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MASS MEDIA FOR PEACE PROMOTION (CASE STUDY: RESOLUTION OF BLASPHEMY ISSUE IN MASS MEDIA)

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ABSTRACT

This research of case study investigates mass media functions as peace advancement instrument, through peace values in its informational content as well as the strength of media to framing news in which it possess great power to be a peace campaign method. Research sampling is performed under analysis of vehement religion defamation issue in capital Jakarta. Media deliberates this problem with high consideration on account of Ethnicity, Religion, Race or Intergroup have been sensitive concerns rising in mass media current. Regarding this staggering phenomenon happened in mass media, it is shown that mass media has huge potency as peace advancement instrument. Formulating the way mass media composes information and peace-valued content generates collaborated formula as accomplishment in succession of mass media for peace.

Keywords: Mass media, Conflict resolution, Peace.

1. INTRODUCTION

Religion is one of the reasons employed as conflict setting; as a result, the difference in belief and religious teaching interpretation may lead to disagreement that considered difficult to put together. Santosa (2017) suggests that conflicts occurred in Indonesia describe that difference in religion and belief is a cause of clash among society; as a rule it does not only rise material misfortunes but also put hundreds of lives at risk. Religion dispute happened in Maluku in 1999 – 2002 is due to difference between Islamic and Christian group, taking away around eight to nine thousand innocents, burning down thousand homes and places of worship to ash from both sides.

Research report of religious conflict incident (Ihsan, 2009) from 1990 to 2008 observed by virtue of provincial distribution shows that Jakarta has experienced most religious conflicts compared to other provinces in Indonesia; 308 of 832 total occurrences happened in Jakarta. From this numbers there are two ways of conflicts; 267 in peaceful rally and 41 remained in violent ending. Peaceful rally means a stage of resolution in form of protest, demonstrations, marches, statement of principle and others.

The case of blasphemy occurred in Jakarta in late 2016 shows the change of local issue into a national issue affecting national security. It gives evidence to the notion of conflict that has increased scale in the long run can lead to the split of a nation. In Law No. 7 of 2012 on the conflict management, it is explained that if there is a conflict and takes place within a certain time and has wide impact, it can

lead to insecurity and social disintegration and for this reason that conditions can disrupt national stability and hamper the national development.

In the context of communication, conflict begins with misunderstandings in interpreting received message, in addition to the limited availability of information that impacted in the interpretation, response, and decision-making of an event. Nisa's research (2015) explains that the conflicts occurred in a person are caused by inefficient communication between the communicator with the communicant either directly or indirectly.

When dealing with disputes or conflicts, the public trusts the mass media as one of the most accurate sources of information. Mass media is used as a source of information that is believed to present reality on site. The facts presented by the news in the media are believed to be true. The survey agency pindai.org releases a report on survey results showing the levels of public confidence in the type of mass media used as sources of information. Newspapers occupy the first position as a media that people believe, followed by television and internet.
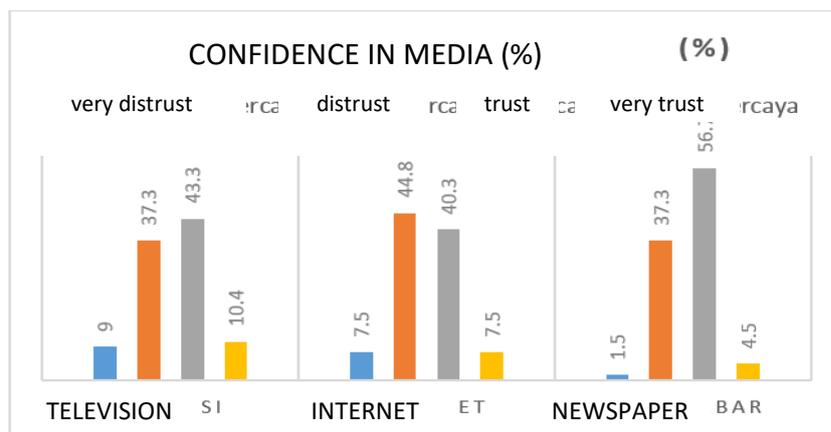

Figure 1. Levels of Public Confidence in Media
Source: pindai.org (2014)

In the case of religious desecration, conflicts occur at different stages of views or notions. Therefore, throughout the incident we can see the war of discourse in the media that is increasingly widespread. Various mass media is utilized to convey information by using their intended framing.

The strength of mass pressure in the settlement of religious profanation cases illustrates the solid position of the mass media used as a source of information. Reality that has been framed by the mass media determines the completeness of information received by the community on related case it faces. The media frame itself is influenced by the media background, ideology and characteristics of the related media.

Current conflict resolution approach using mass media in religious conflicts, especially in cases of blasphemy in Jakarta, has not been considered as an alternative strategy. Some of researches found also discuss merely about the framing process displayed by the media and its effect on the conflict, focusing on differences in media framing in presenting the same event report. In fact, if we see the power of the media to make the formation of reality and public perception, mass media can be a great force that used for media conflict resolution and delivery of peace messages.

The utility of media as a messenger of peace can be established through the choice of news headlines and delivery point of view. Media can show uniqueness in framing problems that occur, then predict the cause and find the root of the problem, in that position we see if the mass media does not only function as a messenger, but also process the information in accordance with the policies of each editorial.

2. THEORETICAL FRAMEWORK

2.1 Mass Media as Reality Construction of Conflict

Mass media and conflict in this study can be described as two complex terminologies. Conflict stems much from the failure of the communication process, at the same time the positive role of communication can also be demonstrated through peace messages that can remedy conflicts.

Krauss and Morsella (2016) assert that communication can facilitate the objectives of conflict resolution, succeed in affecting others, and generate understanding indeed it can change the state of conflict in accordance with the objectives of peace. Although there is no guarantee that through communication a conflict can be resolved, but by all means poor communication can increase conflict tense on the worsening situation.

Nowadays, the tendency of the public in applying mass media is increasing when various facilities can be obtained from mass communication devices. To exchange information there is no need to meet face-to-face between message recipients. As confirmed by Nabeel Jurdi (1983) *in mass communication, there is face to face contact.* Thus, the reality of the information presented in the mass media must be accountable and foster trust for the community. In this position the media shows its ability to arrange construction on the reality took place.

Petter L. Berger and Thomas Luckmann (Eriyanto, 2002) are sociologists who first introduced the constructionist, explaining that reality is not scientifically formed, nor is it something derived by God. Instead, reality is the result of formation and construction. With that understanding then reality can be double-faced as result mass media have a great chance to change or form a peaceful reality when the conflict occurs as desired.

Mass media has convincing command and immense position in shaping the reality of construction towards an event or fact. Any media effort in narrating (conceptualizing) an event, state or object without exception on any subject is part of the attempt to construct reality (Hamad, 2004). Aliyah (2016) also similarly claims if mass media has the control to change the world through diction that greatly affects the reader's perception. Under these conditions each mass media may present a different diction of a fact or same reality in accordance with the intended message to be conveyed by the media.

2.2 Framing Peace in Mass Media Reality

Tim Allen and Jean Seaton (1999) acknowledge that sometimes media coverage even confuses the atmosphere of conflict. Both argue that some wars are actually born by the media. Which means the media can direct the strategy of war and sharpen the feud. While Denis McQuail (1994) argues that mass media through various means can cause unrest, create a melee culture and disseminate chaos. This is because news coverage in the mass media is incomplete and misleading and driven by the personal interests of the media.

The framing of mass media is also connected with the definition of reality. How events are understood are also sources of information being interviewed. The same event can produce different news views and ultimately a different form of reality, it can happen when events are framed in different ways.

In the study of framing analysis model, Robert N. Entman focuses attention on two important aspects. *First*, the aspect of problem selection and *second*, highlighting certain aspects of reality or issues. The Entman model template is listed in the following table:

Table 1. The Entman Model

Issue Selection	This feature is related to facts selecting. Based on complex and various realities projected aspect is the center of investigation focus. This process consists of intended news (included) and as news excluded. Not all aspect will be considered as parts of issues published, journalist has particular aspects of an issue.
Aspects Projection	This feature is related to fact investigation when issue selection has been set up on the procedure of writing the event processed. More focusing on scrutinizing certain words, sentences, pictures and storytelling used to display the news to audience/readers.

Source: Eriyanto (2002, p 222-223)

Two fundamental blocks proposed by Entman form important breakthrough for stakeholders in preparation of peace message and the conflict resolution system using news in mass media. Construction generated by mass media utilizes aspects projection and issue selection, and therefore mass media does not simply convey news and information about the conflict but also converge at peace issue.

The ability of media in performing construction colossally affects the development of event or dispute. According to Eriyanto (2002), the influences of mass media construction are:

- Leading the public to specific notion. Media is where communication gains information concerning reality happens around people, and consequently construction served while perceiving reality influences their understanding about reality or conflict they desire to know.
  As what Eriyanto cites from W. Lance Bennet Regina G. Lawrence, media construction in form of framing shows events as news icon. What people know and remember about certain reality happens around depend on how media depicts.
- Mass mobilization. Possessing potent impact as an instrument to draw public support, media is compelling in shaping public opinion.

The way media constructs reality can induce difference public perception from the same reality. Hence, mass media must be recognized as the point where each interested party disputes each other to gain community support as well as creates their own reality to meet their desires. Furthermore, the construction can be used by community as truth upon facts of an event.

2.3 Peace Concept in Religious Conflict Context

Johan Galtung (1999) defines conflict as everything that causes people to be obstructed to actualize the potential of self. The barrier is something that can be avoided or eliminated. While Schermerhon, Hunt and Osbron state that conflict occurs when disagreements arise in social settings which can be characterized by emotional friction between individuals or groups.

In the development of media and journalism, religion is the most sensitive issue to be reported. The issue requires media and journalists to dedicate prudent attempt in preparing its delivery. According to Endy (2015) reporting or preaching on religion does not bring about the same privileges as reporting on political issues, crime, sports, business and entertainment so that journalists prefer reporting about more interesting areas to this problematic topic.

In general conflict resolution is interpreted as a process of conflict resolution by seeking agreement between the parties involved in the conflict (Muller, 2005). Fisher et al. (2000: 7) defines conflict resolution as an attempt to address the causes of conflict and seek to build new relationships between hostile groups. Conflict resolution differs from settlement that aims only to end violent behavior through a peace treaty. The response that arises in the face of conflict has the same estuary; peace. It is a long process. There are no continuous peace conditions. There are common process leaps in the conflict resolution effort.

The idea of journalist involvement for peace making is discussed by Johan Galtung. He declares that a journalist reporting wars and conflicts may help turning over the situation from devastation into peace and diplomacy. The duty is more than delivering truth, reducing violence, causalities and killing machine exposed in the report.

Conflict resolution especially its collaboration with mass or printed media has not been very popular among us. Although we cannot deny that mass media plays role in manipulating community understanding of news framing. In another word, mass media in its news publication circuitously contributes impact toward happening conflict or situation. It requires standard formulation in utilizing news framing of related media.

Taking account of International Journal of Advanced Academic Research authored by Awofadeju Peter, et al. (2015), media usage as peace making promotion attempt shows positive direction despite having biased position in a conflict. The successful application of mass media in conflict resolution can be seen when the conflict in Burundi occurs. According to GilboaEytan in ValidimirBlratic and Lisa Schirch (2007) Ijambo studio utilizes the power of radio media for constructive purposes through the presence of Hutu volunteers and Tutsi teams within Studio Ijambo, creating events which contain the promotion of peace and reconciliation. The event then succeeds in constructing peace and fostering a sense of mutual trust.

3. RESEARCH METHOD

The authors use qualitative research method in this investigation. As stated by Meleong (2007), qualitative research method underlies on quality of words written or spoken from observed action or behavior. Consistent with this notion, Sugiyono (2015) emphasizes that qualitative method employed for state of changes in paradigm over certain reality emerging in the midst of society.

Data collection is established by gathering up phenomena, words encountered in news alongside interview result demonstrating any reality change from the fact that becomes reality in which the media is constructed believed by society. The researchers play role as key instrument providing interpretation of obtained findings on site. Triangulation (combination) is chosen for data collection techniques during data analysis process. Meanwhile, Entman model takes a part in the process of scrutinizing the data in order to depict inductive nature of the data coupled with research result and explore the meaning of its generalization.

The procedure of data collecting consists of literature review, interview, and observation on the sample stipulated before. To strengthen the result, the researches employ validation to convince readers about the truthfulness and establishment of this study in well-designed proper manner (Meleong, 2013).

Validation performed in this study constitutes data triangulation. The researchers compare data in the investigation result by observing, interviewing and documenting evidence in news of religion blasphemy cases to build empirically tested data accuracy.

4. DISCUSSION

4.1 Overview of Religion Blasphemy Case

Escalating widespreadness of religion blasphemy case involving governor of Jakarta Basuki is inseparable from currently in progress gubernatorial election. Basuki's speech in KepulauanSeribu in the late September triggers religion defamation allegation. In the meantime gubernatorial election is in the stage of candidate verification.

The political circumstance is one of the reasons the case of religious blasphemy involving Ahok becomes an issue that attracts high attention of the public including the mass media that are responsible to report the case as news content. As scheduled by the KPU DKI Jakarta, the elections took place in two rounds because in there was no pair of candidates who received a vote of 50% plus 1% in the previous stage.

Table 2. Analysis of Reporting Structure Relationship and Framing in Republika and Kompas Newspapers

REPUBLIKA	REPORTING STRUCTURE			FRAMING MEANING
	HEAD	LEAD	NEWS BODY	
ELEMENTFRAMING	Video Ahok: Anda Dibohongi Al-Quran Surat Al-Maidah 51 Viral di Media Sosial	Currentlyspreadon Youtube video "AhokYou'veBeenTrickedby Al-Quran Sura Al-Maidah 51 GetsViralonSocial Media", this video alsogetsviral in social media from Facebook toTwtitter, video uploadedsinceOctober 5 has beenviewsbylotsofsocial media users.	It has beenconfirmedbySpokesmanofAhok-Djarot Campaign Team, Ruhut Sitompul objectingifAhokmentioned Sura Al-Maidah isdeceptive. AccordingtoRuhut, possiblyitwassomeoneintentionallytwistedAhok'sstatementtoplayEthnicity, Religion, RaceorIntergroup (SARA) issue.	Basuki insulted Islam religion (Republika)
DEFINE PROBLEM	Eliminating the function of word "pakai"			
DIAGNOUSE CAUSE	Al-Maidah verse 51 as sebagai falsification means			
MORAL JUDGMENT	Ahokdefamed religion			
TREATMENT RECOMENDATIONS	No resolution proposed			

KOMPAS	REPORTING STRUCTURE			FRAMING MEANING
	HEAD	LEAD	NEWS BODY	
ELEMENT FRAMING	Ahok Minta Maaf Kepada Umat Islam	Jakarta governor Basuki Tjahaja Purnama expressedapologyto Islamic communityrelatedto his statementconsideredbythosewhoconcernedtobe a blasphemyontheholy book.	Well-known as Ahok, thismanclarifiesthat he is not an anti towardcertainreligion, including Islam. Thus, Ahokapologizes in hopethatthispolemicwill not beprolonged.	Basuki is broad minded and brave to ask for forgiveness even though he ensures that he is innocent (Kompas)
DEFINE PROBLEM	Ahok solved religion defamation allegation by asking forgiveness			
DIAGNOUSE CAUSE	Misunderstanding about Ahok's statement			
MORAL JUDGMENT	Ahok does not oppose any religion			
TREATMENT RECOMENDATIONS	Polemic will not be more broadened			

Source: Researchers' investigation result (2018)

The table above shows the relationship between two applications of reporting structure with the framing intention describes if the choice of words in the news structure contains each meaning in the framing. For more details, the discussion on the framing or reporting structure will be discussed in the next section.

The interesting thing about the news structure in Republika is the use of name or title to the governor of Jakarta. Republika use more Ahok nickname than using Basuki Tjahaja Purnama. Ahok is a call for Basuki who has been pinned by his parents since long. As a Chinese descendant, creating a nickname is a habit that goes on in his family. As a popular medium word choice becomes an introduction to the character, interesting enough if Republika prefer Ahok's call to Basuki. Consistent using of Ahok's name is observed from all the news published by Republika during the process of religious defamation case.

Meanwhile there is inconsistent use of diction in Kompas, embedding the word blasphemy and defamation. In beginning of the case, Kompas uses more 'religion defamation' term, and then turns into the 'religion blasphemy'.

Both terms still have the same meaning; however the articles set by the Law No.1 / PNPS / 1965 on Prevention of Abuse and or Religion Blasphemy use the choice of words religion blasphemy.
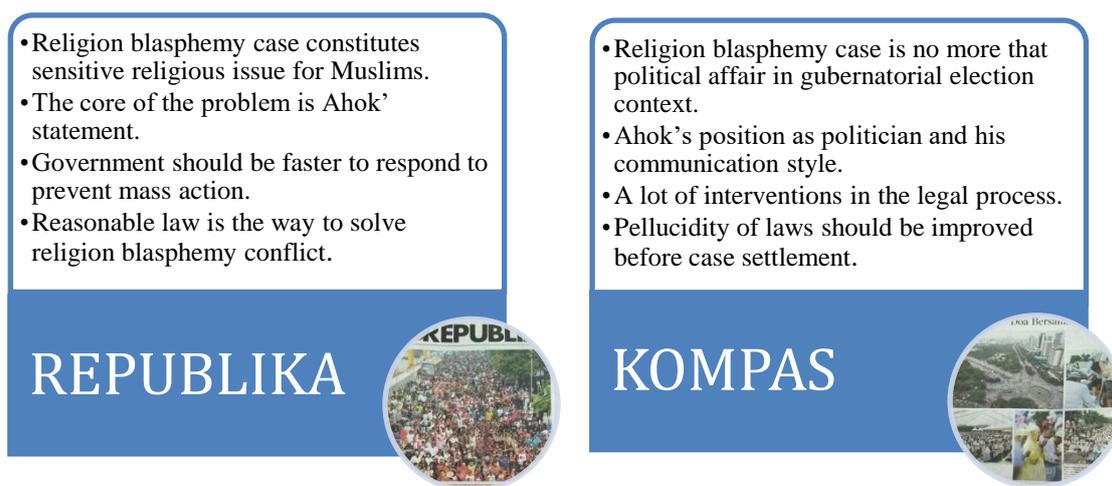

Figure 2. Comparison of Republika and Kompas Framing
Source: Researchers' investigation result (2018)

4.2 Using Mass Media for Peace Messages

Today's mass media develops in significant progress. The improvement of mass media is closely associated to effective and efficient communication both in spoken and written forms. Messages delivered generally constitute common messages and intended to the public. Thus, the information provided by the media is frequently packaged in such a way to attract people.

Hikmat (2012) describes the function of the media is a gate keeping that is responsible for filtering, enlarging or discouraging certain objects and issues. In general messages that are displayed continuously in large columns will be considered important and are assumed to reinforce the value they believe in first place.

Westerstahl (as quoted in Ismail, 2013) affirms that objectivity is used as an ethical standard in newspaper writing so that the information presented in the form of news is also part of the construction process created by the media. Hence, the interest in construction can be made in accordance with the will of the media or certain parties. When dealing with conflicts, utilizing the mass media construction to create peace can be established in accordance with the ideology of the media by creating media agendas framed to bring changes in situation encountered.

Altogether, media workers can take these three common action in performing social construction (Hamad, as quoted in Sobur, 2015); first, in the choice of words or political symbols, the media, whether directly or indirectly, involves in the process of political communicators in the selection of symbols; second, in the process of framing, the construction of reality is determined by who has the interest over the party who is being proclaimed; third, media as agenda setter who provides space and time for an event.

Media coverage determines the development of cases that can lead to peaceful conditions or even exacerbate conflict. Especially in the case of blasphemy, mass pressure becomes a key factor of the case progress with the result that the news of mass media becomes main information used as reference. In the following condition the information also changes and directs the reader's opinion in creating construction of reality.

The main requirement of news reporting is to avoid information that is discriminative against any particular group. This condition is in contrast to the trend in Indonesia in which the majority of the press embraces the ideology of religion. Particularly religion comprises the reasons why the press conveys the uniformity or teachings of fanaticism that may mislead to radicalism.

The function of the media as a setter of agenda can be applied to set the conflict resolution and peace in its reportage. Sobur (2015) explains if only the mass media gives a room to the event, it will get the attention of the community. It means that the media can arrange interreligious dialogue space that becomes an important agenda of the media, which in the coming stage is also considered important by the community.

Introducing diversity and peace through media coverage can be maximized by using appropriate word selection and expression in reporting news. In the case of religious blasphemy, for example, the use of the term 'insult' or 'offend' is more widely used in Ahok case than the word 'desecrate'. Republika and Kompas use different terms in the case of religious blasphemy. Republika applies more 'defamation' and 'humiliation' terms, while 'desecration' is preferred by Kompas.

5. CONCLUSION

Taking benefit of mass media for peace seemingly has been done in the time of religion blasphemy occurred in Jakarta. Wars of discourse are so rampant while mass media presents a strategic place for intelligence battles. The positive value of mass media can be valued as a message of peace in the settlement of cases.

The function of the media can turn a scene of conflict into the arena of peace, by distributing the message of peace. Such conditions will probably occur because the mass media is an active space that is not simply the mouthpiece of information. The message to be conveyed can be constructed by the media through framing that has been adapted to the intention of the media concerned.

The powerful ability of mass media in transforming riotous conflict into positive peace has been taken seriously as a resolution instrument. For instances take a look at the religion blasphemy case in Jakarta. Successful application of mass media to promote peace among community comes into reality when the noble peace and moral value messages and word choices are more highly multiplied and used rather than clamorous statement referencing only to the conflict.

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