number of Chinese students who are studying in Indonesia by trying to initiate the establishment of Indonesian-Chinese Alumni Fellowship Association (Perhati).

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