

News Content Analysis on The Case of “Rachel Vennya Escaped from Quarantine” on Detik.com

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ABSTRACT

Since the COVID-19 pandemic hit Indonesia, the public’s need for new information has been increasing daily. The important role of the media is to be at the forefront in conveying information about the Covid-19 virus to enlighten the public to comply with the health protocols provided by the Government. However, during the ongoing pandemic, there was a case of violation of health protocols by escaping from quarantine involving a public figure, Rachel Vennya. One of the online media that participated in reporting related to the case was Detik.com.

Therefore, a research question arises for researchers, namely how to analyze the content and editorial policies of Detik.com in reporting the case of Rachel Vennya escaping from quarantine. This study uses one of the concepts of agenda-setting theory, namely, the concept of media agenda. Meanwhile, the method used is the content analysis method of Klaus Krippendorff, with a descriptive quantitative approach starting with the stages of determining variables, operationalizing variables, and conceptualizing. So, the purpose of this study is to find out the content analysis and editorial policy of Detik.com in raising an issue in the news related to reporting on the case of Rachel Vennya escaping from quarantine.

The results of this study based on the three dimensions of the concept of the media agenda revealed that Detik.com raised the news of the case of Rachel Vennya running away from quarantine because it was considered a big and important issue to be conveyed to the public because it involved community conditions during the COVID-19 pandemic and also Detik. .com positions itself as an online media that gives factual information supported by sources involved in reporting the case of Rachel Vennya escaping from quarantine.

Researchers raise this issue to a content analysis because this is a big issue that has never happened before in society during the covid-19 pandemic

era. It also involves a public social media figure with a million followers on Instagram. Through the agenda media concept can show the highlight from the news that are related to the editorial policy of media, with this concept can show the process of editorial policy to the issue or phenomenon that happen in society and some factors that the editor in the news article highlights. Media agenda setting refers to an issue that informs by media because what media tell can be the determiner of the truth of the information.

In the media agenda, three dimensions are visibility, audience salience and valence. The first dimension is visibility which refers to the amount of highlights of the news. There are two sub-dimension themes in this visibility: the news and rubrics. The second dimension is audience salience, which refers to a relation between the news content and the people's needs. The sub-dimension in audience salience is news value. The last dimension is valence, which refers to how the media tell the issues, is it fun or not; there are two sub-dimensions in valence news tone and source person.

In this research, the researcher uses content analysis to know what is inside the text. Content analysis is a replicable method with valid data considered by context. Content analysis is a technique that makes the inference by systematically and objectively identifying a characteristic of text. This research uses a quantitative approach and content analysis as a research technique that refers to an image of content characteristics and takes a conclusion from content. The kind of content analysis used in this research is pragmatic, and it classifies the sign according to a cause and effect. The researcher uses content analysis pragmatically with some purpose to classify things that detik.com try to highlight to raise an issue to news worthy to the public.

One important step in content analysis is to determine the unit of analysis, because it can show the aspect of the text until one can find the result through content analysis. The unit that uses in this research is thematic unit, this unit is to see the entire content of the text, and this unit can be identified with the relation to the structure of the content of text, explanation, and interpretation.

Some purpose using content analysis including to describe text content, comparing the content of a media to another, to examine the hypothesis, and being the basis of media effect research.

There are some steps in content analysis that use in this research, first is to formulate the purpose of analysis, the second step is conceptualization and operationalization, make a coding sheet, determining population and sample, brief the coder, validity and reliability check, coding process, count the final result of reliability, and the last is input the data analysis.

The research and analysis of the data can show how detik.com raise an issue into a news, according to this research, the conclusion is that detik.com make a news article from a problem that is happening in social in an actual and factual way because it is compatible with the reality that happen in the field. That means detik.com does a great job in doing its role as a media. Detik.com wants to tell the public about the truth without any intention and intervention from other people or institutions. Because of that, detik.com is a trusty media that can be the determiner of truth from the information and detik.com be the social control around the public.

Keywords: New Media, Editorial Policy, COVID-19.