

## THE SHIFTING MEANING SIRI' IN BUGIS-MAKASSAR CULTURE IN ONLINE MEDIA CONSTRUCTION (THE ANALYSIS OF NEWS ENTITLED "HUSBAND CAUGHT FOR WIFE'S AFFAIR" IN TRIBUNE-TIMUR.COM)

Indah Suryawati

### ABSTRACT

Reality was being relied that it was not a kind of taken for granted. In contra, news reporters and media were the side that actively forming the reality, due to the reality itself had set up in the created-conception of News reporters. From all situation made up, the fact or even the person, was being abstracted to become the things that ready being given to the public. For example; the situation of having affair happened in Makassar, where the wife was being caught for having affair with another man by her husband. This situation was being framed differently by Tribune-Timur.com. Even the media got shifting the sense or meaning of affair itself as how the understanding of SIRI' in Bugis-Makassar culture. However, as the result, the purpose of this research could be stated as; first, is there any messages of shifting meaning of having affair for about SIRI' in Bugis-Makassar culture and it is found in the news with the title "Husband Caught the Wife's Affair" by Tribune-Timur.com publishing. Second, how Tribune-Timur.com constructs the news about "Husband Caught the Wife's Affair" which relies on its meaning shifting in the SIRI' culture of Bugis-Makassar people. This research uses qualitative approach and content analysis method. In this part, the theory that used by the researcher was theory of construction of media reality. Therefore, the result of this research showed that Tribune-Timur.com understands the different meanings of Siri's in Culture of Bugis-Makassar society through in news construction of "Husband Caught the Wife's Affair" in the period of September 5 to September 13, 2015. These events are presented prominently or conspicuously from the legal and moral aspect. Tribune-Timur.com does not highlight the cultural aspects of SIRI' in Bugis-Makassar culture despite the victims, perpetrators and events in Makassar, South Sulawesi. Tribune-Timur.com were much more imposing the main character infidelity (wife) in the news entitled "Husband Caught the Wife's Affair". It could be known from the diction that Tribune-Timur.com were not totally put forward the violation principals of having affair in SIRI' Bugis-Makassar culture, while actually this situation happened in Makassar. This research benefit is known that this research is expected in fulfill the additional acknowledgment for the academic of Communication Faculty on the development study about news construction by online media aswell. To be simply, this research is expected could ever be helpful for the public who actively consuming the message implied by the media given, because the media is being able to construct it differently about the concept of understandable hereditary culture value in the society itself.

**Keywords:** content analysis, news, the meaning of having affair of SIRI' in Bugis-Makassar culture

### Introduction

In nowadays, a situation of having affair becomes typical things and interesting one to be given continuously by the media of non yellow journalism. It will be different with yellow journalism that sometimes put this situation which has a high news value, or even it is prespectively known to be available and published as the headline. Eventhough, this situation does not have any conneting with the public figure or celebrity.

Talking about this situation or something that relates to a fact is not always reconnected as a news, but it is something that should be estimated first whether the situation fulfill the credits of news report value or not. It is not only stating the news to be reported, but also how the news to be constructed. Journalism value will determine how this kind of situation to be defined. When a reporter mention it as a news, and therefore news should be selected by some definite rules and regulations. Only some seterotype news that available known and reported as a news. As the result, by the process, news will recon of having the news value, thus why it is able and available to be published, though it connects with the elite parties or well-known people; and indeed has dramatic value inside, sense of humor, human interest, and many others. (Eriyanto, 2002, p.120).

Tribune-Timur.com has been ever publishing any kind of such this affair situation that has no related with well-known person entitled "Husband Caught the Wife's Affair" continuously reported. Whatsoever, this situation involves a young age wife who infidelity get caught by her husband and situated in her rented house with her dream man on September 5, 2015. The woman, who initially named as HI, get caught naked after two days escaping from home and have been sought by her husband.

The media, Tribune-Timur.com, has published this news immediatelly on the same date happened after awhile the accident happened. Even the infidelity is not a public figure, but her husband is a famous coffeeshop entrepenur in Makassar, South Sulawesi. It means, Tribune-Timur.com proximitly put it as the main point of its news publishing, due to Tribune-Timur.com is one of news website in Makassar. However, the accumulation reported news by Tribune-Timur.com which relates with the same case of having affair as much as 21 issues, starts from September 5 to September 13, 2015.

The media says that this situation narrow down to important news to be reported to the public eyes. While Tribune-Timur.com is not the media which stretches the yellow journalism, nor it has an important interest on the situation. It can be said that it is the

reason in affecting the construction and framing of its reported news to the public eyes. Then the fact given conveys non-objectively factual report, but it is just fact construction that conditionally created by the media or the writer which is the reporter itself on behalf of certain background need of interest.

In this process, the media can choose which one of the facts that able to be taken in the news text and which the fact that should not be taken or discarded. Afterwards, the writer (namely reporter) will transform the constructed fact independently under the prespective, experience, and social impact to have. Basically, news is being formulated and constructed by the news writer indeed. Complexity and unconditional situation can be simplified and formed meaningfully by the news maker. All that process entangles an interpretation sceme by the news maker. According to Fishman, this situation is kind of phenomenon or interpreted issue, or even organized taught, statement, and also conduct. (Eriyanto, 2002, p.108).

As in the news with the topic of "Husband Caught the Wife's Affair" in Tribune-Timur.com becomes eye-catching attention of the researcher due to the stereotype of facts choosen which is continuously reported by the news maker. Thus why it brings the public eye viewers differently in understanding the situation anyway. Not only as a common criminal case that bonds with the sexual issue and also concerns to one of famous entrepenuer name in Makassar. But actually it is more than that, the selected and placement of its fact narrowly brings the public to shapping the meaning issued differently, which down to the meaning of having affair, especially in the context of SIRI' culture in the society of Bugis-Makassar threath (South Sulawesi, Indonesia).

SIRI' culture in the prespective of Bugis people is connecting with the most sensitive and important for themselves. For having its situation is not only of having ashame as how another threath in society. But for Bugis-Makassar people, in South Sulawesi, Indonesia, this situation have the same position as prestige , dignity, self-esteem, reputation, and self or family honour that unite to be keep and highly demand in their daily social impact. Next, the situation is transmitted continuously by the people of Bugis-Makassar since she/he recons the base meaning of life and what is the meaning of self-esteem for every human. (Abdullah, 1985, p. 40-41). As the importance of this situation, the people of Bugis-Makassar thinks that the purpose of every human in this life is just only to straight and loyal of its meaning. By this point arise the prespective of view point of married under the law as being ashamed, humiliated or disgrace of self-esteem or even honour. (Mattulada, 1985, p.108).

One of social reality that commonly relates with the case of SIRI' is marriage. In the time, someone is being humiliated under the case of its wife for having affair or when someone's daughter is escaped by a young man, thus why that the parties of the male and family should have the obligation in having the SIRI'. Afterwards, the male parties is being regarded to justify killed the infidelity on the name of family honour. Or there is willingness of sacrificing his own life on behalf of to staringht up the family honour. SIRI' culture itself is consistenly known by the people of Bugis-Makassar and also affects the society life's construction until in this present time.

SIRI' is a cultural demand for every individual in the people of South Sulawesi to maintain their holiness so that security, order and well-being are guaranteed. Thus, SIRI' in Bugis society can arise from various social realities and everyday life. If a person has been offended by the words or actions of another person who is considered rude, then all members of his family will feel offended and take revenge on that person in order to uphold the family's self-esteem. One of the most social realities in touch with this kind problem is marriage. If a person has been embarrassed, for example his daughter has been taken away by a young man, then the entire family of the girl's men feel obliged to kill the perpetrator in order to enforce the party of married under the law family (<http://melayuonline.com/ind/culture/dig/2613/siri-na-pess-price-self-in-knowledge-people-bugis-sulawesi-south>).

Hence, if we are being noticed in the issued selection and the forwarded aspect on the news entitled "Husband Caught the Wife's Affair" in Tribune-Timur.com from the periode on September 5 to September 13, 2015, where it seems that having affair meaning is being constructed differently on the context of married under the law of Bugis-Makassar people. Yet, the selected fact which is happening in Makassar, even the infidelity or the victim is local people and the publishing media online (Tribune-Timur.com) is the local news website either.

Based on the problem encountered then turns up the question that should be answered in this research, namely, first, is there any messages of shifting meaning of having affair for about SIRI' in Bugis-Makassar culture and it is found in the news with the title "Husband Caught the Wife's Affair" by Tribune-Timur.com publishing. Second, how Tribune-Timur.com constructs the news about "Husband Caught the Wife's Affair" which relies on its meaning shifting in the SIRI' culture of Bugis-Makassar people. On that reasons, the purpose of this research are, first, in order to find the meaning shifting of having affair about SIRI' culture of Bugis-Makassar people on the news of "Husband Caught the Wife's Affair" by Tribune-Timur.com. And the second thing is to knowledge about how Tribune-Timur.com build the news of "Husband Caught the Wife's Affair" that relates with the shifting of SIRI' culture meaning in the culture of Bugis-Makassar society.

## **Framework**

### **1. Online Journalism**

Online media is a communication medium that utilization using internet devices. Therefore, online media classified as a popular and distinctive media. The peculiarities of this medium lies in the necessity to have a network of information technology using a computer device, in addition to knowledge of computer programs to access information or news. Although its presence has not been too long, online media as one type of mass media classified as having a spectacular growth. Even today, almost the majority of people are fond of online media. Although the internet is not fully utilized as a mass media, but the existence of online media has counted many people as an alternative in obtaining access to information and news (Suryawati, 2011, p.46)

In accordance with the media or means used, online journalism is categorized as modern journalism. This is because online journalism uses a new media that has characteristics differently from the previous mass media (print, radio, and television), both in content formats, mechanisms to the process of relationship between online media managers and users. Online journalism as a modern journalist has characteristics that are real time, interactive, able to build a participative relationship, include multimedia elements, more freely in the mechanism of publication, ease of access, does not require editors, does not require official organization, cheaper than conventional media, and can be documented or archived (Suryawati, 2011, p.118).

## 2. Construction of Media Reality

A social reality does not stand alone without the presence of an individual. Both inside and outside of reality. Social reality has a meaning when social is constructed and interpreted subjectively by other individuals, thereby stabilizing reality objectively. Individuals construct social reality and construct it in the realm of reality, establishing that reality based on the source of the subjectivity of other individuals in social institutions (Sobur, 2001, p. 90).

The construction process of reality in principle any attempt to "recount" (conceptualization) of an event, state, or object is no exception on matters relating to politics is the attempt to construct reality. Because of the nature and fact that the work of the mass media is to tell the events, the main business of the mass media is to construct the various realities to be broadcast. Media compiles the reality of the various events that occur to become a meaningful story or discourse. In reality construction process, language is the main element. It is the ultimate instrument for telling reality. Language is a tool of conceptualization and narrative tools. Once the importance of language, then there is no news, stories, or science without language. Furthermore, especially in the mass media, the existence of the language is no longer merely a tool to describe a reality, but can determine the image (meaning of the image) of a reality-the reality of the media-which will appear in the minds of audiences (Hamad, 2004, p.11).

According to the constructionist view, the media is not just a free channel, it is also the subject that constructs reality, complete with views, biases, and parenting. Here the media is seen as a social construction agent that defines reality. The resulting news not only depicts reality, not only shows the opinion of news sources, but also the construction of the media itself. Through its various instruments, the media participated to form the reality presented in the news (Eriyanto, 2012, p.26).

Media compiles the reality of the various events that occur to become a meaningful story or discourse. Making news in the media is basically the preparation of realities to form a meaningful story or discourse. Thus the entire content of the media is nothing but a constructed reality in the form of meaningful discourse (Hamad, 2014, p. 11-13).

## 3. SIRI' Culture

Generally the people of South Sulawesi are known as strong adherents of customs. Despite repeated challenges, they have almost shaken their position in their lives and minds, but in the end the custom remains alive and even stronger in society today (Abdullah 1985, p.7).

According to C.H. Salam Basjah and Sappena Mustaring (Mattulada, 1985, p.62), provides a definition of the word SIRI' as follows:

1. SIRI' means something to be ashamed, *isin* (Javanese), or disgrace (English).
2. SIRI' is the driving force to eliminate (kill), alienate, evict, and so on what or who can offend one's feelings or dignity.
3. SIRI' is also a driving force that can be aimed at the generation of energy to drudge and work furiously for a job or business.

The Bugis myth of SIRI' is an unforgiven price. Bugis' highest self esteem other than religion and belief is women. No less the Bugis are willing to die for defending their women (sisters, wives, daughters and women who have family or kinship relationships) from the harassment of others. So married under the law becomes the protector of immoral deeds, both in men and women. If the wife or family of a married woman is found to have committed adultery then the answer is life. If a husband knows for certain or get his wife to commit adultery it is obligatory to kill both. Not even the husband of the adulterous wife who has the right to kill but the brother (brother / sister of the woman who is committing adultery). SIRI' culture is also justified if there are parents who kill women and men affair as an angry redeemer from the family of men (husband) (<http://www.rappang.com/2009/12/siri-na-ranreng.html>).

## Research methodology

This research uses qualitative approach and content analysis method. Content analysis is widely used in the field of communication science. In fact, content analysis is one of the main methods in communication disciplines. Content analysis is primarily used to analyze both print and electronic media content. Beyond that, content analysis is also used to study the content of all communication contexts, whether interpersonal, group, or organizational communication. Provided that there are documents available, content analysis may be applied (Eriyanto, 2011, p.15).

It is fixed to the question that we want to answer in this research, they are: 1) what kind of message shifting meaning of having affair that downs to the SIRI' culture of 'Bugis-Makassar people and it is found on the news "Husband Caught the Wife's Affair" in Tribune-Timur.com?; 2) how Tribune -Timur.com do the news construction in the article with the title "Husband Caught the Wife's Affair" related to the shift in the meaning of having affair in the SIRI' culture of 'Bugis-Makassar people?

Primary data were taken from the research subject of Tribune-Timur.com news option in the period of September 5 to September 13, 2015 with the topic " Husband Caught the Wife's Affair" which amounted to nine news articles. Thus, the secondary data is a

literature study by looking for references consisting of books, scientific journals, dictionaries, and internet articles that support this research.

Data analysis in this study was conducted during the coding and data collection process, the researchers only seen the shifting meaning of SIRI' in Bugis-Makassar culture in the news content. The next stage, researcher looked at the construction built by Tribune-Timur.com in the news "Husband Caught the Wife's Affair" using the perspective of the SIRI' in Bugis-Makassar culture. In order to find the concepts that can be utilized in relation to theoretical and substantive matters, the analysis of research data is done inductively.

**Research result**

Tribune-Timur.com, one of the news website published in Makassar, South Sulawesi, and belongs to Kompas Gramedia Group. Tribune-Timur.com down played the infidelity affair in Makassar, South Sulawesi on the topic, "Husband Caught the Wife's Affair" dated on September 5 to September 13, 2015. This affair happened in Makassar and performed a young woman with initials HI with a man named Erdian. Two actors who met through this social media, then caught by her husband initially named as AK on September 5, 2015.

In order to make it easier to understand the visible and manifest aspects of the content in the nine news texts "Husband Caught the Wife's Affair", see the table of 1.1. belows:

**Table 1.1.**  
**Shifting Meaning of Having Affair in the SIRI' culture in Bugis Makassar People on the news "Husband Caught the Wife's Affair" Tribune-Timur.com**

News Title	Part of shifting meaning of having affair in the SIRI' culture of Bugis-Makassar people in the contents of visible news (manifest)	Part of shifting meaning of having affair in the SIRI' culture of Bugis-Makassar people in the contents of unseen news (latent)
HI as the Entrepreneur Hijabers Boutique, Infidelity Young Lawyers  Sunday, September 6, 2015, at 06:42 PM	Reported his wife, Andi HI, to the police with Adultery Crimes Article 284 of the Criminal Code  AK (husband) admitted that he had time to send his wife Andi HI to wear clothes because really unclassified alone with other men.	In the matter of SIRI' in Bugis-Makassar culture, whether the husband notices for certain or gets his wife to commit adultery then it is an obligation to kill both of them.  If the wife or family of a married woman is found to have committed adultery then the answer is the life of that person.  <b>The shift of its meaning:</b> AK (husband) chose to report his wife and the man to the police. Not by killing both. In the SIRI' culture of Bugis-Makassar people, husbands are allowed to kill their wife and its male friends who engage in infidelity, as this concerns of SIRI'. AK even involve police and journalists when caught his wife is not dressed with other men.
This is the reason why HI, wife's of an entrepreneur, got affair and caught undressed up in her boarding room.  Sunday, September 6, 2015, at 07:05 PM	Title "The reason why the wife of the entrepreneur HI for having affair, caught undressed up in her boarding room."  Andi HI reasoned that the affair with another man due to she could not stand the attitude of her husband	The SIRI' culture in Bugis-Makassar people demands on every individual in Bugis-Makassar community, South Sulawesi, to maintain their holiness.  <b>The shift of its meaning:</b> Andi HI shamelessly (infidelity) admitted choosing an affair with her male friend. Not by maintaining the sanctity of the household with her husband.. The reason Andi HI had an affair because she felt restrained by her husband. Yet AK has fulfilled all her needs to be able to live luxuriously as a wife.
AK Hajj's wife and her affair are released  Monday, September 7, 2015, at 06:39 PM	Erdian, man affair of Andi HI admitted serving HI because of HI's own will. Erdian knows if HI is a marital wife.  Erdian also admitted that he has enjoyed the body of Andi HI.	SIRI' of Bugis-Makassar culture becomes the protector of immoral acts both in men and women.  <b>The shift of its meaning:</b> Erdian, the perpetrator of the affair, shamelessly (SIRI') says having an affair with a man's wife and enjoying his body. It is done because the women are also willing to. Whereas

		Erdian and Andi HI come from Bugis-Makassar. They all understand about its SIRI' culture.
This is the reason of Polrestabes Makassar released HI and her male affair couple.  Monday, September 7, 2015, at 06:46 PM	Erdian is a young lawyer in Jakarta. He confessed before caught, he knew if HI is the wife of AK.	Similar point
Hajj AK refuses the request of his wife reconciliation Andi HI, 'Never Be, Noted!'  Thursday, September 8, 2015, at 04:12 PM	AK admitted still being heartache after caught his wife (Andi HI) undressed up with another man.	The myth of Bugis-Makassar about SIRI' is a priceless thing. Bugis' highest self esteem besides religion and belief is a woman. Non less Bugis-Makassar people are willing to die for defending their women against the harassment of others.  <b>The shift of its meaning:</b> AK instead indulgence his wife's embarrassing behavior (SIRI') with other men in the mass media. This is known by the media because AK brings along reporters and police while caught his wife undressed up with another man in a boarding room. In Bugis-Makassar culture for about SIRI' is unforgiven fixed priced.
3 months before got caught undressed up, the beautiful wife of Hajj AK started to be like this.  Thursday, September 9, 2015, at 11:51PM	At that time, by himself saw Andi HI undressed up with another man Erdian (29) in boarding room located in Komplek BTP, Makassar, at 03:00 AM.	If a husband knows for certain or get his wife to commit adultery then it is obligatory to kill both of them. The adulterous deeds performed by AK's wife in SIRI'.  <b>The shift of its meaning:</b> AK (husband) chose to convey the embarrassing behavior of his wife to reporters. Not by killing both because it concerns of SIRI' (being ashamed). Where in Bugis-Makassar culture, AK is allowed to lose both lives.
AK not so unloaded the bedstead of Andi HI  Thursday, September 9, 2015, at 11:51 PM	Repetition	-
Beautiful wife of Hajj AK: Using a veil is not a will or an option  Thursday, September 13, 2015, at 05:23 PM	Repetition	
Andi HL: My hijab is not an indication that I am an innocent woman  Thursday, September 13, 2015, at 06:56 PM	Repetition	-

Tribune-Timur.com always steps forward the thing of HI's act of her infidelity that was spotted by her husband (AK) undressed up with another man (Erdian) in a boarding room before dawn. The striking sentence is "caught naked". This sentence is not only always found in the news text, even used as the title of news on September 6, 2015.

The use of words, sentences or photographs is the implication of choosing a particular aspect of a reality. As a result, certain aspects that are highlighted become prominent, get more allocation and attention than other aspects. All these aspects are used to

make certain dimensions of news construction to be meaningful and memorable to the audience. Reality presented prominently or conspicuously, has a greater chance to be noticed and influence the audience in understanding a reality (Eriyanto, 2002, p. 82).

With such a form, information is more easily visible, more noticeable, and interpreted as it relates to audience viewing schemes. In addition, prominent information is likely to be more acceptable and stored in the audience's memory than is usually presented. Because prominence is the product of interaction between the text and the recipient and then how the news text is constructed in the minds of the audience.

Based on problem identification, Tribune-Timur.com identifies the case of Andi HI's affair as a legal and moral issue. As a matter of law, Tribune-Timur.com constantly mentions in its news text as a violation of Article 284 of the Criminal Code (article adultery). Meanwhile, from the moral aspect, Tribune-Timur.com always emphasizes the disgraceful acts committed by Andi HI as the legal wife of AK along with Erdian, another man who works as a lawyer/ advocate.

Tribune-Timur.com does not link clearly and unequivocally the behavior of the affair in the SIRI' culture - a cultural aspect that is part of the life of Bugis-Makassar people. Though the perpetrators and events occurred in Makassar and is clearly a violation of SIRI' Culture behavior. Should the consequences of the action, the offender is ready to 'pay' with his own life. Even if Tribune-Timur.com mentions that HI and Erdian's behavior is a violation of SIRI' culture, it is not shown prominently. Even Tribune-Timur.com constructs perpetrators and victims of infidelity as people who do not understand its culture even though they are from Bugis-Makassar tribe.

Infidelity in the context of SIRI' culture is an unforgiven fixed price to be paid with life. SIRI' culture can be a powerful driver to eliminate the life of the perpetrators of infidelity that has made a person's self-esteem (husband) tarnished. In other words, HI and Erdian must pay the immoral behavior they have done with their own lives. But here, Tribune-Timur.com makes a selection of certain facts that give a different meaning from the cultural context SIRI' of Bugis-Makassar's people to victims and perpetrators of infidelity. The selection of the facts is the greatness of the heart of AK against the behavior of his wife when it was openly caught naked with other men. Tribune-Timur.com even accentuated the facts repeatedly in almost every story.

Based on **causal interpretation**, HI and Erdian S are positioned as the perpetrators (subject) as the cause of the problem. These two men were placed as the cause of the problems. Here, the location and the beginning of the problem are not the AK (husband of the perpetrator), although Tribune-Timur.com had a story containing the HI statement that said he was having an affair because AK did not give freedom of having social contacts.

The moral judgments imposed on HI and Erdian emphasize that both behaviors are inappropriate to imitate. From the legal aspect, both are charged with the article of adultery and HI itself gets a divorce from her husband. Taken from the moral aspect, the deeds of both are mentioned as depraved deeds. HI and Erdian had to pay the price.

When associated with SIRI' of Bugis-Makassar culture, the deeds of HI and Erdian deserve to be replaced by life. Because their deeds have tarnished the sanctity of marriage. In addition, the woman who is still a wife and then commit adultery then the husband deserves to kill her. Because the act has tarnished the good name of the family, especially the husband, So is the man cheating from the woman, deserve to be killed by the husband of the wife who cheats on it.

The man (husband) who has been embarrassed because his wife was caught making out with other men naked constructed by Tribune-Timur.com as a party who dared not to enforce the SIRI' culture and he consciously lowered his pride as a Bugis man and as a respected figure in the area. While the woman who has committed the offense constructed Tribune-Timur.com as the party who does not have SIRI' party as a wife, whereas the perpetrator of the affair (wife) is a woman of noble descent with the title of Andi. It is impossible if the perpetrators of the affair do not understand the concept of it in their own culture. So it is with other men who are not the official couple of this cheating woman. He is highlighted as a man with an adequate degree of bachelor's education and should be more aware of the law because it is a profession as an advocate. In each of his news texts, this man was constructed as a Bugis man who did not understand SIRI' culture at all.

Based on the treatment of recommendation, for all HI and Erdian's behavior, Tribune-Timur.com recommends that the case aggression be brought into the realm of law only. This is a logical consequence of seeing this case as a legal matter, although Tribune-Timur.com also sees it from the moral aspect. And as a matter of law, the targeted as a suspect is HI and Erdian.

The process of selecting which facts reinforces the assumption that Tribune-Timur.com as a newsmaker is unlikely to see events without perspective. Factual selection is always contained two possibilities, namely what is included and what is excluded. Which part gets emphasis in a reality is media way to construct an event, besides produce different news from other media related to same event. Thus, media construction of an event may provide a different understanding of the cultural symbols inherent in a hereditary society.

When associated with SIRI' in Bugis-Makassar culture, what did AK do-as Tribune-Timur.com did --- it was actually impossible for a Bugis tribe man. Because in the context of the SIRI' culture, AK as well as his family who have been tarnished by his good name are given the freedom to take revenge by killing the perpetrators of the affair. The selection of this fact further strengthens the occurrence of a shift in the meaning of an affair in the context of SIRI' in Bugis-Makassar culture.

## Conclusion

Tribune-Timur.com do the shifting meanings of Siri' culture of Bugis-Makassar society through the news construction of "Husband Caught the Wife's Affair" in the period of September 5 to September 13, 2015. These events are presented prominently from the legal and moral aspect. Tribune-Timur.com does not highlight the aspects of SIRI' in Bugis-Makassar culture despite the victims, perpetrators and events in Makassar, South Sulawesi. The message in the Tribune-Timur.com news, contains a shift in the meaning of an affair as understood by the SIRI' Bugis-Makassar actors. The victim's wife (HI) is constructed as a Bugis woman who ignores married under the law culture, for intentionally committing an affair. Some excerpts HI statement that highlighted Tribune-Timur.com also strengthen it. Even Tribune-Timur.com always mention the name abbreviation HI by including the title of nobility. So also the husband who is the victim (AK), constructed as a Bugis man who did not enforce SIRI', for his good name and honor as a respected figure in Makassar.

Tribune-Timur.com in every story includes an AK statement that reveals his wife's affair. Then Tribune-Timur.com also describes who AK so it is more remembered by the audience. While other actors, Erdian, constructed not much different by Tribune-Timur.com as Bugis men who do not understand the SIRI' culture. In addition to his name is often mentioned clearly without using initials or abbreviations, Erdian background was deliberately highlighted.

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Indah Suryawati  
Communication Science Faculty  
Universitas Budi Luhur  
email: [indahsuryawati\\_2121@yahoo.com](mailto:indahsuryawati_2121@yahoo.com)