

THE ETHICAL VIOLATIONS ON TELEVISION MEDIA IN THE 2024 GENERAL ELECTION (METRO TV CASE STUDY)

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Abstract

During the 2024 general election period, there are various types of ethical violations that may occur in news aired by television media. This article discusses ethical violations committed by television media during the 2024 general election period. This research uses qualitative descriptive method with agenda setting theory. This research was conducted by observing several news related to the 2024 general election that has been aired on television media, with case studies from Metro TV. After that, researchers analyze the news to then be able to see the ethical violations that occur. This research resulted in the conclusion that there was an ethical violation in the form of a conglomeration in the news that had been aired by Metro TV. This conglomerate was seen through several YouTube shows owned by Metro TV. This happened because the CEO of Metro TV, namely Surya Paloh, is a top official of the NasDem party who also put his support on Anies-Muhaimin.

Keywords: Television, Media, Ethics, Metro TV, General Election.

1. Introduction

1.1. Background

Mass media grows and develops with the passage of time. Mass media itself becomes one of the sources of information for everyone in need. The role of media itself is considered vital in society's life. Without the media, people would have difficulty obtaining the latest information they need. The role of media itself clearly has a significant impact and influence, due to its function as a medium for disseminating necessary information.

Media is a tool used with the purpose of conveying messages through communicators to the audience, using communication tools based on media such as newspapers, films, radio, and television (Cangara, 2010). According to Ardianto (2007), mass media itself is a channel that serves as a tool used in a communication process. From the perspective of several experts, it can be depicted that the media has a very influential and impactful role for the audience.

Every media conducts broadcasts in disseminating and reporting information to the public. The role of media in the world of television industry and P3SPS or known as Broadcasting Guidelines Actors includes a journalistic code of ethics in broadcasting, which is to present healthy shows for the audience. In journalistic broadcasts, there should be no lies or manipulation. However, the regulations are not intended to limit the creativity possessed by the press, and these regulations are made with the aim of developing creativity without forgetting the established norms.

Political contestation, especially the 2024 general election, has led many television media to report in a biased manner. This deviates from the media's purpose of providing fair and neutral coverage of political contestation.

Therefore, researchers want to know how the forms of ethical violations committed by television media, why ethical violations in television media can occur during the 2024 election, and how ethical violations in television media can influence the public receiving such information.

1.2. Research Question

Based on the introduction described above, the following problem formulation is obtained:

1. What are the forms of ethical violations in television news media in the 2024 election?
2. Why could ethical violations in television media occur during the 2024 elections?
3. How can ethical violations in television media have an influence on society during the 2024 elections?

1.3 Purpose and Objective

This research was conducted with the intention of determining the form of ethical violations committed by television media during the 2024 general election contestation. The purpose of this research is to provide a portrayal to the audience regarding ethical violations committed by television media during the 2024 general election contestation so that the audience becomes more educated. In addition, this study

aims to be a reference if there are further researchers who want to conduct research with the same or similar themes as the theme of this study.

2. Literature Review

2.1. Television media

According to Mulyana (in Valerisha, 2016), the term mass media has been used since the 1920s. The term mass media is used to refer to a media designed with a focus on delivering messages to the public without being bound by space and time. Mass media is also often known simply as media.

When viewed from its etymology, media is a development of the Latin word 'medius' which means middle or intermediary. Simply put, media can be defined as a means of delivering messages from communicator to communicant.

Dennis McQuail (in Kurniawansyah, 2020) explained that there are several roles held by mass media, including:

- 1) Industries create jobs and revive the goods and services industry, especially in the advertising industry.
- 2) Tools and means of community innovation management.
- 3) A means of informing events that occur in society.
- 4) Means of developing culture, lifestyle, and norms in society.
- 5) The main source in creating an image of individuals, groups, and communities.

One of the mass media that has high popularity is television. Television is the most popular mass media because television is in great demand by the public, ranging from children to adults, both in the era of old media and new media. It can be seen that until now there are still many people who play television shows on device applications such as YouTube, Zulu, and so on.

The word television consists of two words, namely tele (in Greek) which means 'distance' and vision (in Latin) which means 'image'. Thus, television can be defined as a system of displaying images (along with sound) from a distant location (dalam Azmi, 2014).

Television can also be defined as a communication medium with the same characteristics as mass communication, the message can be received by the general public, the target is to provide agreement, and the communicator is diverse (Efendi, 1993).

Basically, television has three functions, including:

- 1) Lighting function.

This lighting function is influenced by two factors in television, namely immediacy and realism. Immediacy can be interpreted as direct and close, where information conveyed through television can be received by the audience at the time of the event. Realism can be interpreted as reality, where a television station conveys information through microphones and cameras audially and visually in accordance with existing reality.

- 2) Educational function.

Television can be an effective means of increasing public knowledge by airing programs related to education. Not only that, television can also show programs that indirectly also convey knowledge such as films, quizzes, and so on.

3) Entertainment function.

The function of television as an entertainment can be seen clearly and dominantly. Most of the programs aired on television contain elements of entertainment.

According to Azhar Arsyad (Arsyad, 2002), television has several benefits when watched, including:

- 1) Viewing of various types of audio-visual impressions.
- 2) Present a good example to people watching.
- 3) Able to 'bring' the real world to the audience's home.
- 4) Able to provide opportunities to see and hear for yourself the events that exist in the community.
- 5) Able to present impressions that can be accepted and understood by people of various ages and education.

2.2 Press Ethics

The press has a huge impact and role in public life. The magnitude of the impact and role of the press ultimately obliges the press to adhere to ethical principles. The submission of the press to these ethical principles is not to hinder press freedom, but so that the press can be more responsible for all the news it releases.

The responsibility of the press is stated in a book entitled *Pergulatan Etika Indonesia* (Riyanto, 2019), including reporting true and accurate information, objective, and respecting Human Rights or Human Rights. This is also done so that the public does not become victims of fooling or misdirection by the press.

Press ethics aims to guarantee the right to communicate in public spaces as well as the right to obtain information correctly. A press that has ethics will certainly lift the credibility of a media and ensure the fulfillment of the right to get correct information (Haryatmoko, 2007).

Press ethics is fully stated in Law Number 40 of 1999 concerning the press. This law is the guide for journalists in making a report in the media, both in print, radio, and television media.

2.3 Elections

Conceptually, Ibnu Tricahyono (Tricahyono, 2009) put forward his definition related to elections, namely instruments in realizing people's sovereignty with the intention of forming a legitimate government and as a means of conveying the aspirations and interests of the community. Through the implementation of democratic elections, the public political space becomes more widely open. That way the public can assess the quality of a country's democracy.

According to the presentation of Rose and Mossawir (2013) there are several functions of general elections, including: (1) Determining the government of a country directly or indirectly, (2) As a means of feedback between voters and the government, (3) Indicators of public support for the opposition, (4) Means of political recruitment, and (5) Instruments in sharpening government sensitivity to people's aspirations.

In addition to functions, general elections also have objectives as stated by Ramlan Surbakti (Surbakti, 2012), as follows:

- 1) A method of selecting leaders in government and as an alternative to general policies in a democratic system.
- 2) The method is carried out in an effort to transfer conflicts of interest from the community to the people's representatives or parties that obtain seats so that people's unity can remain guaranteed.
- 3) A means of mobilizing public support for the state and government because through elections it will involve the public to play an active role in the political process.

2.4. Agenda Setting Theory

This research uses agenda setting theory. This agenda-setting theory was introduced to the public by researchers named Maxwell McComb and Donald L. Shaw (Putri, 2021). Agenda setting theory is defined by Sofyan with the creator of an agenda and if the media emphasizes an event, the media also provides public encouragement so that the public considers the event to be important (Sofyan et al, 2020).

The theory of agenda setting can be said to be a theory that is timeless. Although this theory was introduced in 1972, it can still be used today in researching modern events and phenomena, even still usable throughout the world. This is the advantage of this agenda setting theory (Hadi S. et al, 2021).

Littlejohn and Foss suggest that there are two fundamental assumptions about agenda setting (Littlejohn and Foss, 2009), including:

- 1) Society and mass media only filter and shape issues, but do not reflect reality, and
- 2) The concentration of mass media is placed only on a few issues that occur in the community to be aired as more important issues when compared to other issues.

Some agendas that can be determined by the mass media related to agenda setting theory (Kholil, 2007), including:

- 1) Determine what the wider community should think about. This is done by highlighting the specified issues (priming) and framing messages in the media.
- 2) Determine the facts that need and must be believed by the people who watch the show.
- 3) Determine problem solving of an existing problem.
- 4) Determine the focus of attention on an existing problem.
- 5) Determine what needs and must be known and done by the people who watch the show.

There are three types of influence of agenda setting proposed by Siune and Borre (in Mulyana and Wijayanti, 2024), including:

- 1) Representation.

The mass media often does coverage and airing related to issues that are currently on the important agenda in society. This means that the mass media is taking part in reflecting events that occur in the community and what is being thought by the community. Therefore, it can be said that agenda setting has an influence as a representation.

- 2) Persistence.

Persistence is more aimed at the ability of the community to maintain the existence of an issue or problem that is in the community by getting media

and public attention itself for a certain period. The essence of this constancy is more to the important agenda of society that is discussed for a long time and constantly gets public attention.

3) Persuasion.

Mass media can influence people's thinking about issues that are considered important. This persuasion reflects a strong relationship with three elements, namely mass media, society, and interest groups (e.g. media owners).

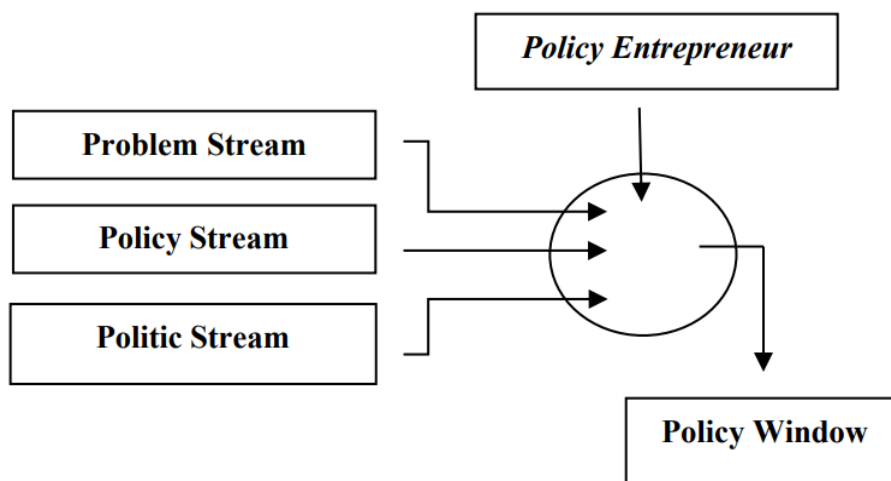
By using the model framework of the multiple streams framework, it can be seen that the relationship between problem stream, policy stream, and political stream is illustrated in this agenda setting (Kingdon, 2014).

- 1) The problem stream further explains the existence of the problem as a public problem that needs to be addressed immediately by the government.
- 2) Policy stream point more to solutions to a problem as a response offered by academics and the policy community.
- 3) Political stream have several factors, such as changes in national conditions, changes in government, and more oppressive campaigns by interest groups.

These three currents will proceed at different points and at a time when they will converge, this meeting is called the policy window. To open this policy window requires efforts made by actors with knowledge, commitment, and willingness to invest their resources. These actors are then called policy entrepreneurs.

The process of the three streams can be described in Kingdon's multiple streams framework as follows.

Figure 1. Multiple Stream Kingdon Models



Source: Kingdon (in Ilman and Fitrie, 2021)

3. Research Methods

This study used a qualitative descriptive method. This qualitative descriptive method is carried out with the aim of making systematic descriptions related to data and facts of the phenomenon being studied.

The object of research in this article is the news carried out by several

television media during the 2024 general election period. That way, the data and information in this study were obtained by analyzing news on television media during the 2024 general election contestation. Through this analysis, it was then found that ethical violations committed by television media in the news they committed.

4. Results and Discussions

The act of giving support to one of the presidential candidates is considered not to provide neutrality to the television media. Neutrality is something that should be applied to every media. This neutrality relates to ethics and rules in the media itself. Therefore, by airing news that is not neutral, the television media can be said to violate ethics.

Based on the analysis, researchers found several things in the media related to ethical violations in television media during the 2024 general election period, especially related to the impartiality of a television media in the news it airs.

One of the media that committed ethical violations in the form of impartiality in the news it aired was Metro TV. In the news aired by Metro TV, it can be seen that they are supporting the number one candidate pair (Anies-Muhaimin) in the 2024 general election. There is some evidence of alleged ethical violations of impartiality committed by Metro TV.

Researchers found several impressions that led to support for the Anies-Muhaimin. One of them was seen on a talk show program entitled Q&A. In the show, impartiality was shown by giving oblique responses from sources to the number two candidate pair (Prabowo-Gibran). This is because the Prabowo-Gibran pair has high electability.

Figure 2. Q&A program on Metro TV



Source: YouTube of Metro TV

Not only in the Q&A show, the impartiality on Metro TV is also shown in the Election News program on Metro TV's Youtube channel. In a news written with the

headline "JK's Real Support for Presidential Candidate Anies Baswedan" in the program. This is considered to violate press ethics by not providing press freedom in searching for news so that the press is only allowed to search for news based on the support of the media in the Anies-Muhaimin.

Figure 3. Selamat Pagi Indonesia Program on Metro TV



Source: YouTube of Metro TV

Ethical violations that occur on Metro TV are caused by conglomerates. The mastermind of the conglomerate owned by Metro TV is Surya Paloh. Surya Paloh is the Chief Executive Officer (CEO) of Metro TV as well as involved as chairman of a political party in coalition with Anie's partner, namely the National Democratic party or called the NasDem.

The ethical violations that occurred on Metro TV during the 2024 general election period are called conglomerates. Conglomeration is a condition in which someone who holds the highest stake in a television media who becomes the president director is also involved in politics affects the pattern of news aired by the media. This conglomeration often occurs during elections, for example during the 2024 general election.

Ethical violations committed by Metro TV have an influence on society. With the news aired, the community became influenced in providing support to the Anies-Muhaimin. Not only that, this conglomeration also provides an imbalance of information provided to the public so that people get information that is not neutral.

5. Conclusions and Recommendations

Ethical violations on television media during the 2024 general election contestation can be seen on Metro TV. Metro TV performs conglomerate actions in some of its broadcasts. This happened because of the Chief Executive Officer (CEO) of Metro TV, namely Surya Paloh.

Surya Paloh, the CEO of Metro TV, also serves as chairman of the Nasdem Party, one of the parties that gave support to Anies-Muhaimin. With his position, Surya Paloh made Metro TV a tool in voicing his support for Anies-Muhaimin. This can be seen in several news aired by Metro TV where the framing used always describes his support for the Anies-Muhaimin couple.

With non-neutral reporting on candidate couples, the public becomes unbalanced information. With the intensity of people watching Metro TV shows, viewers will get influence in making their choices in the 2024 general election contestation. However, this is precisely the purpose of Metro TV to show non-neutral news.

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