

CHAPTER 1

INTRODUCTION

1.1 Background

The newspaper phase in Indonesia began from the colonialism period and it also cannot be detached from the Dutch, who were planting their power in the Dutch East Indies. According to Adhull F. (2014), there were two newspaper phases in the Dutch East Indies during Dutch colonial period: The First Phase (also known as White Phase) and The Second Phase. The First Phase was between 1744 to 1854 when the Governor General Van Imhoff released The *Bataviasche Nouvelles* (Solihin, L. 2011) that mainly described Dutch government matters. The newspaper was only circulated within Dutch society and a few non-Dutch leaders who understood the language (Effendy, 2003). However, after 1854, there was a rule about ethical politics (*Trias van Deventer*) for Dutch East Indies society and eventually the strict rule for press activity in Dutch East Indies began to change.

Chinese society in Indonesia played an essential role regarding the publication of the first newspaper in Indonesia. On January 12, 1901 a Chinese newspaper titled Li Po was published in Sukabumi. After Li Po, other newspapers were also published, for instance Kabar Peniagaan, Sin Po, and Sin Tit Po. All were owned by Chinese using the Malay-Franca language (Adhull, 2014).

Rosihan Anwar created categories for newspapers in Indonesia. The first is Quality Newspaper, while the second one is Popular Newspaper (Solihin, 2011). Quality Newspaper is defined as newspaper that is consumed by middle class people who live in the city (Solihin, 2011). The newspaper itself focuses on the quality of the content. Meanwhile, yellow newspaper is considered to be the part of Popular

Newspaper. Yellow newspaper focuses on criminal issues, sexual matters, and supernatural (mystery) (Solihin, 2011). The readers for yellow newspaper usually come from middle to lower class. As the result, it adds sensationalism and drama into the news (Emka & Afrisia, 2013). Several examples of yellow newspapers can be Pos Kota, Lampu Hijau, Warta Kota, and many more.

There are several characteristics of yellow newspaper in Indonesia, according to Adhidasasti and Rianto (2006, as quoted by Emka & Afrisia, 2013). These characteristics can be seen on the front page of the newspaper. First, it uses photo of criminal incident or woman. Second, the headline is consisted from several colors, for instances are blue, red, or yellow. Third, there is more than one article in the front page. It usually can be eight until more than 10 articles. The articles are short because they are continuation from certain page inside the newspaper. And, fourth, the advertisements could be related with sexual matters and supernatural (mystery).

Newspaper is a powerful media to influence people. In the newspaper, headline is seen as the face and main focus of the newspaper at that time. The headline is also part of editorial staff's decision. Besides the title of the newspaper, the readers will be attracted to buy and read the newspaper once they find something interesting with the headline. Furthermore, the decision whether certain news becomes the headline or not will create different effect on public's mind (Iskandar, 2015). However, because of the 1998 reformation era in Indonesia where the competition is no longer between printed media but also with online media, people can get the information easily by browsing the internet. It makes the newspaper try harder at shifting their attention. One of them is by creating interesting headlines. Similar phenomenon happens to yellow newspapers, although it mainly focuses on criminal news, sex, and mystery.

Women can be both a sensitive and interesting headline topic for the yellow newspaper. It is sensitive because, if the headline is considered as inappropriate, the yellow newspaper can be subject to reprobation by related institutions. Both Pos Kota and Lampu Hijau have encountered similar problem when their newspaper contents have raised different opinion from certain institutions. And it is interesting because, quoting Dwi Prihantara, the Editor in Chief of Lampu Hijau, the news about women still interest the readers. The problem occurs when there is a particular perception about women raised in the yellow newspaper's headline, whether they become the victims or the culprits, and the readers hardly recognize it.

1.1.1. Yellow Journalism in Indonesia

Yellow journalism in Indonesia was initiated by Pos Kota on 1970. It became the beginning of the "yellow journalism fever" in Indonesia. According to Rosihan Anwar (as quoted by Solihin, 2011), it all happened when Harmoko attended the Asia Assembly Conference in Manila on 1970. The conference was mainly about the crucial influence of printed media in Asia, so it was important for the printed media to keep their main attention on politics, economics, governance, and other issues that were related with national matters. However, Harmoko had different thoughts. He was interested in popular or yellow newspapers sold widely on the streets of Manila. As a result, he had the idea to establish a yellow newspaper in Indonesia specializing in local interest.

The existence of yellow journalism is seen to be very late in Indonesia. It is different from the "yellow journalism fever" that began to have influence in Western countries since 1895. There are many reasons behind the belated yellow journalism in Indonesia. The news about local criminal, sex, and mystery topics that are contained in the yellow newspaper presumably did not become the first

option for major newspapers during colonial period. At that time, the newspaper in Indonesia was more focused on the struggle to abolish Dutch colonialism and on how to pursue the readers for this independence. As a result, most newspaper during that period used the formal way of sending the message to readers.

The Old Order (Soekarno era), the New Order (Soeharto era), and the Reformation period determined the existence of yellow newspaper. Instability within the political system described the situation in Indonesia during the Old Order. Besides providing information for Indonesian society in remote area, the newspaper at that time was used as source of information for soldiers who were struggling for Indonesia's sovereignty. Furthermore, the newspaper was filled with the spirit to strive for independence and eliminate Dutch's influence in Indonesia (Effendy, 2003). However, after 1950, the newspaper became the tool for political parties to expand their influence in society and eliminate other parties that became their competitors, for instance *Harian Rakyat* (PKI), *Suluh Indonesia* (PNI), *Duta Masyarakat* (NU), and *Harian Abadi* (Masjumi) (Effendy, 2003).

Different from the Old Order, the economic life became the focus on the New Order. It was established by the "Economics yes, Politics no" slogan during the Soeharto era. Communism was prohibited by Soeharto, including the PKI newspapers, such as *Harian Rakyat*, *Bintang Timur*, and the others (Effendy 2003). Consequently, the Indonesian society's attention was shifted to criminal news, especially because *Pos Kota* was established during that period (1970) by Harmoko, who later became Minister of Information.

During Reformation era, freedom of speech was used by many parties as a golden ticket to established media (printed, online, and electronic). And because of the existence of online media, almost all people from different social classes are able to go online, enjoying the new technology that later becomes part of their lifestyle. The competition is not only within the same media, but also from different media, mainly online media. Moreover, in the beginning, there was no pornography law. As the result, there was *Lampu Merah* mainly publishing criminal, sex, and mystery news, spiced with sensationalism. News related to women had their own attraction, particularly for the readers.

Yellow newspapers have gained various reactions. Criticism about how yellow newspapers produce the news comes from many scholars. They discuss about the low quality existed on the yellow newspapers that filled with sensationalism and drama that arise certain emotion on their readers. On the other hand, not few people think that yellow newspapers give positive impact in Indonesia. Yellow newspapers appreciate “the taste of the readers who were ignored by mainstream newspapers” (Rahmitasari, 2013). They provide issues through language that is easily understood by their readers. Moreover, their price is also more affordable than national or mainstream newspapers and it makes yellow newspapers are reachable by different layers of readers.

1.1.2.1 Pos Kota

Pos Kota has an essential role for yellow newspaper in Indonesia. It was established during New Order era (April 15, 1970) by Harmoko, Yachya Suryawinata (journalist), Tahar S. Abiyasa (journalist), S. Harsono (entrepreneur), and Pansa Tampubolon (entrepreneur) (Solihin, 2011). Between

them, Harmoko can be labeled as the mastermind because, besides becoming the first Editor in Chief, he also created the structure of the newspaper.

In the beginning, Pos Kota was accepted various reactions. According to H. Toto Irianto, the Editor in Chief and also CEO of Pos Kota Group, Pos Kota was praised by Ali Sadikin, the Governor of Jakarta at that time. At first, Pos Kota's circulation could reach 21.000 copies by publishing about the Cut Zahara Fona (the magical baby) and Soekarno's death (Solihin, 2011). In the 1990s, the circulation of Pos Kota could reach between 500.000-600.000 copies. The existence of Pos Kota successfully created new market for newspaper. Before Pos Kota, urban workers could not purchase newspaper because the price was highly expensive and the content was complicated (Jatiman, 2000, as quoted by Rahmitasari, 2013). After that, Pos Kota came with its simple choices of words, intense use of images, and colorful headline. The language that was used by Pos Kota made it closer with its readers, it continued with the form of advertisement which was clearer and more understandable by general public (Muhammad, 2000, as quoted by Rahmitasari, 2013).

On the other hand, criticism also came to Pos Kota because it appeared to be boldly different from other newspapers. When other newspapers mainly focused on issues related with national politics, Pos Kota focused on local issues that were sensational and happened in Jakarta and other near areas (Rahmitasari, 2013). Pos Kota provides information about government and other institutions to middle to lower class people. It was different from the majority of mass media which mainly talked about politics and issues related to the government and the bureaucracy, but not about the problems within middle to lower class people.

The content of Pos Kota followed its readers whom are men from 30 – 49 years old. Pos Kota has different desks, such as Metropolitan, Criminal, Culture, National, Regional, Online, Sports, and Illustration (including cartoon, caricature, and Lembergar – Pictorial Sheet or *Lembaran Bergambar* filled with well-known figures, such as Doyok, Ali Topan, and many more). Criminal news is placed on the first rank, followed by local news, national news, celebrity news, and advertisements (Rahmitasari, 2013). Moreover, Pos Kota also provides interaction room for its readers, for instance is through Halo Bang Jaki (Jakarta Kita) that accommodates people's aspiration and critics toward government's service, Aspirasi Warga Jakarta, and Mau Ngucapin that accommodates congratulation (for birthday, anniversary, wedding, etc.) from readers to other readers. For weekend edition, the readers also have chance to interact with Kapolda through short messages.

The headline on Pos Kota is based on the importance of the news, its effect on a large amount of people, and the close connections between the readers towards the incident on the news. The use of a complete sentence as the headline in Pos Kota aims to influence the readers emotionally. According to H. Toto Irianto, middle to lower class people tends to have faster reaction with their emotion; consequently, Pos Kota uses a full sentence describing an incident on their headline because they want to form reality in their readers' mind.

Change cannot be avoided, and something similar also happened to Pos Kota. The circulation of Pos Kota has experienced a loss of almost 90 percent because it only reaches (more than) 70.000 copies. The newspaper is spread equally to different regions and it is not depending on the headline at that regional edition. If Pos Kota used to reach Medan for its copies, nowadays it only focuses on

Jabodetabek region (Jakarta, Bogor, Depok, Tangerang, and Bekasi) because of the newspaper competition in Medan. Fortunately, smaller ads keep Pos Kota on its track because there are hundreds of smaller ads that can be found on the back part of the newspaper. The advertisement also guarantees that the users of the advertisement will buy the newspaper just to see whether their advertisement is already printed or not. Pos Kota has several pages filled with small advertisement only. Moreover, there is no further change except the full-color front page to attract the readers and the change of the Pos Kota logo that appears to be smaller and efficient.

Pos Kota has 70 journalists, including correspondents who are spread to several regions outside Jakarta. Besides major regions in Java Island, the Pos Kota's correspondents also can be found in Sumatra Island (Lampung, Palembang, and Medan). The correspondents are assigned to cover the news whose location is still reachable from their regions. In addition, several potential correspondents are hired to be permanent employees.

In Jakarta, besides the correspondents, Pos Kota has around 55 journalists. The amount of female journalists is six journalists, while the rests are male. The lack of female journalists, particularly for covering criminal news, is because of the unstable working hours. The incident may happen in the middle of the night. In addition, in Pos Kota, there is no discrimination for female journalists who would like to cover criminal news.

The future of the printed newspaper is still questionable, even though the reality about the competition between printed and online media is still sharp and developing. H. Toto Irianto explained that Pos Kota has already developed its

online version, including social media accounts (Facebook) to accommodate the trends from the readers who are able to see the news directly from their electronic devices. However, the possibility of the death of the printed newspaper still exists, including Pos Kota and other national newspaper in Indonesia. It all depends on the management of the newspaper itself on how they perceive the media development and follow the trend.

1.1.2.2 Lampu Merah (Lampu Hijau)

Lampu Merah was born after the establishment of reformation era. Lampu Merah was a daily newspaper founded on November 23, 2001 by PT Cahaya Rakyat Merdeka (Rahmitasari, 2013), which is also a subsidiary of the Jawa Pos group. Lampu Merah was well known to be controversial because of the way it delivers the news to the readers. It tended to deliver the news by giving a detailed description related with procedures of criminal cases, such as rape. Consequently, many people tried to send complaints regarding the Lampu Merah articles to the Press Council. Despite the negative reactions from some people towards Lampu Merah, according to Dwi Prihantara as the Editor in Chief of Lampu Hijau, the newspaper's circulation reached until 130.000 copies between 2004-2006 when it was still using Lampu Merah name (Rahmitasari, 2013).

On October 18 2008, Lampu Merah became Lampu Hijau with 80.000 copies as the circulation at the beginning. It planned to change its image to be softer than what Lampu Merah had done in the past because it becomes more intense to describe corruption and politics. The change of Lampu Hijau's image was also influenced by the existence of the Pornography Law in Indonesia. Lampu Hijau realized that they could not depend on the readers forever because people's

ability to buy newspaper has decreased and the economic situation in Indonesia has become unstable. Both situations happened because of monetary crisis where primary needs' price increased and it changed people's habit of buying newspaper. Therefore, Lampu Hijau's image change tried to achieve as many advertising companies as possible in order to keep existing until now.

Lampu Hijau's contents are filled with different sections. Lampu Hijau attracts the readers through emphasizing criminality, sex, uniqueness, and mystery of certain news. It has Portal (Reportase Kriminal), Poltak (Politik, Kota, & Kriminal), Dewasa Only that accommodates tips and information related with sexuality, Misteri Channel, Gemstone, and many others. Similar with Pos Kota, Lampu Hijau also provides room for its readers' interaction. It has ILC (Indonesia Lamjo Club) that allows its readers to send poems, aspiration (*keluh kesah*), photos, and many others. Moreover, it has Jejaring Sosial section that is similar with the place where its readers can find their mates.

On headline, Lampu Hijau focuses on the different sides of a criminal case that they present to the readers whom are urban workers with age between 19 – 45 years old (Rahmitasari, 2013). But above all standards, when choosing the headline, Lampu Hijau places its attention more on the unique motives behind a criminal case, for instance when Lampu Hijau tells the news about a baby burnt accidentally by his parents. Furthermore, Lampu Hijau also tries to find the background story behind every criminal case that they are bringing to the readers. The journalists of Lampu Hijau does not stop only on the chronology of the incident, but also on the background of the culprit, the society's view towards both the culprit and the victim, and also the continuation of certain criminal case. Furthermore, for gaining enthusiasm and engaging the readers to

keep buying the newspaper, Lampu Hijau also provides running news with different theme for certain a period of time.

Lampu Hijau's journalists are divided based on the regions and desks. Besides Jabodetabek, the journalists come from Bogor, Tangerang, Bekasi, Tasikmalaya, Bandung, and other regions in Java Island. According to the regions, the amount of Lampu Hijau's journalists is more than 10 with two female journalists. Every journalist is assigned to cover the news within and near with his or her region. Meanwhile, the desks can be divided into Business, City Hall, and many others.

1.1.2. Yellow Journalism Outside Indonesia

The yellow journalism actually has existed in Western countries since a long time ago. In America, its influence had started since 1895. The yellow journalism has different names depending on the country, for instance it is Gutter Press (England), Yellow Press, Free Journalism, Yellow Paper, Koran Kuning (Indonesia), and many more. Sometimes yellow journalism is also juxtaposed with tabloid journalism. It happens because both yellow and tabloid journalism provides similar style (sensationalism), even though tabloid journalism usually has weekly or biweekly circulation (Rahmitasari, 2013).

There are many characteristics of yellow journalism. According to W. Joseph Campbell (2009), "the typography in yellow journalism was appealing and distinctive, the illustrations that are used in yellow journalism were also free, and the news-gathering techniques were also aggressive". Meanwhile, Frank Luther Mott that was quoted by W. Joseph Campbell (2001) on Wood (2004), the yellow journalism's several characteristics can be seen through its headlines that "screamed excitement, often about comparatively unimportant news" and

the use of pictures that do not have significance to the news. Different thoughts arise regarding the classification from the newspaper that is influenced by the yellow journalism. Even though yellow journalism is usually involved within the classification of criminal news, but it is also considered to be yellow journalism when the newspaper itself publishes news that has not been clarified its truth yet (gossip) because it puts the pressure on the sensationalism of the news. In addition, it is also considered to be yellow journalism when the headline talks about negative issue related with well-known figures from different country. The example can be seen from Close Exclusive from France that was censured by English society for publishing inappropriate photos of Kate Middleton, Duchess of Cambridge. Another example comes from News of the World from England that was censured and discontinued because of its phone-hacking scandal (Rahmitasari, 2013).

The existence of yellow journalism in America was inspired by the satirical comic that successfully attracted two well-known figures in newspaper world in America. The competition between Joseph Pulitzer (New York World) with Randolph Hearst (New York Journal) attracted Ervin Wardman (New York Press) to create a term for it. After choosing between “new journalism” and “nude journalism”, Wardman later chose “yellow-kid journalism” on 1897 (Campbell, 2009). The Yellow Kid itself was a comic created R. F. Outcault. The main character of the comic was “a kid with jug ears, two buck teeth, beady blue eyes, and yellow nightdress” (Wood, 2004). Through the Yellow Kid, Outcault offered his critical point of view towards all classes in America.

1.2 Scope

This study focuses on both the perception of women from the headlines of Pos Kota and Lampu Hijau and how the newspapers strive for their future in the middle of cyber media era. Framing analysis is used in this study to capture the perception of women in yellow newspaper. Meanwhile, semiotics combined with triangulation qualitative approach for finding the meaning behind yellow newspapers and the future of yellow newspaper. The newspapers that are analyzed in this study are Pos Kota and Lampu Hijau. Both of the newspapers will be gathered for a month as the representations to create more focused result.

1.3 Aims and Benefits

This research is aimed to build realization about the importance of the newspapers' headline. As one of the crucial elements on the newspapers, the headline can be seen to be the focus of the newspapers on that particular day. Moreover, this research is also aimed to improve people's understanding towards the meaning behind the headline. As the result, people will not perceive the headline just the way it is directly. And finally, under the situation where the yellow newspaper can be seen as the holder of public opinion for its target readers, this research is also aimed to analyze the connection between the yellow newspaper and the target readers in terms of choosing the headline.

The benefits for this study consist of three areas. First, Ignatius Haryanto (2014) quoted Daya Kisshan Tusshu (2007) about his book titled *News as Entertainment: The Rise of Global Infotainment*. It is said that nowadays news is treated as entertainment, while entertainment is treated as news. It is also related with one of the roles of journalism to "fill the emptiness of information, give education for public

to understand their surrounding, and reveal manipulations that can harm public's interest" (Haryanto, 2014). From that perspective, the benefit of this research is to raise realization and awareness about news as entertainment. Second, for the readers, the benefit of this study is the realization of the importance of the newspaper headline, particularly the yellow newspaper. Even though the headline is different from the national newspapers, but it does not mean that the headline cannot create certain influence in the society, most importantly is about the perception of women. As the result, the yellow newspaper's headline should not be processed directly on the readers' mind or even underestimated as the part of entertainment. Third, for students, there are other yellow newspapers in Indonesia beside Pos Kota and Lampu Hijau. This study can be used as the continuation for the other studies within the same context. And, fourth, for the media, this benefit for this study is as the tool to elaborate the important role of yellow newspaper towards its target readers, particularly related with the perception of women.

1.4 Structure

This study is divided into five chapters in order to provide the ease for the readers. The five chapters are consisted of the introduction, theoretical foundation, research methodology, research findings, and conclusion and recommendation of the study.

I: The first chapter provides the background of the study about journalism that is mainly focused on the newspaper. Both the first and secondary data is used on this chapter to provide the history of the yellow newspaper and then the explanation of Pos Kota and Lampu Hijau that become the main focus in this study. Moreover, this chapter also discuss about the scope of this study, the aim and the benefits, and the structure of this study.

II: The second chapter elaborates about theoretical foundation that is used in this study. This chapter also includes explanation about framing model, semiotics, and comparison with previous research.

III: Information about objectives, hypothesis, research questions, and research design can be found on the third chapter. This chapter also includes sampling plan and data analysis method.

IV: As the continuation from the third chapter, the fourth chapter will give the information about the data, research finding, and also discussion about the results.

V: The fifth chapter will be focused on the repetition of this study's outline. Furthermore, there are also conclusion and recommendation related with the study.