

## ANALYSIS OF PRESS ETHICS NEWS ISSUE "LUHUT REPORTED TO THE SOUTH SULAWESI POLICE REGARDING BIG DATA POSTPONEMENT OF ELECTIONS" ON ONLINE NEWS MEDIA CNNINDONESIA.COM

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### ABSTRACT

*The purpose of this research is to find out how to frame the news issue "Luhut Reported To The South Sulawesi Police Regarding Big Data Postponement Of Elections" in CNNIndonesia.com? This study uses a descriptive qualitative research method. Descriptive research aims to provide an overview and description of the observed phenomenon, in this case an analysis of press ethics on news issues. Descriptive research will focus on systematic data collection and analysis, so that it can provide detailed information about the characteristics, behaviors, or other aspects of the phenomenon being studied. As a result, CNN Indonesia should verify any claims that arise as an issue and ensure that the information presented is accurate and not misleading.*

**KEYWORDS** Elections, News Media, Ethics



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### INTRODUCTION

All things have become online or Digital in this 4.0 era such as radio, television channels, scholarships, news and many more. It used to be able to operate without the internet and now it can operate online and connect to the internet. However, it also still operates offline or without the internet because there are still many facilities and finances of the community that are not ready for the existence of the internet.

One of the things that used to exist offline and is now growing online is the news media. In the past, to get news information before the existence of the internet network, namely with newspapers, radio and television. Interconnection-networking or commonly called Internet began to be registered by the University

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of Indonesia in 1988, but began operating in 1994 operated by IndoNet. In 1995, the first online news media in Indonesia was present called Republika Online with a URL link [www.republika.co.id](http://www.republika.co.id).

On August 3, 1996 or eight months later, Republika also organized the formation of cooperation or networks in the fields of editorial, production, advertising, and human resources with newspapers in the region, including Surabaya Post, Suara Merdeka, People's Mind, People's Sovereignty, and Waspada ([Republika.co.id:24/9/2022](http://Republika.co.id:24/9/2022)). In a news, the title is mandatory in publishing a news. With a title in a news, the public can find out what type of news will be discussed. The title of the news is very important because the title is one of the first attraction triggers for readers to read the news, the news title is also an identity of the news. Without identity, the news becomes anonymous, abstract, and unknown so that it is unable to give a message, while one of the cores of communication is a message.

Ethics in the press is something that needs to be understood for every journalist before publishing his news program. Press ethics is one of the rules that govern the rules of the media in publishing its content or programs. The source of press ethics is moral awareness in the form of right and wrong, good and bad, and right and wrong for those involved in press activities. Thus, a journalist (press) is required to sort out the information obtained first and be responsible for the news published because a journalist (press) is required to provide credible information to be accepted by the public.

Image is very important for an individual or group, because image is the point of view of others towards the individual or group. With a good image from the community, it can have a strong positive influence on people who see it. Attractive imagery, can improve memory, evoke emotions, increase influence, and increase visual appeal.

Likewise with the image of the press organization, with a positive image, the public will be more enthusiastic about the content of the news published by the press. However, it takes a strong effort to build a positive image for a press. This is because there are many presses that present hyperbole, clickbait, and uninteresting news. Luhut Binsar Panjaitan is Indonesia's Coordinating Minister for Maritime Affairs and Investment for the 2019-2024 period. Mr. Luhut is also known for being one of the President's confidants (Joko Widodo) during his tenure, therefore the President often gives several tasks to Mr. Luhut.

In 2022, Indonesia is experiencing a political season where officials and prospective officials are busy promoting themselves to be elected in the 2024 presidential election. In 2022, it was also shocked by the issue that President Jokowi Dodo, who wanted his term of office to be extended to three periods, this actually gave rise to two public opinions, namely those who agree and disagree. With this issue, Luhut Binsar Panjaitan received an invitation on Deddy Corbuzier's Youtube channel to discuss the issue. In the content of the podcast, Luhut said: "We have big data. From the big data, we grabbed 110 million from Facebook and various things, the middle and lower classes basically want to live quietly, they don't want political uproar or riots". In the podcast, Luhut did not state at all that 110 million citizens supported the postponement of the election or three times of the presidential term.

However, some online media, including CNNIndonesia.com, present news with a different perspective.

In his article entitled "Luhut Reported to the South Sulawesi Police about Big Data Postponing the Election" CNN Indonesia explained that some time ago, Luhut claimed that there was big data containing conversations of 110 million people on social media supporting the postponement of the 2024 Election. Meanwhile, in his podcast with Deddy Corbuzier, Luhut said that 110 million people in Big Data want to live quietly. In this case, the author is interested in discussing one of the online news media that is quite famous in Indonesia, namely CNNIndonesia.com. CNNIndonesia.com news website has been present on the Indonesian internet network on October 20, 2014 with Yusuf Arifin as the editor-in-chief.

The process of managing information and news at CNN Indonesia is more complex and detailed than its competitors. One of its distinctive features is the implementation of standards and procedures (S&P) which serves as the main guide in ensuring the accuracy of news through the process of checking and rechecking. CNN Indonesia organizes awards for city and district governments, BUMDs, and the private sector that stand out in the best programs and innovations. Known as the CNN Indonesia Awards, this event first took place in South Sulawesi Province on March 21, 2024, and in Bali Province on May 13, 2024.

Based on the background of the above research, the author can formulate the problem, namely how to framing the news issue "Luhut Reported to the South Sulawesi Police Regarding Big Data Postponing Elections" in CNNIndonesia.com? The purpose of this research is to find out how to frame the news issue "Luhut reported to the South Sulawesi Police about big data postponing the election" in CNNIndonesia.com? This research is expected to be a useful reference for the study of Communication, especially Journalism and Mass Communication Communication, as well as providing thought literacy for Communication Science students as reference material related to research on press ethics in the use of news headlines.

## **RESEARCH METHOD**

This study uses a descriptive qualitative research method. Descriptive research aims to provide an overview and description of the observed phenomenon, in this case an analysis of press ethics on news issues. Descriptive research will focus on systematic data collection and analysis, so that it can provide detailed information about the characteristics, behaviors, or other aspects of the phenomenon being studied.

In this study, the authors apply the framing analysis model of Zhongdang Pan and Gerald M. Kosicki, which includes several main structures. First, syntactic structure, which examines how journalists structure facts through elements such as news headlines, openings, background information, quotes, statements, and closings. Second, the script structure, which evaluates the way journalists tell facts, includes 5W+1H elements: What, Who, Where, When, Why, and How. Third, thematic structure, which focuses on how journalists present facts in texts. Fourth, rhetorical structure, which analyzes how journalists emphasize facts through word choices and vocabulary to describe events, where journalists' ideologies influence the interpretation of facts.

The location of the researcher is not in East Kalimantan, so the research will be carried out at the author's house by observing the CNNIndonesia news media site. The research will be expected to last for approximately two months for observation and data collection. The researcher uses information as a database, obtained from both primary and secondary data sources. The selection of data and information depends on the subject and object that provides quality information in accordance with the research objectives, as well as being willing to provide data. Primary data comes from informants, while secondary data is obtained from documents, books, and journals as a theory to support the research. Namely in the form of: Primary Data, which is obtained by looking at original news sources on CNNIndonesia.com social media. Secondary data is obtained by collecting data that supports the author in this study through documents, journals, books, and news published by the media.

In collecting data, the author uses several methods, namely in the form of: Textual Data, Documentation. This approach is descriptive, where the researcher seeks to elaborate or explain the characteristics in CNN Indonesia's online media news coverage. This method of analysis is based on the model of Zhongdan Pan and Kosicki. Here framing is explained as a construction strategy in news processing. It is considered a cognitive tool used to mark information, give meaning to events, and associate them with newsmaking routines and conventions. The framework of the analysis consists of several elements, including syntax, script, thematic, and rhetorical. The data source used by the author is the subject that is the focus of this research.

## RESULT AND DISCUSSION

### Syntactic Structure

**Table 1. Syntactic Structure**

Pg	Headline	Lead	Background Information	Quotes and Statements	Cover
1	Luhut Reported to the South Sulawesi Police about Big Data Postponing the Election	Jakarta, CNN Indonesia -- The Coordinating Minister for Investment and Maritime Affairs (Marves Luhut Binsar Pandjaitan) was reported to the Southeast Sulawesi Regional Police (Sulawesi) regarding his claim	"That's right, the complaint report is in the Special Crime Directorate," said the Head of Public Relations of the South Sulawesi Police, Kombes Pol Ferry Walintukan to CNNIndonesia.com, Wednesday (20/4) Ferry said that currently the report from the resident is still under	"That's right, the complaint report is at the Special Crime Directorate," said the Head of Public Relations of the South Sulawesi Police, Kombes Pol Ferry Walintukan to CNNIndonesia.com, Wednesday (20/4) "It is still in the process of investigation. I don't know what exactly, but	Luhut was also asked several times to open big data which was claimed to contain conversations of 110 million citizens supporting the postponement of the election, but he always refused. He also conveyed his

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regarding the big data of citizens who want the 2024 election to be postponed. Luhut was reported for allegedly lying to the public.	investigation. He also admitted that he did not know whether the investigators had asked for information from related parties.	about Mr. Luhut's response reported by the residents' group," he explained.	rejection during a debate with the BEM UI action crowd at the UI Conference Hall, Depok, Tuesday (12/4). Luhut feels that he has the right not to open the data.
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Syntax framing is a way of arranging and presenting information in news texts to influence readers' perception of certain issues. In this context, the researcher looks at it from 5 main focuses as stated by Zhongdang Pan and Gerald M. Kosicki, namely headlines, leads, background information, quotes and statements, and closing. The description of this is as follows.

### ***Headline***

It is known that the headline displayed by CNN Indonesia as a news headline is the opinion of the journalist himself. This can be seen from the fact that the resource person is not the dominant subject in the title. The use of journalists' opinions in headlines in this news story aims to grab the reader's attention and provide an immediate overview of the news' point of view. In addition, these headlines seek to reflect the opinions or interpretations of journalists to make the news feel more relevant and urgent, provoking curiosity and encouragement to read further.

### ***Lead***

The lead displayed by CNN Indonesia predominantly did not display statements from the speakers. This step, according to the researcher, is an effort to create continuity between the headline and the lead. In addition, the absence of the name of the source aims to have a strong and concise statement from the journalist, so that it can convey the essence of the story more effectively than a direct quote, which may require more context or explanation. The use of journalists' personal statements in this lead also aims to help direct the reader's focus on the main points that they want to convey.

### ***Background information***

Background of News Information Regarding Luhut Reported to the Police  
The background of the information presented by CNN Indonesia quotes directly from a statement from a source. This is considered important according to the researcher because the use of direct statements by the source indicates that the background of the information does not only come from the opinion of the journalist but is based on the information of the source.

### ***Quotes and statements***

It is known that in the news reported by CNN Indonesia with the title "Luhut Reported to the South Sulawesi Police about Big Data Postponing the Election" only used 1 main source, namely the Head of Public Relations (Head of Public Relations) of the South Sulawesi Police. The use of the police with the position of Head of Public Relations aims to ensure that opinions previously written by journalists can be legitimized by the same opinion from credible sources.

### ***Closing***

In the closing part, CNN Indonesia only presented the journalist's opinion in presenting the closing paragraph without being juxtaposed with strong arguments from the speakers. Therefore, Luhut as the reported party is positioned by CNN Indonesia as an unresponsive, incompetent, and bragging party related to big data on the postponement of the election.

### **Script Structure**

#### ***What***

The structure of what in the news published by CNN Indonesia refers to what happened. This can be seen from the description of the main event or occurrence that is used as a headline, namely big data for postponement of elections. The use of primary events as fulfillment in the what structure basically aims to allow journalists to provide a clear picture of the main events being reported, as well as to allow readers to understand the topic and relevance of the news.

#### ***Where***

This structure refers to where the event occurred/was reported. In this context, CNN Indonesia makes Jakarta a base for news. This basically aims to show the reader that the main problem is happening from the area. In addition, in the screenshot above, it can also be seen that there is a sentence "reported to the Southeast Sulawesi Police". This sentence serves as a link for problems, or in other words this sentence indicates that the problem that originated in Jakarta will be solved in Southeast Sulawesi.

#### ***When***

The structure of the when in the news above refers to when the interview with the main source is conducted. This basically aims to increase the trust of readers, in addition to making relevance between the event and the report made.

#### ***Who***

Who in the news reported by CNN Indonesia refers to the main figure in the news, namely the Coordinating Minister for Investment and Maritime Affairs (Menkomarves) Luhur Binsar Pandjaitan. The use of the Minister of Communications as the main who structure in this news is aimed at making it easy for readers to understand the sequence of events in the news.

### **Why**

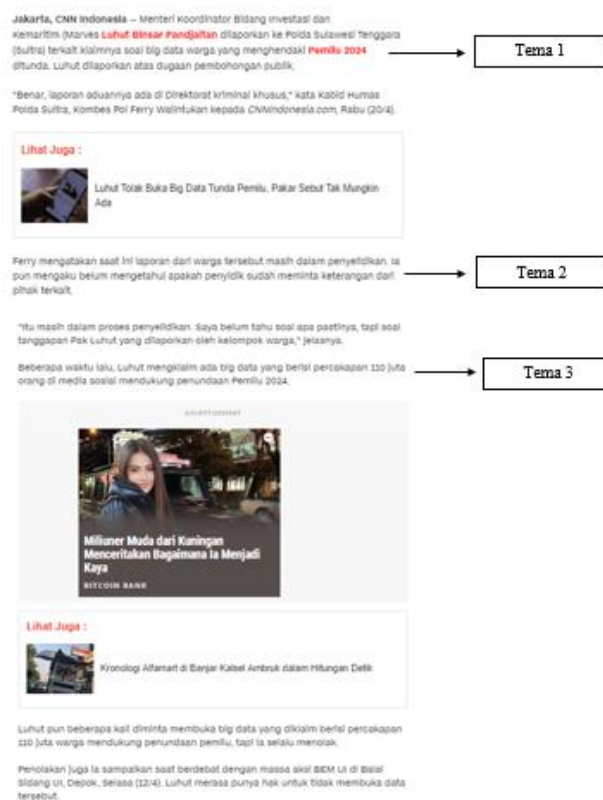
The why structure in CNN Indonesia's coverage is basically the main context of the problem in the news. This structure also shows the reasons why the issue of postponing the election has arisen and the consequences of the issue.

### **How**

In the structure of the how, CNN Indonesia uses interview quotes from the main speakers. This is so that there is no confusion over the issue of postponing the election, in addition to making it easier for readers to understand the ongoing legal process.

It is known that in the script written by CNN Indonesia, there is a complex combination of statements from sources and opinions from journalists based on events that have occurred. This complexity can basically be seen from the decomposition of the event by profiting from the names of the main characters and then combining them with statements from the sources. This combination, according to the researcher, is also a way carried out by CNN Indonesia to show its neutrality in the case of postponing the election, as Article 1 of the Code of Ethics for Journalism (KEJ) which states that Indonesian journalists are independent, produce accurate, balanced, and not bad faith news.

### **Tematik**



**Figure 1.** Results of Thematic Analysis

Based on the results of the thematic analysis above, it is known that the main theme raised is the reporting of Luhut Binsar Pandjaitan to the South Sulawesi Police related to the use of Big Data which has the potential to affect the election schedule. Thematic analysis of the 3 themes found that there were 4 contexts found, including politics, law, technology and data security, and election procedures. Theme 1 is related to election laws and procedures. Theme 2 is related to law, while the theme is related to technology politics and data security.

The explanation of the 4 contexts in each of these themes is as follows: 1) Political context. Reflecting political dynamics related to the use of technology in the electoral process, which affects security and transparency issues. 2) Legal context. Reporting Luhut to the police shows the legal aspects related to the use of big data and possible violations that are considered detrimental. 3) Technological context and data security. The use of big data in this context highlights the importance of data security and ethics in its use in the political process. 4) The context of the election. The report also highlights potential disruptions to the electoral process and the need to review the election schedule that has been set.

### **Retorik**

The rhetorical structure relates to the way journalists emphasize facts with the observed units of analysis including words, idioms, images, or graphs. In this study, the rhetorical structure only focuses on words, idioms, and images. The results of the analysis based on words and idioms are as follows.

#### **Reported to the South Sulawesi Police**

The use of the word "reported" and mentioning the legal authority (Polda Sulawesi) shows that there are serious legal actions against Luhut. This gives the impression that the issues faced are not trivial and require legal intervention.

#### **Big data**

The term "big data" refers to large and complex data sets that require advanced technology to process. In this context, the term is used to show that there is significant and data-driven evidence to support Luhut's claims.

#### **Public lies**

This phrase is very strong and negative, accusing Luhut of committing a big lie that is detrimental to society. Therefore, this phrase gives the impression that Luhut's actions are not only unethical but also detrimental to the public at large.

#### **Still under investigation**

This phrase indicates that the legal process is ongoing and there is no final conclusion yet, thus creating a sense of uncertainty and waiting for the results of further investigations.

#### ***110 million people***



This figure is used to show the large scale of the data that Luhut claimed. This aims to give the impression that support for the postponement of the election is massive and significant.

#### ***Refusing to open data***

Luhut's refusal to open the data creates suspicion and questions the transparency of his claims, thereby reinforcing the accusation of public lies and increasing public distrust of the claims.

#### ***Mass action of BEM UI***

The mention of mass groups from BEM UI shows that there is opposition and pressure from academic groups and civil society against Luhut's claims. It is known that in this news directly using a photo of the main figure being discussed, namely Luhut Binsar Pandjaitan. The use of the photo, although not very relevant and in accordance with the theme raised, the researcher saw that there were other functions that he wanted to highlight. These functions include helping readers instantly recognize who is being talked about, attracting attention because Luhut is a well-known public figure, adding to the credibility of the news by showing that this information is really related to important public figures, and providing visual context that supports the narrative about the reports and big data claims that involve him.

### **Discussion**

#### ***Framing in News "Luhut Reported to the South Sulawesi Police Regarding Big Data Postponed Elections" on CNN Indonesia channel***

The news about Luhut Binsar Pandjaitan's reporting to the South Sulawesi Police for alleged public lies related to big data claims that support the postponement of the 2024 election is framed in a way that highlights controversial aspects and serious accusations against an important figure. This framing begins with the use of strong words such as "reported" and "public lie". The word directly builds a negative and serious narrative around Luhut's actions. This choice of words has heavy legal and moral connotations, as if there is already a solid basis for the accusation. The news also reinforced the impression by mentioning a specific figure of "110 million people". The use of very large numbers without verification from Luhut can affect the perception of readers, thus making them create the perception that there is a flaw in the ongoing system.

Framing the news further highlighted the actions of residents who reported Luhut and the response from the police, thus confirming that the report is under investigation. This presentation gives weight to the allegations and seems to confirm the legitimacy of the report without including a perspective or defense from Luhut's side. This condition gives the impression that the report has a strong basis and is being seriously processed by law enforcement. When the news mentioned that the report was in the Special Crime Directorate, this further strengthened the serious impression and importance of this report. However, the absence of a response or clarification from Luhut or those who support him creates an imbalance of information that can mislead readers.

In addition, when Luhut is said to have refused to disclose the claimed data, this framing reinforces the narrative of non-transparency and potential dishonesty, which could affect the public's perception of Luhut's credibility. The refusal to disclose the data could be seen as a sign that something was hidden, although Luhut may have a legitimate reason not to publish the data. This kind of framing can easily manipulate public opinion and influence how they assess Luhut's integrity. This rejection is presented without adequate context regarding data privacy rights and policies, which should also be an important part of this news (Lestari & Gunawan, 2018).

This news framing also ignores the principles of accuracy and thoroughness by not providing adequate information regarding data collection methods or the validity of big data claims. The news only mentions Luhut's claims without including journalistic efforts to check the veracity of the claims, such as looking for independent sources who can confirm or refute the claims. This shows a lack of in-depth and critical investigation of the information presented to the public. In addition, this news does not provide enough explanation about how the data is collected or analyzed, thus leaving readers with many unanswered questions (Nurudin, 2018).

Overall, the framing in this news tends to put Luhut in a defensive position, highlighting serious allegations without sufficient evidence, and lacking the context necessary to understand the overall situation. This approach has the potential to damage Luhut's reputation and influence public opinion based on information that may not have been fully verified. By prioritizing the sensational aspect of the allegations without providing a balanced and in-depth analysis, this news does not meet journalistic ethical standards that emphasize accuracy, fairness, and responsibility to the public (Nugroho, 2012). This kind of framing can contribute to polarization and distrust of the media, given that the public may feel that the news does not provide a complete and fair picture.

***Violation of Press Ethics in the News News "Luhut Reported to the South Sulawesi Police Regarding Big Data Postponing the Election" on CNN Indonesia channel***

Press ethics is a set of principles that guide journalistic practices to ensure fair, accurate, and responsible reporting (Nurlina & Marwan, 2020). In this study, press ethics will be seen from the form of the violation by focusing on accuracy and thoroughness; justice and impartiality; privacy and honor; responsibility to the public; and transparency. This focus is combined with the Journalistic Code of Ethics (KEJ). The discussion is as follows.

**1. Accuracy and rigor**

Accuracy and accuracy refer to Article 3 of the KEJ which reads "Indonesian journalists always test information, report in a balanced manner, do not mix facts and judgmental opinions, and apply the principle of presumption of innocence". According to the researcher's view, there are 2 things that have the potential to violate Article 3 of the KEJ with a focus on accuracy and precision, namely not verifying and not testing information. In not verifying, the potential violation

occurred because the news presented Luhut's claim regarding big data containing conversations of 110 million people without verifying the validity of the data. The same goes for not testing information, where a potential breach occurs because there is no evidence or supporting data included in the news to support the claim.

## **2. Justice and impartiality**

The potential violation of journalistic ethics in this focus is Article 1 of the KEJ which reads "Indonesian journalists are independent, produce accurate, balanced, and not bad faith news". It is a potential violation because the news from CNN Indonesia only contains claims from reporting residents and statements from the Head of Public Relations of the South Sulawesi Police without any effort to get a response or clarification from Luhut or his supporters.

## **3. Privacy and honor**

On privacy and honor, there are 2 articles that cover, namely Articles 2 and 4. Article 2 of the KEJ reads "Indonesian journalists take professional ways in carrying out journalistic duties", while Article 4 reads "Indonesian journalists do not make false, defamatory, sadistic, and obscene news". Based on the results of the analysis, it can be seen that there are at least 2 potential violations of the code of ethics committed by CNN Indonesia, namely the dissemination of accusations and damaging reputation with the use of the term "public lie".

## **4. Responsibility to the public**

In this focus, the results of the analysis that have been carried out find that CNN Indonesia does not provide adequate context, in addition to readers are not given enough explanation to understand the context and impact of big data claims and election postponement. As a result, the public does not get a clear understanding of the issue, which can lead to misinformation and unfounded speculation.

## **5. Transparansi**

The results of the analysis showed that there were 2 potential violations that occurred, namely lack of transparency of the source and not mentioning the source of the data. The lack of transparency makes it difficult for the public to assess the credibility of the information presented, which can reduce trust in the news. In addition, this is also contrary to Article 3 of the KEJ, namely "Indonesian journalists always test information, report in a balanced manner, do not mix facts and judgmental opinions, and apply the principle of presumption of innocence".

## **CONCLUSION**

Based on the results of the analysis and discussion that has been carried out previously, it can be concluded that the news regarding Luhut Binsar Pandjaitan's reporting to the South Sulawesi Police for alleged public lies related to big data claims that support the postponement of the 2024 election is framed in a way that highlights controversial aspects and serious accusations against an important figure. The news presented by CNN Indonesia has 5 potential ethical violations including

accuracy and thoroughness; justice and impartiality; privacy and honor; responsibility to the public; and transparency.

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