



PRESS FREEDOM PERSUASIVE IN MEDAN CITY

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ABSTRACT

This study aims to determine persuasion in press freedom in the city of Medan, especially the 24-hour Metro Daily, Metro Post, Top Metro, Medan Pos, and Orbit Daily. This question is described with the views of Wilson & Odgen namely; What are the steps of the approach to invite others to follow a certain opinion that is getting attention, designing messages to be understood, creating acceptance of what is given through self-attraction, and ensuring memory through well-designed and presented arguments. Organizations of Non-Governmental Organizations (NGOs) and other community leaders tend to engage in mutual blasphemy which is contrary to Islamic teachings. Theoretically, the conceptual framework in this research is based on the formulation of the role of public opinion and its impact on communication, the principles of persuasion and using it to change behavior and the legitimate role of advocacy in a free market economy and ethical standards that apply to persuasive communication. The 'yellow newspaper' journalists tend to violate the journalist's code of ethics by exposing pornographic, sensational, bombastic news and even press companies that conspire criminally with corrupt officials against state money. Community leaders, religious leaders, educators feel deeply disappointed.

Keywords: Press Freedom, Persuasion, and Designing Messages.

INTRODUCTION.

Indeed, the Indonesian state and nation, including the citizens of Medan City, need a free and responsible press. An ideal combination of press freedom and the awareness of mass media managers (insan press), especially not to act arbitrarily with the ability, strength and power of the mass media (the power of the press).

Indonesia's press freedom should ideally be built on a common foundation of the interests of media managers and the interests of their target audience, regardless of whether they represent the interests of the state (government), or the interests of the people. Within the framework of the shared interests, it is hoped that the actualization of national press freedom will not only fulfill unilateral interests, both the interests of managers (sources) and the fulfillment of target interests (public media). From this picture, it is clear that there are negative sides to the positive side of press freedom. Perhaps the positive side doesn't need to be discussed anymore because it is clear that this is what the press and society in general expect. In fact, the most urgent thing to study is

the negative side of freedom, because it is these negative sides that will threaten the future of press freedom which has been difficult. hard to get.

The negative side of press freedom can be seen, among others: the decline in the professionalism of journalists such as the occurrence of news that is not balanced and distorts the facts so that there is a duping of the community, terrorism and violence against journalists and press institutions; widespread publishing of pornography; and the weakening of the offer of democracy due to the strengthening of media capitalism that relies on market mechanisms.

In Medan City, according to the North Sumatra Letter Publishing Union (SPS), there are more than 80 daily and weekly newspapers and online media that appear with various news patterns in Medan City. The growth of mass media in the city of Medan looks quite significant compared to before the era of freedom which only amounted to 5 print media.

This paper tries to analyze and examine the problem of getting attention, designing messages to be understood, creating acceptance of what is given through self-attraction and ensuring memory through well-designed and presented arguments as stated by Wilson & Odgen (2008: 41) citing the opinion of Carl Havland in his book *Communication Strategy*.

The other side will also analyze the negative side of press freedom and news patterns carried out by the mass media newspapers, especially those in the city of Medan. tend to be excessive.

LITERATURE REVIEW.

The mass media in Medan City are quite good at attracting the attention of readers. There are at least four characteristics that stand out. First, the installation of photos of criminal events and photos of women with an emphasis on the sexuality of women's bodies. Second, large headlines with striking colors, such as red, blue, yellow, and green. Third, the number of news items on the front page.

The language used by the mass media in Medan City seems simple, easy to understand, organized, and effective. Simple and easy-to-understand language itself means that journalistic language must use words and sentence structures that are easy for readers to understand later. For regular language, it means that every word in the sentence used is placed according to its respective rules. As for effective language, it means that the language should not be convoluted, but it should also not be too frugal in the use of words and sentences. Because it will cause the meaning of the sentence to be unclear.

The main product of mass media is news. This news is consumed by readers. According to Dr. William C. Beyer news is something new journalists choose to include in newspapers. An event deserves to be reported if it has news value. News value becomes a standard and measure for journalists as a criterion in journalistic work practices to be able to stimulate messages.

According to Eriyanto, news values in general are:



- a. Prominence: The greatness of the event and its importance. The events reported are considered important.
- b. Human Interest: Contains more elements of emotion, sadness and drains the emotions of the audience.
- c. Conflict/Controversy: Events that contain conflict.
- d. Unusual: Contain unusual events or events that rarely occur.
- e. Proximity: The proximity of events to media audiences.

According to constructivists, the news is the result of social construction that always involves the views, ideologies, and values of the media. The news we read is the result of the construction of journalistic work. According to the constructionist view, the news is subjective. Because opinion cannot be eliminated, when covering, journalists look at it with subjective perspectives and considerations.

Meanwhile, creating acceptance that is given through self-attractiveness can be seen from pornographic, sensational, bombastic, and blasphemous news and photos of corrupt officials by the mass media in gaining a significant market share. Readers, of course, don't feel like reading a newspaper if they haven't seen the 24-hour Metro, Pos Metro, Medan Pos, Top Metro, and Harian orbit. There is a kind of reader dependency here.

Fishman argues that there are two trends in the study of looking at news production. The first view is the selectivity of news. In essence, the news production process is a selection process. The second view is the creation of news. According to this perspective, events are shaped, not selected. It is journalists who shape events and are considered active in the process of recording an event.

In the city of Medan, the media has become a significant force in leading public opinion. This is because it cannot be separated from the massiveness of the media in reporting a phenomenon or event. Meanwhile, on the other hand, society as an audience swallows what the media presents through its news. Even though the media does not always present the facts as they are.

According to Wilson and Ogden, the general public does not exist, if the message is not directed towards its interests and interests. Just because of the presence of the mass media that exposes it, it will strengthen the tendency to generalize to the public. The key public along with a description of the audience is needed, so it must be reached to achieve its goals and objectives.

METHODOLOGY.

Freedom of the press is a right granted by constitutional or legal protection about the media and published materials such as disseminating, printing, and publishing newspapers, magazines, books, or other materials without interference or censorship from the government. In-Law no. 40 of 1999 concerning the Press Article 4 paragraph 1 that press freedom is guaranteed as a citizen's human right.



Freedom of the press as an embodiment of freedom of speech, freedom of expression does have a significant meaning in improving the quality of government and the intelligence of the people themselves. With the freedom of the press, the government and the people can find out various events or realities that are happening, as well as various opinions and arguments that are often contradictory.

Through freedom of the press, political communication in the form of criticism of officials, government agencies, and community institutions themselves is guaranteed by the state, without fear of action. Indeed, criticism is often considered unpleasant for the recipient of criticism. Freedom of the press also guarantees the fulfillment of the people's right to know about various events that are happening.

In essence, the public's right to know is an important thing that must be fulfilled by the mass media. The assumption is that the mass media or the press are social institutions that are formed and lived by the user community because it is common for the media to be oriented towards fulfilling the rights of the people who live them. In this case, the mass media becomes a means for humans to understand reality.

If media information is incomplete due to the absence of press freedom, then the picture of reality will be biased, and eventually, people's attitudes and behavior will be wrong. This is what then raises the demand for the public's right to know, the condition of which is press freedom. If press freedom is under pressure, the information that appears in the media regarding the facts will be incomplete (premature facts).

Freedom of the press means it is allowed to express various criticisms of the institutions of power. Through press freedom, the government is constantly monitored and controlled, so that the government becomes smarter and wiser. The criticism becomes a very functional input and warning for democratic power, so that the dictum, power tends to corrupt, can be avoided with control and criticism because of press freedom.

The freedom of the press in the city of Medan has gone too far, marked by sensational news and vulgar images, as well as news full of blasphemy without solid and clear facts. With this excessive freedom, community leaders and religious leaders feel disturbed. Some people also often file lawsuits against the press.

In the era of press freedom, there is a tendency for the press to choose a new format that leads to sensational journalism which has the support of readers, it is proven that sensation journalism has a fairly high readership. The reality on the ground, especially in the city of Medan, is that sensational journalism influences the morals of teenagers, both in terms of sexual crimes and other crimes.

The presence of the sensational mass media does not help efforts to develop the role of the press as a pillar of democracy, without interpreting this press format as anti-business. Even though it is transitional and will almost certainly not get the advertising support that holds a key



position in creating publishing stability, the mass media sensation is irrelevant to the reforms that gave birth to press freedom.

Observations in the field of mass media tend to go too far in conveying information to the people of Medan City such as the 24-hour Metro Daily, Post Metro, Medan Pos, Top Metro, and Orbit Daily. These five mass media are selling well in the community every day, especially among those with lower secondary education such as pedicab drivers, city transportation drivers, security guards, parking guards, roadside traders, and other young people.

The mass media mentioned above can design messages to attract the attention of readers by displaying pornographic, vulgar, and sadistic images, as well as sensational and bombastic news, made into headlines (main), and blasphemous news against officials who are suspected of committing crimes. corruption of state money, as well as officials who commit sexual harassment.

In the Qur'an, Al Hujarat verse 6 reminds people who believe when a wicked person comes with news, so be careful (*tabayyanu*), so that you do not inflict a disaster on a people without knowing the circumstances that cause you to regret your actions. Indeed, Islam strives hard to build a society of noble morals that is clean, away from the stimuli of lust, and the impulses of sexual desire that are turbulent all the time. The process of stimulation will continue to run without ever stopping either directly or under the influence of pornography so that humans are left with only their animal lust.

Specifically, regarding the news of blasphemy and slander against officials who corrupt state money, the Qur'an surat Al Hujarat verse 12 warns: "O you who believe, stay away from most of you suspicion (*Zhan*) because some of the suspicions is a sin. "

In the study of Press Freedom in Medan City, five daily newspapers are the object of the case study. The media are Pos Metro, Medan Pos, Metro 24 Hours, Top Metro, and Orbit Daily. The mass media tend to expose photos and news that are vulgar, sensational and tend to blaspheme against corrupt officials and officials who cheat.

Before conducting further studies, it is better to first introduce more closely about the existence of the five mass media which are currently quite loved by readers of Medan City residents who are in the lower middle class such as security guards, pedicab drivers, Gojek, city transportation drivers, roadside traders. , and other people who generally have lower secondary education.

Pos Metro having the address at Jalan SM Raja Medan was established in 1999 with Chief Editor: Sahala Simatupang. Editorial Board: Syaiful Ishak (Chairman), Sahala Simatupang, Budi Hariadi, Solideo Sembiring. Implementing Editor 1: Solideo Sembiring. Coordinator of Coverage: Fachril Syahputra. Editors: Hiras Situmeang, Ali Amrizal, Syahrul Ramadhan Sihotang, Johan H Panjaitan, Elfitra Sihombing, Reza Wibowo, Mangampu Sormin.

Medan Pos with an office on Jalan Mayjen Sutoyo Siswomiharjo Medan was founded in 1996 by Ibrahim Sinik. Currently held by the second generation, his son Farianda Putra Sinik.

Some of the personnel involved in the editorial are Tuah Armada, as the person in charge/deputy editor-in-chief, and the head of the company, Adnan Sinik. Meanwhile, the Managing Editor, Yon Bayu Wahyono, and several journalists were added.

Metro 24 Hours Addressing Jalan Menteng Medan was established in 20002 which is currently led by Gultom Hutabarat. Plus other civil servants such as the Editor in Chief, Joni Hutasuhut, Herman Maris. While those sitting in the editorial ranks, Iqbal, Salman, Anto, Ardani, Mariam, Zulfan, Siti Aisyah. For journalists such as Edward Limbong, Almatsyah, Arfin, Swim, Zulardi, and Syaiful.

In short, it can be formulated that the 'yellow newspaper' is a newspaper that lacks or tends not to heed the general principles of journalism. The coverage of the yellow newspaper is based on illusion, imagination, and fantasy, making it known as journalism that sells sensations. So strong is the element of sensationalism in the news, making this element known as the hallmark of yellow journalism.

In addition to the sensationalism and dramatization elements in news writing, another main characteristic of the yellow newspaper is the use of visual aspects that tend to be excessive, even seeming to be more dominant than the news text. The visual aspects used by the yellow newspaper include scare-heads; a fearful headline, written in very large font size, printed in black or red.

What Orbit Daily has done so far by displaying corruption news among government officials is also not to educate or hone public common sense. Because the news never shows a good solution, but tends to be finished in the middle of the road. This means that here there is a bad negotiation between the media and the officials concerned.

One of the sensational headlines of the Orbit Daily involved the alleged corruption of the Regent of Serdangbedai Regency, North Sumatra H T Erry Nuradi, which was reported by the Orbit Daily several times. However, in reality, T Erry Nuradi was never summoned by the authorities. Even T Erry Nuradi is currently successfully occupying the position of Governor of North Sumatra.

Likewise, news of corruption in Orbit Daily, such as the corruption of the Provincial Government Banos, was initially intensively reported but until now the news has never ended with any decision, whether the North Sumatran Social Assistance has indeed been proven to have deviated from state finances, or there has never been a state financial irregularity.

This study uses the method of critical analysis of the content of the mass media under study. A critical analysis (or critical thinking) is a way of trying to understand reality, events (events), situations, objects, and people. Critical analysis can be used to challenge someone's behavior or analyze the work of a union.

The data researched is some news that is considered sensational, bombastic, pornographic, criminal, and news of corruption published in the 24-hour Metro daily, Metro

Post, Top Metro, Medan Pos, and Orbit Daily which was published from 1 January 2015 to 31 December 2015.

ANALYZE RESULT.

Today's mass media has become a kind of bridge connecting the flow of information. Various information in the western hemisphere can immediately be accessed by countries in the eastern hemisphere. The media have made the world feel flat. Therefore, the mass media is increasingly being used as a guide for public opinion.

The readers of the five mass media, namely Pos Metro, Medan Pos, Metro 24 Hours, Top Metro, and Harian Orbit published in Medan City, played a significant role. Therefore, the five mass media can be published every day until now. Of course, the mass media will not be able to exist without the strong support of its readers.

Laurie J. Wilson and Joseph D. Ogen in their book *Strategic Communications Planning* do not comprehensively explain the theories and models of public opinion and persuasion. But according to them, we must understand what public opinion is, how it is formed and able to influence it, and how to deal with it.

Public opinion according to William Albiq is a sum of the opinions of individuals obtained through debate and public opinion is the result of interactions between individuals in a public. Emory S. Bogardus in *The Making of Public Opinion* said that public opinion is the result of integrating opinions based on discussions in a democratic society.

The public's view of a problem in our country cannot be separated from the role of the mass media. The role of the media is very vital because it is responsible for shaping public opinion. Opinions that develop in the community will be transformed into the attitudes and mentality of the community itself. A thought conveyed to the community will be the basis for the behavior of the community.

If the media no longer pays attention to the prevailing rules and norms, what about the opinions that develop in society? Of course, indirectly will be much influenced by the media. The impact of mass media can extend to anyone holistically and simultaneously. The impact of mass media brings society towards a change.

The negative impact of press freedom in the city of Medan can be seen in the phenomenon of people's behavior which is more easily "violent" when they receive information or news. They are simply influenced by media coverage without ever checking and rechecking it first. The raw news that reaches us may develop into a negative image and make us feel bad about certain people.

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With the emergence of news without using solid facts, it is not uncommon for certain groups such as NGOs, students, and other mass organizations to hold demonstrations, which are strongly suspected as an attempt to negotiate to take advantage of what is reported by the mass media. the.

Juvenile delinquency that appears today in the city of Medan such as rape, murder, robbery, drug use, free sex, LGBT is also inseparable from the influence of the mass media (yellow newspapers) which tend to be free in providing news without prioritizing a journalistic code of ethics.

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CONCLUSION.

The mass media in Medan City are quite good at attracting the attention of readers. There are at least four characteristics that stand out. First, the installation of photos of criminal events and photos of women with an emphasis on the sexuality of women's bodies. Second, large headlines with striking colors, such as red, blue, yellow, and green. Third, the number of news items on the front page.

How the mass media design messages can be understood that news is the result of social construction always involves the views, ideologies, and values of the media. The news we read is the result of the construction of journalistic work. According to the constructionist view, the news is subjective. Because opinion cannot be eliminated, when covering, journalists look at it with subjective perspectives and considerations.

In designing the message there is a gatekeeping role. This process functions to eliminate, summarize and add news so that the message is better and provides stimulation in its presentation. The gatekeeping process also involves judging and influencing all news. In this process, there is also a process of constructing the reality of an event. It may be by highlighting or omitting certain issues for public attention.

According to Ogden's opinion as a communication strategy, messages must be designed according to the wishes of the public so that they have appeal and invite public interest or interest to know the messages conveyed through the mass media. If the message is not by the wishes of the public, then the message will be ignored by the public.

Creating acceptance for what is given through attractiveness as seen from pornographic, sensational, bombastic, and blasphemous news and photos of corrupt officials is the main attraction for the mass media in gaining a significant market share. Readers, of course, don't feel like reading newspapers if they haven't read Metro 24 hours, Pos Metro, Medan Pos, Top Metro, and Harian orbit. Here there is a kind of dependence of the reader on the media.

The freedom of the press in the city of Medan has gone too far, marked by sensational news and vulgar images, as well as news full of blasphemy without solid and clear facts. With this excessive freedom, community leaders and religious leaders feel disturbed. Some people also often file lawsuits against the press.

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