

FRAME OF FEMALE ACTRESS DIVORCEMENT IN INFOTAINMENT PROGRAMME (Case Study of Julia Perez Divorcement onto Her Husband Gaston Castano in Seleb On News, MNC TV)

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ABSTRACT

The purpose of this research is to determine framing of the news on television program Seleb On News MNC TV related to divorcement that reported between an actress of Julia Perez of her husband Gaston Castano. Television is a part of mass media which has an important role in the process of distributing information related to women's rights and gender equity. By means of news reporting that associated with any issues of it, mass media were expected to affect the audience to think as how a woman's do and be more sensitive about gender issue or visa verse, unconditionally made it more bias. This research used the qualitative approach by the method from Framing Robert N. Entman. However, this research result resourced from Seleb on News exposure that brought about the divorcement problem held by Jupe and Gaston which taken into law. Hence, in this section, Gaston Castano was the cause of the problem in their divorcement. He was described as a materealistic person, playboy, even he was as a caused of neglect for living of his wife, Julia Perez. Meanwhile Julia Perez was a hero nor a victim as well. She was retold as a hero who tried to fight for her rights as a wife. A lady who divorced her husband not always be in negative position or even way of thought, especially when she was being suffered and taking a domestic violence in her marriage. The morality pretension, that was exposed in here, was about happiness and it was the right to be fought for. Thus, as the result, the problem solution suggested by Seleb on News in a matter of Jupe session of her divorcement, she had a right to be happy, therefore Gaston should be divorced by her instead. In conclusion, this research could tell that a matter of communication down to a language would not only be able for communication but also by meant to implement oneself authority. For someone who positively constructed or even in negative way would be depended on the way how an anchor reporting the news on that program.

Keywords: News, Gender, Equity, Framing

INTRODUCTION

Television is a part of mass media that has an important role in the process of distributing the information, and one of the examples is a report that related to women's rights and gender equity. By means of news reporting that associated with any issues of it, the mass media are expected to affect the audience to think as how a woman's do and be more sensitive about gender issue or visa verse, unconditionally made it more bias.

Television has a capability to create an impression and of course a perception about how a content of a program on screen can be seen so real than its reality. This condition is also caused, as one of the example, by the moving picture implied on screen. Therefore, moving picture can be embedded in minds for a long time. Apparently, more attractive of its attraction or stimulus of its news report, thus it will deeper also its effect.

Although television frequently is seen as a mean of neutral communication tool, but the fact is mass media belongs in the middle of social community loaded with a wide range of interests, conflict and complex or even diverse factual issue. Television is a medium that represents the ideology. On the one hand, it can be a medium of disseminate the authority, legitimation, and controller over the growing discourse in society. While on the other hands, it is also can be a tool to build the dominant culture and ideology for the concerns of other dominant classes. Relevant to this, mass media presents in two sides, means that it will give both positive and negative impacts.

Domestic Violence (KDRT) is one of the most serious problems experienced by Indonesian women. Although Indonesia has applied Law no. 23/2004 on the Elimination of Domestic Violence (UU PKDRT), the issue of domestic violence has not been fully addressed. Nevertheless, the increasing attention and awareness of the people to the domestic violence issue is growing. Some cases of domestic violence also received significant attention in the mass media.

Based on the report The Legal Aid Institute (LBH) of Association of Indonesian Women for Justice (APIK) notes had during January-October 2015 there are 369 cases against women and the highest in cases of domestic violence that published on Republika, December, 23, 2015. furthermore, its mentioned the number of cases of violence against women on average occurred in the household. And most often done by the close people like a husband. There are 4 types of domestic violence that need to be known, physical violence, sexual violence, and the last neglect of the household.

Women's wants for having equality rights as men could be a displacement culture including in gender roles;¹ For further unbiological gender, that socially constructed,² Gender downs to behaviour or activity patterns which are considered worthy for both women and men in society or even cultures.

¹ Sarwono, Sarlito W. (2014). Psikologi Lintas Budaya. Jakarta PT Raja Grafindo Persada, pp.107.

In the old days, becoming a widow should be avoided due to negative stigma or perspective that struck in the community point of views for every woman who becoming one. Either fiction or non-fiction message that is presented in the mass media will be constructed and reproduced the figure of a widow in a such a way, so that it can rise the negative perspective that directly spread out in the community. In the fiction section, for example, rumours over the widow has been described neither as a hot, sexy, nor flirt look lady on screen.

But that was a long time ago, not for now. In nowadays, having a marital status as a widow not even scarier for every women, though divorced women are also becoming a single parent for their children. The woman feels free and more independent without her husband, furthermore many women in this day are having higher income than her husband for sure.

December, 30 2016, Kabarin.co stated for 11 cases divorcement of selebrity; from 11 cases and 9 of it was a divorcement that the plaintiff party was the wife. And whatsoever, in these days, the figure of a widow is no longer described as a negative one by the mass media, namely Maia Estianty, Rossa and also Dessy Ratna Sari. Among of them are becoming one whose personal life often exists on screen. They are being described as the strongest ladies by the whole mass media though they are having the status as a widow. Afterwards, those actress names are getting bigger after having the divorcement. Despite, the media makes an implication of patriarchy ideology, where the men party as the core of discussion, but now, in these days are being displaced by the women roles little by little.

By the report on Thursday, May 12, 2016, for the second time the actress of Julia Perez was being stated as a widow by the Judges in South Jakarta District Court who accepted the divorcement asked by the actress who has the real name as Yulia Rachmawati against her husband named Gaston Castano. The Judges said that Gaston Castano should give the livelihood statement for about 15 million in each years for Jupe before she got married for once again with another man. On that time, in the court, Jupe who wore in purples directly felt glad and being thankful when the Judges agreed to the statement of her divorcement.

In here, a kind of news report is called as **Infotainment** where it gives the life story of well-known people by the community namely the celebrity and anyone else who work in entertainment industry such as actors or actress of soap opera, singers, and others. Thus, the news about them can be known as an infotainment. It is one of hard news due to mentioning a piece of information which implied the publicated information. These days, infotainment is being set up in separated private program and directly showing the news of the celebrities' life.³

The expert of communication and mass media says that the information as a couches journalism. Type of journalism which gives a sensational news, more personally, and set up the celebrity as the core attention of its report. From the guidance of P3SPS (Broadcasting Attitude and Standard Broadcasting) held by KPI (Indonesian Broadcasting Committee) noted that a piece of information about entertainment things (infotainment) has been categorized neither as factual program nor non-fiction broadcasting program. Therefore, the rules held by P3SPS is also set up by the infotainment program, especially for journalism principal.⁴

Seleb on News in MNC TV is an infotainment program which got the fifth rank of the highest television rate program. Different from another recent infotainment program, for example, Seleb on News is MNC TV in house production under the MNC News and Report Program, so that it is wanted to put forward the principles of journalism in reporting the news.

According to the above explanation, the researcher wants to see how the mass media from the infotainment program constructs the news of female actress divorcement as her case study that refers to the divorcement of Julia Perez against her husband, Gaston Castano. In this thing, the researcher is willing to know about how the editorial of Seleb on News in MNC TV reporting the news of its divorcement itself?

THEORITICAL REVIEWS/CONCEPT

REALITY CONSTRUCTION

According to the constructor's way of thought, a media is not always be a free channel to get. Media is a subject of reality construction including oneself point of view, bias concept and its siding part. Every news that it is read will not reflect the real realities, it is not just showing the opinions of the news sources, but the construction of it sources the point of view itself. It can say that fact is produced and presented symbolically so that the reality depends on the way how it is be seen and constructed.

² Sunarto, Kamanto. (2004). Pengantar Sosiologi. Jakarta:Lembaga Penerbit Fakultas Ekonomi Universitas Indonesia, pp.111

³ Morissan. (2008). Jurnalis Televisi Mutakhir. Jakarta: Kencana Prenanda Media Group, pp.27

⁴ Syahputra, Iswandi. (2006). Jurnalistik Infotainment, Kancah Baru Jurnalistik dalam Industri Televisi. Jakarta: Pilar Media, pp.68

News is a result of social construction that always be embedded of oneself point of views, ideology, and also the value of mass media or a reporter. The way to make it more simple is how huge a news to be produced, thus it will huge also the impact to be built.

Any news in constructors point of view can be stated as a drama. It will neither reflect the reality nor portray the battle field among the parties that related with the news. The mass media try to turn up the way of thought, perspective, concept, and/or every interpretative claims in understanding the objectivity. Someone who be able to be shown and retold as a hero nor a bad guy is depended on how media understand and notice the news and fact that has been constructed as the story.

The media can choose which one of the realities that could be blown up or hided as it wants. The word selections that is used by the media not only as a part of journalism technique of reporting the news, but also as a part of language politically, which means the whole aspects of its news be able to set up in creating some dimensions from constructed news and becoming meaningful that could be memorized by the viewers in spite of the understanding of similiar events but could be different between one mass media to others.

It can be concluded that in reality construction language is a privilege thing and/or an important instrument in telling the reality. Language is not just as a communication tools but also as an instrument that is used in doing something or giving the strategy of oneself power of authority.

THEORY OF FRAMING BY ROBERT N. ENTMAN

Framing is known as a mediation to see how a reality is created and constructed by the media, where the ending result can give a certain part of the prominent reality and more simply to be noticed by anyone.⁵

Framing is a method of serving the reality that noted the truth totally could not be denied, besides it will be distorted implicitly by giving the certain obtrusiveness aspect. Those aspects which are hidden by the media would be forgotten even unnoticed by the viewers at all.

Entman sees framing in two large dimetional ways; (1) the selection of rumors and (2) is salience. Firstly, the rumors selection is the aspect that connected with the fact selection. From the complex and various realities, those, it will be selected from one of the aspects' name to be taken. Secondly, salience or obtrusiveness aspect is an aspect that related with the fact writing, while when the certain aspect from particular selected issues brings how those aspect could be written. However, it is connected with the use of any words, sentences, pictures, and particular images that is shown to the viewers.⁶ Whatsoever, the Framing concept from Entman, basically, downs to definition, explanation, evaluation, and utterance given in order to emphasize the particular outline of the way to think over the events which has been made up.

This Entman's Framing concept describes about how an event will be understood widely and noticed by the reporters. Entman divides the framing into four elements, they are, first, **define problems** which is a master of the highest framing levels. In here, Entman states how the event could be understood by the reporters, and how the issues could be more understandable, where similar news stories will be understandable in different frame. Second, **diagnose causes** is the framing element that frames someone who would be known as the actor and/or actress of an event, and whatsoever the cause could be 'what' or 'who' instead. The third is **making moral judgement**, which is framing element that is used to correcting or giving the argumentation for the problem definition given. Fourth, as the last elements is **treatment recommendation** that applies for judging the things that the reporters want in instructing the way they have chosen in solving the problems. This completion of the course absolutely relies on the way how an event is seen and who is seen as the cause of the problem encountered.⁷

A reality which is built prominently will probably turn up the reality access to be undertaken and affect the viewers in understanding the reality. Obtrusiveness in here is how a reporter creating the available information and make it more interesting, meaningful, and significant or memorable by the viewers.

METHODE

This research uses the qualitative research approach by having the method of Framing analysis by Robert N. Entman. This qualitative approach is set up to collect the descriptive datum through words even the sentences. It emphasizes the reality that socially constructed, for an intimate relationship between the researcher and also the case to be studied and occurs from the situational obstacle which becomes the research.⁸

⁵ Eriyanto. (2002). Analisis Framing: Konstruksi, Ideologi dan Politik Media. Yogyakarta:Lkis Printing Cemerlang, pp.29

⁶ Ibid pp66

⁷ Ibid pp.225

⁸ Salim, Agus. (2001) Terjemahan Denzin dan Guba. Teori dan Paradigma Penelitian Sosial, pp.11

Based on the qualitative approach⁹, it is an approach that aims explaining the phenomena profusely through data collecting as complete. This study does not give priority to the magnitude of the sampling population.

ANALYSIS DAN DISCUSSION RESULT

The Frame of Reporting in Seleb On News, MNC TV

Define Problem, as the example given in Seleb On News, defines the case of Jupe’s divorcement against Gaston Castano and it is taken into law where the whole things about it are being highlighted in terms of law. This thing can be proven from the statements that is taken by the news sources and it turns to law.

Diagnose Causes from the entire news reports in Seleb On News, the cause problem in the case between Julia Perez and Gaston Castano as her husband, the man has been described as a coward, playboy, and materialistic who exploiting Julia Perez.

It can be seen from the running text as follows:

Table 1: Narration of Seleb on News “Diary Cinta Jupe-Gaston”

| Indonesian | English |
|---|---|
| SELAIN SEMPAT DIKABARKAN MENDUAKAN JUPE/GASTON JUGA DIDUGA SEBAGAI COWOK MATRE YANG HANYA MEMANFAATKAN JUPE/ MULAI DARI MOBIL MEWAH YANG BERNILAI FANTASTIS YANG DIBERIKAN JUPE SEBAGAI HADIAH ULANG TAHUN GASTON/HINGGA BIAYA HIDUP SELAMA MEREKA MENJALANI PROSES PACARAN//KETIKA GASTON MENGALAMI CEDERA DAN TIDAK BISA BERMAIN SEPAK BOLA/JUPE LAH YANG MEMBIAYAI KEBUTUHAN HIDUP GASTON (Diary Cinta Jupe-Gaston. Seleb On News 16 Maret 2016) | BESIDES IT IS REPORTED FOR HAVING AFFAIRS BEHIND JUPE. GASTON WAS KNOWN AS A MATERIALISTIC GUY WHO ONLY TAKE JUPE FOR GRANTED AND MANIPULATING HER INSTEAD. HE GOT LUXURIOUS CAR WITH FANTASTIC PRICE AS HIS BIRTHDAY PRESENT GIVEN BY JUPE. INCLUDING HAVING HIS LIVING COST IN THEIR RELATIONSHIP. THUS ALSO WHEN GASTON GOT INJURED AND CANNOT TAKE THE MATCH. HOWEVER, JUPE IS THE ONLY ONE WHO PAID HIS COST OF LIVING. (Diary Cinta Jupe-Gaston. Seleb on News; March 16, 2016) |

Furthermore, Seleb on News was also showed up the fact of Gaston image as a husband who abandon his wife living cost, it was taken from Jupe’s statement **“During this time Gaston boasted that in his country he has no obligation to provide the living cost over me, but he was wrong. In Indonesia would not be on that way, especially he knows what will the law look like in Indonesia. Now he is understand that the law in Indonesia being respectful for all kind of women rights, and now he should give the remuneration that requiring for 15 million in each month”**.

Figure 1 *Gaston described as a Materialistic Guy*



The news writer has also either positioning Jupe as the victim or a hero. Jupe was retold in the narration of its news as a lady who sincerely loving Gaston as her man. Jupe has also sacrificing her life for that man, eventhough in the last part of her life she was being dissappointed. It can be seen from the following news narrative statement:

Table 2: Narration of Seleb On News “Jupe Resmi Menjanda Lagi”

| Indonesian | English |
|--|--|
| SIDANG CERAI/PEDANGDUT JULIA PEREZ/DENGAN PESEPAK BOLA ASAL ARGENTINA/GASTON CASTANO KEMARIN KEMBALI | THE DIVORCE COURT SESSION/BETWEEN DANGDUT SINGER JULIA PEREZ/AGAINST THE FOOTBALL PLAYER FROM ARGENTINA/THAT YESTERDAY HAD |

⁹ Kriantono, Rachmat. (2006). Teknik Praktis Riset Komunikasi. Pp.11

| | |
|--|---|
| <p>DIGELAR//NAMUN/TIDAK SEPERTI SEBELUMNYA//KALI INI ARTIS YANG AKRAB DISAPA JUPE ITU TERLIHAT LEBIH TEGAR DARI BIASANYA// RESMI MENYADANG PREDIKAT JANDA/JUPE MENGAKU LEGA DAN BAHAGIA/KARENA AKHIRNYA IA BISA TERBEBAS DARI PENDERITAANNYA SELAMA INI//(Jupe Resmi Menjanda Lagi, Seleb On News 13 Mei 2016)</p> | <p>BEEN HELD FOR ONCE AGAIN/BUT/NOT AS BEFORE//THIS TIME THE ACTRESS WHO KNOWN AS JUPE LOOKED MORE STRONGER THAN IT USED TO BE//AND SHE WAS OFFICIALLY KNOWN AS A WIDOW//JUPE SAID THAT SHE WAS RELIEVED AND HAPPY//AND FINALLY SHE COULD BE FREE FROM HER SUFFERED FOR THE WHOLE TIME//(Jupe Officialy Becoming a Widow for Once Again, Seleb On News, May 13, 2016)</p> |
|--|---|

Seleb on News had also quoted Jupe's statement due to strengthen the framing, "There was no tears at all, I didn't cry, I am totally happy. Hello...! I'm the most happiest girl in the world now. This is my independence day."

Figur 2 Jupe feels happy after the Divorcement Verdict



In the framing of Seleb On News report also gave the music illustration from 'I Want to Break Free' by Queen that covered by Dewa, one of the well-known bands in Indonesia and lead by Ahmad Dhani. This song tells about the condition or someone's situational who finally be free from any burden in its life. The news writer wants to emphasize that a divorcement or when a lady who applies for a divorce statement could not even be negative. A lady has also the rights to fight for her own happiness. Jupe has also portrayed as a brave lady, she dared to "fight" for a culture that exists in society. Jupe prefers to be widowed than having suffered life in her marriage. As her statement; "For the rest of the time, Gaston boasted that in his country he has no obligation to provide the living cost over me, **but he was wrong**. In Indonesia would not be on that way, especially he knows what will the law look like in Indonesia. Now he understands that **the law in Indonesia being respectful for the women's rights**, and now he should give the remuneration requiring for 15 million in each month". Thus it is continued by the statement "Definitely **I'm happy, I'm glad**. Thanks to the Highness, Mr. Puji has giving me the most **fairly decision** ever, and I'm being thankful **that it was done successfully** and **I got the fairness**."

After that, the element of **Making Moral Judgement**. In this case, Seleb on News brings the moral judgement and says that happiness is the rights for every human being that should be fought for. It is taken from the statement of Julia Perez; "...**with all my strength, I divorced him, because I have a rights to be happy**." (The Divorce Court Session of Julia Perez, Seleb on News). In here, Seleb on News notes that moral judgement as in this case is happiness would be the rights for every person, including a woman, and happiness should be fought for by anyone.

The last element is **Treatment Recommendation**, based on the background problems encountered, it is noted that the cause of its course and a victim or even the moral judgment that had been being presented already, Seleb on News gives the treatment recommendation about the case, it states that Jupe has her rights to be happy, and Gaston is being available to be divorced by her.

CONCLUSION

From this case discussion, language is not just about a communication tool to be taken, but it is also used as an instrument in doing any kind of activities and/or as a part of giving the authority strategy. Through this presented news given, mass media could affect the frame or the way of thinking of all the viewers. Thus it can be concluded that the similar event or discourse can be told differently as the way how the outline or framing to be built by the media. A lady who divorced her husband not always be in negative position or even way of thought, especially when she was being suffered and taking a domestic violence in her marriage

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