

THE DISCOURSE ANALYSIS OF BALI TV

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Abstract

This study aimed to analyze the discourse of Bali TV coverage of Kemoning-Budaga case, Klungkung, Bali, a conflict that erupted on 17 September 2011 which led to the discourse of *pakraman* village dissolution. This case discredited Governor Made MangkuPastika, who was reported as if he were thinking of dissolving *pakraman* villages in Bali. While Bali TV and Bali Post under the auspices of Bali Post Media Group (KMB) continued to exploit the discourse of *pakraman* village dissolution subjectively, which Governor Made MangkuPastika could not accept so that he made a notice even prosecuted the Bali Post civilly in the Denpasar District Court. The main data of this study was Bali TV news discourse focused on the Kemoning-Budaga case which analyzed using the theory of discourse, agenda setting, framing, and semiotics. The results of the analysis showed that the discourse coverage of Kemoning-Budaga clashing case in Bali TV was an extension of the Bali Post printed media discourse that was managed by a clear setting agenda for the social, political, and ideological interest of the KMB *Ajeg Bali*. At the same time Governor Made MangkuPastika utilized the Bali government public relations agency and media outside of the KMB such as Bali TVRI and Radar Bali to launch a counter discourse against this rivals, Bali Post Media Group. The discourse of Kemoning-Budaga case showed a concrete example of how the mass media ignored objectivities for the interests of power.

Keywords: discourse, setting agenda, framing and counter discourse, *pakraman* villages

Introduction

The press world, including television, has entered a new area in the era of reformation which started in 1998 for several reasons. The first reason is that the permit needed to establish a television station is made to be easier. The second reason is that all the television stations are free to produce news. Since then both the national television station and local television station have made news as one of their superior programs in order to improve their rating or to show their identities off. In the middle of September 2011 the Bali TV successively reported the news that the Governor of Bali, Made MangkuPastika, would disperse the traditional village. Such news was exposed by the Bali Post and KMB. MangkuPastika disagreed with the news and stated that the Bali Post was less professional as it spread false news. Even he prosecuted the Bali Post in court for having spread false news. There had never been any case of news coverage involving two great strengths in Bali; therefore, it is interesting to explore it from the perspective of mass media.

This present study is intended to analyze the discourse on “the dispersal of the traditional village” in the Bali Post’s news coverage after the conflict between Kemoning Village and Budaga Village, Klungkung, Bali, took place. There were several reasons why the discourse of the dispersal of the traditional village was chosen and interesting. The first reason was, in accordance with the Bali Post, that the discourse of the traditional village was considered damaging what is referred to as *Ajeg Bali*, a moral movement which is intended

to conserve the Balinese culture, including the traditional village. The second reason, in accordance with MangkuPastika, was that the discourse on the dispersal of the traditional village was considered subjective and less professional. The legal claim made by MangkuPastika to the Bali Post, which had almost never taken place, attracted the public attention. The reason is that the Bali Post and Bali TV belong to one group and that the Bali TV viewers spread both in the urban and rural areas. What is interesting is that how the Bali TV constructed the discourse of the dispersal of the traditional village.

The theories used in the present study are the theory of discourse, the theory of agenda setting, the framing theory, and the theory of semiotics which are used eclectically. The theory of discourse was used to deconstruct the objective and meaning (Foucault, 2002: 228) of the construction of the discourse of the dispersal of the traditional village on the Bali TV news. The theory of agenda setting was used to identify the working process of the press when preparing information on, opinions and issues about the discourse of dispersal of the traditional village which was used as the center of the attention paid to by the Bali TV and KMB (Tamburaka, 2012). The framing theory was used to analyze how the dispersal of the traditional village was presented in the journalistic practice by the Bali TV and KMB. The theory of semiotics was used to analyze all aspects and meaning of a sign in communication, words, pictures and so forth (Hoed, 2011: 3). It was also used to interpret the meaning of the text, expression and visual in the discourse of the dispersal of the traditional village.

Research Method

This present study was designed to use qualitative approach and phonological approach using the paradigm of critical research, namely, the thinking paradigm which views massages as the struggle for power, politics, and ideology. Fairclough (2009) stated that a discourse was manifested through various forms in general and language and other symbols in particular. Therefore, a discourse cannot be viewed as the reflection or the representation of an entity and a social relation; it should be viewed as a construction (Saparingga, 2000: 1).

The present study was conducted at several places in Denpasar such as at office of the Local Indonesian Broadcasting Committee 'Komisi Penyiaran Indonesia Daerah Bali (KPID)' and at the office of the Bali TV. A number of interviews were also held at several places in Denpasar. The main data of the present study was in the form of the dispersal of the traditional village which was broadcast by the Bali TV. This issue appeared after the conflict between Kemoning Village and Budaga Village, Klungkung, Bali, took place. The data were in the form of the materials which were presented and documented. The supporting data were also obtained from the printed media clippings and online media.

Result And Discussion

Among many issued printed mass media, the Bali Post and Radar Bali are very popular, and among the electronic media especially television media, the Bali TV and Dewata TV are very popular. The Bali Post's owner established what is referred to as 'Kelompok Media Bali Post (KMB)' (the Bali Post Media Group). The Bali TV as part of KMB is highly influential as it has been the first private television station in Bali. It has many viewers as it presents the programs which are used as the microphone of the KMB's ideology, namely, what is referred to as *Ajeg Bali*. The relation between the Governor of Bali, Mangku Made Pastika, and KMB, which used to be good, was becoming a serious relation.

The conflict resulted from the news that the Governor of Bali, Made MangkuPastika, was reported to intend to disperse the traditional village. The Governor could not accept that. The Bali Post successively reported the dispersal of the traditional village as if it had blamed the Governor's position. Finally, the Governor of Bali made a summation and prosecuted the Bali Post to court. The court of first instance 'Pengadilan Negeri (PN)' and the Appellate

Court ‘Pengadilan Tinggi (PT)’ granted what was claimed by MangkuPastika; however, the Supreme Court ‘Mahkamah Agung’ granted the appeal made by the Bali Post.

First, the framing and agenda setting of the Bali TV contributed to the creation of the discourse of the dispersal of the traditional village. Second, the media cultural factor, the economic and political factor, and the ideological factor also lead to the creation of the discourse of the dispersal of the traditional village. Third, the Governor of Bali, MangkuPastika, used the public relations division of the Government of Bali Province and the media beyond the KMB such as TVRI, Radar Bali, Bali Express, and Warta Bali to present this counter discourse. The Bali Express newspaper did not expose the dispersal of the traditional village at all, and Warta Bali implied that the Governor never disturbed the press freedom.

The production process of the creation of the discourse of the dispersal of the traditional village resulted from the attempt made by the Bali TV to delegitimize the Governor of Bali through framing, and the continued agenda setting of the dispersal of the traditional village. The reproduction of the discourse of the dispersal of the traditional village contained the struggle between the ideology of the media power and the ruler’s power. They competed to win the public opinion, which became split; some supported the Bali TV and some supported the Governor of Bali.

The Bali TV’s power produced the discourse of the dispersal of the traditional village by choosing the speakers who supported its ideology. However, the Governor of Bali won the public opinion by inviting an expert in national communication named TjiptaLesmana as the counter discourse was set as part of a seminar which was widely covered by the local media.

Second, the factors which supported the process of the creation of the discourse of the dispersal of the traditional village, which caused the Governor’s position to be widely questioned, resulted from the selected processes, the results of interviews, and the pictures (visual) which were framed. The superlative titles of texts such as “Cok Rat MangkuPastika Jangan Emosi” [Cok Rat Asked MangkuPastika Not to Be Emotional], “Komitment Gubernur Jaga Bali Dipertanyakan” [The Governor’s Commitment to Saving Bali Is Questioned], “BerjiaKesatria” [Be Brave], “Gubernur Mestinya Minta Maaf” [the Governor Should Apologize] did not reflect any accurate event or reality.

The Governor and Bali TV fought against each other in order to obtain sympathy and support from the Balinese society. The Governor stated that he never stated the discourse of the dispersal of the traditional village. However, the Bali Post stated the opposite by presenting TjokGedeAgung as the speaker. That means that there were two discourses which competitively struggled for the public opinion; some agreed with the discourse the dispersal of the traditional village and some did not. The reason was that each party viewed the event from different angles.

Third, the Governor of Bali, MangkuMastika, who felt being blamed, did what he could do to face the discourse of the dispersal of the traditional village which was strongly and critically constructed by the Bali Post, starting from using the right to answer, prosecuting the Bali Post, and making a counter discourse in order to straighten out the news released by the KMB which was considered being not in accordance with the fact. The counter discourse was made using the media beyond the KMB such as the TVRI Bali, Radar Bali, Bali Express, and Warta Bali. The Governor also held meetings attended by the society leaders in order to clarify the event by showing the video recording of the plenary session held by the Regional Legislative Assembly ‘Dewan Perwakilan Rakyat Daerah Bali (DPRD)’ and the witnesses who watched the conflict between Kemoning and Budaga.

Conclusion And Suggestion

Based on what was described and analyzed above, it was found that the discourse of the dispersal of the traditional village covered by the Bali TV after the conflict took place between Kemoning and Budaga, Klungkung, was an extended discourse of the Bali Post printed media which was managed using the clear agenda setting for the social, political, and ideological interests of the KMB, namely, what is referred to as the KMB's *Ajeg Bali*.

First, the news coverage was not objective and was in accordance with the journalistic ethics as it presented misinformation and could disturb the people. The analysis of what had happened to the discourse covered by the Bali TV and the KMB mass media after the conflict between Kemoning and Budaga took place showed the subjective and less professional journalistic work as facts and opinions were combined. The Bali Post journalist and the Bali TV journalist did not ask the key source, namely, the Governor of Bali, Made MangkuPastika, for his confirmation. The only his statement was quoted. Such a practice was considered incorrect by the Press Board 'DewanPers' as an obligation as specified in article 3 of the Journalistic Code 'KodeEtikJurnalistik (KEJ)'.

Second, the less professional press work could lead to a counter attack to the press itself through a counter discourse and even to being persecuted to court. When the Governor of Bali, MangkuPastika, felt that he was blamed for the discourse of the dispersal of the traditional village, the Governor did his best to make a counter discourse using the mass media beyond the Bali Post, Bali TV, and KMB. In addition, he also prosecuted the Bali Post to court. Although in this legal process MangkuPastika was the loser, the step he had taken was a lesson for the press that it should work professionally, and for the people that the press did not always present facts objectively.

First, it is suggested to the media management that it should work professionally. Second, it is suggested to the social and its leaders that they should more critically read the content of the news. In addition, they should also understand the real construction of the television discourse. That is important as the discursive practice applied by the editorial staff is the television program which is also the activity of constructing events. The news program tends to be constructed by the national and local television stations. The society leaders, whom are used as the speakers, should give their comments more critically (based on data and facts) and understand the matters which are discussed. That means that the comments they give do not support any particular interests. In addition, it is expected that they should give their opinions carefully.

Third, it is suggested to the government that, when facing any conflict with the press, it should be wiser as it plays a strategic role in supervising the press community. Such a supervisor should be intended to improve the quality of the journalists through the programs which can improve their competencies in producing news. The government should facilitate the training which is held to improve the professionalism of the press institution.

Finally, it is suggested to the researchers in the future that they should explore the cases of the subjective news coverage in the framework of giving good media education to the society. This study only focuses on the case of the discourse of the dispersal of the traditional village which was responsible for the conflict taking place between the Bali Post, Bali TV and KMB and the Governor of Bali, MangkuPastika. There are many matters pertaining to the media which are already over and are not recognized as problems.

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