



International Journal of Sciences: Basic and Applied Research (IJSBAR)

ISSN 2307-4531
(Print & Online)

<http://gssrr.org/index.php?journal=JournalOfBasicAndApplied>



Improvement of Trans7 Information on 10 Year Extension Permitting Television Station

Vania Utamie Subiakto

Communications Theory Departement, Mercu Buana University, Indonesian

Email: vania.utamie@mercubuana.ac.id

Abstract

Against the background of the framing of the permit issuance of the 10-year extension of television stations on TV TRANS7, which highlighted the image and reputation of the programs packaged and aired by TV TRANS7 containing education, informative, interesting, and in accordance with the target audience. Because in 2016 it was the first time by broadcasting institutions to carry out the permit process for broadcast broadcasters conducted by 10 private television stations. This process was viral reported in various other private television stations and caused very warm conversations among academics, media observers and civil society. Where media coverage is regarded as representing the media ideology that preaches it. That is why this research is entitled Framing of News Permit for 10 Years Broadcast Extension of Television Stations on TV TRANS7. This study uses qualitative methods with perspectives on Gamson's and Modigliani's Framing. To analyze the news framing on television media which includes the news of the permit to extend the 10-year broadcasting television station published in TRANS7. Having a research focus on the reporting frame entitled Private Broadcasting Permit Will Soon Run Out Near the End of This Year which aired on TV TRANS7. The results of this study indicate that the same events can be constructed by the media by highlighting different information. TRANS7 seeks to construct a message that makes the audience a little muffled by providing a positive image that TRANS7 is providing educational television viewing programs, as well as providing educational, informative, interesting and appropriate changes to the target audience so that they are accepted by the community.

Keywords: Framing; News; Media Television; TRANS7.

* Corresponding author.

1. Introduction

Today, Indonesia is preoccupied in many aspects of life such as social, political, economic, cultural and broadcasting aspects. All aspects are packaged in television news coverage. The intensity of the development of broadcast media starts from changing the global political and economic map and the level of human migration that requires information that occurs in national and international circles. One of the most important actors in the pillars of democracy in Indonesia is in the press, namely the mass media. The mass media in the New Order world was assumed to be a lamb among the wolf children named the country. According to the hegemonian perspective of Antonion Gramsci or the Jurgen Habermass model of the Neo Marxist tradition, it is emphasized that the mass media acted as a program of resistance to political authorities [1]. The preaching of television media is the most important actor in the running of a system of development in media democracy today. In presenting news content that is able to provide information that is fast, accurate and can be trusted by the community. Where television media coverage is inseparable from the broadcast industry in Indonesia such as PT. Surya Citra Televisi (SCTV), PT. Indosiar Visual Mandiri (Indosiar), PT. Rajawali Citra Televisi (RCTI), PT. Cipta Televisi Pendidikan Indonesia (MNC TV), PT. Quality Global Information (Global TV), PT. Media Televisi Indonesia (Metro TV), PT. Cakrawala Andalas Televisi (ANTV), PT. Lativi Mediakarya (TVOne), PT. Televisi Transformasi Indonesia (TRANS TV), PT. The Visual Nusantara Ambassador Tivi Tujuh (TRANS7) was able to present a variety of varied news content and provide innovations in every broadcast program [2] In the global market, Indonesia is classified as an oligopolistic media business. Where television station coverage has become the structure of the media market in Indonesia and is able to compete as a power of media business in Indonesia. Quoting Robert Pickard in the Media Economic Concept and Issues, the strength of oligopolistic media business in Indonesia has resulted in a consolidated and integrated media business referring to large groups of television media. So that "media" business people converge on several groups can influence news coverage of television stations, especially on news content broadcast to the public [3]. The rise of mass media in Indonesia has resulted in unfair competition between media shareholders and media workers in managing issues and reporting on television broadcast programs to the public. Mass media are tools used to communicate to the masses. Therefore, mass media is also often referred to as mass media communication (mass communication media), mass media (mass media), or mass communication (mass communication) [4]. The content and news coverage are not varied, the existence of continuous repetition content if one of the programs gets the highest survey rating from the community. Referring to the records of the West Java Regional Indonesian Broadcasting Commission (KPID) as many as 364 (three hundred and sixty four) television station broadcast programs that were not worth watching by the public throughout 2015 [5]. The television station program is dominated by soap operas and news that shows violence. Whereas public complaints to the Indonesian Broadcasting Commission reached 328 (three hundred twenty eight) television shows that were not suitable for broadcast by each television station in Indonesia. Ubaidillah considered the program had a negative impact on the community, especially for children. Especially programs that air on the main hour are sure children watch the show. For news programs that contain elements of violence are still our notes, such as the face with full bruises, and repeated news broadcasts. In addition to violent news shows, there are many infotainment and soap opera broadcast programs [6]. Ubaidillah (Commissioner of the Indonesian Central Broadcasting Commission (KPI of the Republic of Indonesia) sees the soap opera program exposing the luxury of the lives of artists which will

have an impact on social inequality and disrupt public health. The "infotainment spotlight" which tells the artist's luxurious life should be avoided because it can have a negative impact on the community environment. Some television shows that are not in accordance with P3 & SPS regulations (Broadcasting Behavior Guidelines (P3) and Broadcast Program Standards during Ramadhan. inappropriate not only in routine programs that are broadcast every day by each private television station industry but a program that is specifically aired in the month of Ramadhan . In the program there are still inappropriate words and jokes played by children and adults, exploitation and objectification of women and men using clothes and behaving not according to their gender. Non-verbal violence that is clearly shown on variety shows such as smearing people's mouths with balm, applying deodorant to their faces, smearing black ink onto their faces, applying flour to their faces, scaring people with wild animals, erotic hip swings and sexual connotations . In the soap opera program shows scenes of violence on children and women, infidelity, advocates for abortion, discrediting children with special needs, suicide and electrocution. These contents certainly disturb the calm and reduce the solemnity in carrying out worship in the month of Ramadan [7]. The following is a Ramadan program on television which still displays inappropriate content on the screen and violates the Broadcasting Behavior Code (P3) and Broadcast Program Standard rules, including: Ngabuburit (TRANS TV), Sahurnya Ramadhan (TRANS TV), Pas Sahur (TRANS7), Pesbuker (ANTV), D'Terong Show (Indosiar) While routine programs that are also loaded with P3 & SPS violations and appear throughout the 2014 Ramadhan month are: Show Imah (TRANS TV), Gentara (MNC TV), Di here Ada Tuyul (MNC TV), Record of the Heart of a Wife (RCTI). It is not only violations regarding news content that must be considered in the Broadcasting Permit process, which is an increase in local content for the television station industry. Due to the frequency of broadcasting local content, it has not been in line with the expectations set forth in the regulation, namely at least 10% of the broadcast time per day. Implementation of the Network Station System (SSJ) about the allocation of 10% local content, the allocation of broadcast programs to the productive hours and the broadcast program locality. The television industry must be careful in choosing artist talent to appear on the rich screen. In the selection of themes on the broadcast program must be harmonized with broadcasts . As a television station industry, it must maintain the independence, neutrality and balance of journalistic programs and the display of advertisements in the television industry. Public Service Ads must pay attention to the number of spots per day delivered by audiences. Although the interests of political parties in each television station industry must prioritize independence, neutrality and balance and be subject to the laws of the Republic of Indonesia No. 32 of 2002 concerning Broadcasting. There is public unrest regarding the content of political broadcast programs delivered by the television station industry, especially on political broadcast programs related to the ownership of the television station industry. and requires the existence of Public Service Advertisements about healthy broadcasting in every child broadcast program (Indonesian Broadcasting Commission Independent State Institution, 2018: 14), in Public Service Advertisements (ILM) in broadcasting institutions already regulated in the Law of the Republic of Indonesia No. 32 of 2002 concerning Broadcasting, namely in Article 46 paragraph (7) that broadcasting institutions must provide time for broadcasting public service advertisements [8]. In the period of 2016 is a very important moment in the implementation of television industry broadcasting in Indonesia. Right in 2016, 10 (ten) private television stations submitted an Extension of Broadcasting Operation License (IPP) to the Indonesian Broadcasting Commission. Media as a subject that constructs reality is both a highlighted reality and a hidden one. The construction of the reality of media coverage often makes public opinion massively [9]. Broadcasters are

intended to provide welfare for the people of Indonesia. The existence of broadcasting institutions is not as an opening up of the wide range of jobs opened by the broadcasting industry, but the content of broadcast programs that are expected to provide ideas, ideas and enlightenment for the community to be able to improve the quality of life. The Broadcasting Law writes various noble functions that are embedded in broadcasting institutions among functions: information, education, social glue and healthy entertainment [10]. Where the public as maker of opinion makers in a news reality. No doubt the media is also inseparable from intervention by various interests, not free from distortion. The media has a broad range of characteristics, can be an effective tool in disseminating opinion to the community. In other words, the position of the meaning of media production becomes a legitimacy medium for changes in values and norms in society. All journalistic work or reporters in the reporting of social reality become an arena for actual ideology and interests, the reporting of social reality is constructed by only a handful of people, resulting in the owner or ruler directly or indirectly or not interested in controlling the linguistic behavior of the mass media [11]. The media in building framing is greatly influenced by many things. One of them is that framing is influenced by pressure from media organizations or companies, ideology, influences from the authorities and society [12]. Therefore, media framing on the coverage of the 10-year Broadcasting Permit Extension for Television Stations is different from one another. Like the framing done by TRANS7, the results of the media frame and media agenda differed from the framing delivered by other television stations such as the Kompas TV news framing, TV One's framing, beritasatu.com framing, and the CNN Indonesia framing. But it means the same because it complements each other. The author assumes the need for similar research in Indonesia, based on the assumption that the television industry in Indonesia has a diversity of broadcast content in discussing a phenomenon in Indonesia so that television stations should be able to provide reports that are consistent and transparent about the news that has been done by each private television station in Indonesia. diversity must be combined with carrying out the noble functions that are assigned by Broadcasting Institutions. Such sublime functions are information, education, social glue and healthy entertainment [13]. The presence of the Broadcasting Operator Permit process is expected after the process if it is found that there is a discrepancy between the mandate of regulation and the implementation of organizers in the field by evaluating significant changes in the quality of broadcast content without having to wait for the next 10-year broadcast operator's permission. The author formulated this research question, which is how the media frame the coverage of Private Broadcasting Permits Will Soon Run Out By the End of This Year in framing Gamson and Modigliani in the TRANS7 Morning Editorial program?

While the purpose of this study, the authors examine the problem of this research is to find out the reporting frame of Private Broadcasting Permit Will End Soon in the End of the Year in framing Gamson and Modigliani in the TRANS7 Morning Editor program. However, the benefits of this research are expected to be able to provide framing concepts to television station coverage, especially in the coverage of Television Station Broadcasting 10 Year Extension Permits that are aired on each television station.

2. Mass Media Theory

In this study the author refers to several literature studies and concept theory of mass media. James Curran revealed in his book *Mass Media and Society* describes democratic role of media in a society, explaining how the role of media in the life of a democratic state. The process of democratizing media is not simple and easy.

The process of democratizing the media opens up while providing opportunities as well as challenges for television station broadcast media to present the contents of the broadcast program content for the next 10 years more varied, educating, accurate, sharp and trustworthy and in accordance with Broadcasting Behavior Guidelines (P3) and Broadcast Program Standards [14]. In addition, McQuail also formulated an approach to the process of mass communication called the attention model. McQuail stated that the essence of mass communication activities is to attract attention, not to send messages, create common views, increase the ability to express or develop joint activities, but to attract attention and reach audiences interested in the media through any message conveyed through the channel [15]. In the news process, the reality conveyed by the mass media is inseparable. Media is a means of interplay between the media to produce reality that is conveyed to audiences [16]. Reality in the reporting process of Broadcasting Organizing Permit (IPP) is the duty of journalists as a process of making news. Journalists can be assumed to be someone who is assigned by a media organization, has the skills and abilities to find information and is able to convey well to audiences [17]. The success of journalists must be accountable to the public as the party whose rights are served [18]. Where the public as maker of opinion makers in a news reality. No doubt the media is also inseparable from intervention by various interests, not free from distortion. The media has a broad range of characteristics, can be an effective tool in disseminating opinion to the community. In other words, the position of the meaning of media production becomes a legitimacy medium for changes in values and norms in society. All journalistic work or reporters in the reporting of social reality become an arena of actual ideology and interests, the reporting of social reality is constructed by only a handful of people, resulting in the owner or ruler directly or indirectly or not interested in controlling the linguistic behavior of the mass media [19].

3. Framing Analysis

Framing analysis belongs to the constructionist paradigm [20] This paradigm is a systematic analysis of social actors conducted through direct observation of social actors. What happens to social conditions is then analyzed by constructive theory to build an order in society from the phenomena that occur in society. Reese added that the framing approach bridges the tendency of social analysis towards closure and openness and can be considered as one of the strengths [21]. Gamson and Modigliani stated that there are two components to the Framing Device, namely Gamson and Modigliani in the framing device, there are two devices how the central idea in analyzing media content is explained in the news text, namely Device Framing and Device Reasoning. Framing Device (framing device). In this device it relates to the frame emphasized in the news text. This framing device is characterized by the use of words, sentences, graphics (images) and certain metaphors. All these elements can be found and marked referring to the central idea and idea of the news text Private Broadcasting Permit will be finished soon in the TRANS7 Editorial program. Among other things, metaphors, catchphrases, exemplars, depiction, visual images.

Table 1: Gamson and Modigliani Model framing devices [22]

FRAME A CENTER OF CENTRAL IDEAS OR IDEAS WHEN SOMEONE OR MEDIA UNDERSTANDS AND USES A ISSUE	
FRAMING DEVICES (PERANGKAT FRAMING)	REASONING DEVICES (PERANGKAT PENALARAN)
Metaphor Parable or Presupposition	Roots Causal Analysis or Cause and Effect
Catchphrases Interesting, contrasting phrases stand out in a discourse. This is generally in the form of jargon or slogan.	Consequences Effects or consequences obtained from the frame
Depiction Depiction or depiction of a connotative issue. This depiction is generally in the form of vocabulary, lexicon, to label something.	
Visual Image Images, graphics, images that support the frame as a whole, can be photos, cartoons or graphics to emphasize and support the message that you want to convey.	

There are two ideas in the metaphor, namely First, a reality, something that is thought to be an object. Second, comparison with reality and we replace the latter to be the previous one. The metaphor is not only interpreted as a figure of speech, expression or ornament of a news but is interpreted as the main clue to understanding the meaning of a text. **Metaphor** is used by journalists as a basis for thinking, justification for opinions to the public. **Catchphrases**, namely the formation of words or phrases typical of a reflection of facts that refer to a particular thought or spirit. In news text, Catchphrases form tangible, contrasting phrases that stand out in a news discourse. This is usually in the form of jargon, slogans and others. **Exemplar**, in the news is to package facts in depth so that one side has more weight to be used as a reference. **Depiction** is the depiction of facts using words, terms, connotative sentences so that the audience is directed towards a particular image. **Visual Image** is the use of photos and visual graphics to express impressions. While Reasoning Devices is a device of reasoning that deals with cohesion and coherence of the text that refers to certain ideas. **Roots** (Causal Analysis) a justification of the issue by connecting an object or considered as the cause of the occurrence or occurrence of something else. **Apples To Principles** is a thought, principle, moral claim as justification argument to build news in the form of proverbs, folklore, doctrine myths, teachings and others. **Consequence** is the effect or consequence obtained from framing media coverage. The constructionist paradigm is inseparable from social construction of the reality of the mass media. In the view of the constructionist there is no reality in the real sense that seems to be there and steady (Tiara Kharisma, 2017: 170). Viewed from the ontological side, the constructionist paradigm is the truth about an event that is relative. The truth of an event depends on the individual as a social actor. Events are based on the reality of how one understands the world and how to interpret it. Interpretation and understanding is what is then called reality (Eriyanto, 2002: 44). Reality is the result of creative human creation through the power of social construction towards the surrounding social world [23]. Basically all of that happened to the media workers in a media organization. The work of the media is to construct reality [24]. The media composes the reality of various events that occur to become meaningful stories or discourses [25]. The three characteristics of media workers in carrying out reality construction are the

selection of symbols (language functions), the selection of facts presented (framing strategies) and the willingness to give place (agenda setting). Media coverage in a constructionist view is a place for the interaction of media organizations to produce reality that will be informed by audiences. Mass media constructs social reality by framing a reality by means of predictions (predicable) and patterned [26] which are constructed including the presentation of a fact or event into the news. In the mass media there is a reality that is described in the form of news. The reality contained in the news is something that is constructed and shaped by certain views. Facts or reality are basically constructed. A fact in the form of a question is not something that already exists like that but what is in our mind and mind. we alone provide the definition and meaning of it as a reality. The facts on the news are not events that are so true that journalists are actively producing and defining the news [27]. In forming facts or reality, there is an agenda setting by each television media. The Agenda Setting theory was introduced by Maxwell McCombs and Donald Shaw. The main assumption of the Agenda Setting theory is that the media puts pressure on an event, so the media will influence the audience and consider it important [28]. McCombs & Gilbert [29] defines the agenda setting as the ability of the media to shape audience cognition and influence changes in cognition. Levels in the Agenda Setting include creating awareness, determining priorities and maintaining issues [30] Agenda setting also refers to the view of the mass media influencing audience acceptance of a news by describing facts that are considered more appropriate to convey and how much significance and time given [31]. Indeed the concept of framing refers to the conceptual Dramaturgi which was introduced by Erving Goffman. Dramaturgi is an analytical frame of mind from symbol presentation that has a persuasive effect. Dramaturgi also sees a reality in detail starting from the role of actors based on each character [32].

4. Research Methods

The author uses the method of analyzing the content of the media with the technique of framing analysis of the Gamson and Modigliani models in discussing the framing of news Permission to extend the broadcasting of 10 years of television stations. The news analyzed came from television media namely TRANS7. News related to broadcast extension licenses was produced 1 (one) time on TRANS7. All news published in the same year are 33 news in 2016. All are made before the broadcast extension license will be conducted in 2016 with different days and dates but do not have a long distance in reporting. The research method used is a qualitative research method. Through qualitative research methods, the author can provide data meaning. The data in this study are the words identified in the framing put forward by Gamson and Modigliani. Then the authors translate and even make it understandable [33]. Framing analysis belongs to the constructionist paradigm [34]. The constructionist paradigm is a systematic analysis of social actors carried out through direct observation of social actors. Analysis in the constructionist paradigm bases itself on the interpretation of the researcher with the text. Text research is more directed to see what is presented in the news Reese added that the framing approach bridges the tendency of social analysis towards closure and openness and can be considered as one of the strengths In this paper, the authors conducted a framing analysis using the Gamson and Modigliani approaches. According to Gamson and Modigliani there are two interconnected Framing Devices namely Framing Devices (Framing Devices) and Reasoning Devices. Gamson and Modigliani make a model that integrates together the framing device (Framing Devices) which deals with the frame emphasized in the news text. While Reasoning Devices are a device of reasoning that deals with cohesion and coherence of the text that refers to certain ideas. Ideas do

not only contain words or sentences but ideas are always characterized by a certain justification, certain reasons and others. According to Gamson and Modigliani [35] utilizing framing as the provider of a story that helps individuals interpret reality and put the story in a certain position. As placing and interpreting problems as a shared problem is not an individual problem. Gamson and Modigliani Framing devices are divided into two, namely Framing Devices (Framing Devices) and Reasoning Devices. Framing Devices (Framing Devices) are divided into 5, namely First, Metaphor, which is something that is thought to be an object or as a comparison to reality and we replace the latter which was previously. Second, Catchphrases, namely the formation of words or phrases typical of a reflection of facts that refer to a particular thought or spirit. Third, Exemplar, in the news is to package facts in depth so that one side has more weight to be used as a reference. Fourth, Depiction is the depiction of facts using words, terms, connotative sentences so that audiences are directed towards certain images. Fifth, Visual Image is the use of photos and visual graphics to express impressions. The Reasoning Tool is divided into 3 namely First, Roots (Causal Analysis) a justification of the issue by connecting an object or considered as the cause of the occurrence or occurrence of something else. Second, Apples To Principles is a thought, principle, moral claim as justification argument to build news in the form of proverbs, folklore, doctrine myths, teachings and others. Third, consequence is the effect or consequence obtained from the media coverage.

5. Result And Discussion

Frame TRANS7: Permission for Television Station 10 Year Broadcast Extension. One day after an opinion evaluation meeting was held which was attended by PT. Surya Citra Televisi (SCTV), PT. Indosiar Visual Mandiri (Indosiar), PT. Rajawali Citra Televisi (RCTI), PT. Cipta Televisi Pendidikan Indonesia (MNC TV), PT. Quality Global Information (Global TV), PT. Media Televisi Indonesia (Metro TV), PT. Cakrawala Andalas Televisi (ANTV), PT. Lativi Mediakarya (TVOne), PT. Televisi Transformasi Indonesia (TRANS TV), PT. Ambassador of Visual Nusantara TV Tujuh (TRANS7) (Wisnu Prasetya Utomo and Steven Handoko, Remotivi, 2016). Reaping the pros and cons of the results of the Hearing Evaluation (EDP) extension of the Broadcasting Operator License (IPP) 10 private television broadcasting in the network (national) and becoming the parent network with the domicile of business entities in Jakarta. The Hearing Evaluation (EDP) was held by the Central Indonesian Broadcasting Commission in collaboration with the DKI Jakarta Indonesian Broadcasting Commission. Some circles, such as academics, civil society questioned the role of the KPI which really did evaluate the track record of 10 private television stations for 10 years broadcasting nationally from 2016 to 2016 [36]. Although the number of "Sin" of the ten private television stations such as the First Sinetron Father Why I Am Different - RCTI. Secondly, the Pashmina Aisha soap opera - RCTI, Third, the soap opera ABG Becomes Manten - SCTV. Fourth, the handsome soap opera Wolves - SCTV. Fifth, Sinetron Diam-Diam Suka - SCTV. Sixth, Indonesian Cinema - ANTV. Seventh, Weekend Cinema - ANTV. Eighth, Morning Cinema - Indosiar. Ninth, Main Family Cinema - MNC TV. Tenth, Indonesian Cinema Premier- Trans TV [37]. The TV TRANS7 frame suggests that there is a media agenda in providing information to the public regarding the permit process for 10 years of broadcasting on private television stations that contain elements and government efforts to provide a positive image of the Broadcasting Evaluation (EDP) Evaluation conducted by Central Indonesian Broadcasting Commission. In the news frame TRANS7 presents Judhariksawan (Chair of the Indonesian Broadcasting Commission for the period 2014-2016), Rudiantara (Ministry of Communication and

Information), Ishadi Sk (Commissioner TRANS Media) and two presenters to guide the broadcasting permit. Frame TRANS7, the author refers to Gamson and Modigliani's framing in suggesting Framing and Device Devices Reasoning within a text structure that contains levels in text analysis forms three basic elements, namely representation, relations and identity associated with parties that appear in the text frame TRANS7. Therefore, to make it easier for the authors to present a frame in the news about TRANS7 Permission to extend the broadcasting of 10 years of television stations. The author divides into several subtopics the discussion, among others, **First**, Momentum broadcasting rights of private television stations in Indonesia referred to TRANS7 will soon run out. **Second**, Procedure (technical) in the process of permitting television broadcast extension to 10 years. **Third** Evaluation Process Hearings and mecasism organized by the Indonesian Irrigation Institution. **Fourth**, the reputation of the TRANS Media Group organization since 2001. **First Subtopic**; The momentum of broadcasting rights of private television stations in Indonesia, referred to as TRANS7, will soon run out. The First Idea, the writer will discuss in the text analysis in the framing study report contained in the news text Private Television Broadcast Permit Consuming this Year End in TRANS7 Morning Editorial Program. Where the results of observations and analyzes are summarized in the table below.

Table 2: Framing Devices Table (First Framing Devices)

FRAMING DEVICES	
<i>Methapors</i>	<i>Exemplar</i>
The information conveyed by the Ministry of Communication and Information, the Indonesian Broadcasting Commission and the community elements who participated in evaluating broadcasting rights by realizing it by combining TRANS7 under the auspices of TRANS Media for 16 years has always maintained a commitment to attend and present better shows for Indonesia. .	The Momentum of the Siar Television Station License Permit Rights will soon run out. During the 16 years of airing TRANS Media has always maintained its commitment to present and display prime shows for a better Indonesia.
<i>Catchphrases</i>	<i>Depiction</i>
The Ministry of Communication and Information, Broadcasting Institutions and other community elements will conduct an evaluation of the licensing of television broadcasting providers for 10 years.	During 16 years of airing TRANS Media has always maintained a commitment to attend and display prime shows for a better Indonesia.
<i>Visual Image</i>	
The Evaluation Process of the TRANS7 Hearings shows that TRANS7 under the auspices of TRANS Media has carried out the process of extending the broadcasting rights carried out by the Central Indonesian Broadcasting Commission (KPI Pusat). After the process, TRANS Media is committed to presenting content content broadcasting in the next 10 years by carrying out noble functions that are embedded in broadcasting institutions, including functions: information, education, social glue and healthy entertainment.	

Reasoning Devices in this case the idea or theme that is highlighted can be seen from the amount of reasoning (Reasoning Devices) used in the Editor of TRANS7. By observing this, the justification given for reporting the momentum of broadcasting rights of private television stations in Indonesia will soon run out. This justification can lead to a positive image of TRANS7 which is under TRANS Media.

Table 3: Reasoning Devices Table First Idea

REASONING DEVICES	
Apples to Principles	Roots
In 2016, the momentum of broadcasting licenses of private television stations will soon run out. Where TRANS7 under the auspices of TRANS Media, which has been airing for 16 years, has always maintained a commitment to attend and show excellent shows for a better Indonesia. The excitement of media opinion is always the community has always witnessed TRANS Media, especially TRANS7, which always provides excellent shows for the community.	The process of extending the television station's 10-year broadcasting license. The process of extending the 10-year broadcasting license of the television station is the beginning of the broadcast industry in Indonesia that has received many inputs regarding the development of television media broadcasting industry, including mentioning licensing which there are nine television stations that have obtained new permits or arranged new permits.
Consequence	
The relationship between the evaluation process of TRANS7's Hearings and Reputation to the community will lead to public trust in TRANS media, especially TRANS7, which comes with educational and excellent shows to the community.	

Table 4: Framing Devices (Framing Devices) Second Idea

FRAMING DEVICES	
Methaphors	Exemplar
The fragments of the words conveyed by the Minister of Communication and Information describing the Ministry of Communication and Informatics have carried out the process of permitting broadcasting rights for each private television station is an attitude to confirm the broadcasting permit rights process for broadcasting institutions, especially private television stations, even though the process of extending broadcast licenses which runs almost a year itself is full of problems.	The procedure (technical) in the process of extending the 10-year broadcast license of the television station delivered by the Ministry of Communication and Information makes this a confirmation tool in this news. From the statement of the Minister of Communication and Information presented above, there seems to be an attitude of agreeing on the implementation of the process of extending the 10-year broadcast license for television stations which begins with the Hearing Evaluation process.
Catchphrases	Depiction
Not in this second idea.	The image of the Minister of Communication and Information as a state government institution that is responsible for the continuity of broadcasting in Indonesia.
Visual Image	
From the news picture, highlight or emphasize what is important in the process of extending the television station's 10-year broadcasting rights. As previously explained about the Procedure (technical) in the process of extending the 10-year broadcast license television station delivered by the Ministry of Communication and Information.	

Second Subtopic; Procedure (technical) in the process of permitting television broadcast extension to 10 years
Second idea, the author will discuss in the text analysis in the Representation study of procedures (technical) in the television station's 10-year extension extension permit process delivered by the Ministry of Communication and Information, contained in the news text Private Television Broadcast Permit Expires Near the End of the

Year in the Program TRANS7 Morning Editor. Where the results of observations and analyzes are summarized in the table below.

Reasoning Devices in this case the ideas or themes that are highlighted can be seen from the many interesting reasoning to see how justification is given on the topic of Procedure (technical) in the process of extending the 10-year broadcast license of television stations delivered by the Ministry of Communication and Information . Exposure to procedures (technical) in the process of extending the 10-year broadcast license of the television station delivered by the Ministry of Communication and Information, can be seen in the table below:

Table 5: Reasoning Devices Table Two Ideas

REASONING DEVICES	
Apples to Principles	Roots
The attitude of the Minister of Communication and Information in this text has moral justification and government responsibility to the public with the process of extending television stations.	There is a causal relationship described in the news. that the procedure (technical) in the process of extending the 10-year broadcast license for the television station has been confirmed and explained by the Minister of Information and Informatics of the process carried out by the Indonesian Broadcasting Commission as a mechanism for the process of broadcasting rights.
Consequence	
From the procedure (technical) in the process of extending the 10-year broadcast permit the television station has been confirmed and explained by the Minister of Communication and Informatics where the process has been carried out by the Indonesian Broadcasting Commission as a mechanism for the process of broadcasting rights	

Third Subtopic; Evaluation Process Hearings and mechanismism organized by the Indonesian Irrigation Institution

As for the Third Idea, the author will discuss the text analysis in the study of representation of the Evaluation Process The hearings carried out by each private television station constitute the mechanism of organized by the Indonesian Irrigation Institution. This was conveyed by the Chairman of the Indonesian Broadcasting Commission for the 2014-2016 period, Judhariksawan. In this report involving Judhariksawan as Chair of the Indonesian Broadcasting Commission for the 2014-2016 period. The following is presented in the Framing analysis and analysis of the text in the table below:

Table 6: Table of Frame Devices (Framing Devices) Third Idea

FRAMING DEVICES	
Methapors	Exemplar
<p>The prominent image in this news text is Hearing Evaluation is a mechanism in evaluating broadcast programs held by Broadcasting Agencies in Indonesia. Then added by Mr. Rudiantara, the Minister of Communication and Information from the process will be poured in the form of a draft later, after which there will be a joint meeting forum (FRB). Which will be discussed in the House of Representatives Commission</p>	<p>The Hearing Evaluation Process is the point of information to clarify the frame of the government's ability in the process of extending the 10-year broadcasting rights of television stations in Indonesia.</p>
Catchphrases	Depiction
<p>2016, the frequency of broadcasting in Indonesia has been running for 10 years. From the two statements above from the Indonesian Broadcasting Institution namely the Central Indonesian Broadcasting Commission and the Minister of Communication and Information of the Republic of Indonesia,</p>	<p>Explanations regarding the process of evaluating the hearings carried out by each private television industry is a mechanism that was organized by the Indonesian penyiran institution which indicated that the government covered the results in the administrative process that had been carried out by 10 private broadcasting institutions which would expire in the year This 2016.</p>
Visual Image	
<p>From the picture of the news, highlighting or telling about the evaluation process Hearings that have been carried out by Indonesian Broadcasting Institutions then from the results the hearings forum is then determined to a joint meeting forum that will determine the recommendations for broadcasting permit eligibility from 10 networked private television institutions. This 10 private television licenses will expire before the end of 2016, referred to as TRANS7</p>	

In Reasoning Devices, the ideas or themes that are highlighted in the text are built with certain justifications. The justifiers are the authors of the analysis and are presented in the following table;

Table 7: Table of Reasoning Devices Third Idea

REASONING DEVICES	
<i>Apples to Principles</i>	<i>Roots</i>
<p>Socialization of the results of the Hearing Evaluation process will be determined to the Joint Meeting Forum. Where in the presentation it shows the emphasis that after the evaluation process the Hearings conducted by the Indonesian Broadcasting Commission will again be formulated in the Joint Meeting Forum. In the Joint Meeting Forum, the Indonesian Broadcasting Commission gave a view to the House of Representatives Commission 1 regarding the results of the meeting. It is hoped that in the process it will produce agreements for the advancement and credibility of the broadcasting world in Indonesia.</p>	<p>Explained in the Evaluation Process The hearings carried out by each private television station constituted the mechanism of organized by the Indonesian Irrigation Institution.</p>

Consequence

The audience is directed to think that the broadcasting industry such as TRANS7 has carried out the process of extending broadcasting rights as a process of feasibility of the broadcasting world administration in Indonesia. Not only that, the community was educated to believe in the government's performance in the process of extending the television station's 10-year broadcasting rights

Fourth Subtopic; The reputation of the TRANS Media Group organization since 2001.

The Fourth Idea, the author will discuss the text analysis in the representation study of the reputation of the TRANS Media organization, especially TRANS7, which was present in 2001. In this report the Commissioner of TRANS Media, Ishadi Sk. The following will be presented in the Framing analysis and analysis of the text presented in the table below;

Table 8: Framing Devices Table Fourth Idea

FRAMING DEVICES	
<i>Methapors</i>	<i>Exemplar</i>
There are two facts that are hadir already present on the glass screen in 2001 'and' will follow the government and law 'apparatus that show that TRANS Media will give a commitment in providing the best content to the public.	In this text, it is used as a comparison between the content content of TRANS7 television broadcasting before carrying out the process of extending broadcasting licenses after the process of extending the 10-year broadcasting license for television stations carried out by the Indonesian Broadcasting Commission. Based on the Indonesian Broadcasting Commission Regulation on Broadcasting Behavior Guidelines, broadcasting programs are programs that contain messages in the form of sounds, images, sounds and images or in the form of graphics or characters, whether interactive or not broadcast by broadcasters.
<i>Catchphrases</i>	<i>Depiction</i>
TRANS Media should be better for this nation and country. Based on the Indonesian Broadcasting Commission Regulation on Broadcasting Behavior Guidelines, broadcasting programs are programs that contain messages in the form of sounds, images, sounds and images or in the form of graphics or characters, whether interactive or not broadcast by broadcasters.	TRANS Media, who was present on the glass screen in 2001, we should be better for this nation and country.
<i>Visual Image</i>	
The assessment of TRANS Media's reputation presented in a glass screen is useful to enhance the positive image expected by TRANS Media, which is TRANS7, which is a shade under Trans Media.	

In Reasoning Devices, the ideas or themes that are highlighted in the text are built with certain justifications. This can be seen from the amount of reasoning (Reasoning Devices) used in the news program Morning Editor TRANS7. By observing the reasoning tool, it is interesting to see how justification given on the topic of the reputation of the TRANS Media organization, especially TRANS7, was present in 2001, can be seen in the table below;

Table 9: Table of Reasoning Devices Fourth Idea

REASONING DEVICES	
Apples to Principles	Roots
community expectations of the Indonesian Broadcasting Industry in providing public information disclosure without any political alignments.	The formation of public opinion through reporting on Private Television Broadcasting Permits Consuming Near the End of this Year in the Editorial Morning TRANS7 by presenting Commissioner TRANS Media to provide a presentation in the news. Thus, TRANS Media must be ready to present the best content for the future.
Consequence	
There is a logical claim that the reputation of the TRANS Media organization, especially TRANS7, has been established since 2001 in the midst of the public, not enough to provide an increase in public confidence in the television station.	

From the framing analysis that I have done using the Gamson and Modigliani approach to one of the private television stations above, a summary of the news framing is the television station's 10-year Broadcast Extension Permit in the TRANS7 Morning Editor program. The rhetorical aspect, TRANS7 includes clear photos and audio visuals to describe the atmosphere of the Hearing Evaluation (EDP) process carried out by TRANS7. In his statement, TRANS7 presented the Indonesian Broadcasting Institute namely Judhariksawan (Chair of the Indonesian Broadcasting Commission for the period 2014-2016), Rudiantara (Ministry of Communication and Information), Ishadi Sk (Commissioner TRANS Media) and two presenters who reported on the broadcasting permit process. Where in the news, TRANS7 presented the Indonesian Broadcasting Institute namely Judhariksawan (Chair of the Indonesian Broadcasting Commission for the period 2014-2016), Rudiantara (Ministry of Communication and Information), Ishadi Sk (Commissioner TRANS Media) and two presenters who guided the broadcasting permit process. In the TRANS7 news frame, explain from each of the sources highlighted in the TRANS7 news frame. The flow and evaluation process of the Hearings highlighted in the frame revealed the existence of a positive image that had been carried out by Indonesian Broadcasting Institutions which had carried out the Broadcasting Operator Permit (IPP) process smoothly without any obstacles. And highlighting Ishadi Sk as Commissioner of TRANS Media Group in that frame in order to provide a positive image that has been carried out by TRANS MEDIA GROUP, especially TRANS7, in providing educational, informative, interesting, and in line with the target audience so that it is accepted by the community. TRANS7, on the contents of the news highlighted the government's efforts to provide information on the form of reports on extension of television broadcasting licenses for 10 years, but in the news can't be separated from the interests of Media Organizations, Government Organizations that provide accurate information and carry out the noble functions that the Institute Broadcasting. Such noble functions are information, education, social glue and healthy entertainment.

The Hearing Evaluation Process (EDP) held by the Central Indonesian Broadcasting Commission (KPI) of the Republic of Indonesia. The process has been carried out before by 10 (ten) private television in Indonesia which contained the challenges, hopes and follow-up actions of the 10th (ten) Central Indonesian Broadcasting Commission (KPI) of private television which the results were to Commission 1 of the Indonesian House of Representatives. Therefore, in the process of evaluating hearings conducted since May 10, 2016, if not part of the process that determines television broadcasts for the next 10 years, it is a complete and complete waste [38]. In this process, private television stations can broadcast for the next 10 years and even fewer know that the permission of 10 nationally broadcast private television stations runs out in 2016. Evaluation of public hearings is held by KPI after the stations have passed the administrative verification process, sociological verification, and factual verification. The results of this EDP will be formulated as a Feasibility Recommendation (RK). This RK will later become the basis for the Ministry of Communication and Informatics in deciding whether or not a television station gets broadcast permission.

6. Conclusion

The framing constructed by the media which emphasized the Permit for the 10-Year Broadcast Broadcast Extension to assume that the Hearing Evaluation (EDP) process held by the Central Indonesian Broadcasting Commission for the 2014-2016 period was part of the process that determined television broadcasts for the next 10 years. From this process, 10 (ten) private television stations can broadcast for the next 10 years. Then it contained controversy for the community, especially from civil society and non-governmental organizations which became monitors and suppresses the process of permitting the extension of private television stations. In this report shows that the same events can be constructed and highlight different information. The author considers that TRANS7 strives to convey the reality of broadcast extension licenses prioritizing the support of Indonesian broadcasters in providing educational, informative, interesting and appropriate changes to the target audience so that they are accepted by the public. The author interpreted the existence of protrusions in the news that there were speakers presented such as Judhariksawan (Chair of the Indonesian Broadcasting Commission for the period 2014-2016), Rudiantara (Minister of Communication and Information) as the main resource person in the License Process for Broadcasting 10 Years Television Station, while Ishadi SK (Commissioner TRANS Media) as a supplementary resource to convince the public of the justification of the news. The suggestions that can be conveyed by the author of this paper include: In producing a news can contain the image of the reputation of the organization (as well as news about the Permit for Broadcasting Broadcast 10 Years Broadcasting Television), Parties involved in the practice of making news in the mass media (including journalists, editors and other individuals involved in the work of making news in the mass media) besides paying attention to the ideology of media institutions, they must also consider the element of news value, one of which is related to the reputation strategy of media organizations. Where newsworks must show a balance in seeing an issue of change in the reputation of corporate organizations on two sides. Newswork does not only produce popular news so that it can be consumed by many audiences and not only produce news that is able to be captured by the news to the khalayal but also must pay attention to the balance and neutrality of the mass media on an issue in constructing reality into news. The mass media should again remember the existence of one of the social functions of the mass media, namely social correlation. Where mass media should be able to connect a group (broadcasting institution) with other groups such as pressure groups, academics and observers

of the media instead of constructing news that has the potential to create controversy regarding the process of evaluating hearings conducted by TRANS7 in DKI Jakarta Great Hall. Due to mass media As the fourth pillar of democracy after the executive, legislative and judicial institutions, the media is part of the power itself. This research can still be developed because currently it is still based on news text research, it has not touched on the analysis of news construction in the process of preparing and editing news. There is only one guess that is included by the author that there has been construction in the editor's desk in this news when the author sees the news headlines and news content from the TRANS7 website which is different from other media reports.

References

Book:

- [1] Faisol Ahmad, Irawan Saptono, Leli Qomarulaeli, dkk, *Media, Pemilu dan Politik Kecenderungan Media Dalam Pemilu 2009*, Jakarta; Institute Studi Arus Informasi didukung Yayasan Tifa, 2010.
- [2] Wisnu Prasetya Utomo dan Steven Handoko peneliti Remotivi saat mewawancarai ketua KPI 2016-2019 Yuliandre Darwis dalam artikel Yuliandre Darwis: Rekomendasi Perpanjangan Izin Siar Televisi Seperti Skripsi Yang Tidak Pernah Sempurna.
- [3] Pickard Robert, *Media Economic Concept and Issues*, 1989.
- [4] Erlita Novi, *Potret Periklanan Di Media Massa Indonesia*, *Jurnal Ilmu Ekonomi dan Ilmu Sosial Universitas Mercu Buana* Volume 5 Nomor 2, Juli 2016.
- [5] Tempo.co, <https://nasional.tempo.co/read/news/2016/04/13/079762165/waduh-ratusan-program-tv-ini-ternyata-tak-layak-tonton>.
- [6] Ubaidillah (Komisioner Komisi Penyiaran Indonesia Pusat Republik Indonesia tanggal 23 Januari 2017 di kantor Komisi Penyiaran Indonesia Pusat..
- [7] Central Indonesian Broadcasting Commission, 2016, <http://www.kpi.go.id/index.php/lihat-terkini/38-dalam-negeri/33587-hasil-survey-kpi-kualitas-sinetron-makin-terpuruk>.
- [8] Indonesian Broadcasting Commission Independent State Institution, *Become A Healthy, Beneficial And Dignified Indonesian Broadcast Our Broadcast*, Jakarta, 2018.
- [9]. Hamad Ibnu, *Kontruksi Realitas dan Politik dalam Media Massa*, Jakarta; Granit, 2004.
- [10]. Law of Republic Indonesia about Broadcasting No. 32 of 2012.
- [11] Ibrahim, yacob, 1998 .*Studi Kelayakan Bisnis*. Edisi Pertama: Rineka Cipta, Jakarta.
- [12]. Vreese.Claes.H.De, *News Framing: Theory and Typology*, Jhon Benjamins Publishing Company, 2005.

- [13]. Indonesian Broadcasting Commission Independent State Institution Jadi Penyiaran Indonesia yang Sehat, Bermanfaat dan Bermartabat PENYIARAN KITA, Jakarta; KPI Pusat, 2018.
- [14] Curran, James, & Gurevitch, Michel, .Mass Media and Society London : Edward Arnold, 1991.
- [15] Tanti Sad Dewi, Rakyat Dalam Bingkai Budaya Politik Kontemporer, Jurnal Visi Komunikasi Universitas Mercu Buana, Vol. 13 No.02,3.
- [16]. Kharisma Tiara, Pembingkai Pernyataan Gubernur Jawa Barat Pada Pemberhentian Kebaktian Kebangunan Rohani Dalam Media Darling, (Vol.5 No.2 Jurnal Kajian Komunikasi Universitas Padjadjaran, 2017).
- [17] Lim Joon Young, China's Media Regulation and its Political Right to Enforce: Conflict with Foreign Correspondents, International Journal of Information and Communication Technology Research, Vol.1 No.3, 2011.
- [18] Agustin, H., Karlinah, S., Abdullah, A., & Supriadi, D, Pemetaan Kebutuhan Kualifikasi Jurnalis Pemula Pada Industri Media Massa di Indonesia, Jurnal Kajian Komunikasi Universitas Padjadjaran, 2013.
- [19] Ibrahim, yacob, 1998 .Studi Kelayakan Bisnis. Edisi Pertama: Rineka Cipta, Jakarta.
- [20]. Eriyanto, Analisis Framing: Kontruksi Ideologi dan Politik Media. Yogyakarta; LkiS Pelangi Aksara, 2002.
- [21]. Linström. M. & Marais W, Qualitative News Frame Analysis : a Methodology Journal of Communitas, 2012.
- [22]. William A. Gamson and Andre Modigliani, " Media Discourse and Public Opinion On Nuclear Power A Contruction Approach", American Journal of Sociology, Vol.95, No.1, 19,
- [23]. Veeger, K.J.1993. Realitas Sosial. Jakarta : Gramedia Pustaka Utama.
- [24]. Kharisma Tiara, Pembingkai Pernyataan Gubernur Jawa Barat Pada Pemberhentian Kebaktian Kebangunan Rohani Dalam Media Darling, (Vol.5 No.2 Jurnal Kajian Komunikasi Universitas Padjadjaran, 2017).
- [25]. Flora, E. Analisis Framing Berita Calon Presiden RI 2014-2019 Pada Surat Kabar KalTim Post dan Tribun KalTim. Ejournal Ilmu Komunikasi 2014, Vol 2 No.3 hal 347-356. [http://ejournal.ilkom.fisip-unmul.ac.id/site/wp-content/uploads/2014/08/jurnal%20elina%20flora%20ok%20\(08-27-14-03-33-14\).pdf](http://ejournal.ilkom.fisip-unmul.ac.id/site/wp-content/uploads/2014/08/jurnal%20elina%20flora%20ok%20(08-27-14-03-33-14).pdf) .
- [26]. Mc Quail, D. Mass Communication Theory, London; SAGE Publication, 2010.

- [27]. Ayub Dwi Anggoro, Media, Politik, dan Kekuasaan (Analisis Framing Model Robert N. Entman Tentang Pemberitaan Hasil Pemilihan Presiden, 9 Juli 2014 di TV One dan Metro TV, Jurnal Arsito Vol 2 No.2,2014.
- [28]. Bungin Burhan, SOSIOLOGI KOMUNIKASI, Teori, Paradigma dan Diskursus Teknologi Komunikasi Di Masyarakat, Jakarta; Kencana Prenada Media Group, 2013.
- [29]. Haris, R. J, A Cognitive psychology of mass communication. New Jersey: Lawrance Erlbaum Associate, Publisher, 2004.
- [30]. Nabi, R L, dan Oliver, M. B., The Sage Handbook of media process and effects, United State of America: Sage Publication, 2009.
- [31]. Danesi, M. (ed), Encyclopedia of Media And Communication, Canada: University of Toronto Press.
- [32]. Eriyanto, Analisis Framing Kontruksi, Ideologi dan Politik Media, Yogyakarta, LKiS Yogyakarta, 2012.
- [33]. Neuman, W. L. (2011). Social research methods: qualitative and quantative aproaches, 7th edition. Alih bahasa: Edina T. Sofia. Jakarta: PT. Indeks.
- [34]. Eriyanto, Analisis Framing: Kontruksi Ideologi dan Politik Media. Yogyakarta; LkiS Pelangi Aksara, 2002.
- [35]. Eriyanto, Analisis Framing Kontruksi, Ideologi dan Politik Media, Yogyakarta, LKiS Yogyakarta, 2006.
- [36]. Ismail Ervan, <https://www.kompasiana.com/ervanism/5b5b0640d1962e2c7e0f0f87> / why-10-television-private-extended-broadcasting permit-page = all, accessed on March 21, 2019 at 16.50.
- [37]. Central Indonesian Broadcasting Commission, 2016, <http://www.kpi.go.id/index.php/lihat-terkini/38-dalam-negeri/33587-hasil-survey-kpi-kualitas-sinetron-makin-terpuruk>.
- [38]. Arief Yovantra, <http://www.remotivi.or.id/amatan/285/Tak-Ada-Evaluasi-dalam-Evaluasi-Dengar-Pendapat-KPI>, 2016