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## The Dynamic of News Production in Online Media: Case Study of *TvOneNews.com*

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### **Abstract**

The news content in online media is loaded with "political" interests that tend to ignore the substance and mechanism of a media. This research aims to explain that there has been a politicization of the media in the production of online news content that ignores its actual functions of the media. The study relies on qualitative research with data collection through reporting with the keyword "Bakrie" as reported by *TvOneNews.com* for July - August 2021 and then analyzed using qualitative content analysis methods. A phenomenon issue that needs a mapping of this textual data is related to the news that has been reported. The production process becomes the conceptual basis for the framework of this study. The media's process and function are the contents of the dynamics that occur in a media. This then raises the question of how exactly the media's production process is faced with the ideal of media functions. The results from the study showed the existence of "malasuai" between the production process and the functions of media carried out by *TvOneNews.com* and ideals of the Indonesian nation related to the media function as the "pillar of democracy". A suggestion for the media owners is that they should prioritize the nation's interests above personal and a suggestion for the other media crew that they should comply consistently with the journalistic code of ethics. The limitations of this research are that the data used are relatively minor, in the form of news carried out during the second wave of Covid-19 in Indonesia. This study only reviewed one media, *TvOneNews.com*.

*Keyword: production process, media function, reporting, tvonenews.com, malasuai*

### **INTRODUCTION**

The intensity of using the media is increasing among the people during the outbreak of the Covid-19 pandemic. Many activities must be done online. People are spending so much time staring at the computer and are no longer have time to turn on the television to get the information from news programs. They prefer utilizing online media portals for domestic and international news. This happens because online media is more practical and can be accessed anytime and anywhere. The information presented in online media is also the latest, which occurs in real-time. This is driven by the rapid penetration of the media in the digital era, making them the most productive and effective platforms for the

public to get information (Pabbajah, Jubba, Abdullah, & Pabbajah, 2021). Today, newspapers and television are also accessible online. Many conventional media companies have also turned to deliver news online (Rizqi, Madjid, Wibowo, Keamanan, & Unhan, 2019).

However, the facts show that the news production process of online media seems inconsistent with the media functions. The media are more commercially oriented rather than serving to provide information to the public. In fact, the media can offer more educational and quality content, but it has been complicated by profit-making (Widiastuti, 2016). As an industry, it is now difficult for the media to be neutral when dealing with political elites mainly because many considerations should be made. Neutrality is almost impossible because the mass media must support their own business (Muttaqin, 2011). Loyalty to capital owners has made them a tool of political propaganda that favours their owners' interests (Kusumadewi & Rusdi, 2016).

Research on online media and reporting has drawn the attention of academics and media observers. Current studies show that the media industry has distinct features of news content to attract an audience (Anggraeny, Lestari, & Putri, 2021). Another study shows that the media's production process to produce quality news has now been intervened by the owners' political interests. Figures behind the media, the basis of each content shared, and the company's ideology affect the content (Williams, 2003, p. 71). The problem lies in the business pattern, not in the technology. Ideological change in the media must consider business aspects and company's profit when adopting new technology to their products and services (Karimi & Walter, 2016; Pabbajah, Jubba, Widyanti, Pabbajah, & Iribaram, 2020). Ideally, the production process done by a media must support its role as a mass media. In accordance with Law No. 40 of 1999 Article 6, the media's roles consist of (1) Protecting the public's right to know; (2) Upholding fundamental values of democracy, enforcing the supremacy of law and human rights, and respecting diversity; (3) Developing public opinion based on precise, accurate, and factual information; (4) Supervising, criticizing, correcting, and suggesting matters related to the public interests; (5) And advocating for justice and truth (Republik Indonesia, 1999).

The majority of the media in Indonesia are owned by conglomerates, which has led to the ownership centralization and the tug-of-war between ideals, business and political interests (Karman, 2014). It also occurs in one of the national television stations in Indonesia, namely *TvOne*. *TvOne* is owned by the Bakrie Group led by Aburizal Bakrie. It was initially called *Lativi*, founded by Abdul Latief. In 2007, the Bakrie Group purchased most of *Lativi*'s shares, and in 2008 the 'red' station officially changed its name to *tvOne*. Today, *TvOne* also has an online news portal, *TvOneNews.com*, which delivers up-to-date national and international news and can be accessed at any time. Many studies have examined *TvOne*'s reporting patterns, showing that it is not objective and tends to side with its owner's interests.

Previous studies have shown that *TvOne* forms a bad image of its owner's political opponents (Lesmana, Nugroho, & Yoanita, 2016). Other research shows *TvOne* perform

framing to beautify its owner's image (Murfianti, 2015). Subsequent research indicates that *TvOne* is not neutral in its political reporting (Kusumadewi & Rusdi, 2016). It also aired positive news about the Golkar party, supporting it during the 2014 election campaign (Wisnu, 2016). Another study shows that the political figures use their media, both in news and advertisement, as a tool to construct a good image of the owner (Prasetya, 2013). One program also shows that the owner uses the station to strengthen his image and build public opinion during the 2014 general election campaign (Guntara, 2013). Another research points out that television stations in Indonesia, including *TvOne*, are biased toward the criticism of the President, evident from the selection of sources, news narratives, and visual images (Ariffudin, 2015).

Previous studies showed that *TvOne* did not prioritize objectivity and violated the public's right to know the truth in its reporting. Some questions arise: how does *TvOne* carry out the news production process? Does *TvOneNews.com* carry out the same process even during the pandemic? How are the functions of the mass media performed in it? This paper aims to complement previous studies by focusing on discussing how the shift in the media functions from idealism to pragmatism. This article specifically seeks to examine the production process compared to the ideal media functions that *TvOneNews.com* carries out in publishing news about its owner during the Covid-19 pandemic, especially during the second wave of the outbreak in Indonesia. It was a critical period as people were struggling against the severity of the second wave pandemic.

This paper is based on the argument that online media reporting is a setup and full of commercial interests. Online media have been used to highlight their owners' personal activities. The owners heavily influence the news production process, thus neglecting ideal media functions. The owners cherry-pick news items to be broadcast on television, covering their personal and family activities. In other words, the media has now become a tool to build their owners' popularity.

### ***Production Process***

The production process is the information processing conducted in a directed and regular manner to generate a product (Hasanah, 2018). Media perform production process to generate news for the public. Previous studies showed that the process in the media newsroom is influenced by several factors, one of which is media organization (Vinanda & Ahmad, 2021). Meanwhile, other studies proved that stages in a conventional journalistic process are often skipped due to time pressure and the continuous need for content in online media newsrooms (Himma-Kadakas, 2017).

Similarly, the production process proposed by Williams begins when journalists search for news and send it to the editorial desk to be edited for publication. Along with Chibnall, William (2003) emphasized that selection decisions will be made at the editorial meeting once the news is on the editor's desk. Based on his theory, it can be concluded that the production process is influenced by three things: media content that is selected and produced; who has the power to make the content; and the nature of an organization, its

structure and management, and the relationship between social institutions and their positioning ideology (Williams, 2003).

Additionally, five things must be done to plan a program's production process: production materials, production facilities, production costs, production implementing organization, and production stages (Fanastar, 2015). The production implementation stages are commonly called Standard Operating Procedure consisting of pre-production, production, and post-production stages (Raharjo, Pane, Sapitri, & Mutiah, 2021). One of the steps in the production process is planning the television program (Wibowo, 2007).

### **Media Functions**

Mass media have an essential role in human life because besides delivering information, it also educates, influences, and entertains the audience (Makhshun & Khalilurrahman, 2018). Wreight defines the four basic functions of mass media: supervision, correlation, socialization, and entertainment (Ruben & Stewart, 2017). In Indonesia, the media are regulated in the Law of the Republic of Indonesia No. 40 of 1999 concerning the Press. In Article 2, it is stated that the press functions as a medium of information, education, entertainment, and social control (Republik Indonesia, 1999). In addition to basic functions, the media or press is also a social control tool and performs as the fourth pillar of democracy. To fulfil these functions, the mass media must be independent, credible, and impartial in producing quality and balanced news to the public (Kemenko Polhukam RI, 2019).

Previous research shows that political figures, such as West Java Governor Ridwan Kamil and Central Java Governor Ganjar Pranowo, performs mass media functions through their Twitter accounts. According to Sholihati, the mass media's function comprises information, education, entertainment, persuasion, and social control (Harrera, 2016). Meanwhile, studies also reveal that some Indonesian online media have not fully fulfilled such functions. A study reviews three media functions by Harold Laswell and one media function by John Vivian. These functions are concerned with environmental control, correlation, social heritage function, and information. *Kompas.com* only fulfils the correlation function of the four functions, while the information function remains unfulfilled (Pratiwi, 2014).

The functions adopted in this study are functions of information, educational functions, entertainment functions, persuasion, social control (Sholihati, 2007), and the media as the fourth pillar of democracy. These functions will be used in mapping indicators to collect data related to media functions in tvOneNews.com reporting.

### **TvOneNews.com**

*TvOneNews.com* is an online media owned by *TvOne*. It uploads many news headlines daily, consisting of news articles and videos. *TvOneNews* runs news, sports, and lifestyle channels, with sub-channels covering national, international, legal, economic, and investigation news. Like *TvOne*, *TvOneNews.com* also often provides news about the

Bakrie family. The content ranges from family business success to community support for the Bakrie family in politics. However, such news is not covered by other media.

Previous studies on *TvOne* showed that first, this television station used political branding of the party affiliated with the owner in the context of political interests, forming a negative image of political opponents (Lesmana et al., 2016). Other research explained that *TvOne* and *RCTI* constructed news with framing techniques to promote the owner's political-economic ideology. The framing enhances Aburizal Bakrie and Golkar Party's image (Murfianti, 2015). Another study reported that *TvOne* sided with the owner and was subjective and impartial in the reporting (Kusumadewi & Rusdi, 2016). These previous studies that proved *TvOne's* partiality are the basis for further research on the production process and fulfilment of mass media functions.

### **Research Questions**

Based on the background and literature review above, this study aims to discuss "How is the production process compared to the media functions in the context of reporting by *TvOneNews.com* with the keyword "Bakrie" published during July - August 2021?"

## **METHOD**

A qualitative approach is used in this study. This approach explores and interprets the meaning displayed by an individual or some individuals regarded as a social problem (Creswell & Creswell, 2018). This research used content analysis to define the production process and media functions. Content analysis is a study of recorded human communication in the form of news and other information, books, paintings, websites, and laws. It is an appropriate technique for finding answers to the classic communication question "Who says what, to whom, why, how, and with what effect?" (Babbie, 2015).

Data mapping were performed by collecting data extensively and revealing the depth of news content pointers. The mapping contains news headlines, date of publication, the substance of news content, and the form of news. This mapping is compiled into a table to make it easy to read the results of data collection that support news content analysis conducted with a conceptual framework.

The methods used in this study are in line with previous studies, such as (1) Pattern analysis employed to collect extensive data and compare news in the use of clickbait tweets on Twitter as tabloid media promotion tips (Chakraborty, Sarkar, Mrigen, & Ganguly, 2017); (2) Content analysis that examined news articles published by media websites, aimed at exploring some changes in the classrooms of one of America's leading journalism schools (Ross, 2017); (3) Content analysis being used to examine campaign news by Irish print and online media two years ago. Besides content analysis, the research also used discourse analysis (Devereux & Power, 2019); (4) Research that used primary data on headlines and secondary data on literature studies of *Kompas.com* and *Tribunnews.com* related to news about Covid-19 (Hayati & Yoedjadi, 2020). The four previous studies inspired this research, particularly in data mapping, news content

analysis, and the use of primary and secondary data. The methods used here are relevant, improvised data types and data analysis.

The content analysis consists of three stages: preparation, organization, and reporting of results (Elo et al., 2014). The preparation stage was conducted by collecting data for analysis, interpreting the data, and selecting the units of analysis. This stage involved selecting *TvOneNews.com* news with the keyword "Bakrie" during July - August for analysis. The organization stage involved determining categorization and abstraction by setting indicators for each concept, interpreting each category, and doing representation or category reliability. The final stage reported the analysis results and described the phenomena through pre-determined categories. Content analysis is an appropriate method to discursively analyze the production process of *TvOneNews.com* by examining its published news articles compared to the media functions.

The units of analysis in this study are news contents published by *TvOneNews.com* during July - August 2021. Based on data from the Health Ministry of Indonesia's website, these two months was a period where entire Indonesia was experiencing a second wave of Covid-19, where positive cases and deaths were at the highest during 2021 (Kementerian Kesehatan RI, 2020).

Categorization or coding in this research is generated through indicators of the concept of the production process and media functions. The production process used in this study adopts the television program production process, which consists of pre-production (generating ideas, planning, and preparation), production (reporting and scriptwriting), post-production (editing and broadcasting) (Wibowo, 2007, p. 39).

## RESULTS AND DISCUSSIONS

Within 62 days (1 July – 31 August 2021), there were 19 headlines with the keyword "Bakrie" discussing the family's work programs, family business success, financial and health support to the community, and the Bakrie family's positive attitude towards family issues. No news criticized Bakrie and his family. The following are results of data-mapping of *TvOneNews.com* reporting about Bakrie according to the production process and media functions indicators.

Table 1. News about "Bakrie" on *TvOneNews.com* (July - August 2021)

No.	Headline	News Content	Date of Publication	Type of Media
1.	Bakrie Amanah Holds Protection Programs for 1,000 Preachers in the Remote Areas <a href="https://www.tvonenews.com/channel/news/45167-bakrie-amanah-mengadakan-program-perlindungan-untuk-1000-dai-di-pelosok-negeri">https://www.tvonenews.com/channel/news/45167-bakrie-amanah-mengadakan-program-perlindungan-untuk-1000-dai-di-pelosok-negeri</a>	Bakrie Amanah (Bakrie Group Charity) provides protection programs for 1,000 Preachers in the remote areas of the country.	30/8/2021	Video
2.	Bakrie Telecom Transforms into Technology and Communication Company, Revenue Increases 179% <a href="https://www.tvonenews.com/berita/4760-bakrie-telecom-bertransformasi-jadi-perusahaan-teknologi-dan-komunikasi-pendapatan-naik-179-persen">https://www.tvonenews.com/berita/4760-bakrie-telecom-bertransformasi-jadi-perusahaan-teknologi-dan-komunikasi-pendapatan-naik-179-persen</a>	Submission of the financial statements of PT. Bakrie Telecom Tbk which shows steady growth.	26/8/2021	Article
3.	Bakrie Group Holds Vaccination for Employees and their Families <a href="https://www.tvonenews.com/channel/news/44519-bakrie-group-gelar-vaksinasi-untuk-karyawan-dan-keluarga">https://www.tvonenews.com/channel/news/44519-bakrie-group-gelar-vaksinasi-untuk-karyawan-dan-keluarga</a>	PT. Lativi Media Karya ( <i>TvOne</i> ) holds mass vaccination attended by tvOne employees and their families.	19/8/2021	Video
4.	Anindya Bakrie Hopes Vaccination Impact on Economic Recovery <a href="https://www.tvonenews.com/berita/nasional/4136-anindya-bakrie-berharap-vaksinasi-dapat-berdampak-pada-pemulihan-ekonomi">https://www.tvonenews.com/berita/nasional/4136-anindya-bakrie-berharap-vaksinasi-dapat-berdampak-pada-pemulihan-ekonomi</a>	Anindya Bakrie (Viva Group's President Director) hopes vaccination program by tvOne can restore the economy.	18/8/2021	Article
5.	TvOne Holds Mass Vaccination <a href="https://www.tvonenews.com/berita/nasional/4134-tvone-gelar-vaksinasi-massal">https://www.tvonenews.com/berita/nasional/4134-tvone-gelar-vaksinasi-massal</a>	A vaccination program organized by tvOne for its employees.	18/8/2021	Article



6.	<p>Indonesia's 76th Anniversary, Bakrie Business Group to Create Digital-Based Businesses</p> <p><a href="https://www.tvonenews.com/berita/nasional/4060-hut-76-ri-kelompok-usaha-bakrie-akan-wujudkan-bisnis-berbasis-digital">https://www.tvonenews.com/berita/nasional/4060-hut-76-ri-kelompok-usaha-bakrie-akan-wujudkan-bisnis-berbasis-digital</a></p>	<ul style="list-style-type: none"> <li>● Bakrie business group holds independence ceremony</li> <li>● Bakrie family is very concerned with and actively participates in supporting government programs of overcoming the spread of Covid-19 (implementation of 3M conducting swab &amp; vaccination programs, making donations)</li> <li>● Helping natural disaster victims</li> <li>● Rebuilding damaged bridges</li> <li>● Distributing basic staples to Covid-19 victims/orphans</li> <li>● Assisting MSMEs to survive/rise</li> </ul>	17/8/2021	Article
7.	<p>Slawi &amp; Bakrie Amanah Association Distribute one Ton of Rice for Scavengers</p> <p><a href="https://www.tvonenews.com/berita/nasional/3930-paguyuban-slawi-bakrie-amanah-salurkan-1-ton-beras-untuk-pemulung">https://www.tvonenews.com/berita/nasional/3930-paguyuban-slawi-bakrie-amanah-salurkan-1-ton-beras-untuk-pemulung</a></p>	<p>Slawi Community Association in collaboration with Bakrie Amanah Foundation, distributes one ton of rice to hundreds of scavengers in Bantar Gebang, Bekasi City.</p>	14/8/2021	Article
8.	<p>76th Anniversary of Indonesia's Independence, Bakrie Business Group Holds Virtual Ceremony</p> <p><a href="https://www.tvonenews.com/berita/nasional/3885-hut-kemerdekaan-ri-ke-76-kelompok-usaha-bakrie-gelar-upacara-virtual">https://www.tvonenews.com/berita/nasional/3885-hut-kemerdekaan-ri-ke-76-kelompok-usaha-bakrie-gelar-upacara-virtual</a></p>	<p>Bakrie Business Group holds a virtual Indonesia's Independence ceremony with the theme "Contributing to the country through sustainable digital-based businesses."</p>	14/8/2021	Article
9.	<p>Aburizal Bakrie's prayer and Apriyani's Olympic Gold</p> <p><a href="https://www.tvonenews.com/">https://www.tvonenews.com/</a></p>	<p>Aburizal Bakrie tells the story of his prayer for Apriyani 8 years ago</p>	6/8/2021	Article

	<a href="https://www.tvonenews.com/sport/3392-doa-aburizal-bakrie-dan-emas-olimpiade-apriyani">sport/3392-doa-aburizal-bakrie-dan-emas-olimpiade-apriyani</a>	through his Instagram account.		
10.	Anindya Bakrie and BCF Call on Youth to Care for Environment in Campus Leaders Forum <a href="https://www.tvonenews.com/lifestyle/3270-anindya-bakrie-dan-bcf-ajak-anak-muda-peduli-sekitar-lewat-campus-leaders-forum">https://www.tvonenews.com/lifestyle/3270-anindya-bakrie-dan-bcf-ajak-anak-muda-peduli-sekitar-lewat-campus-leaders-forum</a>	<ul style="list-style-type: none"> <li>● Bakrie Center Foundation holds internship through Campus Leaders Program</li> <li>● Founder &amp; Chairman of BCF, Anindya Bakrie, says this CLP is BCF's effort to bring young people closer to social issues and train empathetic leaders.</li> </ul>	3/8/2021	Article
11.	Apriyani Starts Badminton Career at Pelita Bakrie <a href="https://www.tvonenews.com/sport/3228-apriyani-awali-karir-bulutangkis-di-pelita-bakrie">https://www.tvonenews.com/sport/3228-apriyani-awali-karir-bulutangkis-di-pelita-bakrie</a>	<ul style="list-style-type: none"> <li>● Story of Apriyani's meeting with Greysia</li> <li>● Apriyani's badminton journey at Bakrie Pelita Club</li> </ul>	2/8/2021	Article
12.	Anindya Bakrie: Competing in the Olympics is a Gift <a href="https://www.tvonenews.com/sport/2637-anindya-bakrie-bertanding-di-olimpiade-sebuah-anugerah">https://www.tvonenews.com/sport/2637-anindya-bakrie-bertanding-di-olimpiade-sebuah-anugerah</a>	General Chair of PB PRSI, Anindya Bakrie, says it is a blessing from Allah that athletes can compete in Olympic Games.	17/7/2021	Article
13.	Getting to know FAN Campus, Drug Rehabilitation Center for Nia Ramadhani and Ardi Bakrie <a href="https://www.tvonenews.com/berita/nasional/2471-mengenal-fan-campus-tempat-rehabilitasi-narkotika-untuk-nia-ramadhani-dan-ardi-bakrie">https://www.tvonenews.com/berita/nasional/2471-mengenal-fan-campus-tempat-rehabilitasi-narkotika-untuk-nia-ramadhani-dan-ardi-bakrie</a>	Introducing the rehabilitation centre for Nia and Ardi Bakrie, FAN Campus claims the counsellors are trained and certified, it considered suitable for Nia and Ardi's rehabilitation.	13/7/2021	Article
14.	Nia Ramadhani and Ardi Bakrie Undergo Rehabilitation at FAN Campus <a href="https://www.tvonenews.com/berita/hukum/2465-nia-">https://www.tvonenews.com/berita/hukum/2465-nia-</a>	Nia and Ardi Bakrie are rehabilitated at FAN Campus, not at BNN Lido, because of client restrictions due to Covid-	13/7/2021	Article

	<a href="#">ramadhani-dan-ardi-bakrie-jalani-rehabilitasi-di-fan-campus</a>	19.		
15.	Nia and Ardi to undergo rehabilitation <a href="https://www.tvonenews.com/berita/hukum/2370-nia-dan-ardi-akan-menjalani-rehabilitasi">https://www.tvonenews.com/berita/hukum/2370-nia-dan-ardi-akan-menjalani-rehabilitasi</a>	Nia and Ardi Bakrie are recommended to undergo rehabilitation. The lawyer considers Nia and Ardi to be victims and need rehabilitation.	10/7/2021	Article
16.	Aburizal Bakrie's Message of Support to Ardi and Nia <a href="https://www.tvonenews.com/berita/2328-pesan-tabah-aburizal-bakrie-dukung-ardi-dan-nia">https://www.tvonenews.com/berita/2328-pesan-tabah-aburizal-bakrie-dukung-ardi-dan-nia</a>	Aburizal Bakrie says what is happening to his family is a trial, and he takes lessons from this incident. Lawyer for Nia and Ardi says that his clients are victims of drug abuse.	10/7/2021	Article
17.	Family Spokesperson: Ardi and Nia Apologize to Parents <a href="https://www.tvonenews.com/berita/2327-jubir-keluarga-ardi-dan-nia-sampaikan-permohonan-maaf-kepada-orang-tua">https://www.tvonenews.com/berita/2327-jubir-keluarga-ardi-dan-nia-sampaikan-permohonan-maaf-kepada-orang-tua</a>	Nia and Ardi apologize to the family through their lawyer.	9/7/2021	Article
18.	Lawyer Wa Ode criticizes Police Carrying Guns when Handling His Clients <a href="https://www.tvonenews.com/berita/nasional/2326-penasehat-hukum-wa-ode-nilai-polisi-berlebihan-bawa-senjata-saat-tangani-kliennya">https://www.tvonenews.com/berita/nasional/2326-penasehat-hukum-wa-ode-nilai-polisi-berlebihan-bawa-senjata-saat-tangani-kliennya</a>	Lawyer for Nia and Ardi expresses the couple's regret over the incident and criticizes the Police for carrying weapons during the arrest.	9/7/2021	Article
19.	Press release of Spokesperson for the Bakrie Family <a href="https://www.tvonenews.com/channel/news/42876-keterangan-juru-bicara-keluarga-bakrie">https://www.tvonenews.com/channel/news/42876-keterangan-juru-bicara-keluarga-bakrie</a>	The spokesperson for the Bakrie family says: <ul style="list-style-type: none"> <li>● Nia and Ardi's families fully support the law enforcement process</li> <li>● Both their families request health services because Nia and Ardi are</li> </ul>	9/7/2021	Video

		<p>victims of drug abuse</p> <ul style="list-style-type: none"> <li>● Nia and Ardi have apologized to the family and accepted, they gave support</li> <li>● Aburizal Bakrie says what is happening is a trial and will be endured patiently</li> </ul> <p>Bakrie family's lawyer says:</p> <ul style="list-style-type: none"> <li>● Nia and Ardi's condition is much better, and they show deep regret</li> <li>● Ardi and Nia will go through the law enforcement process without asking for special treatment</li> <li>● Layer criticizes the Police for carrying weapons during arrest</li> <li>● Applying that Nia and Ardi should be rehabilitated</li> </ul>		
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**Pre-production process.** First, regarding news ideas, it shows that out of 19 news items with the keyword "Bakrie" published during July - August 2021, 89% or 17 articles were ideas related to the Bakrie family's activities. The topics mostly covered the business activities of Bakrie Telecom, Bakrie Group, Bakrie Amanah, Bakrie Center Foundation, and members of Bakrie extended family. News ideas based on current events show a figure of 78%, while 42% of the articles were written because of the urgency factor. This indicates that most of the news ideas with the keyword "Bakrie" were written to support the Bakrie family's activities, and not all of the news items came from current events or urgency factors. Regarding the second pre-production process, namely publication planning in several headlines, the analysis results found that 63% or 12 headlines were repetitions of other news topics, meaning that not all news items were new information. Concerning preparation, the third pre-production process, it shows that nine or 47% of the news items were published only by *TvOneNews.com*, meaning that the nine news items were not considered information worth reporting by other online media.

**Production process.** This stage consists of reporting and scriptwriting. First, reporting can be done in two ways: going directly to the scene of an event or collecting information from stakeholders. The reporting process by direct visit to the scene made up 57% or 11

headlines, while headlines whose information was provided by interested parties were more dominant, namely 68% or 13 headlines. It was observed that the news items covered on the spot usually display photographs or videos of the event.

Meanwhile, news items based on information submitted by informants containing the sentence "That's the official press release we received" shows that the journalist did not go to the scene for coverage. The second stage of production, namely writing news scripts, must meet the 5W + 1H rules (what, who, where, when, why + how). Most of the "Bakrie" news items covered by *TvOneNews.com* for two months met the requirements of 5W + 1H, which are 15 news items or 78%.

Furthermore, out of 19 news items, 63% highlighted the Bakrie family's positive side. The exact figure of 12 news items also carried headlines that favour Bakrie and his family. The Bakrie family's positive side was highlighted in the reporting through the use of sentences that enhance the Bakrie family's image. For example, the sentence "Aburizal keeps their spirits up by praying for them to succeed, become big players, and make the nation proud on the international stage," which was written in one of the news articles, is a clear example of how *TvOneNews.com* sought to boost Bakrie's image.

**The post-production process.** This consists of editing and broadcasting. First, six headlines or 31% used photographs or videos that favour the owner regarding editing. The news items edited using photographs or videos from *tvOne* television programs were used in 6 headlines. Second, regarding broadcasting or publication, 12 headlines were topics covered several times a week. Out of 19 news items, three were videos ranging from 1 to 7 minutes. The videos were taken from news aired by *TvOne* television programs, namely Morning News, Afternoon News, and Main News. News articles published by *TvOneNews.com* related to Bakrie usually consist of 2-5 pages or around 190 to 700 words. Not a single news item related to Bakrie during July - August 2021 was written on only one page or around 180 words.

The results of data mapping from the second concept show that the media functions have six dimensions, namely: information, education, entertainment, persuasion, social control, and as the fourth pillar of democracy. The first indicator in the media function as information is that news articles contain information people need. About 63% of headlines meet this function. Meanwhile, 89% or 17 news items have information about activities or businesses run by the Bakrie family. This proves that almost all news items with the keyword "Bakrie" inform the public about the owner's interests. However, not all of this information is needed by the public. Furthermore, the education function has two indicators: articles containing insights that educate the public and the content beneficial for the reader. The analysis results show that only about 26% or five articles from each indicator meet the criteria of the media function as education.

The media function as entertainment is indicated by news content that entertains and is good news for the public. The results show that the entertainment function of *TvOneNews.com* for the first category is 0%, where all the news content related to Bakrie

during the two months did not entertain the public. However, about 36% or seven articles brought good news to the public. The fourth function— persuasion, also has two indicators: the first indicator, news content that encourages the public to do positive activities, meets only 36% of the total news items; the second indicator shows the exact figure, namely news content affects people's lifestyles. This figure shows that less than half of Bakrie's news articles serve a persuasion function. The function of persuasion can be identified from the presence or absence of words of encouragement to the public to do something, either implicitly or explicitly.

Regarding the media function as social control, it has two indicators: first, news content affects behaviour patterns in society. Only four news items, or about 21% of the total, met this criterion. While articles containing criticism or supervision of the public interests, which is the second indicator of this function, were found in seven articles of the total or 36%. The last function, namely the media as the fourth pillar of democracy, has three indicators: first, news content promoting the supremacy of law or democratic values, was only 36% of all news articles. The second indicator, news content promoting diversity, was found only in five headlines or 26% of the total. The same figure was also the analysis result of the three indicators of the media function as the fourth pillar of democracy, namely news content advocates for justice and truth. This function can be seen in content promoting law enforcement and collaboration in the community and news stories written to uphold justice.

### Discussion

The production process carried out by *TvOneNews.com* in its reporting with the keyword "Bakrie" was examined using 14 indicators of each dimension in the production process. The pre-production stage, generating ideas, has the following indicators (1) News ideas originate from the owner's interests (Bakrie family's activities), (2) News ideas are related to current events, and (3) News ideas are due to the urgency factor; pre-production, planning, has the following indicators (4) Topics for news are covered in several news headlines; pre-production, preparation, has the following indicators (5) Topics for news are covered only by *TvOne* or *TvOneNews.com*. The production process, reporting, has the following indicators (6) Reporting is conducted by going to the scene, and (7) Information is provided by interested parties; production process, scriptwriting, has the following indicators: (8) Meeting the 5W + 1H requirement, (9) Highlighting the Bakrie family's positive side with the use of sentences, (10) Using headlines that favour Bakrie or highlight his good side. Post-production stage, editing, has the following indicators (11) Using photographs or videos that favour the owner, (12) Videos are taken from *TvOne* television programs; post-production, broadcasting, has the following indicators (13) The same topic is covered more than once a week, and (14) The number of words or the duration of the video in each news item about Bakrie.

This can be seen from the news items dominated by the reporting of the Bakrie family's activities. Interested parties provide information to highlight the object's positive side, namely Bakrie and his family, and the topic is covered only by *TvOne* and

*TvOneNews.com*. The evidence from the results of the content analysis is in accordance with what was proposed by Williams (2003) that the production process is influenced by (1) the content media being selected and produced; (2) who has the power to shape the content; (3) nature of the organization, its structure and management, and the relationship between social institutions, and its positioning ideology.

Content published in the media must go through a selection process in the production stage. In the production process, the content to be published is determined by the owner and manager; they can decide which people, which facts, which versions of the facts and ideas should be made public (Parenti, 1986, p. 32). This quote was also used by Williams (2003, p. 83). In other words, the information we receive daily is determined by company policy. From here, we can see the selection made by the news editorial team at *TvOneNews.com* for the keyword "Bakrie". The owner and the editor of *TvOneNews.com* choose to make the Bakrie family the news subject. The content selection also occurs in the news. All news related to "Bakrie" is presented only with positive information, as in the news about Nia and Ardi Bakrie, who were arrested for drug offences. The news content was selected, and it covered only the positive side, the apology from the two offenders and the family's support, which aimed to defuse the situation. There was no news about the offence chronology, let alone expressing disapproval. This proves that the content is selected and produced based on the actors' interests in branding. To educate the audience, they should publish more constructive content to increase public awareness of the danger of drugs. The arrest of the drug offenders can be used to remind the public of the issues that endanger human life and the community's mentality as a nation's asset.

There is a reporting mechanism that can shape media content. It consists of political issues, practitioners, managers, and capital (Yuniar, 2019). Practitioners here can be journalists and editorial staff, while managers, including the editor-in-chief, determine the content's shape; capital refers to capital owners. However, the leaders in media organizations as an industry, including the capital owners, play a role in determining what should be published. Media companies only serve as a medium for disseminating the rulers' ideas, while the journalists and workers cannot resist (Williams, 2003, p. 84). In other words, the owners can intervene in favour of their interests, resulting in the ideals of journalistic ethics being neglected.

Another example is the news item entitled "Bakrie Telecom Transforms into Technology and Communication Company, Revenue Increases by 179%" about Bakrie and his family. Such information is approved by the media leader and oriented towards the branding of the family business. A media leader can choose what to publish, as in the case of news topics covered only by *TvOne* and *TvOneNews.com*, with photographs and videos highlighting the owner's positive image and the information provided by interested parties. What does the news about "company's revenue rising 179%" contribute to the nation and state?

Williams (2003) argued that communication also occurs in the relationship between organizational structure and media work culture. It means that media workers work to produce content and build good relationships between employees, leaders, capital owners, and other social institutions involved. Therefore, content produced by the media depends on the relationship between media owners and their employees and is also affected by organizational factors, operational systems within the company, and supportive managerial management. As Minning said (in William, 2003), social structures and organizational practices influence autonomy in media production. This is related to the position of *TvOne* and *TvOneNews.com*, which are often used as political propaganda tools for their owner. Editorial workers may produce news, but they no longer work 100% for the public's information needs but for building the image of the company owner. Previous studies have found that *tvOne* operates in the owner's favour. The analysis results of this study showed that 17 out of 19 news articles about "Bakrie" highlighted Bakrie and his family. For example, the news "Paguyuban Slawi & Bakrie Amanah Distribute 1 Ton Rice to Scavengers" manifests the above theory, which involves social institutions in the process.

Regarding the 5W + 1H rule, the audience does not know when the event occurred despite being a real-time news feed. It can be concluded that news about Bakrie on *TvOneNews.com* aims solely to promote Bakrie's popularity. Here, the public will see Bakrie as a successful ruler with the potential to change people's lives for the better.

The analysis of 19 news items about "Bakrie" by *TvOneNews.com* shows that this online media has not served the media functions properly. None out of six media functions is fulfilled. The media functions in this study have 13 indicators, information function: (1) News articles provide information the public needs, (2) The information concerns only Bakrie and his family activities/businesses; educational function: (3) News articles contain insights that educate the public, (4) News content is useful for readers; entertainment function: (5) News content entertains the public, (6) News content brings good things to the public; persuasion function: (7) News content encourages people to do the positives, (8) News content affects people's lifestyle; social control function: (9) News content shapes behaviour patterns in society, (10) News content criticize or supervise public interests. Finally, regarding the media function as the fourth pillar of democracy, the indicators refer to Law No. 40 of 1999 Article 6, namely (11) News content upholds the supremacy of law/democratic values, (12) News content promotes diversity, (13) News content advocates for justice and truth.

The indicators above show that the information function does not optimize the conceptual implementation in its practice. The majority of news on "Bakrie" is about family activities. It provides little insight for the public neglecting the educational function. In the wake of Covid-19, the content should educate the public about the handling of the disease, health protocols, government programs, the importance of vaccines, etc. The entertainment function is even non-existent. Only a few reports



brought good news to the public, such as the Bakrie Amanah program for Indonesian preachers and donating a ton of rice for the needy. Only 36% of the persuasion is fulfilled. Seven news items call on the public to do positive activities or influence people's lifestyles better, such as the news about vaccine programs. The fifth function, social control, is also unfulfilled. Only a handful of articles serves a supervisory function. It affects social behaviour, as in the news on mass vaccines, the Anniversary of Indonesia's Independence, Ardi and Nia's apology, and the statement from Bakrie's spokesperson. The media control function appears to be "conditioning" for the current issues for the Bakrie family's image. The last and most crucial function, the media as the fourth pillar of democracy, is not fulfilled either. News about Bakrie also rarely upholds the supremacy of law, promotes diversity, or advocates for justice for the public.

The analysis results show that *TvOneNews.com*'s news production process does not serve the media functions. There is an inconsistency between the production process and ideal media functions. The reporting with the keyword "Bakrie" can be observed, indicating the capital owner's intervention in the news production process. It is evident that the news on "Bakrie" has not contributed to the role of mass media, especially regarding social control and the fourth pillar of democracy stipulated in the Law of the Republic of Indonesia.

The results in this study support previous findings on how *TvOne* works. The first study shows that *TvOneNews.com*'s reporting tends to enhance the owner's image (Murfiandi, 2015). This study is also in line with the second study's findings that most Indonesian media favour the capital owners (Kusumadewi & Rusdi, 2016). However, the results of this study are contrary to what Lesmana et al. (2016) stated in their paper. The news on Bakrie during July - August 2021 on *TvOneNews.com* did not discredit other parties but merely focused on highlighting Bakrie and his businesses.

In this respect, the media in Indonesia should remain impartial and objective in their reporting. The media, especially *TvOne* and *TvOneNews.com*, are expected to comply with the media functions and Law Number 40 of 1999 in serving their duties as the primary sources of public information and a pillar of democracy. Media owners should not intervene in the reporting process. This would make journalism ethics applicable, and news topics can be independently determined to serve the public interests. Only then can the media functions be fulfilled, and media crews in Indonesia implement the ideal journalistic code of ethics.

The production process concept is theoretically divided into pre-production, production, and post-production. Meanwhile, the media theoretically confirms its functions: information, education, entertainment, persuasion, social control, and the fourth pillar of democracy. However, in reality, this has not been done ideally. The combination of the two concepts has not been properly implemented.

## CONCLUSION

The media functions tend to be overshadowed by capital owners during the news production process. This study shows that the media owners' interests heavily influence online media production under television station companies. News broadcast on television is dominated by positives about the owner and his family. It also occurs to *TvOneNews.com* and *TvOne* under the Bakrie Group's ownership. The news published on *TvOneNews.com* also represents *TvOne*, where the production process regarding reporting on the two media is still under the same editors. News items tend to be repetitious and cause the audience to get bored. Viewers seeking up-to-date, creative, and varied news could abandon this news portal.

The production process concept used in this research consists of pre-production, production, and post-production stages. The stages of the news production process begin with pre-production, which consists of finding ideas, planning, and preparation. The following process is the production, comprising of news reporting and scriptwriting. The last is the post-production process, namely editing and broadcasting. As an organization, media practitioners or media crews re-produce the ideology underlying the establishment of the media and affiliate to certain political parties that affect the capital owners and actors' policymaking. As an industry and a profitable business enterprise from an economic point of view, the media need to consider market demands or consumer trends. They also should consider the values or rules of the professional code of ethics in producing news content. Therefore, the news production process involves media crews and requires the owners to build good relations with the management and employees and comply with the organizational structure and work procedure. Media crews must also follow the rules and values prevailing in the media organization.

The findings reveal that the owner's intervention is inevitable in every production stage. For example, in the pre-production process of generating ideas, some of the contents of the news report came from the activities of Bakrie and his family and their work programs. Moreover, such news items were published exclusively by *TvOneNews.com*, and no other media reported on the topic. On top of that, the news materials obtained by the *TvOne* team came from interested parties. The production process intervened by the owner's interests, then led to the divergence of media functions by *TvOneNews.com*.

The functions of the media in this study consist of information, education, entertainment, persuasion, social control, and the fourth pillar of democracy. Content analysis to examine the functions of the media was also carried out on every news item about Bakrie. The results show that the news reporting with the keyword "Bakrie" has not fully fulfilled the six functions of the mass media. This situation is caused by the fact that *TvOneNews.com* did not focus on the public in its reporting. The owner's interests were involved during the production process. Ideally, media owners should prioritize the nation's interests and state above personal and group interests. In addition, the media should have a system that ensures that the work is done in accordance with the

procedures applicable in Indonesia, namely, to channel the people's aspirations impartially to the stakeholders who run the government in accordance with the state administration in this country. Only then can the functions of the media as the fourth pillar of democracy be achieved.

This study reveals how the news production process occurs at *TvOneNews.com* and the factors that affect it. This study also proves that there has been an inconsistency regarding the media functions because of production process patterns. This study also provides a new perspective on the production process and media functions applicable in online media. This research potentially enriches academic knowledge in journalism and communication for future reference. The study implies that the media can implement the processes and functions of the media optimally. Therefore, the idealism of the production process and the functions of the media enable neutrality and objectivity.

The limitation of this study lies in the use of relatively insufficient data from only one online media, which is also a private television station, considering that there are still several other family-owned media companies. Therefore, further research is needed with a broader range of data from other media by comparing the interests of the media based on ownership. In addition, the analysis used in this study is still limited to the second wave of Covid-19 pandemic in Indonesia. Therefore, a more contextual analysis approach is needed to map issues of the media as a whole.

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