
COMMODIFICATION AND MANIPULATION IDEOLOGY ON FEMALE ACTRESS DIVORCEMENT REPORT IN THE INFOTAINMENT PROGRAM (Case Study of Julia Perez Divorce Statement on the Program of Seleb on News, MNC TV)

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ABSTRACT

As a part of mass media, Seleb on News MNC TV have had two kinds of huge pressure, there are economics problem and patriarchy. This research is set up in order to turn up the fact of kinds manipulating ideology around the publication of female actress divorcement on the infotainment program Seleb on News in MNC TV. The female construction in mass media nowadays are still put forward the character but by victimized the female on the infotainment program of Seleb on News. It can be known that MNC TV has exploiting the female actress life, in this case down to Julia Perez divorce statement. This situation has been published dramatically and sad, by selling the female sadness empathy so that rises the consumption as a part of setting the patriarchy ideology dominated. However, Seleb on News program in MNC TV are trying to set the reality from any kind of situations which united into one story or meaningful reports. This research uses the qualitative methode for Critical Discourse Analysis by Norman Fairclough. In the level of texts, the researcher tends to use the Framing by Robert N. Entman. Seleb on News MNC TV brings the divorce statement issued between Jupe and Gaston Castano under the law. In here, Gaston Castano positioned as the trouble maker, whereas Julia Perez (Jupe) as the hero and also the victim. Moral claim that throught out is happiness as the rights even it needs to be effort. The problem solutions which held by Seleb on News in the framing of Jupe; Jupe has her rights to be happy, as Gaston should be divorced by her. In the descriptive practical, it tries to blown the ideiology under the interest that freezed in the language, where the creation of the female actress character who gave divorcement as a part of news consumption and as to retained the strategy of patriarchy ideology. The level of social practice of MNC TV through Seleb on News program by doing the steps of having the power to build the culture of dominant ideology, which is ideology of capitalism and patriarchy.

Keywords: News, Exploitation, Gender

INTRODUCTION

Mass media is the main means of conveying and receiving information. The mass media has the noble ideals that lie behind its birth. Correct information can brighten human life, it can also help human beings in making the right decisions in their lives. We often see the mass media as a neutral means of communication. Yet what really happens is that the mass media is in the midst of a social reality filled with various interests, conflicts. Media is also a tool of power and means for ideology battle.

Economic demand is now a major consideration in the management of a mass media. Market logic seems to be a major force that determines meaning and beauty. However, it also seems to "drive" the footsteps of the media. Coupled with the number of media leaders who come from the corporate world, not from the journalism. When producing a news communicator in the mass media to do the selection process and choose which messages will be delivered to the audience. In the process of selection is the background and interests of individuals and interests of media organizations can not be avoided in constructing reality. They often perform actions that ultimately benefit companies / media organizations.

For them, the first information market (news business) is to seek profit [1] should not be late, should not be preceded by the media or other television stations, not to down rating and so forth. In this case, media coverage and all activities of the company is measured by how much the selling value that can be generated from a news.

On the other hand, our social structure that still embraces patriarchy system seems to provide fresh air for media companies in building their business. The media world is a patriarchal world; who are involved in media cultivation are predominantly male[2]. Women's construction in the mass media has often been shown to depict women as disadvantageous, for example women are often described as weak creatures, the role of domestic, or women is described as mere "sweetener."

Here, the mass media sacrificing women in their construction, selling the suffering and tears of women, exploiting women's bodies is a low-risk business choice in the midst of patriarchal culture, so patriarchal culture becomes 'machine' suppressors after market logic.

The reality of the market then illustrates how the media is under tight economic pressure and tight competition. Therefore, the media are lying to broadcast something spectacular and sensational at any price, even though it must mortgage the side of professionalism.

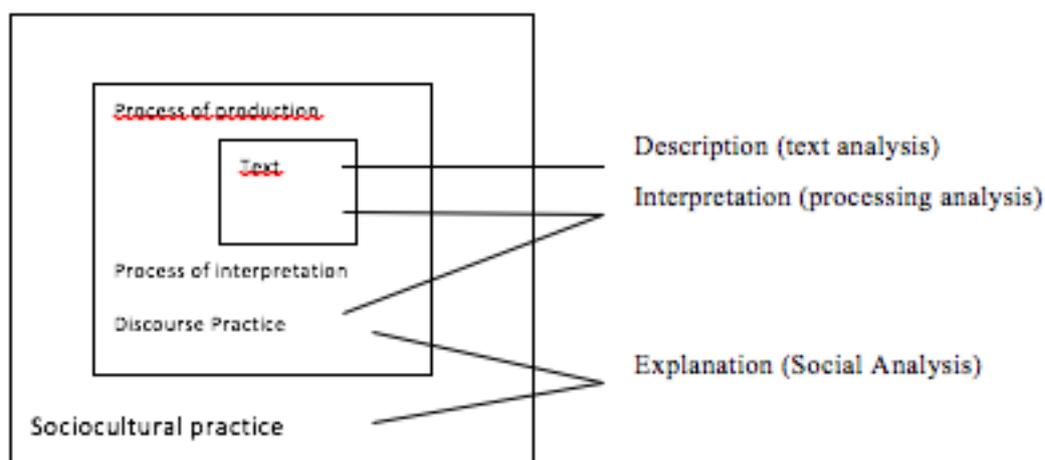
Infotainment is only the fruit of the situation resulting from the dominance of the market that is full of profit. Infotainment is news that provides information about the lives of famous people such as information about marriage, divorce, birth or death of public figures. Communication and media experts call it a sofa of journalism. The kind of journalism that offers sensational, more personalized news, with celebrity attention to its coverage [3].

In the year of 2016, it has been recorded 16 cases of celebrity divorce in Indonesia. Of the 16 cases, 14 is a divorce case where the plaintiff is a woman (wife).

Thursday, May 12, 2016, for the second time actress Julia Perez officially bears Widows status. Julia Perez is one of public figure in Indonesia. South Jakarta District Court Judge Granted a divorce suit with the real name of Yuli Rachmawati for her husband Gaston Castano. In this case the Judge also obliged Gaston Castano to pay the living for Jupe during his unmarried Jupe with a total amount of 15 million rupiah per month for having abandoned her living. [4]

Methodology

This study uses a qualitative approach with the method of Critical Discourse Analysis Norman Fairclough. Critical Discourse Analysis tries to dismantle something wrong or wrong in society, such as injustice, equality, restriction of freedom or discrimination [5]. Fairclough told there are a three-dimensional method of discourse analysis. Discourse, and any specific instance of discursive practice, is seen as simultaneously (i) a language text, spoken or written, (ii) discourse practice (text production and text interpretation), (iii) sociocultural practice.



A special feature of the approach is that the link between sociocultural practice and text mediated by discourse practice; how a text is produced or interpreted [6]

TEXT ANALYSIS

In analyzing the news texts about an actress of Julia Perez's divorce claims, researcher uses framing analysis techniques by Robert N. Entman.

News Framing on Seleb On News MNC TV

Define Problem, Seleb On News defines Jupe's divorce case over Gaston Castano into the realm of law. Everything from the news about Jupe's divorce to her husband Gaston Castano is highlighted from the side of Law. This is evidenced by statements cited by informants citing the side of the law.

Diagnose Causes, in the entire reports in Seleb On News, the cause of the problem in this case is Gaston Castano, the actress' husband Julia Perez. Gaston is portrayed as a play boy and materialistic figure who takes an advantage of Julia Perez. This can be seen in the following news text:

WHILE IT WAS REPORTED FOR HAVING AFFAIR BEHINDS JUPE / GASTON ALSO ALLEGED AS A MATERIALISTIC GUY WHO TOOK ADVANTAGE OF HER / SUCH AS LUXURY CAR WITH THE FANTASTIC PRICES PROVIDED AS A BIRTHDAY GIFT FOR HIM / TILL THEIR LIVING COST SINCE THEY WERE DOING THE RELATIONSHIP// WHEN GASTON GOT INJURED AND CAN NOT EXPERIENCE PLAYING FOOTBALL / THEN ONLY JUPE WHO GAVE THE NEED OF GASTON'S LIVING COST
(Diary of Love Jupe-Gaston Seleb On News March 16, 2016)

Figure 1



Furthermore, Seleb On News has also featured the facts of Gaston as a husband who had abandoned her wife's livelihood by quoting Jupe's statement. "During this time Gaston boasted that in his country he had no obligation to support me, he was wrong. Indonesia does not like that, yet he knew the law in Indonesia itself. Now he understands that the law in Indonesia respects the rights of women and he now has to pay, it is required 15 Million monthly".

The News writer has had also positioning Jupe as both a victim and a hero. Jupe is told in the story narrative as a woman who loves Gaston sincerely. Jupe had sacrificed everything for the man she loved, though then Jupe finally disappointed. This is seen in the following news narrative:

THE COLLECTION OF THE GENERAL ARRENTINA / BETWEEN JULIA PEREZ AS A DANGDUT SINGER / WITH GASTON CASTANO AS FOOTBALL PLAYER FROM ARGENTINA / RE-HELD IN THE LAST DAY // BUT / NOT AS BEFORE / THIS TIME THE ACTRESS KNOWN AS JUPE SEEMS TO BE MORE STRONGER THAN IT USED TO BE// AUTHORIZED FOR BEING A WIDOW STATUS / JUPE ACKNOWLEDGE THEM FOR BEING RELIEF AND HAPPY / DUE TO HAS BEEN LIABILITY FROM HER SUFFERING HEARTACHE // (Jupe Officially for Being a Widow Status Once Again, Seleb On News May 13, 2016)

Seleb On News also quoted Jupe's statement to strengthen the frame, "There's no crying, where there I cry .. I'm really happy. Heloo Im the most happiest girl in the world now. This is my independence day. "

Seleb On News also uses music illustration I Want to Break Free from The Queen which was sung by Dewa Band. The contents of the song describes the condition or state of someone who has been free from a burden / pressure. News writers want to highlight that divorce or women who sue for divorce are not always negative, women are entitled to fight for happiness. Jupe is also described as a tough female figure, she dared to "fight" the culture that has been rely in the community. Jupe prefers to be a widow rather than living with a suffering of marriage life. "Gaston has been telling me that in his country he has no obligation to support me, but he was wrong. Indonesia is not like that, yet he knew the law in Indonesia itself. Now he understands that the law in Indonesia respects the rights of women and he now has to pay, it is required 15 Million monthly". "Certainly I am very happy, I am happy. Thanks to the noble judge, Mr. Puji who has given the fairest verdict, I thank all things went well and I got justice.

Making Moral Judgment (as making moral decisions). Seleb on News contains a moral claim that happiness is the right of every human being to be championed by quoting Julia Perez's statement "...with all my powers accountable to divorce Gaston, because I am entitled to be happy (Divorce Sues of Julia Perez, Seleb on News) where Seleb On News makes a moral decision and happiness is the right of every human being, including women, and happiness must be fought for.

Treatment Recommendation (Troubleshooting). Based on the background of defining the problem, determining the cause of the problem or the victim as well as the moral claims presented, Seleb on News provides problem solving for Jupe who deserves to be happy, and Gaston should be divorced by her.

Discursive Practices

The events presented in the news are not value-free. News is formed from the journalist's construction of a reality. Here, news writers, reporters, editors have full power to choose what words to use. They can choose one of the many rows of words that are similar in meaning but have different "flavors".

The researchers conducted an interview with producer of Seleb On News MNC TV event, Iswanti on February 7, 2017. Journalists live in media institutions with their own set of rules, work patterns, habits, rules, norms, ethics and routines. MNC TV is a commercial television station that lives in the midst of the competition of the television industry. Infotainment is one of the flagship programs of commercial television stations. The perception about the life of an actress which becomes the "meal" of infotainment journalists. "Like the usual infotainment, Seleb On News also holds editorial meetings, projection meetings. First, tomorrow, we should hold the meeting for the issue to be given (which one of the selected news to be played, red), we put this Jupe's case because the sessions is still running, right? And it's a lot of attention from the viewers ". (Iswanti, 2017)

The higher its news value of a story, thus it also higher the selling price will be, which ultimately fights on the high rating. Julia Perez's lawsuit against her husband contained news of conflict, human interest, prominence, impact, actual (at the time), so it is not surprising that television stations are vying to be able to broadcast the latest information about Julia Perez's divorce case.

Seleb On News also make an effort to not lose in the competition, among others, by holding a live report from the location of the trial with the aim of addition to speed factors also for reasons specificity, which distinguishes the program from other infotainment. "There is a live too. It's more to the novelty of other infotainments, because maybe other infotainments will discuss Jupe as only in the core of the its story, but if we are present, it is as if the viewers are presented directly from the scene" (Iswanti, 2017).

Seleb On News also take advantage of internet technology to strengthen its position in the middle of the competition. We want to grab her fans. Young mothers 20-40 years old. In Instagram there is a name of Jupelicius, the followers of Jupe. Where she becomes their idol, they want to know the information about her, they want their idol are being supported sincerely. So when the news gets aired, we tag all Jupe's followers to watch. We go to their Instagram, and we also have their own IG selebonnews.mnctv. because in nowadays is the era of socmed, so that we should also participated in it. We have IG, there is FB, twitter. We have the socmed team. Therefore, before the program aired, I must send the streaming video on twitter for its updated news release, then immediately continued into the broadcast of that day" (Iswanti, 2017)

In its news construction Jupe is portrayed as both a victim and a hero. "We do not want to judgde him. We want to give a case to learn to the female viewers that Jupe is actually weak, she is actually a person who get hurt. Because it's a journey of love with Gaston that we see Jupe has a lot of struggling, although in the end they are not being accepted by her parents but she is willingness to sacrifice in fighting for his love, but then this lick instead betray Jupe's trust" (Iswanti, 2017)

Associated with the position of women who sued for divorce her husband, Iswanti as the producer of Seleb On News argues that it is the right of every women. She has a good view of men or women who have the same rights. "It has the same right..., but this is really the last effort. The way that when everything is no longer discussed or any way has been taken, in fact we women have a right of it" (Iswanti, 2017)

CULTURAL PRACTICE

The notion of commodification begins with Marxist thought about mass production, about the ways in which the social relations of power are controlled by commercial interests or economic determination [7]. News is part of the chaos of the value system and materialism. There is a price on the news. News becomes a commodity idea, because news is bought and sold through news agencies.

In the media industry, commodities sold or exchanged are not goods or objects in the physical sense, but commodities are formulated in the aesthetic price presented in the form of media production. Because in television industries, it is known that something to be sold or exchanged is not an object or goods in the physical sense. The commodities are formulated in aesthetic works that are deliberately displayed. [8]

McManus tries to explain a model on a news editorial. The model shows that news consumers are exchanging their attention to media companies for information. The media company then sells the consumer's attention to the advertisers. Although it is something that can not be touched, extreme consumer attention is a valuable of one thing. [9]

One strategy for dealing with competition with other stations is to produce television programs that suit the market taste, in order to raise the rating. The editor of Seleb On News program has several strategies to raise their rating, which is intrinsic commodities in the program, such as interesting news packaging, live report from the scene, or use communication technology such as Instagram, facebook or twitter to promote the program.

Mass media requires journalists in charge of finding, collecting and processing news that will be distributed to the public. Indeed the task of journalists is to express facts and / opinions that contain facts, convey the truth and justice, explain the problems of the warm and educate the community. But this work is not an easy job because there are various interests that will later participate, which ultimately gives shape to the truth to be conveyed. [10]

Iswanti, as producer of Seleb On News Program, as a woman she wants to defend her people. She tried to fight in the news text she produced, such as trying to portray the figure of Jupe as a tough female figure, who broke the negative stigma about women suing her husband's divorce. But Iswanti is part of MNC TV, where the media world is currently patriarchal world [11] because people who are involved in the media world are dominated by men. Moreover, Iswanti is also in the global patriarchal system. Patriarchate is an asymmetrical relationship between men and women who place men more dominant than women.

Mass media has the power and a big role in shaping reality. It is created by the media as symbolic reality that the product or engineering of the managers (editors, journalists, producers, and all the people who work in it) choose the reality they want to show as well as hide the reality that is not supposed to support the news construction.

In the text produced by the editor of Seleb On News realized or did not participate in solidifying the ideology of patriarchy, which describes women (Jupe) as a weak figure and sells suffering and tears of women. This is seen in the following text:

THE COLLECTION OF THE GENERAL ARRENTINA / BETWEEN JULIA PEREZ AS A DANGDUT SINGER / WITH GASTON CASTANO AS FOOTBALL PLAYER FROM ARGENTINA / RE-HELD IN THE LAST DAY // BUT / NOT AS

BEFORE / THIS TIME THE ACTRESS KNOWN AS JUPE SEEMS TO BE MORE STRONGER THAN IT USED TO BE//AUTHORIZED FOR BEING A WIDOW STATUS / JUPE ACKNOWLEDGE THEM FOR BEING RELIEF AND HAPPY / DUE TO HAS BEEN LIABILITY FROM HER SUFFERING HEARTACHE // (Jupe Officially for Being a Widow Status Once Again, Seleb On News May 13, 2016)

In this news text Seleb On News positioning Gaston as a dominant one and Jupe is in a weak position through words and phrases such as "*menduakan*", "the matrealistic guy who only took an advantage of Jupe", "a fantasy luxury car that Jupe rewards it as a birthday gift for Gaston", "...until the living cost during their relationship", "Jupe is the only one who responsables for the living cost of Gaston. Seleb on News also represent the figure of men as the one who ruling over women, in this case the media partipate perpetuate the power of patriarchy ideology. this is seen in the following news text:

AGAIN, JULIA PEREZ A.K.A. JUPE HAVE HER DISAPPOINTMENT / WHEN ATTEND THE SECOND COURT/ CERTAIN DIVORCE STATEMENT TO A HUSBAND OF GASTON CASTANO / IN THE COUNTRY COURT OF SOUTH JAKARTA / LAST WEDNESADAY //

THE BALD ACTRESS IS BEING UPSET / BECAUSE SHE HAS ALREADY SINCERELY REQUIRED TO GASTON THROUGH THE SOCIAL MEDIA / TO COME TO THEIR COURT STATEMENT //

SB JUPE:

I've put on twitter, I know he is being active in social media. It can be seen from his latest post for being unpresent on the court. No any notices, man? ..well, actually he just on vacation abroad, huh? ..he seemingly have a party at the beach with his friends. So that means he does not appreciate the trial too. By letting know his manner I hope for the third sessions it will directly the final answer. Oh my God, I can wait for it. I will have a big party for it at my house anyway.

Figure 2



Those things are being formulated whether consciously or not by the text producers:

"We are not going to judgde him. We want to give a case to learn to the female viewers that **Jupe is actually weak, she is actually a person who get hurt**. Because it's a journey of love with Gaston that we see **Jupe has a lot of struggling**, although in the end they are not being accepted by her parents but she is willingness to sacrifice in fighting for his love, but then this lick instead betray Jupe's trust" (Iswanti, 2017)

In addition to patriarchal ideology, competition with other TV stations, Seleb On News will perform various ways to attract the attention of its viewers. Viewers' attention is then recorded in rating data sold to advertisers. "We want to grab Jupe fans. Young mothers 20-40 years old. In Instagram there an account with her name as Jupelicious, they are the followers of Jupe, and she becomes their idol, where they want to know the information about her so much, and want to support their idol sincerely. So when the news gets aired, we tag all Jupe followers to watch. We go to their Instagram, and we also have them to own the IG of seleb on news.mnctv. because in nowadays, it is the era of sosmed and we should get involved and also participated in it. We have IG, there is FB, twitter. We have sosmed team, and before the program aired I must send the streaming video on twitter for its up-dated news release, then immediately continued to be broadcast that day "(Iswanti, 2017).

By having the term from T. Titi Widianingsih patriarchal system put the media as in the case in Seleb On News which in a state of blessing in disgues for media companies in build its business. In the midst of a highly patriarchal media society (Seleb On News) sacrifices women in its news texts as well as selling women's sadness and tears.

Conclusion

Media is in two major pressures; economic pressure and patriarchal ideology. On this basis is the media always produce content that can give benefits to the company. The female construction in mass media in nowadays are still put forward the characater but by victimized the female on the infotainment program of Seleb on News MNC TV. MNC TV has exploiting the female actress life, in this case down to Julia Perez divorce statement. This situation has been published dramatically and sad, by selling the female sadness empathy so that rises the consumption as a part of setting the patriarchy ideology dominated. Selling women's suffering is a low-risk business option in a highly patriarchal society, the media contributes to the rule / domination of men over women.

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