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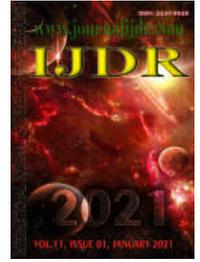
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RESEARCH ARTICLE

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REPRESENTATION OF NATIONAL POLICE'S ROLE AND PERCEPTION IN INDONESIA

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ABSTRACT

Whether National Police's role in its function, meanwhile the public take more its image from the media. Theoretically, the image of National Police in media is a representation of the reality of the construction as a results of the media professional experiences. The purpose of study to find a media frame about the National Police's role on handling terrorism and how the public perceives it; which consist 1. Finding coverage of terrorism acts in the mass media; 2. Find a representation of the National Police's role in handling terrorism; 3. Finding public perceptions about the National Police's role; 4. Explain the relationship between media frames and public perceptions of the National Police's role in dealing with terrorism acts. The methodology of study use mixed methods, the data processed by sequential exploratory methods. The study found that public perceptions of the National Police's role in dealing with acts of terrorism are positive for generic issues and negative for specific issues. The National Police's role in handling acts of terrorism within the frame of the media is determined by the quality of the media's subjective knowledge. This difference in perception occurs due to the audience is exposed to rings of perception, misrepresentation, and differences in media and public agendas. Suggestions, in reporting terrorism the media should apply the principle of balance and fair; the National Police should be percisten open; the relationship of exposure to the reporting of acts of terrorism should be traced to public perceptions and sentiments; the historical relationship between the National Police and the representation of National Police's role in handling criminal cases; and the relationship between reporting of criminal acts and public trust.

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INTRODUCTION

In the practice of state administration, the police are categorized as the Repressive state of the Apparatus (RSA), which performs a repressive role. Public understanding and assessment of Polri's role can be obtained from direct contact experience or when dealing with Polri's functions, or from the media. The problem is that media reporting the reality of National Police theoretically be different as the reality of National Police's role. The police as the state apparatus can carry out repressive and ideological practices, and the media as the idealistic apparatus can be too. How are the relations between the two, is a relation not only in the context of the relationship between the media and the source of the news, but also an institutional relationship as both state apparatus. One

of the depictions of the role of the Police is in dealing with shared acts of theory that often cause many victims.

The handling of the Police in acts of terrorism has attracted the attention of journalists in the field who later became media reports. The National Police's role in handling acts of terrorism reported by the media is a representation of the reality of National Police's role in practices. Whatever the media images as a presentation that may be different from the reality, in audience perspective it is generally a reality, which will become the reference of the audience. The media representation about the National Police's role refers to representation theories, one of which is media framing. Media effects can be categorized as strong, limited, moderate, and in subsequent developments having full power (Saverin and Tankard, 2005). Some studies conducted with experiments and

surveys have reported the effect of news framing on public opinion and perceptions. In reporting, the media carries out a framing process so that what is captured by the public will depend on the frame in the media. The news is a construction result whose output is in the form of framing that consciously or not influences audience perceptions. How is the reporting of acts of terrorism in the mass media, how is mass media framing about the role of the Police in dealing with acts of terrorism, how is the public perception of the role of the Police in dealing with acts of terrorism and whether the media frame appropriately with public perception of National Police's role in dealing its. The study purposes to find representations of National Police's role in handling terrorism acts in the news; public perceptions toward National Police's role in news reporting on terrorism acts; and explains the relationship between media frames and public perceptions of National Police's role in dealing with acts of terrorism.

Literature

Media Framing As Social Construction: There are two streams in the study of communication; first, as a process of flow that considers communication just transfer the messages; second, communication as a construction process, John Fiske, (2007). This study takes place communication as a construction process. Reality construction theories explain that knowledge of reality based on the structure of knowledge its communication with social environment. One of messages construction is media frame. Thus social construction process at the media level is a media frame so that the reality represented by the media has a certain frame or framing, (Croteau, et al, 2012). Through framing the issues presented can be interpreted the same as conveyed by the media.

Framing As Representation: Representation designed based on the interests and needs of the media; Burton, (2011) states, all communication messages are the construction. Croteau, et al, (2012: 186); stated, representations are process of selection that invariably mean that certain aspects of reality are highlighted and others neglected, representation is a product of a selection process. What reality context was described by Berger and then applied in media practice by Burhan Bungin, the process of representing reality through social interaction, both in the media environment and in the community. The output in this study is a media frame. Thus, representation is the simple depiction so it is easy to understand; and for this purpose the media undertakes construction and framing weather the audience can perceive it as media expected.

Perception As Media Framing Effect: Perception defined as the interpretation or meaning of stimuli in the form of communication messages that hit the five senses. Public perception on messages is influenced by internal and external factors. In the process of perception there is an element of selection so that stimuli in the form of communication messages as intended by the media can be perceived by audiences differently. Saverin and Tankard, (2005) mention four types of selection processes, were selective exposure, selective perception, selective attention, and selective retention; which he later called as the layer of the fortress of perception; it can be figured as follows:

The rings existence of perception indicated that audience is active in interpreting the messages, (Croteau, 2012); in addition, the audience itself has autonomy and freedom to

interpreting the meaning of media messages (encoding). Thus, it is possible media's perception of event is different from audience perception.

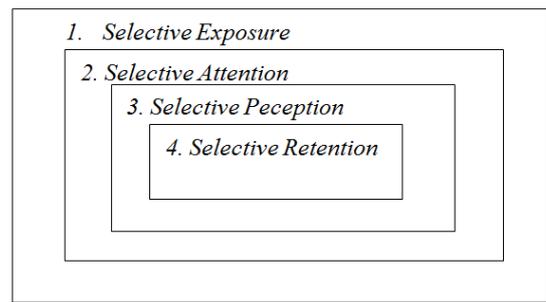


Figure 1. Rings of Perception, (Saverin dan Tankard, 2005)

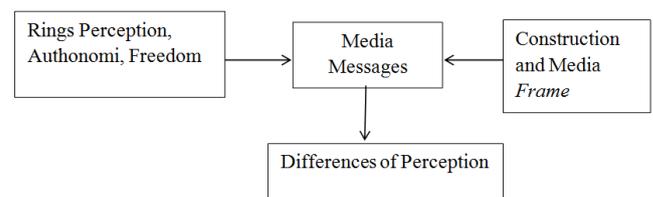


Figure 2. Perception Differences

The difference of audience perception with constructed and framed media cause of social dan psychological background. If media framing as independent variable, then the audience perception is the dependent variable

Theoretical Frame Work

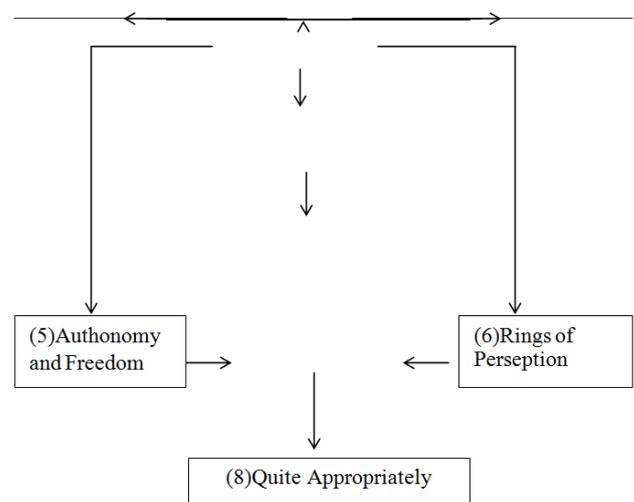


Figure 3. Theoretical Frame Work

The National Police's role in dealing with acts of terrorism in media is (1) reality which is represented through the process (2) of construction and framing so the reality appears with a certain representation. (3) Representation of National Police's role influence to (4) perceptions; the existence of several factors, such as (5) autonomy, freedom in interpreting media messages, and (6) perceptual defenses, then the media frame regarding perception the National Police's role in dealing with acts of terrorism may (7) be appropriate, quite appropriate, or inappropriate with the media frame.

RESEARCH METHODOLOGY

The studi resort to interpretative approach with combaining qualitative and quantitative strategies. To analyze the text

news, utilize framing method by Zhongdang Pan and Gerald M Kosicki's mode. It's model devices structur as syntacsis, schript, thematic, and rhetorical. The ide of this study that framing has an impact on perception and interpretation (Severin and Tankard, 2001: 333). Analysis was carried out on nine reports of bomb explosions that occurred at the Jakarta Stock Exchange (BEJ), Legian, Kuta, Bali (Bali Bombing 1), JW Marroitt Hotel Jakarta, Australian Embassy Office, Jimbaran, Bali (Bali Bombing 2), JW Marriot Hotel and the Ritz-Carlton, Jakarta, Jl. M.H Thamrin, Jakarta, Kampung Melayu Terminal, Jakarta, and Surabaya, East Java.

RESULTS AND DISCUSSION

Reporting News Terrorism: The coverage of acts terrorism placed on the main number of pages using the style of Peace Journalism. The news is written in the straight news and features form. With such written and placement, reporting on acts of terrorism will be the main concern of the public, easy to know, arousing a sense of empathy and public sympathy for victims. In reporting on acts of terrorism, there are no facts about 'why', so the terrorist motive unknown. However, this is understandable because the perpetrators, who were usually small in number, even one person, were also killed in the action; Even if they are alive, they are usually secured first so that journalists in the field have difficulty gaining access to the perpetrators.

Frame of the National Police's Role: The frame of National Police's role in the news can be categorized into four frames as follows:

1. The role of the Police in society when acts of terrorism occur : When acts of terrorism occur at the JSE Building, the National Police's role in providing services to the public, related to information or information regarding the incident, is late. Likewise, in the manner of giving less clear information. Apart from that, as a protector, the National Police was negligent in carrying out its role of Kamtibmas and its lack of functioning information system.

2. The position of National Police in dealing with acts of terrorism: In the terrorism incident in Bali 1, National Police had a position as the main source, who provided various information regarding the steps to be taken in handling the action, including finding the perpetrators of the action during the incident. This was done by the National Police in growing public awareness and trust in a broad and comprehensive or global manner.

3. The implementation of National Police's duties in dealing with acts of terrorism: In handling terrorism incidents on Jalan MH Thamrin and Kampung Melayu Jakarta, the Police are not prepared to anticipate acts of terrorism because they do not have a good intelligence system so that acts of terrorism continue to occur and even the Police themselves become victims of acts of terrorism.

4. The Success of the Police in Handling Terrorism Actions: In dealing with acts of terrorism at JW Marriott and Ritz Carlton Hotels in Jakarta, National Police succeeded in identifying the perpetrators from the available information. In addition, the Police can confirm that the bomb explosion was a suicide bomb, and know the type of bomb used. In addition, the National Police succeeded in obtaining sufficient

information about the perpetrator so that they knew where and when the perpetrator was before starting the action, and knew how to hide the bomb that was about to detonate. Furthermore, the Police succeeded in obtaining information on terrorism, so that by acting quickly and courageously, the National Police could handle the terrorist acts that occurred in Surabaya.

Public Perception to National Police's Role: On the media side, the relationship between media content and the minds of the public is a discussion or communication effect issue, including cultivation theory and agenda setting theory. In the effect of cultivation, Saverin and Tankard, (2005: 299), explain that the picture of reality about an event in society is driven by the media's depiction of that reality. The picture of reality in the media can be a picture that is wrong or not the same as the original reality, but whatever is described by the media will become a reference for describing the reality of people's minds or preferred meaning (Croetau, (2015). Meanwhile, the agenda setting theory, initiated by Maxwell McCombs and Donald Shaw, explains the relationship between reality in media and reality in society; news conveyed by the media with issues considered important by the public (Morissan, 2013: 494). This important assessment is the impact of the prominence of issues in the media which is carried out through the placement and presentation of issues and the frequency of media coverage. One type of agenda setting impact is representation. The continuation of the agenda setting theory is the framing theory (Scheufele in Pawito, 2007) which is not limited to highlighting important issues, but in the form of attributes of these issues. The media frame can affect the existing frames in the minds of the public (individual frames). The relation in this research is the highlighting of the attributes of the issue regarding the police in dealing with acts of terrorism. The appropriate and inappropriate of framing media with perceptions side of media can be described as follows:

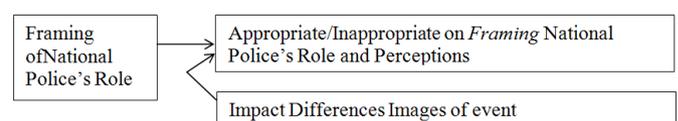


Figure 4. Relation on Framing and Perseption on side of Media

On audience side, issue of appropriate on inappropriate of perceptions with the media frame depend on stimulus from the source of the information and the cognitive maps that have existed before the audience. Judging from the characteristics of the stimulus, it turns out that what has in common between the media frame and the audience's perceptions is a generic issue, namely about the success of the Police institution, while the more specific issues, namely the frame when dealing with acts of terrorism, and the implementation of tasks; tends to the opposite, the media portrays the negative and the public perceives positivity. Meanwhile, cognitive maps provide clues to the existence of selectivity in audiences in receiving news framing.

Saverin and Tankard, (2005) explained that selectivity, which is the basis for the conformity or mismatch of audience perceptions with the media frame, occurs because the audience has rings of defenses, circles or pillars of defense. The first pillar is in selectivity, the public has its own way of responding to news about acts of terrorism (selective perception); the second pillar, the public avoids reporting on

acts of terrorism (selective exposure); the third pillar, the audience only pays attention to certain aspects or parts of the reporting of acts of terrorism (selective attention), and the fourth pillar, the audience has another memory when reading news about acts of terrorism (selective retention). The conformity and incompatibility of framing media with this perception can be described as follows:

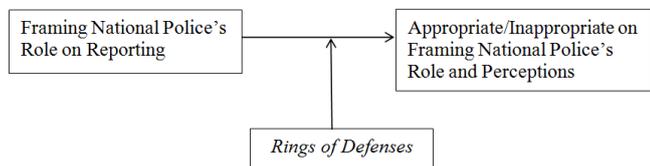


Figure 5. Comparing Frame dan Perceptions on Public Side

The comparison of the media frame and people's perceptions is as follows:

1. The representation of "the role of the National Police during acts of terrorism" in the media tends to be inconsistent with the perceptions that are in the minds of the public. Polri is depicted as slowing down terrorism and in providing vague information. Meanwhile, according to people's perceptions the opposite.
2. Representation of "the position of the National Police in handling acts of terrorism" tends to be quite in accordance with the public perception. The policing frame does not cover all aspects of the police institution, it only focuses on institutions in providing notification to the public.
3. The representation of "the implementation of National Police's duties in handling acts of terrorism" in the media shows that it is not in line with public perceptions and tends to the opposite. At the operational level, the Police in the media frame are described as unprepared, while the public perception tends to almost 90 percent indicate that the apparatus is ready.
4. The representation of "the success of the Police in dealing with acts of terrorism" tends to be quite in accordance with the public perception. Both the media and the general perception of the National Police have succeeded in finding actors in theorists and dismantling their networks.

Furthermore, public perceptions of the Police in dealing with acts of terrorism, referring to cognitive theory, will depend on stimuli from information sources and depend on cognitive maps that existed previously in society. In this research, the media becomes a source of information after going through the framing process by the media. The stimulus received by individuals in society is linked to the cognitive map of each individual. Judging by the characteristics of the stimulus, it turns out that what has in common between the media frame and the perception of halayak is a generic issue, namely about the success of the National Police, while a more specific issue, the frame when dealing with terrorism and the implementation of tasks, tends to the opposite, the media portrays negatively and society. perceive positivity. The reporting of acts of terrorism has similarities to the public so it does not avoid or accept exposure to reporting on acts of terrorism; The public pays attention to reporting on acts of terrorism because the media always exposes every event of an act of terrorism which is always placed on the main page with a large enough column size. However, the audience's perception of the news frame is

not entirely in accordance with the media, because the news frame is a stimulus that cannot be seen but the audience itself has an awareness of it. Furthermore, the conformity of public perceptions with the representation of Polri's role in various categories seems to be related to public trust in Polri, meaning that public trust in Polri has not changed so far. This belief is related to the issue of the past and present position of the National Police institution. In the past, Polri was under the structure of ABRI (Armed Forces of the Republic of Indonesia), while that environment was dominated by the Army (AD); this structural position makes the Police less independent, both in budget and in personnel development; it affects the behavior of members in the public space. in carrying out its role as protector, protector, servant and law enforcer. Currently, Polri is no longer in the ABRI circle, but this has not been able to change public confidence, but instead creates new problems, namely the emergence of public suspicion about Polri's neutrality in elections because Polri is under the President. The issue of public trust in the Police cannot be separated from the role of the mass media; criminal cases of unscrupulous members of the National Police, neutrality in elections and involvement of Polri members in political positions have further strengthened the public's poor perception of the Police. This public trust in the Police has a strong influence on public psychology; This influence can be described as follows:

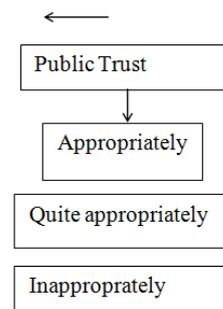


Figure 6. Conformity of Representation Polri's Role and Public Perceptions

(1)The position of the National Police institution in the state affects (2) the behavior of individual members of the Police, which then becomes the news for (3) the mass media; this news influenced public confidence to police. In acts of terrorism, media represent the role of the National Police in handling the incident; the news hits the public and creates a perception that is appropriately, quite appropriately, or inappropriately.

Conclusion

Reporting on Terrorism: On the feasibility aspect, reporting on acts of terrorism has news value because the essential events of terrorism have a broad impact (significant value). While in the writing aspect, reporting on acts of terrorism uses the style of Peace Journalism, where the elements of events and victims are highlighted in the news. Furthermore, reporting of acts of terrorism is written in the form of straight news and feature human interest, and accompanied by photos and infographics of relatively large size; and in the layout aspect, action reports are placed on the main page. However, in reporting on acts of terrorism, the media only cites information about events from one source, namely the police or the government, in other words, the media use the government or the National Police as the main source of

reporting on terrorism. Furthermore, the majority of the audience is interested in reading news about acts of terrorism and giving rejection of acts of terrorism; This is indicated by the presence of statements that contain criticism, condemnation, negative stigma, and condolences from state leaders and religious organizations. However, it has not fully fostered public confidence in the role of the National Police in dealing with acts of terrorism.

Presentation of the Role of the Police in Reporting on Terrorism: The role of the Police in reporting is the media construction based on subjective and objective knowledge; Subjective knowledge is influenced by the media's ideal knowledge of the role of the National Police in society. The role of the National Police which is represented includes the role as security and social security officers and resource persons; however, the role of the National Police as a resource person seems more objectionable than as a Kamtibmas officer.

Public Perceptions of the National Police's role in Reporting on Terrorism: Public perceptions of the role of the National Police are influenced by the presence of rings of dependences within the public; media depiction that is wrong or not the same as the real reality; and the differences between media and audiences in seeing an issue. In addition, public perceptions of the National Police are also influenced by the reporting of criminal cases of individual members of the National Police, their involvement in political positions, and their position in the political power structure.

The Relationship between Media Frames and Public Perceptions of the Role of the National Police in Handling Terrorism Actions: Public perceptions of the role of the National Police during the occurrence of acts of terrorism were generally positive, however, compared to the media frame, it shows the opposite. At the institutional level, the public thinks that the National Police has a strong position in dealing with acts of terrorism, according to the public perception of the police as having strong legitimacy and trust in dealing with acts of terrorism. There is no resonance between media frames and people's perceptions of the National Police's performance in reducing terrorism. In terms of the success of the National Police, there is a match between the frames built by the media and the public's perceptions. The appropriateness or mismatch of public perceptions of the representation of the role of the National Police depends on the characteristics of the stimulus and cognitive maps. The suitability of perceptions with representation occurs on generic issues, namely about the frame for the success of the National Police in dealing with acts of terrorism. Meanwhile, the mismatch of perceptions on the representation of the role of the National Police occurs on a specific issue, namely the frame for the role of the National Police in dealing with acts of terrorism and carrying out duties; media depicts negative, society perceives positivity. Furthermore, the perception of conformity or inconsistency with the frame shows the role of the media frame as a source of public reference.

Suggestions: In reporting on acts of terrorism, the media should apply the journalistic principle of balance and fairness so as not to cause wrong perceptions of certain religious groups in the media under study, because the names themselves and organizations that are exposed come from Middle Eastern languages. The representation of the Police that does not play a role in handling acts of terrorism is the objectivity of the media that cannot be changed, therefore the

National Police should remain open to the media and create issues that attract public attention so that the media do objective reporting. In addition, the National Police should be able to show an independent attitude, not be involved in political activities, and exercise control over its members when providing public services. Based on these suggestions, it should be possible to trace the relationship between the exposure of terrorism reporting to public perceptions and sentiments; the historical relationship between the National Police and the representation of the Police's role in handling criminal cases; and the relationship between reporting of criminal acts and public trust in the Police.

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