

The Influence of Ideology on Language Use in Bali's News

Agus Darma Yoga Pratama
{agusdarmayoga85@yahoo.com}

Department of English, Universitas Warmadewa, Indonesia

Abstract. The ideology of a media outlet plays a crucial role in determining the language used. A media outlet with a conservative ideology may use more formal and traditional language in its news delivery, while a media outlet with a progressive ideology may use more modern and informal language. This study aims to investigate what ideology used at media in Bali. This is a descriptive-qualitative study. A qualitative study seeks to depict a phenomenon that the research subject is experiencing holistically and descriptively, such as perception, motivation, action, and so on. The data source of this study is the news from three media in Bali, namely Bali Post, Tribun Bali, and Radar Bali. News of those media were taken in the past one month. The news is collected by serch the news from the internet and the focus of the topic is sexual harassment happened in Miss Universe Indonesia Organization. Data was analysed using the ideology of media stated by Tabroni (2018) after conducting collecting-data process. Focus of the analysis is to find out how the ideology used in Bali media mass. After conducted the analysis, the data is presenting in informal method and described by words. The result of this study shows that Radar Bali, BaliPost, and Tribun Bali media seem to have similar journalism ideologies in their coverage of the Miss Universe Indonesia 2023 sexual harassment case. All of these media tend to focus more on the perspective of the victim of sexual harassment, giving strong attention to the experiences and feelings of the victim. However, in the reporting, there is less emphasis or spotlight on the alleged perpetrators of the harassment. This creates a narrative that may be subjective and may influence the public's view of the case.

Keywords: Ideology, news, media, sexual harrasement

1 Introduction

Language is a vital tool for human communication, enabling the exchange of information between individuals. As society advances, communication methods evolve, leading to the creation of forums where people gather to discuss and share the latest information. Over time, these forums have expanded, giving rise to modern mass media as primary platforms for delivering news and updates.

The term "mass media" refers to a social institution and a form of mass communication that uses printed, electronic, and other channels to carry out journalistic tasks such as gathering, holding, storing, processing, and disseminating information in the form of texts, audios, pictures, video, data, and graphics. Given that the media is connected to the general population, it would have a variety of interests in addition to its primary goal in providing information (Tabroni, 2018).

A discrepancy exists between the world of mass media ideality and the operational reality of mass media. Several mass media observers feel pessimistic and skeptical about the return of the authority of media ideals in the world of praxis. For example, skepticism is expressed by Agus Sudibyo in his book, *Politik Media dan Pertarungan Wacana*, that identifying post-1998 media reform with a democratization process is a mistake. We are now witnessing the birth of partisan presses that only propagate the interests and versions of their owners and are eager to eliminate their political opponents (Mahpuddin, 2004).

In accordance with Law No. 40 of 1999, it is clear that the fundamental component of journalism is information dissemination to the general public. This activity or process entails finding, gathering, storing, processing, and disseminating information in the form of written data, pictures, and graphics for general public consumption. The public now falls under the third interest, and the media functions as the public sphere (Mahpuddin, 2004).

An ideology in the media would be found in the context of interest. The mass media always includes a message that supports a particular ideology or interest in each of its publications. As stated by Tabroni (2018), Ideology also has an impact on the existence of mass media. Because ideology is a system of ideas that incorporates knowledge, beliefs, norms, and values that are contended for or upheld by a person or a group of individuals in their social existence, the media would be tinted by it. That is, when it comes to selecting and presenting news, the media follows specific guidelines, beliefs, or ideologies.

The ideology of a media outlet also plays a crucial role in determining the language used. A media outlet with a conservative ideology may use more formal and traditional language in its news delivery, while a media outlet with a progressive ideology may use more modern and informal language. This study aims to identify the ideology of the news

2 Method

The descriptive-qualitative research method was employed in the current study. A qualitative study seeks to depict a phenomenon that the research subject is experiencing holistically and descriptively, such as perception, motivation, action, and so on. The primary goal of qualitative research is to comprehend social phenomena by focusing on a comprehensive description of the phenomenon under consideration rather than breaking it down into interrelated elements (Tabroni, 2018).

The data source of this study is the news from three media in Bali, namely Bali Post, Tribun Bali, and Radar Bali. News of those media were taken in the past one month. The news is collected by search the news from the internet and the focus of the topic is sexual harassment happened in Miss Universe Indonesia Organization. Data was analysed using the ideology of media stated by Tabroni (2018) after conducting collecting-data process. Focus of the analysis is to find out how the ideology used in Bali media mass. After conducted the analysis, the data is presenting in informal method and described by words.

3 Result and Discussion

The journalism ideology of writing news about the sexual harassment case of the Miss Universe Indonesia 2023 contestant can be described that Radar Bali and Tribun Bali media

have similarities in the way they present news that tends to be subjective towards the victims of this sexual harassment case.

In Radar Bali media itself, there is a reportage sentence that looks from the perspective of the victim of harassment at the Miss Universe Indonesia 2023 event.

“Ryan mengaku adanya kasus ini berdampak dengan psikis dan mental para model yang sedang berlatih di tempatnya. Terutama yang usianya masih anak-anak. Mereka ada ketakutan untuk mengikuti perlombaan model.” (Febriani, 2023)

It can be translated into English as:

“Ryan admitted that this case had an impact on the psychology and mentality of the models who were practicing at his place. Especially those who are still children. They are afraid to take part in the model competition.”

Tribun Bali media which also has similarities related to the presentation of news that seems subjective to the victim, it is listed in the reportage sentence as follows

“Ya itu membuat mereka tidak bisa bertindak lebih jauh, itu yang dibilang sebagai relasi kuasa. Jadi mereka merasa terintimidasi, sulit untuk mereka artikan yang mengalami. Belum lagi saat menolak ada tindakan dugaan kekerasan verbal disitu.” (ARI, 2023)

It also could be translated as follows:

“Yes, it makes them unable to act further, that's what you call power relations. So they feel intimidated, it is difficult for them to understand what they are experiencing. Not to mention when refusing there are acts of alleged verbal violence there.”

News that is subjective towards victims of sexual harassment tends to place excessive attention on the victim's experiences and emotions. While empathy towards victims is a good thing, news that focuses too much on their emotional reactions can distract from the more substantial legal and investigative aspects. This can cloud an objective view of what happened and obscure the responsibility of the perpetrator. The way they obtain data tends to use investigative methods and interview several parties or sources (participatory) to be able to obtain more opinions related to the case. However, in this case, both Radar Bali and Tribun Bali media are less focused on investigating the alleged perpetrators of the case.

Radar Bali media has mentioned the steps that can be taken by the authorities against the behavior of sexual harassment in the Miss Universe Indonesia content. As contained in the reportage sentence from Radar Bali media which mentions

“Menteri PPPA memberikan apresiasi atas keberanian dari para korban yang sudah berani melapor. KemenPPPA siap mengawal proses hukum yang sedang berlangsung dan memastikan para korban mendapatkan hak perlindungan.” (Febriani, 2023)

“The Minister of Women Empowerment and Child Protection (PPPA) appreciates the courage of the victims who have dared to report. *KemenPPPA* is ready to oversee the ongoing legal process and ensure the victims get their right to protection.”

However, in the same news, Tribun Bali media did not include the same thing in the presentation of the news, which also caused differences in journalism ideology in presenting this news to the public. News that does not highlight the investigation of the perpetrator can also be an opportunity to educate the public about the legal process and the importance of providing space for all parties to undergo a fair process. Less informative reporting can reduce the public's understanding of how the legal system works in sexual harassment cases.

Another media that uses the same ideology as Radar Bali and Tribun Bali media is BaliPost. The same news is also presented in the BaliPost media and of course uses the same ideology, namely subjective assessments of the victims and less attention to the alleged perpetrators of sexual harassment at the Miss Universe Indonesia 2023 event. This is found in the reportage sentence which states

“Dalam pemeriksaan tersebut. Mellisa menyampaikan mereka menceritakan apa saja yang terjadi dalam peristiwa di tanggal 1 Agustus 2023 saat karantina kontes kecantikan tersebut.” (Kmb, 2023)

During the examination. Mellisa said that they told her what happened on August 1, 2023 during the beauty pageant quarantine.

In the sentence, it seems that journalists only present the results of reporting on representatives of Miss Universe Indonesia 2023 regarding how the victim's testimony and feelings are. However, in the news, journalists did not appear to air the investigation of the perpetrator. A subjective approach to news can reflect certain ideologies in journalism, such as an emphasis on empathy and personal experience. However, the media also has a responsibility to provide balanced and objective news. In this case, the journalism ideology chosen by the BaliPost may emphasize the empathy aspect over the presentation of more complete information.

Journalism ideology can also be seen from the news headlines presented from each media. BaliPost media seems to apply a more cautious and balanced journalism ideology. They used the word "*dugaan*" in their coverage, showing a more cautious attitude in clarifying that the sexual harassment is still under investigation. This reflects journalists' approach of not making assumptions before there is solid evidence. This approach is in line with the principles of objectivity and neutrality in journalism, which emphasize accurate and balanced news presentation.

Radar Bali, like BaliPost, also uses the word "*dugaan*" in their coverage. However, there may be a stronger sense of an investigative approach in their reports. This could reflect the spirit of fact-finding and truth-telling in sexual harassment cases. While they are still cautious about using the word "*dugaan*" this approach shows a deeper interest in uncovering events and highlights the importance of investigating thoroughly.

Tribun Bali seems to be more assertive in its approach. They did not use the word "*dugaan*" and seemed more convinced that sexual harassment took place at Miss Universe Indonesia 2023. This reflects an approach that may be more subjective and may ignore journalism principles that emphasize neutrality and the pursuit of truth. It may also affect the way the news is understood by readers, who may take it as an unequivocal statement of events.

4 Conclusion

Radar Bali, BaliPost, and Tribun Bali media seem to have similar journalism ideologies in their coverage of the Miss Universe Indonesia 2023 sexual harassment case. All of these media tend to focus more on the perspective of the victim of sexual harassment, giving strong attention to the experiences and feelings of the victim. However, in the reporting, there is less emphasis or spotlight on the alleged perpetrators of the harassment. This creates a narrative that may be subjective and may influence the public's view of the case. The three media tend to use a subjective approach in presenting the news. An excessive focus on the victim's point of view and their emotional experience may override the objective and legal aspects of the case. This can affect how readers understand and respond to the news. In this context, it is important to ensure that the legal aspects and fair investigations are given the attention they deserve to ensure that justice is achieved across the board. Each media outlet has its own editorial policies and journalism ideologies, but the core principles of journalism must still be upheld to maintain the integrity of the information delivered to the public.

References

- [1] ARI. (2023, August 15). Kasus Pelecehan di Miss Universe Indonesia, Safa Attamimi Terdesak, Poppy Capella Ngaku Tak Tahu. *Tribun Bali*.
- [2] Febriani, N. K. N. (2023, August 15). Kecam Dugaan Kekerasan Seksual Ajang Miss Universe Indonesia, Seleksi Dinilai Biadab. *Radar Bali*.
- [3] Kmb. (2023, August 28). Kasus Dugaan Pelecehan Seksual di Kontes Miss Universe Indonesia Masuk ke Tahap Penyidikan. *BaliPost*.
- [4] Mahpuddin. (2004). *Ideologi Media Massa Dan Pengembangan Civil Society*. 189–199.
- [5] Tabroni, R. (2018). Journalist and the Ideology of Media A Phenomenological Study of the Understanding of Pikiran Rakyat's Journalists on Their Media's Ideology. *International Conference on Media and Communication Studies*, 61–63.