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스포츠 매니지먼트 석사 학위논문

Media Coverage of Sport Organizations in Indonesia:

Content Analysis of Kompas National Daily Newspaper of Kemenpora, KONI, and KOI

인도네시아의 스포츠조직에 대한 언론보도: 체육부, 체육회, 올림픽위원회 조직에 대한 콤파스 신문의 기사 내용분석을 중심으로

2016 년 8 월

서울대학교 대학원

체육교육과

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Abstract

Sport organizations took very important roles in promoting the popularity of the national sports, thus specific development of Indonesia sports is a significant topic to cover by the mass media. The world is seen from many perspectives and newspaper presented information with different characteristics and methods according to their needs and goals, however the function of journalism is to present the truth, thus journalists may remain detached from the events they cover to be objective. With the power of the media to lead people's opinion, media coverage of the performance of sport organizations is pioneer in bringing up curiosity and support from more people toward sports.

The purpose of the study is to describe media coverage of sport organizations, particularly the case of Kompas national daily newspaper when providing coverage for three major sport organizations in Indonesia, Kemenpora (State Minister of Youth and Sports Affair of The Republic of Indonesia), KONI (National Sports Committee of Indonesia), and KOI (Indonesia Olympic Committee).

In detail, media coverage was measured in several ways; first, news reporting objectivity that involves factuality and impartiality is comprised of four dimensions of truth, relevance, neutrality, and balance; second, news

tonality; and third, media exposure that includes visibility analysis such as frequency, news section, news topic, news type, news length, availability of photographs, and mention of sport organizations.

Both quantitative and qualitative content analysis methods were conducted to examine the total of 216 news articles retrieved from Kompas mentioning the sport organizations, which collected within six months period from May 2015 to October 2015 (185 days). Data analysis was conducted using SPSS through descriptive analysis, compare means, and cross tabulations. Tables and graphs are made accordingly to show results.

The result of the study has shown that according to Westerstahl theory, media coverage towards sport organizations in Indonesia is not very objective in term of news reporting objectivity. There are 43 news articles (36%) of 119 straight news articles focused on Kemenpora, KONI, or KOI are qualified as objective news.

The overall news tone is neutral (49.5%), however, examined based on the sport organizations domination, all of three sport organizations received more negative tone rather than positive tone. Kemenpora news tone showed improvement from negative to positive, KONI news tone showed randomly neutral, and KOI news tone showed deterioration from neutral to negative.

In terms of news frequency, the exposure is insufficient considering news stories discussing the three sport organizations are not consistently published everyday with the average that is less than one news article per day. The exposure given to each sport organizations is imbalance; Kemenpora received the most coverage, followed by KOI and then KONI received very little coverage. In fact that Kemenpora is the official government body for the national sport, it engaged in bigger scope or many more issues compared to KOI and KONI.

The typical news article shown is medium or shorter-length straight news with no photograph and national geographical focus. Sport organizations are not very much visible since major proportion of the news article is located in the sports section; mentions are mostly in body paragraph and less than 10 times per article. The most covered news topics are conflict regarding reformation process of Indonesia soccer federation and international sports multi event, followed by sport organization's performance and issues, also the sport of soccer.

Keywords : Media Coverage, Newspaper, Sport Organizations, Objectivity, News Tone, Exposure

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Chapter 1. Introduction

1.1. Background

The effect of mass media has been discussed worldwide for centuries. Through mass media, information may be spread to public. Max Weber saw media content as a means of monitoring the 'cultural temperature' of society.(Hansen, Cottle et al. 1998) Sport heightened awareness of the relationship between an active lifestyle and good health. Mass media provides reports of specific development of sports. As it is said that media plays big role in leading publics' opinion, organizations are an integral and pervasive part of the sport industry. (Slack and Parent, 2006). With the power of media to lead people opinion, it is believed that if the media portrays the activity of the sport organizations as the pioneer of the development of sport, a positive image, will bring up the curiosity and support from more people toward sports.

Why does sport organizations' reporting matter?

Phenomenon happens within the society often attract people and bring the interest of the media to cover that phenomenon. Sport is a rapidly growing and increasingly diverse industry and this area can be a stable area for business and industry. It can bring more scholars and employments and also mentally supporting the people by inspiration given by the award

winning athletes. A large number of different types of organizations make up the sport industry, the wide array of public, private, and voluntary organizations involved in the provision of sport product and services, and a greater number of opportunities to participate in sport have all contributed this growth. (Slack and Parent 2006) Although it is difficult to measure the size of the sport industry, there are evidences show indications of its magnitudes today.

Coverage of sports in Indonesia

Concerning the coverage of sport by the media, the media coverage of sports in Indonesia was used to be very insufficient. For instance, in 2004, Indonesia was noted as the only country among 202 participant countries among the world that did not broadcast Athens Olympic events live. Furthermore, none of both national and private televisions did live broadcast either international or national sports events until then. For the following year, Indonesia National Television signed agreement with Asian Broadcasting Union in 2008 to broadcast Beijing Olympics. Opening and closing ceremony were broadcasted live and in total of 132 hours were dedicated to cope the sport events during the Games period. The following years, many media are reporting about sports. Better than before but still not sufficient when compared to the activities and efforts that has been done.

More are given to international men soccer tournaments, while other sports stories and stories of how Indonesia sport is rapidly growing are not well covered.

With all these significances of sport and its organizational management, people have the right to know about what is happening but not only that they deserve to receive the "right" fact. Thus, media when portraying sport organizations, media must provide sufficient coverage, and when producing the news, it must be presenting truth, neutral, and balanced.

In case of Indonesia, sport issue is very high rank when it comes to soccer since it is the most popular sports in Indonesia since 1930s. As stated by one of Indonesia media outlet merdeka.com in July 2014, Indonesia soccer fans ranked third in the world with 24.3 million people, after Brazil and USA 53.3 million and 48.9 million respectively. [1] So, there are millions of people are waiting for updates of soccer issues both international and national or even local news. Another newsworthiness of sport as news in Indonesia is the fact that by September 2014 Indonesia is entitled to be the hosting country of Jakarta 18th Asian Games 2018 and 4th Surabaya Youth Asian Games 2021 by the Olympic Council of Asia (OCA). Also, since the

[1] News article by Dwi Andi Sutanto, published 13 June 2014, entitled "Indonesia Soccer Fans is 3rd World Rank". Accessed at http://www.merdeka.com/teknologi/penggemar-sepakbola-indonesia-duduki-peringkat-3-dunia.html by 16 November 2015.

country regularly sent and expected their athletes to gain medals in many world championships, continental and international multi sport event, the demand of sport news consumption in Indonesia can be considered as high. The sports have been a huge interest of the whole nation.

Indonesia Sport Organizations: Kemenpora, KONI, and KOI

State Minister of Youth and Sports Affair of the Republic of Indonesia (Kemenpora) is currently can be considered as the highest authority of sport in Indonesia. It created the national sporting policy in 2005 and established an organization that responsible of the management of high performance athletes and youth talent identification program called Satlak Prima, however, those duties were performed by the National Sport Committee of Indonesia (KONI) as the national sporting umbrella organization with 60 sporting organizations registered as its members and 33 provincial branches.

KONI has been established since 1942 far before the existence of any governmental institution created to manage sport affairs. With its duties taken over under the Kemenpora provision, KONI in present has much smaller duty than it was including the most important one is to conduct the national sporting week, the biggest national sport event held every four

years that participated by athletes from all 33 provinces throughout Indonesia.

Indonesia Sporting Law Number 3 Year 2005 initiated the separation of Indonesia Olympic Committee (KOI) from KONI. Considering their different responsibilities, KOI was established in 2007 with the same president leading both organizations simultaneously, Rita Subowo. Similar as KONI, KOI has almost 60 national sporting federations as its member. Nevertheless, after new regime took over KONI in the election 2011, there was news in 2012 covering KONI arguing that KOI was supposed to stay under KONI as Department of International Relation. In response, KOI argued that KONI must be demolished since its duties are not significant anymore and they can be taken care by each sport national federations.[2]

Following conflict between KONI and KOI is in early 2015 when Indonesia was avoiding an International Olympic Committee (IOC) ban over the use of the Olympic rings logo. As stated in the news report, the IOC had allowed only the Indonesian Olympic Committee (KOI) to use the iconic logo featuring five different colored interlaced rings after the Indonesian National Sports Committee (KONI) also adopted it without

[2] Published in 2012 Accessed at http://www.bola.net/olahraga_lain_lain/koi-minta-menpora-bubarkan-koni-f22316.html by 16 November 2015

permission.[3] Further as published in Kompas 19 March 2015, said Kemenpora intervened to resolve the dispute and it may reduce, delay or stop government subsidy to KONI if it insists to use its logo with five rings.[4]

As can be seen above from the media perspective, inharmonious events continuously highlighted the undesirable situation of sport organizations performance in Indonesia. Non-integrated coordination between government institutions in relation to sport matters is also shown when Indonesia team participated in Gwangju Universiade 2015 in South Korea and Kemenpora was not well informed about it. State Minister of Research, Technology, and Higher Education of the Republic of Indonesia in cooperation with University Sport Association of Indonesia gathered the athletes individually resulting they were not the best representative of the country.

Another example, the fact that the State Minister of Education of the Republic of Indonesia is the authority that designed Physical Education curriculum for schools, the strategic plan was not integrated with Kemenpora initiative of youth sport development and youth development

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[3] Published in 2015 Accessed at http://uk.reuters.com/article/2015/04/04/uk-games-indonesia-idUKKBN0MV03E20150404 by 16 November 2015

[4] Published in 2015 Accessed at http://olahraga.kompas.com/read/2015/03/19/03175291/Menpora.Gunakan.Diskresi.Jika.KONI.Pertahankan.Logo by 16 November 2015

through sport. In addition to Kemenpora, the most recent issue aroused is FIFA, the Fédération Internationale de Football Association sanctioned Indonesia National Soccer Federation (PSSI) because Kemenpora is seen to intervened too far in its efforts to solve dualism in PSSI and improve good governance of the organization by creating a separate team called PSSI Transition Team who is temporarily taking over PSSI managerial. These phenomenons show the lack of managerial capability within national sport entities in Indonesia that effects the national sporting achievement.

Support from the all sport stakeholders in Indonesia is very essential to promote the development of sport management in Indonesia, including support from the public and from the mass media. This draws the attention to conduct this study to investigate if mass media are supporting the effort of developing a successful sporting nation by providing proportional coverage that portrays sport organizations in positive tone and writing the news report in an objective manner. A reputable publications is said to strive for an element of fairness and objectivity in their reporting.(Picard, Selva et al. 2014) Or-for the sake of sensation and higher sales, the media is more likely to report on negative than on positive news and ignores ethic and journalism principal to remain objective.

Mass media outlet used in this research is the traditional print media, newspaper. It is interesting that print media is always considered as irreplaceable by any other means of mass media. Moreover, traditional media is more trusted in Indonesia because of the function and the role of media traditionally is to give space to the voice of voiceless, individually or local community. In this case, traditional media guard and advocate public rights and consumer rights, and at once, ensure businessmen not just looking for profit but sacrifice the buyer. Survey Edelman that conducted in 26 countries in the world shows that traditional media is institution that is trusted the most. Even nowadays, news can be accessed by portable gadget that connected to Internet access; most Indonesian people look for actual information and news through Internet because it is easier and simpler, nevertheless, paper based news is yet believed to provide complete coverage of an issue and more trustworthy.

Kompas national daily newspapers have been selected to evaluate in this research. Kompas was one of the nominees of Indonesia newspaper of the Year 2014 considering the circulation of 1.2 million exemplars according to Roy Morgan Research. According to survey result by MARS Indonesia in 2009 regarding media consuming behavior, Kompas gained the first place by having 21% readership which 44% are domiciled in the capital

city, Jakarta and other seven big cities in Indonesia, as runner-up is Jawa Pos at 13.1%, followed by Pikiran Rakyat at 9.1%, both Pos Kota and Warta Kota at 8.3%. According to readers survey in 2008, profiles of Kompas reader are middle to upper class 54%, higher education 61% (minimum diploma), and productive age 20-40 years old 65%.

Another research done by Nielsen Audience Measurement, newspaper reader that accessed the news through Internet is increasing. In 2005 there were 19% reading newspaper through Internet but in 2010 the reader become increased to 35%. People seems likely to access internet and read news through electronic media, however, the news read is not produced by online news outlet but they read e-paper, which produced by paper-based news company that put the content of the newspaper to be accessible internet connection by electronic devices. Both paper version and electronic version are both published at the same time.

There are many studies conducted to study media content or media coverage including news reporting objectivity in various regards of politic issues, social issues, gender issues, financial issues and many more, however still very few are dedicated to sport issues, especially in regard of sport organizations both internationally and in Indonesia. Thus, this research desired to fill the gap of study in media coverage of sports and focus on how

the news reporting objectivity of print media coverage is and what the tone of sport organizations coverage in Indonesia is. Further the study will discuss the prominence the sport organization given by the newspaper and the implication to the result towards sport stakeholders.

Content analysis is considered to be the most appropriate method to conduct this research. This research conducted systematic descriptive and comparison analysis of the ways in which sport organizations is represented as news. Considering the actuality of the news, the duration of data collection is six months, from 1 May 2015 to 31 October 2015. It is desirable that the result of this study may benefit a new knowledge in the academic field of sport management and mass communication also serve as evident based database of mass media outlet and sport organization performance.

1.2. Objective

This research objective is to describe how media covers and portrays sport organizations in Indonesia and provides a systematic description of some of the ways which one particularly significant area of sports and sport organizations have been represented in the news. This study covers news reporting objectivity, news tonality, and media coverage towards sport organizations in Indonesia.

1.3. Significance

For the scholars this study is significant to add knowledge of media coverage towards sport organizations in Indonesia regarding news reporting objectivity concept, news tonality, and media coverage.

For the practitioners this study is to enable assessment of the performance of sport organizations from the media perspective to set strategic plans to gain better coverage. It will also shed light on the potential consequences of media performance as to be reminder of journalism etchic codes to provide objective news reports while covering the story of sport organizations.

Chapter 2. Literature Review

2.1. Agenda Setting Theory

In his book, McCombs and Shaw stated that agenda setting describes a very powerful influence of the media – the ability to tell us what issues are important. Known as "The agenda-setting function of mass media", it is originally suggested that the media sets the public agenda, in the sense that they may not exactly tell you what to think, but they may tell you what to think about. Editors, newsroom staff, and broadcasters play an important part in choosing and displaying news and shaping political reality. The mass media may well determine the important issues when reflecting what candidates are saying during campaign – that is, the media may set the "agenda" of the campaign. (McCombs and Shaw 1972, Khator 1994)

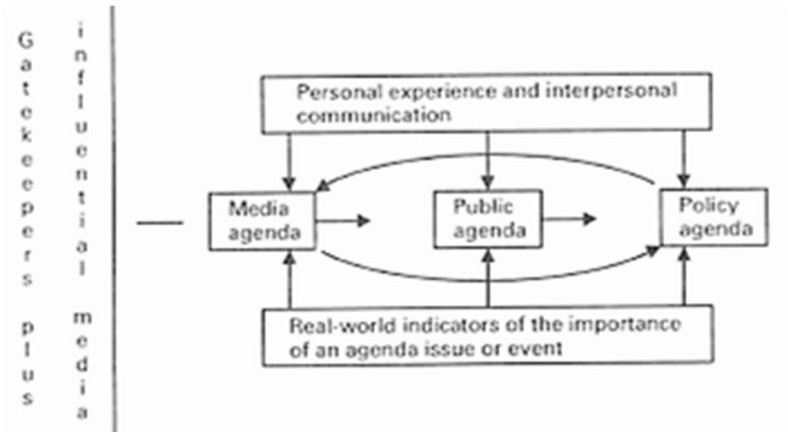

Figure 1. Conceptual Model of Agenda Setting

Source: Windahl and McQuail (1993)

In general, the mass media are assumed to play an important role in society and, correspondingly, an import and political role. Kurt Weis argues that the impact of printed media is not only dependent on the selection of information and on the suggestive power of its presentation, but also on the type and receptivity, the critical ability and the level of knowledge of the recipient, and also upon whether comparing its information with that from other sources.(Weis 1986)

2.2. Sport and the Media

Rowe David in his book entitled "Sport, Culture, and Media", initialed his view of the relation between sport and media:

> "… sport and media developed as social institutions and then intersected and interpenetrated as the rapid growth in industrialized leisure and large-scale consumption, coupled with the requirement of

> modern nation building, created the circumstances for a long-lasting and increasingly intense union." (Rowe 2003)

Further Rowe also explains that power over media sports production brings with it other forms of power – economic, social, cultural and ideological – which often seem elusive or the existence of which is denied altogether by those who believe that 'it's just business' or 'it's only a game'.

Change defined the relationship between sport and the media. Neither sport nor the media are static industries and their relationship has enhanced both the rate of change and the fluidity of each at the beginning of the twenty-first century. In Sport and the Media, Mathew Nicholson identified a series of drivers that influences sport, the media, and the relationship between the two: technology, commercialization, convergence and globalization (Nicholson 2007).

Depending on the context, sport might be interpreted in different ways, which will in turn influence whether and how it is mediated. As cited by Nicholson, Guttmann (1978) argued that sport is best understood as having three core dimensions. First, it has physical dimension. Second, it is competitive. Third and finally, it must be structured and rule bound.(Nicholson 2007)

As content, sport can absorb copious quantities of the media space and time. The emergent quality of sport in the media helps meet the

perpetual audience need for something new and different alongside with what is familiar and known. It also provides the media with the cornerstones of newsgathering and delivery – constant updates, reported results, highlights, behind-the-schemes information, and so on.(Rowe 2003)

2.3. News

Oxford English dictionary defines "news" as newly received or noteworthy information, especially about recent events, while "the news" is defined as a broadcast or published report of news. As the dictionary definition makes clear, news is not the newsworthy event itself, but rather the report of an event.

John Hartley, in his book titled "Understanding News", defined news as a social and cultural institution among many others, which shares their characteristics in important ways. He emphasized that news is made of words and pictures, comprising specially differentiated sub-system within language and gain much of its 'shape' from the characteristics of the medium in which it appears.(Hartley 2013)

2.3.1. News Type

News falls into two basic categories, hard news and soft news. Hard news includes stories of a timely nature about events or conflicts that have just happen or are about to happen. A hard-news story presents the key facts

in the first few paragraphs. It uses direct approach and also called as straight news. Soft news is defined as news that entertains or informs, with an emphasis on human-interest and novelty, and less immediacy than hard news. Soft news is not less important than hard news but it is not news that happened overnight. (Rich 2015)

According to Lehman-Wilzig and Seletzky, the initial lists for hard news are the content is either political, social, or economic items a highly significant nature, news that must be reported immediately. In the other hand, soft news is a news that can be use on a personal level, news that need not to be published immediately, that can be left unreported altogether.(Lehman-Wilzig and Seletzky 2010)

There are different types of article in a newspaper; news articles, features articles, editorials, columns, and opinion pieces. News articles include hard news or straight news while other article types are not considered as news. Many news features in sports and lifestyle sections can be classified as entertainment and often involve celebrities but they are also controversial. These stories combine qualities of human interest and unusual nature or entertain or amuse readers. About feature story, Rich said, it can be based on a news event but instead of being just a factual account of the event, it features or focuses on a particular angle, such as human-interest

reactions. (Rich 2015) In the other hand, a column or opinion article contains a person's opinions about an event or occurrence that was happening and written by the same person on a regular basis, while an editorial is an article that contains the writer's opinion that are usually run all together on a specific page of the paper and focus on current events. Feature article, column or opinions, and editorials are not considered news stories.

2.3.2. News Story Elements

The basic news story structure includes a headline and three general parts: a beginning, called the “lead”; a middle, called the “body” and an ending. (Rich 2015). The headline is the line on top of the story that identifiers the main idea of the story. Many newspapers today are using the secondary headlines; the two headlines together give the reader quick overviews of the story content.

At the beginning of the story, the hook that tells the reader what the story is about is called the “lead”. In a hard news story, the lead is usually written in one sentence and gives the most important information about the event. The most common and ideal type of lead is called a summary or direct leads. It gets directly to the point and answers the questions of who, what, when, where, why and how. The rest of the story elaborates what,

why, and how. Usually, this kind of straight news story is organized in "inverted pyramid" forms.

2.3.3. News Values

According to journalism standards, relevant news must contain story that is newsworthy or has value. Mencher (2006) lists eight news values: impact of importance (the predominant factor), timeliness, prominence (of the people involved), proximity (to the audience), conflict, the unusual, currency (or the sudden interest people have in an ongoing situation), and necessity (a situation the journalist feels compelled to reveal). These are criteria that journalists apply to determine the "newsworthiness" of events and processes. (Fortner and Fackler 2014)

2.4. News Reporting Objectivity

Objectivity in reporting became a dominant ethical ideal for mainstream newspapers in the United States, Canada, and beyond, although it was less popular in Europe. (Ward 2005) In an overview by Charlotte Wien, "Defining Objectivity within Journalism", she stated that journalism derives a great deal of its legitimacy from the postulate that it is able to present true pictures of reality. (Wien 2005) She argues that no one would have use for journalism if the journalists themselves vindicated that the widely spread news consisted of false pictures of unreality.

Robert M Entman, in 1989 as quoted in “Politics USA”, stated that journalistic objectivity has two components. The first is 'depersonalization' which means that journalists should not overtly express their own views, evaluations, or beliefs. The second is 'balance' which involves presenting the views of representatives of both sides of a controversy without favoring one side. (McKeever and Davies 2014)

Objectivity is the reporting of reality, of facts, as nearly as they can be obtained without the injection of prejudice and personal opinion. This definition was given by a TV anchor Walter Cronkite that quoted by Knowlton (2005) that considered as the most succinct definition by Steven Maras in his book, “Objectivity in Journalism”. (Maras 2013).

2.4.1. Component Criteria of Objectivity

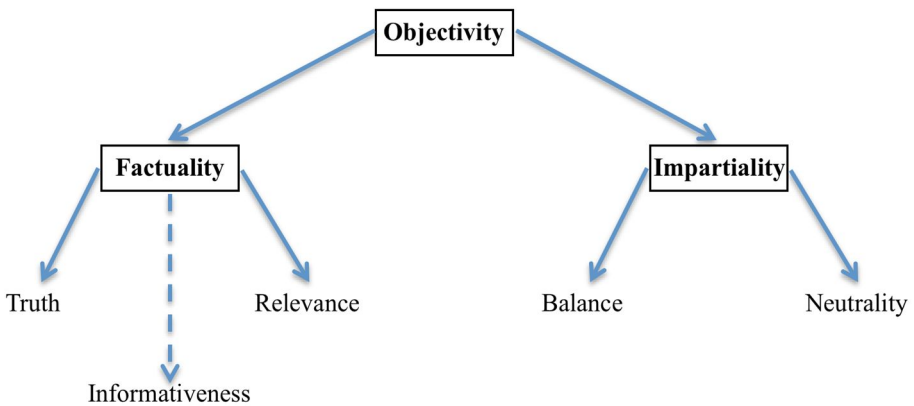

Figure 2. Component Criteria of Objectivity

Source: Westerståhl (1983) as cited in McQuail (2010)

Westerstahl's scheme showed a version of objectivity components in the context of research into a degree of objectivity.

2.4.1.1. Factuality

Factuality devided into two sub-dimensions; truth annd relevance. Truthfulness is the urge of sensationalism is the prime obstacle to maintaining some standards of ethic in the media. In this scheme 'factuality' refers, first, to a form of reporting which deals in events and statements that can be checked against sources and are presented free or at least clearly separated from comment.

Second main aspect of factuality is 'relevance' which relates to the process of selection of what is significant rather than to the form of presentation for the intended receiver or society. What affects most people most immediately and most strongly is likely to be considered most relevant. In Figure 2, McQuail has given an extra element of 'informativeness' that refers to qualities of informational content.

2.4.1.2. Impartiality

More according to Westerstahl's scheme, impartiality presupposes a neutral attitude that has to be achieved through a combination of balance (equal or proportional time/space/emphasis), and neutrality in presentation. (McQuail 2010)

Balance is an important criterion in evaluating balance is the selection of sources. Ideally, journalists would call upon sources from the various sides with proportional numbers and similar standing.

Neutrality is the absence of declared bias and taking sides. The selection, organization and presentation of the facts will determine whether the objective report is also neutral. (Darwish 2010) Sometimes one comes across journalistic investigations whose contents do not match their headlines. The headline, written by an eager editor, is spread across the page

in bold letters, promising a tale of juicy corruption in a big organization, but the content, by contrast, speaks of minor things.(Fowler 1991)

Exaggeration designed to promote stories, newsworthy or not, is an unethical procedure. In many instances, accuracy is compromised because of the limitation of knowledge. Journalist cannot avoid selecting and because they prefer to interpret. (Cohen-Almagor 2000) The pressure to report might influence journalist to twist the facts, to glorify relatively simple events, to magnify data, to produce no matter what. (McQuail 2010)

2.5. News Tonality

Tonality describes the tone (timbre, quality) of media mentions and shows how each of the organization was represented and sometimes also referred as media sentiment. Tone or sentiment seeks to measure how a target audience feels about the client or product or topic. (Stacks 2006) It is an analysis that uses a subjective assessment to determine if the content of article is either favorable or unfavorable to the person, company, organization or product discussed in the text.

There are a variety of different ways to assess tone. One of the most common is a simple classification of “positive”, “neutral” or negative”. Clear criteria have been established for the definition of positive, negative, and neutral coverage. The definitions are straightforward because this is the

most subjective area of monitoring; Negative - where the organization is criticized or where the media/ journalist is clearly biased against the company; Neutral - where information is presented in an unbiased way, there is no discernable tone; and Positive - where the media/journalist is clearly biased in favor of the organization (sometimes the organization is even praised).

2.6. Sport Organizations

A sport organization is a group of people working in or through sport to achieve one or more objectives.(Pedersen, Miloch et al. 2007). When a group of stakeholders (e.g. employees, volunteers, marketers, advertisers, lawyers) work toward some purpose, goal, or objective, they are part of a sport organization. This could be a nonprofit enterprise of a for-profit business. The size of focus (e.g. goods, services) of the company or group does not affect its status as a sport organization. Another definition by Daft (1989, 2004) and Robbins (1990) as cited by Pedersen, a sport organization is a social entity involved in the sport industry; it is goal-directed, with a consciously structured activity system and a relatively identifiable boundary.

Many sport organizations operate as voluntary or nonprofit organizations; the funds they generate are used to further activities that

benefit their membership or the communities where they are based. Some sport organizations, particularly those from public sectors, have their primary function to aid and assist other organizations in the delivery of sport. (Slack and Parent 2006) Many sport organizations are linked to educational institutions and provide recreational and competitive sport opportunities as a part of the educational process. The sport industry also includes professional sport organizations, which contract with athletes and pay them to compete in their particular sport; the given event is then sold to live audiences and to TV networks for its entertainment value.

2.6.1. Sport Organizations Reporting

There is relationship between intense media exposure and change in corporate reputation. Arguing that such a relationship exists in intuitively appealing given the media's pervasiveness and their agenda-setting power in modern societies. This statement showed up in Altschull, 1982; Rothman and Lichter, 1982: Behr and Iyengar, 1985; Sethi, 1987 as cited by Wartick in his paper entitled, "The relationship between intense media exposure and change in corporate reputation". (Wartick 1992)

As cited by Fombrun, Business and Society, 31th edition mentioned that media exposure of organization-specific activities is one factor, which could be significantly related to changes in corporate reputation. Corporate

reputation itself is an important variable in determining organizational performance. A recent review of studies relating how corporate influences performance concluded that "… favorable reputations may enable firms to charge premium prices, attract better applicants, enhance their access to capital markets, and attract investors"(Fombrun and Shanley 1990)

Media measurement firms use proprietary measures to adjust reach up or down according to the relative prominence of a company in the story.(Williams 2009) Prominence refers to the attention a story on an organization, brand, issue, message, etc. gets in the media. It can be measured by a number of factors that measure the quantity and quality of media coverage. Prominence of mention refers to the placement of a message within an article, whether in a headline or other notable position, or the position of an article in a broadcast report.

2.7. Content Analysis

Content analysis has a long history in research. Initially, researchers used content analysis as either a qualitative or quantitative method in their studies Berelson (1952) (Krippendorff 2012). Later, content analysis was used primarily as quantitative research method; with text data coded into explicit categories and then described using statistics. This approach is sometimes referred to as quantitative analysis of qualitative data, by Morgan

and Willmott (1993) as written in Hsieh and Shannon (2005). Neuendorf (2002) describes content analysis as “the primary message-centered methodology”. Content analysis is used to study a broad range of “texts” from transcripts of interviews and discussions in clinical and social research to the narrative and form of films, TV programs and the editorial and advertising content of newspaper and magazines.

Lasswell, Lerner et al. (1952) said ”content analysis is a technique which aims at describing, with optimum objectivity, precision, and generality, what is said on a given subject in a given place at a given time.”

Figure 3 Model of Process of Communication

Source: Harold Lasswell (1952)

This model is about process of communication and its function to society. Lasswell’s better known statement about media content analysis, published in 1948, as cited in Shoemaker and Reese (1996) describes it as: “Who says what through which channel to whom with what effect”. In this model, the communication component who refers the research area called “Control Analysis”, Says what is refers to “Content Analysis”, In which

channel is refers to “Media Analysis”, To Whom is refers to “Audience Analysis” With What Effect is refers to “Effect Analysis”.

According to David Michaelson and Toni L. Griffin, in order to clarify and better understand the issues that challenge the advancement of measurement and evaluation in the public relations industry, it is essential to understand approaches to content analysis that are widely in practice.(Michaelson and Griffin 2005) Neuendorf concludes that there are four main approaches to and roles of content analysis: descriptive, inferential, psychometric, and predictive.(Neuendorf 2002)

2.7.1. Coding System

In media content analysis, a priori design is operationalized in a Coding System (Macnamara 2005) A key component of a Coding System is a comprehensive written Code Book or Coding List, which contains the list of variables (units of analysis) to be researched and provides researchers involved in the project with a consistent framework for conducting the research. In addition, the Coding List may establish certain categories of issues or topics, and may further identify names of certain sources (individuals or organizations) to be analyzed in association with issues or messages.

According to Jim Macnamara, typical variables identified by researchers as important and required for Best Practice content analysis include:

1. Media weighting or categorization to allow high circulation, high rating or highly influential media to be scored higher than small, less important media;
2. Prominence to record impact factors such as page number or order in an electronic media bulletin and use of photos or visuals;
3. Positioning such as headline mentions, first paragraph mentions, prominent mentions, or passing mentions and 'share of voice' in articles;
4. Size of articles or length of radio and TV segments;
5. Sources quoted including the balance of supportive and opposing sources cited in the texts and their position/credibility.

2.8. Previous Studies

One of previous researches found in Indonesia about news coverage of sport is about comparison analysis of the news articles' length about male and female athletes by Indonesia daily newspapers.(Asri, Cahyono et al. 2005) The research was using content analysis method to evaluate news articles; however, it was limited only looking on the length of the article to

see whether there is bias of gender of the news articles published by selected newspapers during the certain period when the research was being conducted. As it initialed on the article, the objective of the research was to know the length differences between sport news articles regarding male athletes and female athletes in Indonesia daily newspapers that published in Jakarta. Six daily newspapers are taken as samples, Kompas, Media Indonesia, Rakyat Merdeka, Republika, Suara Pembaruan, and Koran Tempo. Between Aprils to September 2004, the total of 2716 articles from 504 editions is analyzed. The research found that the news articles' length between male and female athletes is different.

Various researches have been done to evaluate objectivity of news reports. A research by Christian Natalis examined in quantitative content analysis method how Kompas and Jawa Pos covered issues regarding Palestine became a member of the United Nations. The result shows that these two newspapers fulfilled the principle of objectivity. Christian used 7 units of analysis, which are facts, accuracy, relevancy of data source, news aspects, news type, and completion of 5W and 1H. (Natalis 2013)

In a previous study entitled "Measuring Company A: A Case Study and Critique of a News Media Content Analysis Program", the author concluded that increase in people hearing news that affected opinions

(Williams 2009) Further he explained by looking at the entire year, the research showed continuing increases in unfavorable consumer opinions and decreases in favorable consumer opinions and strong, significant correlation between volume of negative coverage and negative opinion is apparent (R=0.495), He argued that this information should erased any doubts about the role the media play in influencing customer and prospect opinion about companies.

One latest research about "Media Coverage of Banking and Financial News" has done by the combination of The Reuters Institute for the Study of Journalism at the University of Oxford, the leading European center for research on journalism issues and practices, and PRIME Research, a global strategic communication research firm that specializes in public relations monitoring, corporate communication, and reputation analysis, joined forces to explore how the banking and financial sector was covered from 2007 to 2013. As authored by Picard and friend (Picard, Selva et al. 2014) the study discussed about how visible and prominent banking news is also the tone of banking news coverage. The existing literature has suggested that there is little regular coverage of financial affairs, it is not prominently features in the press, the news is highly dependent upon information given by banking and financial institutions, and that news is

highly negative in tone. The key findings from the reports are banks that generate the most bad news receive the most coverage and bank stories are more likely to be based on fact than on opinion. As the volume of the business news rises, the tone tends to become more negative. The tone teds to remain negative for a prolonged period, even the volume of business news falls back down. The data show, however, that bad news generates more coverage: journalists are more likely to report on businesses when they run into difficulty. This ties in, with wider definitions of news that is used in journalism. Information becomes newsworthy when it features an element of conflict or of failure, and when it impacts directly on people's lives.(Picard, Selva et al. 2014)

The study also offers evidence that the media, to an extent, have changed their approach to reporting on the banking sector. The financial crisis and its ongoing consequences have impacted the sector's reputation, not only bringing 30 more short-term attentions to sector-related topics and issues as events unraveled, but also having a lasting impact on tone. In fact, since the crisis hit, the share of negative coverage has remained higher than pre-crisis levels.(Picard, Selva et al. 2014)

2.9. Research Question

How is the media coverage of sports organizations in Indonesia (Kemenpora, KONI, and KOI) by Kompas national daily newspaper?

2.10. Research Pattern

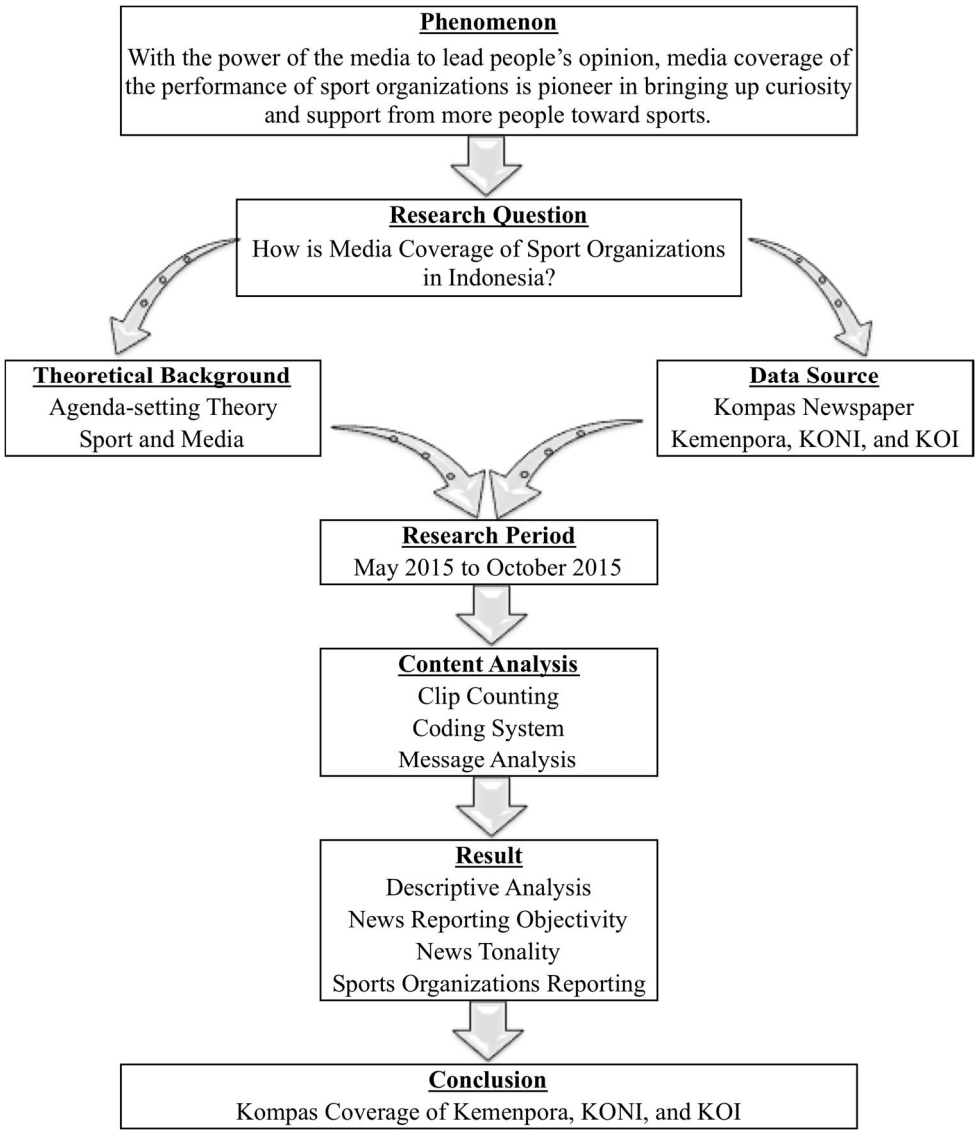

Figure 4. Research Pattern

Chapter 3. Method

3.1. Profile of Research Subjects

3.1.1. Kompas Daily Newspaper

Publishing House	Kompas Media Nusantara Ltd.
Translation	Compass
Symbol	
Language	Bahasa Indonesia
Slogan	"Message of the People's Conscience"
Address	Kompas Gramedia Building, Palmerah Selatan 26-28, Jakarta, 10270.
Phone	(62-21) 5347710 / 53679599
Email	hotline@kompas.com

Compass is published by PT Kompas Media Nusantara, which is part of the business group Kompas Gramedia (KG), which was founded by PK. Ojong (deceased) and Oetama since June 28, 1965.[5] Being one of the oldest papers in Indonesia, it has been the nation's most widely read quality title since 1969.

[5] http://profile.print.kompas.com/profil/

It is the most widely circulating daily quality newspaper in Indonesia and one of the most read Indonesian papers in general. Kompas has more than 2 million readers and its largest circulation reached 530,000 copies every day in all provinces in Indonesia. It covers the whole nation and its readers are from well-educated and high-income groups. The paper was initially named Bentara Rakyat (People"s Herald), but was renamed to Kompas (compass) to carry the publisher's ideology in the name: Guiding the Indonesian people.

The online version of Kompas newspaper is known to be the most popular and most accessed in Indonesia, Kompas.com has been awarded as the best news portal site in Indonesia 2015. As stated by the director of Digital Kompas Gramedia Edi Taslim, unique visitors of Kompas.com reached 21 millions per month and page views is 180 millions per month.

3.1.2. Kemenpora

Full Name	Kementerian Pemuda dan Olahraga Republik Indonesia
Translation	State Minister of Youth and Sports Affairs of The Republic of Indonesia

Symbol

Address	Jalan Gerbang Pemuda No. 3 Senayan, Jakarta Pusat, 10270.
Phone / Fax	(61-21) 5738612 / 5738151
Website	www.kemenegpora.go.id

Ministry of Youth and Sports is a ministry that in charge of the Government of Indonesia to assisting the President in formulating policies, coordinating the implementation of policies, management of property or assets of State, supervision, poverty eradication, provide suggestions, and considerations related to the field of youth and sports. As the search team on the history of the management of sports and youth activities by the state is known on the composition of the first Cabinet was formed on August 19, 1945.[6]

[6] http://www.indonesia.go.id/en/ministries/ministers/state-minister-for-youth-and-sports-affairs/1651-profile/275-kementerian-pemuda-dan-olahraga.html

The vision is realization of resource quality youth and sports in an effort to improve Indonesian human being who has a national perspective, leadership is noble, independent, healthy, intelligent, skilled, and competitive achievement is based on faith and God-fearing.

It has several missions. First mission is improving the quality of youth in a systematic and integrated in national development system in order to create a cadre of leaders with faithful and devoted, independent, superior, sensitive to people's aspirations, and entrepreneurial spirit. Second mission is increasing the economic potential of youth through the use of natural resources with the synergy between agencies / departments. Third mission is organizing guidance system and the national sports development that ensures continuity of interconnection between the institutions concerned in the development of a strong foundation, so as to optimize benefit for individuals and society, balk includes aspects of physical, intellectual, social, emotional and moral, in addition to achieving goals that are economically.

An example of news article to be coded as ‘Kemenpora’ category is shown below. The news article must contains 'Kemenpora' OR 'Menpora' in the headline or lead, and/or substantively covers Kemenpora story.

> Menpora: Turnamen Kembali Bergulir November
> 24 Oktober 2015

JAKARTA, KOMPAS — Menteri Pemuda dan Olahraga memastikan turnamen sepak bola berskala besar akan kembali bergulir pada November 2015.
(This news article is in Bahasa Indonesia, published in Kompas by 24 October 2015, entitled "Menpora: Tournament Enroll Again in November").

3.1.3. KONI

Full Name	Komite Olahraga Nasional Indonesia
Translation	National Sports Committee of Indonesia
Symbol	
Address	Direksi Gelora Bung karno Building, Pintu 1 Senayan, Jakarta, 10270.
Phone/ Fax	(62-21) 5737494 / 5732416
Email	sespim@koni.or.id
Website	http://koni.or.id/

It was founded in 1946 to unite the various satellite sports associations that were created within the regencies. KONI is responsible on sport development as well as organizing sporting events within Indonesian national boundary on national level. Its biggest event is the Pekan Olahraga

Nasional (PON), multi-sport event held every four years where Indonesian athletes compete. It is the largest sporting event in Indonesia.[7]

Previously KONI is recognized by the IOC in 11th of March 1952.[8] The KONI-KOI separation was based according to *Undang-Undang Nomor 3 Tahun 2005* about National Sport System Number 3 Year 2005, and further enforced with *Peraturan Pemerintah Nomor 17 Tahun 2007*, Government Regulation Number 17 Year 2007 about the organizing of sporting events.

An example of news article to be coded as 'KONI' category is shown below. The news article must contain 'KONI' OR 'Komite Olahraga Nasional Indonesia' in the headline or lead, and/or substantively covers KONI story.

> KONI Pusat Dituntut Mengevaluasi Diri
> 22 Oktober 2015
> JAKARTA, KOMPAS — Menjelang Musyawarah Olahraga Nasional Komite Olahraga Nasional Indonesia Pusat, November, sejumlah induk cabang olahraga menuntut kepengurusan KONI 2011-2015 melakukan evaluasi kinerja. Hal ini penting demi mengukur ketercapaian program dan menjadi bekal untuk figur pimpinan induk organisasi olahraga nasional ini.
> (This news article is in Bahasa Indonesia, published in Kompas by 22 October 2015, entitled "KONI Is Asked To Do Self Evaluation").

[7] http://koni.or.id/pages/read/sejarah
[8] http://www.nocindonesia.or.id/about-us.html

3.1.4. KOI

Full Name	Komite Olimpiade Indonesia
Translation	Indonesia Olympic Committee
Symbol	

Address	FX Officer Tower floor 17, Pintu Senayan 1, Jakarta, 10270.
Phone / Fax	(62 21) 2555410 / 25554110
Email	koi@nocindonesia.or.id
Website	www.nocindonesia.or.id

In 2005, KOI (Komite Olimpiade Indonesia or Indonesian Olympic Committee) was formed as a separate entity from KONI. KOI established under the Olympic Charter and prevailing laws and regulations applicable in Indonesia. KOI shall encourage and promote the fundamental principles and values of Olympism and Olympic Movement in Indonesia, in particular, in the field of sport and education, by promoting Olympic educational programs in all levels of education without exception.

Currently, KOI is responsible to organize Indonesian participation in international sporting events, such as Olympic Games, Asian Games, Southeast Asian Games, etc.

An example of news article to be coded as ‘KOI’ category is shown below. News article contains 'KOI' OR 'Komite Olimpade Indonesia' in the headline or lead, and/or substantively covers KOI story.

> KOI Akhirnya Mau Berdialog dengan TKA
> 24 Oktober 2015
> JAKARTA, KOMPAS — Ketua Umum Komite Olimpiade Indonesia Rita Subowo akhirnya bersedia berdialog dengan Tim Koordinasi Anggota KOI, Jumat (23/10), di Jakarta. Sebelumnya, Rita menolak permintaan TKA untuk berdialog.
> (This news article is in Bahasa Indonesia, published in Kompas by 24 October 2015, entitled “KOI Finally Agree to Dialogue with TKA”).

3.2. Sampling

In this research, all news stories published in Kompas national daily news paper within six months period, 1 May 2015 to 31 October 2015 that mentioned three major sports organizations in Indonesia, Kemenpora, KONI, and KOI are all retrieved and analyzed. In order to ensure accuracy, reliability, and rigor, the news stories analyzed in this study are collected and cross-referenced using database searches based on carefully selected keywords.

The total of news stories qualified in this research is 216 news stories. Each one of these news stories are classified, categorized, and analyzed (Figure 1). The List of the News can be seen in Appendix A.

3.3. Type of Research

The type of this research is descriptive. Descriptive research involves gathering data that describe events and then organizes, tabulates, depicts, and describes the data collection (Glass and Hopkins 1970). It often uses visual aids such as graphs and charts to aid the reader in understanding the data distribution. Because the human mind cannot extract the full import of a large mass of raw data, descriptive statistics are very important in reducing the data to manageable form. When in-depth, narrative descriptions of small numbers of cases are involved, the research uses description as a tool to organize data into patterns that emerge during analysis. Those patterns aid the mind in comprehending a qualitative study and its implications (Knupfer and McLellan 1996).

Three main purposes of research are to describe, explain, and validate findings. Description emerges following creative exploration, and serves to organize the findings in order to fit them with explanations, and then test or validate those explanations (Krathwohl 1993). Descriptive studies report summary data such as measures of central tendency including

the mean, median, mode, and deviance from the mean, variation, percentage, and correlation between variables.

3.4. Method of Research

This study will use quantitative and qualitative content analysis as the method. "Quantitative content analysis is the systematic and replicable examination of symbols of communication, which have been assigned numeric values according to valid measurement rules, and the analysis of relationships involving those values using statistical methods, in order to describe the communication, draw inferences about its meaning, or infer from the communication to its context, both of production and consumption" (Riffe 1998). In this study, qualitative content analysis is defined as a research method for the subjective interpretation of the content of text data through the systematic classification process of coding and identifying themes or patterns. Regarding the validity of this research, literature review will be used to strengthen the findings of this research.

3.5. Content Analysis as Research Tool

In order for content analysis to function as a useful tool, it has to be applied in direct relation to the communications goals and objectives that content analysis is tracking. (Michaelson and Griffin 2005)

3.5.1. Clip Counting

Relevant articles are collected and typically sorted chronologically or by date. The analysis will then generally consist of a summary listing the publications and dates of publications as well as the total article counts. The analysis will contains no insights, discussion of or interpretation of the coverage and is dependent on the recipient of the report to draw judgments about the actual content.

3.5.2. Simple Content Analysis

This analysis classifies or codes what is written in categories that can be statistically analyzed. The codes are developed by a close textual analysis of a sample of articles. The remaining articles are analyzed based on the presence of these codes. Each article is read to determine the presence of information that is classified according to the codes. Information from the codes then entered into a database to determine the frequency of codes or classification of information.

To code data collected from the newspaper, matrix tables are created. This table will perform as coding sheet for each news article. It is used to code the origin of the news article and to do message analysis, categorizing the news content according to the dimension of objectivity and according to

news tonality category. It is designed by the researcher in order to conclude findings proposed on this research based on literature reference.

3.5.3. Message Analysis

It differs from simple or basic content analysis by centering the analysis on the presence of intended messages in articles. Key messages are developed based on communications objectives. These communications objectives are "translated" into codes that become the basis of the analysis. Articles are coded by the presence of key messages included in each article.

The analytic process is similar to a simple content analysis where the codes from each article are entered into a database for statistical analysis. After the data collection, various description of the result will be presented including comparison of variety between three sport organizations. Further, the analysis will describe the implication of the result towards the research subjects by considering the theory mentioned in the literature review.

3.5.3.1. Objectivity analysis

Measuring the level of objectivity of news coverage, a news article has to include all eight standard indicators to be recognized as objective by Westerstahl. In this research, the level of objectivity will be measured only by analyzing text as content of the news. In below Table 1 is shown the eight indicators of the objectivity concept.

Table 1. Eight Indicators of Objectivity Concept

Sub-Dimension	Abstract	Indicator			Points
Truth	Factualness (1 point)	Sociological Facts			1
		Psychological Fact			
	Accuracy (1 point)	Check and Recheck		YES	1
				NO	0
Relevance	Journalistic Standards (1 point)	Significance/ Magnitude/ Prominence/ Timeliness/ Proximity			1
Balance	Equal of Proportional Access (1 point)	Cover Both Sides		Two Sides	1
				One Side	0
	Even Handed Evaluation (1 point)	Evaluation of Positive and Negative Side		YES	1
				NO	0
Neutrality	Non - evaluative (1 point)	Fact and Opinion Mixture		NO	1
				YES	0
	Non - Sensational (2 points)	Title and Content Relevant		YES	1
				NO	0
		Dramatization		NO	1
				YES	0
Note. The maximum total point of Objectivity is 8 points and the minimum is 0 points. The maximum point of Factuality Dimension is 3 points and Impartiality Dimension is 5 points					

Source: Westerståhl (1983), (McQuail 2010)

Specifically, this research will analyze only straight news or hard news for objective analysis. Other type of news such as features, editorial, and column or opinion will be excluded.

3.5.3.2. Tonality analysis

This method can be applied using several different approaches. In this research, it is an assessment of the tonality of an overall article. News report with positive tone will gain 2 points, neutral tone 1 point, and negative tone -2 points. Other approaches assess the tone of a specific mention or code or assess the tone of a specific message that may appear in an article.

In order for an article to be coded as either "positive" or "negative," it must have either 1.5 times the amount of paragraphs with positive tone to negative tone, or 1.5 times the amount of paragraph with negative tone to positive tone. While any story where the ratio of positive to negative comments was less than 1.5 to 1 was considered a "neutral" or "mixed" story.

3.5.3.3. Sport organizations reporting

To further describe the prominence of sport organizations or exposure given by the newspaper companies, mention frequency of a set of keywords representing the respective organizations is collected. The placement of mentioned keyword within the news article is analyzed to measure the visibility of the sport organizations. The length of the news will also be analyzed using the help of https://wordcounter.net/.

There are various keywords that are used to count each sport organization's mention as media exposure. In this research, sport organization's full name and abbreviations, and the leader's name will be used. For the State Minister of Youth and Sports Affairs of the Republic of Indonesia, there are five different key words or key phrases that are counted, 'Kemenpora', 'Menpora', 'Menteri Pemuda dan Olahraga', 'Kementerian Pemuda dan Olahraga', and' Imam Nahrawi' (Minister name). For Indonesia National Sports Committee and Indonesia Olympic Committee, there are each three different key words or key phrases that are counted, 'KONI', 'Komite Olahraga Nasional Indonesia', 'Tono Suratman' (KONI President name), and 'KOI', 'Komite Olimpiade Indonesia', 'Rita Subowo' (KOI President name). The name of the current leader of each sport organization when this research was conducted is also included considering the image of the leader of respective sport organizations perceived as similar to the main image carrier of the sport organization itself.

3.6. Coding System

The coding process will be started first by creating a Code Book that defines variables used in this research. The details of coding procedure and coding sheet may be seen in the Appendix.

1. KOMPAS:

   The first task is to identify and retrieve all articles that have mention of 'Kemenpora' or 'KONI' or 'KOI' since 1 January 2015 to 1 November 2015 in Kompas newspaper digital version by accessing http://print.kompas.com/ and performing search action in search bar of the website.

2. KEYWORD:

   The selection can be undertaken through a search on the following keywords:

   * 'kemenpora' OR 'menpora' OR 'menteri olahraga' OR

   * 'KONI' OR 'komite olahraga' OR 'komite olahraga nasional indonesia' OR

   * 'KOI' OR 'komite olimpiade' OR ' komite olimpiade 49ndonesia

3. All articles retrieved store in order of their identity numbers (read: Article ID) in one Microsoft Word file

4. Using Microsoft Excel, Coding Sheets will be created for coding purpose. Coding will work backwards in time, starting from the latest articles and proceeding to older ones.

5. Using SPSS 23 and Microsoft Excel, all collected data will be analyzed in various ways to present the findings, for example descriptive analysis of each variables, comparison between variables, cross tabulations, etc

Chapter 4. Result

This chapter explained the findings of the content analysis. Coded data is input in SPSS 23 and descriptive statistics such as frequency and crosstabulations are conducted to show the results of data analyzed. Various figures are mainly presented to show the result here. Statistics result for each subject in table forms may be seen in Appendix 6.

4.1. Descriptive Analysis

4.1.1. News Article by Month

The total of news articles mentioning Kemenpora, KONI, and KOI published in Kompas national daily newspaper within six months period from May to October 2015 is 216 news articles, as can be seen in below table. According to the statistics, the average of news published per-month could be 36 news articles. This means that there is maybe more than one news article mentioning respective sport organizations in each day.

Table 2. Published Month in 2015

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	May 2015	45	20.8	20.8	20.8
	June 2015	36	16.7	16.7	37.5
	July 2015	26	12.0	12.0	49.5
	August 2015	43	19.9	19.9	69.4
	September 2015	23	10.6	10.6	80.1
	October 2015	43	19.9	19.9	100.0
	Total	216	100.0	100.0	

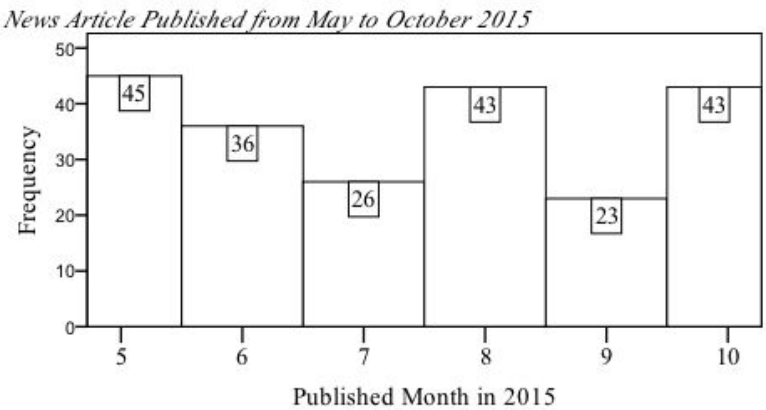

Figure 5. News Article Published from May to October 2015

As can be seen from Figure 5, the frequency of published news articles mentioning sport organizations in Indonesia has showed a continuous fluctuation. In May, there are 45 news articles published but it went down to 36 and then 26 news articles. However in August the number of news published is again went up 43 news articles, and then again moving down to the minimum amount among all six months at 23 news articles and in October the newspaper published 43 news articles.

This means that the coverage of the newspaper towards sport organizations is irregular and based on the media perspective, sport organizations reporting may not be perceived as always important for the public to be informed about. This phenomenon may also happen because of the existence of distinctive degree of news worthiness of the issue or special event arouse related to sport organizations.

4.1.2. News Article by Day

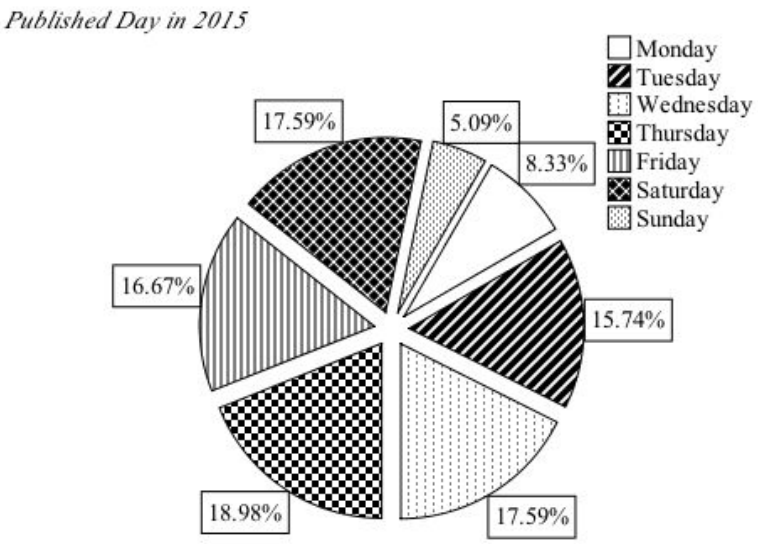

Figure 6 Published Day in 2015

Figure 6 showed which day news articles mentioning sport organizations are published most frequent. As seen above, the percentage of news articles published ranged between the minimum of as 5.09% or 11 news articles published on Sunday to the maximum of 17.59% or 41 news articles published on Thursday.

Table 3. Published Day in 2015

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Monday	18	8.3	8.3	8.3
	Tuesday	34	15.7	15.7	24.1
	Wednesday	38	17.6	17.6	41.7
	Thursday	41	19.0	19.0	60.6
	Friday	36	16.7	16.7	77.3
	Saturday	38	17.6	17.6	94.9
	Sunday	11	5.1	5.1	100.0
	Total	216	100.0	100.0	

4.1.3. News Article by Section

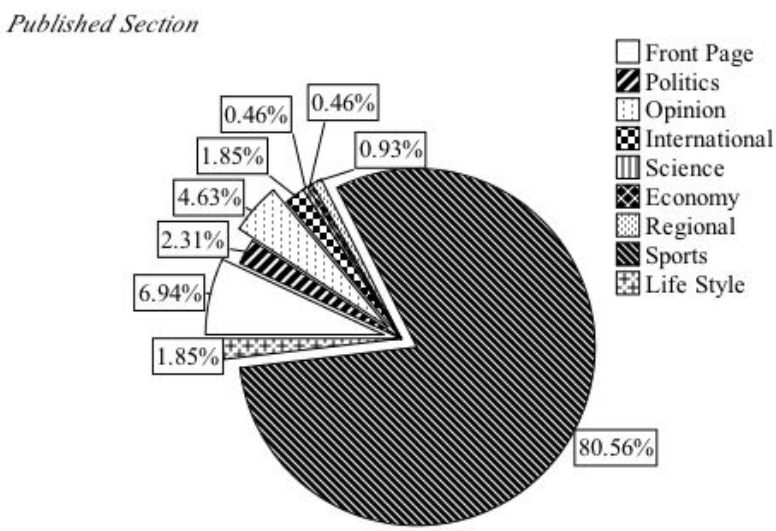

Figure 7. News article by Published Section

There are nine different sections in Kompas newspaper where news articles mentioning sport organizations are published. According to Figure 7, the most frequent section that used to place news stories mentioning sport

organizations is Sports News Section with 80.56% or 174 of 216 news articles are located here.

Other sections such as Front Page Section, Politics Section, Opinion Sections, International Section, Science Section, Economy Section, Regional Section, and Life Style Section have no significant amount of related stories; nevertheless, among them Front Page Section and Opinion Section are the other two sections where news articles mentioning sports organizations are mostly placed, they are respectively with 6.9% or 15 news articles located in the Front Page and 4% or 10 news articles located in Opinion Sections.

Table 4. Published Section

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Front Page	15	6.9	6.9	6.9
	Politics	5	2.3	2.3	9.3
	Opinion	10	4.6	4.6	13.9
	International	4	1.9	1.9	15.7
	Science	1	.5	.5	16.2
	Economy	1	.5	.5	16.7
	Regional	2	.9	.9	17.6
	Sports	174	80.6	80.6	98.1
	Life Style	4	1.9	1.9	100.0
	Total	216	100.0	100.0	

4.1.4. News Article by Type

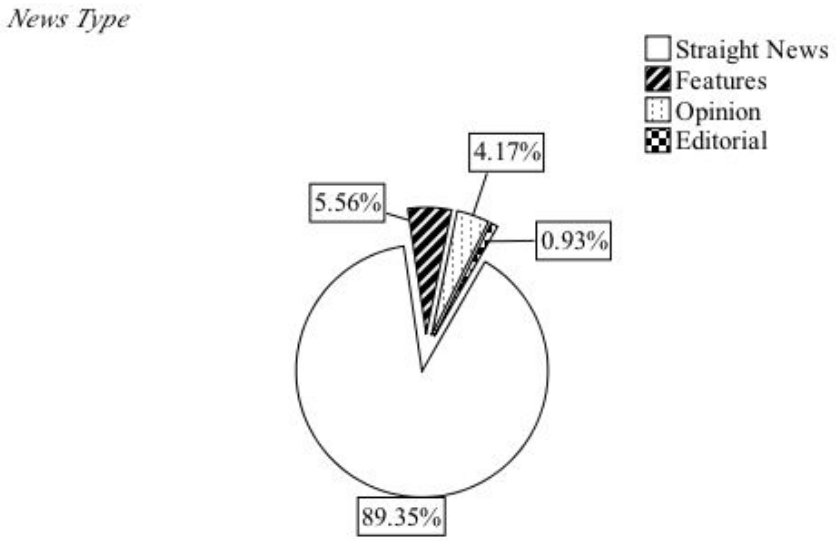

Figure 8. News Type

From the Figure 8 above, divided by the type of the news, it is clearly seen that most of news articles mentioning sport organizations is majority straight news or hard news, as many as 89.35% or in total of 193 news articles. The remaining news articles are written in the type of features article, opinion or column, and editorial, respectively 5.56%, 4.17%, and 0.93%.

Table 5. News Type

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Straight News	193	89.4	89.4	89.4
	Features	12	5.6	5.6	94.9
	Opinion	9	4.2	4.2	99.1
	Editorial	2	.9	.9	100.0
	Total	216	100.0	100.0	

Featuring at this finding could be said that sport organizations' reporting is mostly perceived as hard news that must be reported quickly for actuality, including breaking news. Straight news usually is news with values of timeliness, importance, proximity, prominence, or magnitude.

An example of news article qualified in this category as 'straight news' is shown below. It is straightforward and uses inverted pyramid style of writing. The news is started with summarizing the story to be told and continued with less important explanation. The story focused on negotiating team created after one-sided decision by Rita Subowo, KOI President closing KOI special meeting 2015, this team will assist process toward KOI congress 2015.

> Tim Negosiasi Kawal Kongres
> April 2015, Akhir Masa Jabatan Ketua Umum KOI 2011-2015
> 30 September 2015
> JAKARTA, KOMPAS — Tim Negosiasi Anggota Komite Olimpiade Indonesia, yang dibentuk menyusul penutupan sepihak Rapat Anggota Istimewa dan Kongres Istimewa KOI 2015 oleh

Ketua Umum KOI Rita Subowo, Senin (28/9) lalu, akan mengawal proses menuju Kongres KOI 2015.
(This news article is in Bahasa Indonesia, published in Kompas by 30 September 2015, entitled “Negotiation Team Oversee Congress”).

An example of news article qualified in this category as ‘features’ is shown below. It is an article about "softer" news, may be a profile of a person. Here the news focused on a story of Firman Utina, a soccer player, his experience entering Indonesia President palace.

Menembus Istana Presiden
22 Oktober 2015
Pemain Persib Bandung, Firman Utina, bangga bukan main. Senin (19/10) sore itu menjadi pengalaman pertamanya masuk Istana Kepresidenan di Jakarta. Sebagaimana pengunjung lain, ia harus melewati prosedur pemeriksaan di setiap pintu yang tersedia..
(This news article is in Bahasa Indonesia, published in Kompas by 22 October 2015, entitled “Entering President Palace”).

An example of news article qualified in this category as ‘editorial’ is shown below. It contains the writer's opinion and focus on current events, discussing the final of President Cup and asking people to forget about PSSI and Kemenpora conflict that ended by PSSI sanctioned by FIFA.

Bola di Antara Roti dan Sirkus
20 Oktober 2015
Lupakan konflik PSSI dan Kemenpora yang berujung skors FIFA. Final Piala Presiden yang berlangsung Minggu (18/10) telah berakhir manis.
Final yang berlangsung di Stadion Utama Gelora Bung Karno itu telah menjadi obat penawar bagi kevakuman atraksi olahraga yang sangat populer ini

(This news article is in Bahasa Indonesia, published in Kompas by 20 October 2015, entitled “Ball between Bread and Circus”).

An example of news article of this category as ‘opinion’ is shown below. It contains a person's opinions about an event or occurrence that was happening and written by the same person on a regular basis. This article is focused on a topic of physical education in Indonesia.

Pendidikan Olahraga
9 September 2015
Juli 2013, di Gelora Bung Karno, tim Indonesia All-Star kalah telak 1-8 dari Chelsea dalam laga uji coba.Media Inggris berkomentar tak enak.The Mirrormenulis,”Para pemain Chelsea lebih kesulitan menghadapi nyamuk ketimbang pemain Indonesia All-Star.” Medialain, Daily Mail, menyindir lewat judul,”Chelsea 8 Indonesia All-Star 1: Or should that be NO-Stars?” (Atau sebenarnya tidak ada bintang?).
(This news article is in Bahasa Indonesia, published in Kompas by 9 September 2015, entitled “Physical (Sports) Education”).

4.1.5. News Article by Focus

All news articles retrieved must contain at least one mention that represents the existence of the sport organizations in the story. In this occasion, news articles are divided into five categories to describe the amount of news are actually focusing on the sport organizations, they are news article with no focus of any sport organizations, news article focused on Kemenpora, KONI, or KOI, and news article focus on more than one sport organizations.

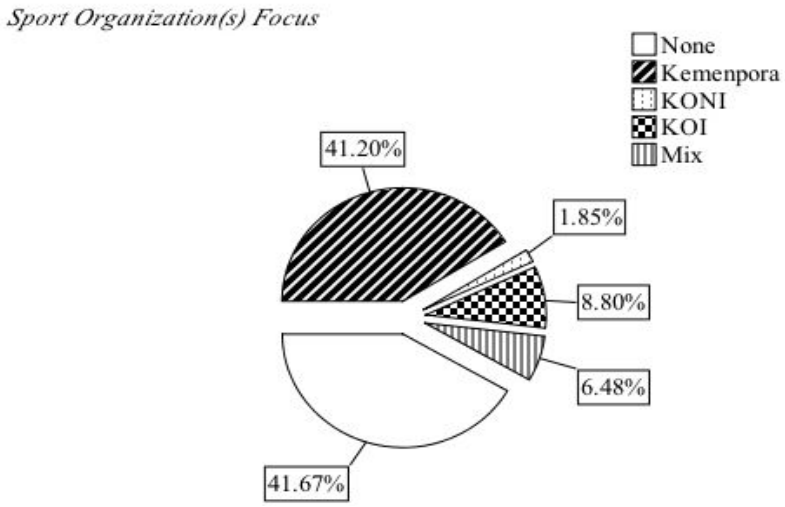

Figure 9. Sport Organization(s) Focus

As can be shown in Figure 9, news with no focus of any of the sport organizations are 41.67% which means that there are 90 news articles that mentioned Kemenpora, KONI, or KOI but not focusing the major of the story on their story. In the other hand, Kemenpora or the State Minister of Youth and Sports Affair of the Republic Indonesia, occupied the second position with only very slight difference of one news article at 41.20% or 89 news article among the total of 216 sport organizations reporting news published in Kompas are focusing on its story.

Table 6. Sport Organization(s) Focus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	90	41.7	41.7	41.7
	Kemenpora	89	41.2	41.2	82.9
	KONI	4	1.9	1.9	84.7

	KOI	19	8.8	8.8	93.5
	Mix	14	6.5	6.5	100.0
	Total	216	100.0	100.0	

Through this finding, it may be supposed that when reporting stories that mentioned Kemenpora, KONI, or KOI, the newspaper focused on covering the story of particular issue or event that is significant during this period rather than focusing on how the organizational performance is or what the perspective of the mentioned sport organization to the related story point is. As to be concluded, issues that perceived crucial by the media or by the public at certain time are more worth and important to be reported rather then the performance of sport organizations itself, which is the subject involved within the issue.

An example of news article of mix category as ‘Kemenpora & KONI’ is shown below. The news article contains ‘Kemenpora’ OR 'Menpora' AND 'KONI' OR 'Komite Olahraga Nasional Indonesia' in the headline or lead, and/or substantively covers both Kemenpora AND KONI story. The article talks about the Minister of Youth and Sport Affairs of the Rpublic of Indonesia asked KONI to do coordination with Indonesia Soccer Transition Team in implementing competition for soccer discipline of pre National Sport Festival 2016.

Varia Olahraga: Koordinasi KONI dan Tim Transisi untuk Pra PON

12 Oktober 2015
Menteri Pemuda dan Olahraga Imam Nahrawi mengimbau Komite Nasional Olahraga Indonesia (KONI) agar berkoordinasi dengan Tim Transisi Sepak Bola Indonesia terkait penyelenggaraan pra Pekan Olahraga Nasional (PON) 2016 cabang sepak bola. Hal itu diperlukan agar pra PON sepak bola yang tertunda di sejumlah daerah bisa digelar..
(This news article is in Bahasa Indonesia, published in Kompas by 12 Oktober 2015, entitled "Sport Varian: Coordination of KONI and Transition Team for Pre-National Sports Festival").

An example of news article of mix category as 'Kemenpora & KOI' is shown below. The news article contains 'Kemenpora' OR 'Menpora' AND 'KOI' OR 'Komite Olimpiade Indonesia' in the headline or lead, and/or substantively covers both Kemenpora AND KOI story. This article talks about the intervention of Kemenpora toward KOI conflict.

Ditunggu, Intervensi Menpora dalam Konflik KOI
13 Oktober 2015
JAKARTA, KOMPAS — Intervensi Menteri Pemuda dan Olahraga Imam Nahrawi dalam konflik internal Komite Olimpiade Indonesia benar-benar ditunggu. Intervensi itu, menurut Dekan Fakultas Ilmu Keolahragaan Universitas Negeri Jakarta Abdul Sukur, diperlukan demi penghentian konflik yang mengarah pada dualisme kepengurusan KOI.
(This news article is in Bahasa Indonesia, published in Kompas by 13 Oktober 2015, entitled "Awaited, Menpora Intervention in KOI Conflict").

An example of news article of mix category as 'KONI & KOI' is shown below. The news article contains 'KONI' OR 'Komite Olahraga Nasional Indonesia' AND 'KOI' OR 'Komite Olimpade Indonesia' in the

headline or lead, and/or substantively covers both KONI AND KOI story. The article talks about KONI and KOI institutional reorganization may disturb Indonesia preparation towards Asian Games.

> Fokus ke Asian Games
> Reorganisasi Kelembagaan KONI-KOI Bisa Mengganggu
> 3 Juli 2015
> JAKARTA, KOMPAS — Pembicaraan mengenai reorganisasi kelembagaan KONI dan KOI hendaknya tidak diteruskan karena bisa mengganggu persiapan menghadapi Asian Games 2018. Semua pihak lebih baik fokus pada penyiapan para atlet untuk meraih medali sebanyak-banyaknya di Asian Games 2018
> (This news article is in Bahasa Indonesia, published in Kompas by 12 Oktober 2015, entitled "Focus on Asian Games: Institutional Reorganization of KONI and KOI May be Disturbance").

An example of news article of mix category as 'Kemenpora & KONI & KOI' is shown below. The news article contains 'Kemenpora' OR 'Menpora' AND 'KONI' OR 'Komite Olahraga Nasional Indonesia' AND 'KOI' OR 'Komite Olimpade Indonesia' in the headline or lead, and/or substantively covers Kemenpora AND KONI AND KOI story. The article talks about the desire of Kemenpora to reunite KONI and KOI.

> Penyatuan KONI-KOI Kembali ke Satu Ketua
> 2 Juli 2015
> JAKARTA, KOMPAS — Keinginan Menteri Pemuda dan Olahraga Imam Nahrawi menyatukan kembali Komite Olahraga Nasional Indonesia, KONI, dan Komite Olimpiade Indonesia, KOI, dapat diwujudkan dengan menempatkan kedua lembaga itu di satu ketua.
> (This news article is in Bahasa Indonesia, published in Kompas by 2 July 2015, entitled "Unification of KONI-KOI Back to One Chairman").

An example of news article of mix category as ‘none’ is shown below. The news article contains ‘Kemenpora’ OR 'Menpora' OR 'KONI' OR 'Komite Olahraga Nasional Indonesia' OR 'KOI' OR 'Komite Olimpade Indonesia' in the body paragraph. The article talks about the effort of Prima (Gold Indonesian Program) in athlete development. ‘Kemenpora’ is mentioned in the second paragraph.

> Prima Ubah Pembinaan Atlet
> Pelatih Didampingi Tim Penguatan Prestasi
> 24 Oktober 2015
> (Paragraph 2) Hal itu disampaikan Soetjipto setelah secara resmi dilantik Menteri Pemuda dan Olahraga Imam Nahrawi di Kantor Kemenpora, Jakarta, Jumat (23/10)
> (This news article is in Bahasa Indonesia, published in Kompas by 24 October 2015, entitled “Prima Modified Atlet Development”).

4.1.6. News Article by Photograph

Table 7. Number of Photographs or Graphics

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	158	73.1	73.1	73.1
	1	47	21.8	21.8	94.9
	2	3	1.4	1.4	96.3
	3	3	1.4	1.4	97.7
	4	1	.5	.5	98.1
	5	3	1.4	1.4	99.5
	7	1	.5	.5	100.0
	Total	216	100.0	100.0	

This section is showing how many photographs are included in one news article, if there is any. The results as can be seen in Figure 10, most of the news articles contain no photographs. Regardless of its type and its length as many as 73.15% or 158 news articles among 216 news articles are published without photographs or graphics. 21% or 47 news articles contain 1 picture and the remaining of 5% or 11 news articles contain pictures with range from 2 to 7 each.

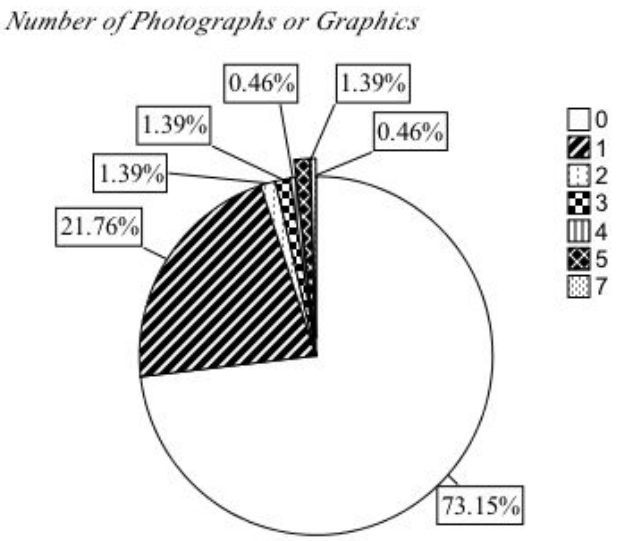

Figure 10. News Article by Number of Photographs or Graphics

4.1.7. News Article by Geographic Focus

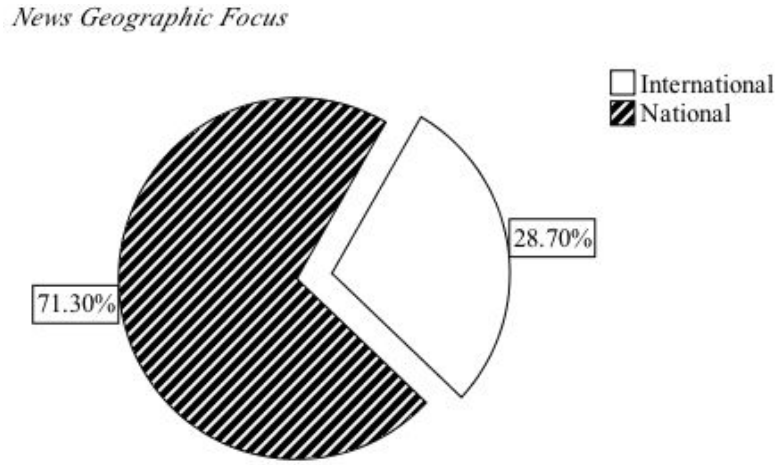

Figure 11. News Geographic Focus

Figure 11 shows the geographic focus of news articles mentioning sport organizations in Indonesia that published in Kompas newspaper. As can be seen above, among 216 news articles, there are 71.30% or 154 news that focus on national story and 28% of 62 news articles focus on international story.

Table 8. News Geographic Focus

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	International	62	28.7	28.7	28.7
	National	154	71.3	71.3	100.0
	Total	216	100.0	100.0	

Looking at the portion of each category, sport organizations reporting mainly published stories of issues that happen in Indonesia or topics that describing the situation of Indonesia sport. However, as almost one third of the news articles are discussing stories beyond Indonesia, it may be concluded that Kemenpora, KONI, and KOI as major sport organizations in Indonesia, their performance coverage is also international, for example stories of cooperation plan between Indonesia and other countries also Indonesia performance in international level of sporting events.

An example of news article of this category as 'national' is shown below. The news article discussed about national soccer re-organizing plan for one year, mentioned that Indonesia is not alone and there are other few countries banned by FIFA.

> Indonesia Tidak Sendirian
> Menpora: Pembenahan Sepak Bola Nasional Selama Satu Tahun
> 31 Agustus 2015
> GIANYAR, KOMPAS — Kondisi sepak bola Indonesia kini, yang dikenai sanksi oleh badan sepak bola dunia, FIFA, menurut Presiden Joko Widodo, juga pernah dialami negara lain. Sejumlah negara, seperti Australia, Iran, Spanyol, dan Brunei, pernah mengalami hal serupa saat menjalankan pembenahan sepak bola mereka.
> (This news article is in Bahasa Indonesia, published in Kompas by 31 August 2015, entitled "Indonesia Is Not Alone").

An example of news article of this category as 'national' is shown below. The news article discussed about Kemenpora and KOI that will be the main actors on the preparation of Asian Games and the current situation that they haven't measure the benefit of hosting the Games.

> Belum Ada Kalkukasi Promosi
> Indonesia Akan Bekerja Sama dengan Iran
> 11 September 2015
> JAKARTA, KOMPAS — Kementerian Pemuda dan Olahraga dan Komite Olimpiade Indonesia, yang akan berperan utama dalam penyelenggaraan Asian Games 2018, belum membuat kalkulasi tentang untung-rugi biaya kegiatan promosi, pemasaran, dan penyiaran yang diminta Dewan Olimpiade Asia (OCA) sebesar 15 juta dollar AS dan 30 juta dollar AS (total sekitar Rp 644 miliar).
> (This news article is in Bahasa Indonesia, published in Kompas by 11 September 2015, entitled "No Promotion Calculation: Indonesia Will Cooperate with Iran").

4.1.8. News Article by Length

News Length Category by Words

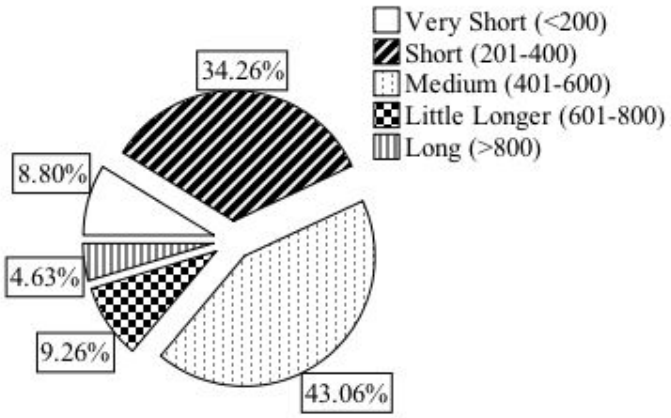

Figure 12. News Length Categories by Words

In order to see more distinct differences of the news length, five categories are used in this occasion. As mentioned in Figure 12, sorted by the most frequent category regardless of the type of the news, news articles published with medium length, which contain of 401 to 600 words and short length, which contain 201 to 400 words are most common with the frequency of respectively 43.06% or 93 news articles and 34.26% or 74 news articles.

Table 9. News Length Category by Words

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Short (<200)	19	8.8	8.8	8.8
	Short (201-400)	74	34.3	34.3	43.1
	Medium (401-600)	93	43.1	43.1	86.1
	Little Longer (601-800)	20	9.3	9.3	95.4
	Long (>800)	10	4.6	4.6	100.0
	Total	216	100.0	100.0	

Remaining articles are various in length, 9.26% or 20 articles contain 601-800 words, or can be said as written little longer and 4.63% or 10 articles contain more than 800 words or categorized as long news articles. In addition, 8.80% or 19 news articles are written shortly below 200 words.

Table 10. News Length Category by Words * News Type

		News Type				Total
		Straight News	Features	Opinion	Editorial	
News Length Category by Words	Long (>800)	3	5	2	0	10
	Little Longer (601-800)	15	1	4	0	20
	Medium (401-600)	88	4	1	0	93
	Short (201-400)	70	1	1	2	74
	Very Short (<200)	17	1	1	0	19
Total		193	12	9	2	216

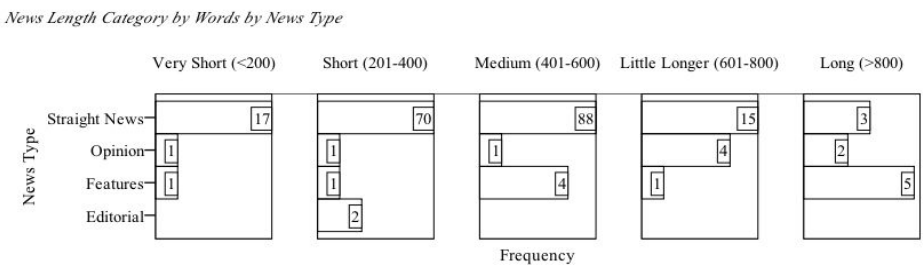

Figure 13. News Length Category by Words * News Type

In details as shown in Figure 13, described by different type of news, can be seen the majority of news articles which length are ranged between 201 to 600 words or categorized as short and medium are straight news with the total of 158 news articles among 216 news articles (73.15%).

As can be noted in this figure also, among 10 long news articles, 50% or 5 news articles are features. Regarding opinion news, among the total of 9 news articles, 6 of them are categorized little longer and long news.

Editorial in the other hand, within six months publication, only found 2 articles.

From these findings can be concluded that sport organizations reporting majority written in medium and short length with the characteristic of straight news, while in the other hand, longer news are majority characterized by features and opinion news. It can be said that the media in this case Kompas newspaper has less likely to put settings on its agenda when reporting news mentioning sports organizations in Indonesia.

4.1.9. News Article by Topics

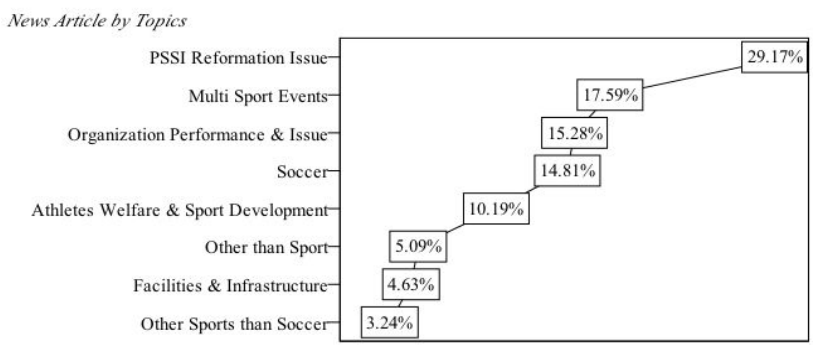

Figure 14. News Article by Topics

Figures 14 showed different topics that are presented by Kompas when reporting news mentioning sport organizations in Indonesia. As can be seen above, most frequent topic is called 'PSSI Reformation Issue' with 29.17% or 63 news articles. The following most common issues are

regarding multi sport events with 17.6% or 38 news articles, organization performance and issue with 15.28% or 33 news articles, soccer with 14.81% or 32 news articles, and athletes welfare and sport development with 10.2% or 22 news articles. The remaining topics are below 5% of the total news articles, discussing about facilities and infrastructure, other sports than soccer, and other topic than sport.

Table 11. News Topics

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Multi Sport Events	38	17.6	17.6	17.6
	PSSI Reformation Issue	63	29.2	29.2	46.8
	Soccer	32	14.8	14.8	61.6
	Organization Performance & Issue	33	15.3	15.3	76.9
	Athletes Welfare & Sport Development	22	10.2	10.2	87.0
	Facilities & Infrastructure	10	4.6	4.6	91.7
	Other Sports than Soccer	7	3.2	3.2	94.9
	Other than Sport	11	5.1	5.1	100.0
	Total	216	100.0	100.0	

Regarding the most frequent topics that are shown in findings, firstly, PSSI Reformation Issue is mainly discuss about the current situation in Indonesia soccer where the State Minister of Youth and Sport Affairs of the Republic of Indonesia (Kemenpora) wish to proceed reformation within the national soccer organization called PSSI (Indonesia National Football

Federation) by initiating a Transition Team that is composed by different expert from various fields.

After Kemenpora froze the authority of PSSI current management, the International Football Federation, FIFA dropped sanction to PSSI as local government perceived to be interfering and it violated FIFA statutes. According to the content of the news articles, this issue is considered as huge and crucial because as reported in many news this issue affected the life of thousands people who work in the field of soccer industry, also, because the issue involved FIFA.

Table 12. Published Month in 2015 * News Topics

		News Topics	Percent
		PSSI Reformation Issue	
Published Month in 2015	October 2015	8	12.70
	September 2015	1	1.59
	August 2015	13	20.63
	July 2015	8	12.70
	June 2015	8	12.70
	May 2015	25	39.68
Total		63	63

As seen in Figure 15, issue regarding the reformation of Indonesia Soccer Federation has been started since May 2015, in fact, 40% or 25 news articles among the total of 63 news articles covering this issue are published this month. The following months, the issue was covered lesser but in August it is raised again because of the planning to implement national

soccer competition that newly initiated by the President of the Republic Indonesia to fill the stagnancy of soccer activities as impacted by what is happening within the soccer umbrella association of Indonesia, PSSI.

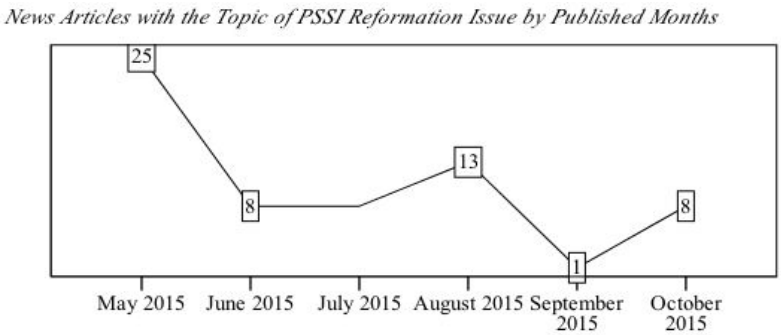

Figure 15. Topic of PSSI Reformation Issue by Published Months

4.1.10. Summary of Descriptive Analysis

From the findings discussed in this part, may be concluded that the coverage provided by media in sport organizations reporting is irregular since the frequency of news articles published each month within six months from May to October 2015 is variously ranged. News articles mentioning sport organizations are typically straight news with national geographic focused placed in sports section and written in shorter and medium length with no photograph. The news are discussing mainly in regard of conflict issues within or between sport organizations and in regard of global multisport events. Rather than dominated by particular sport

organizations, the news presented wide range of information about different issues emerged in sport and its organizations.

4.2. News Reporting Objectivity

As can be seen in Figure 16 below, the total of news articles met the requirements as straight news and focused on sport organizations are 55% or 119 news articles among 216 news articles retrieved from Kompas. Thus they are analyzed to find out the news reporting objectivity of the newspaper. As to be clear, 'total of news' will be regarded in this section for objectivity analysis is 119 news articles instead of 216 news articles.

4.2.1. News Article by Month

Table 13. Straight News with Focus on Sport Organization(s)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	May 2015	23	19.3	19.3	19.3
	June 2015	15	12.6	12.6	31.9
	July 2015	17	14.3	14.3	46.2
	August 2015	23	19.3	19.3	65.5
	September 2015	15	12.6	12.6	78.2
	October 2015	26	21.8	21.8	100.0
	Total	119	100.0	100.0	

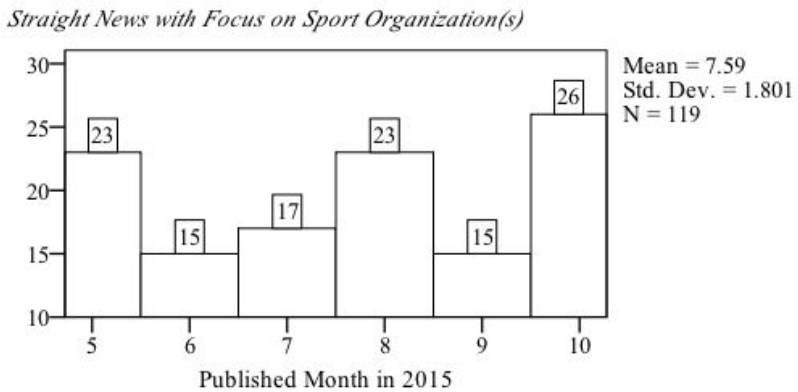

Figure 16. Straight News with Focus on Sport Organization(s)

According to the frequency each month, news articles within six months are ranged in frequent from 15 news articles to 26 news articles. It can be said in general that there is no drastic fluctuation, even though the number of news articles published every month is not stable. A discussed in earlier part divided by the focus of the sport organizations, similar trend is shown in Figure 16.

Further, this part will describe findings of each indicators of objectivity concept, dimensions, and sub-dimensions of the concept, and finally the overall performance of the media in news reporting objectivity when covering stories of sport organizations.

4.2.2. News Article by Eight Indicators of Objectivity Concept

4.2.2.1. Factualness

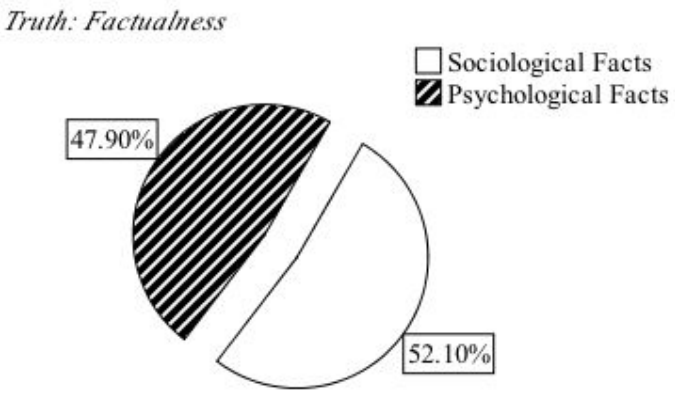

Figure 17. Truth: Factualness

Factualness may be seen from sociological facts and psychological facts. Sociological facts mean the main base of the news article story is existed events that are already happened, as said by McQuail (2010)

As shown by Figure 17, news articles that written based on sociological facts are 52.10% or 62 news articles, while, news written based on people's statement or psychological facts are 47.10% or as many as 47 news articles. The difference between two categories can be seen as small; both almost have the same amount or news stories published with each of its character.

Table 14. Truth: Factualness

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sociological Facts	62	52.1	52.1	52.1
	Psychological Facts	57	47.9	47.9	100.0
	Total	119	100.0	100.0	

Through this findings may be said that when the newspaper covering sport organizations reporting, not only the search of existing events is important but also news sources played significant role in forming the news articles. As said Ericson (1998) that news journalists when ensuring that they will create their products by the exact given time with the form that their peers will consider as "good" for a news to become a construction, they should develop strategies and procedures because the interaction with sources is how the construction comes to be.

This phenomenon implies to the availability of the sources from sport organizations and not only to the preference of the news outlet regarding information gathering when journalists were collecting facts to be presented in the news articles. Thus with this particular findings, can be concluded that there is influence by the availability of news sources from focused sport organizations towards the news reporting objectivity in terms of how media presents facts.

An example of news article qualified in this category as 'psychological facts' is shown below. That is news story that its facts are based in people's statement. The news story highlighted PSSI (Indonesia Soccer Federation) intention to report Minister of Sport (Menpora) to the court because the Minister supported Transition Team to prepare soccer tournaments while PSSI is sanctioned from doing all activities.

> PSSI Nilai Kemenpora Menghina Pengadilan
> 6 Juli 2015
> JAKARTA, KOMPAS — Langkah Menteri Pemuda dan Olahraga yang mendorong Tim Transisi Sepak Bola tetap bekerja menyiapkan turnamen dianggap PSSI sebagai penghinaan terhadap pengadilan dan institusi hukum. PSSI lantas berencana mengadukan Menpora Imam Nahrawi ke Kepolisian dan menggugatnya ke peradilan umum lewat class action apabila surat pembekuan PSSI tidak juga dicabut.
> (This news article is in Bahasa Indonesia, published in Kompas by 6 July 2015, entitled "PSSI Judged Kemenpora Insulted Court ").

An example of news article qualified in this category as 'sociological fact' is shown below. This is the news story that its facts are based on event that has happened in the past. The news story focused on the fact that Indonesia deposited 17 millions USD to OCA as host of 2018 Asian Games.

> RI Setorkan Dana ke OCA
> Kewajiban 17 Juta Dollar AS sebagai Tuan Rumah Asian Games 2018
> 19 Agustus 2015
> JAKARTA, KOMPAS — Pemerintah Indonesia secara resmi akan menyerahkan uang jaminan dan uang promosi penyelenggaraan

Asian Games Jakarta 2018 dengan nilai total 17 juta dollar AS (sekitar Rp 234,9 miliar) kepada Dewan Olimpiade Asia melalui Komite Olimpiade Indonesia.
(This news article is in Bahasa Indonesia, published in Kompas by 19 August 2015, entitled "Republic of Indonesia (RI) Deposit Money to OCA").

4.2.2.2. Check and recheck

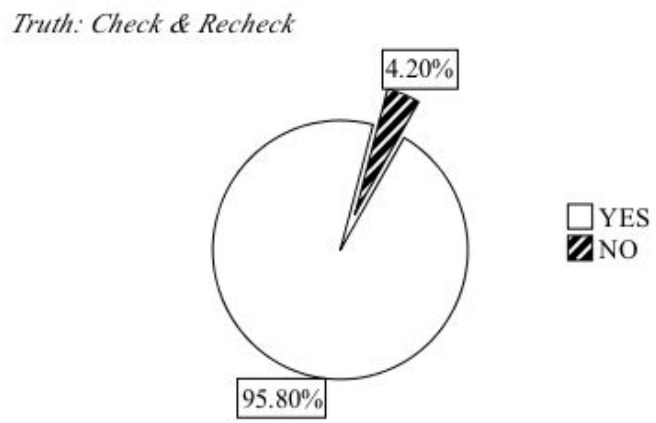

Figure 18. Truth: Check & Recheck

According to Figure 18, majority of news articles focusing on sport organizations in Kompas newspaper with 95.8% or 114 news articles have reliable news sources. It means the crosscheck probability is high for what has been presented in the news as what actually has happened, or can be said the truth.

The remaining 5 news articles of 4.2% are analyzed as not objective in term of the capability of being check and recheck, mainly because of the

news sources presented in the story is not closely relevant to the main topic of the report, for example when a news story covers the organizational performance of KONI, the sources cited are none from the respective sport organization but individual who respected as expert in the sport field.

This kind of phenomenon is not commonly found, but to show objectivity journalists should have interviewed at least one source from KONI for the news to be more reliable in presenting the truth.

Table 15. Truth: Check & Recheck

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	114	95.8	95.8	95.8
	NO	5	4.2	4.2	100.0
	Total	119	100.0	100.0	

As cited in "The Handbook of Journalism Studies" by Whal-Jorgensen, in 1896, Sigal said that news is what the sources tell them, not what journalists think. He also said that news is actually mediated by news organizations (Wahl-Jorgensen and Hanitzsch 2009).

Reflecting on this finding, Kompas newspaper may be perceived as credible news organizations that its operation is in broader scope, not only nationally but also internationally. This reputation of the newspaper, as said by Berkowitz and TerKeurst (1999) that previously gained in publishing influential reports to the public has enhanced and solidified that power.

An example of news article qualified this category as ‘NO’ is shown below. The news story focused on Minister of Youth and Sports Affairs (Menpora) sent a letter to Asian Football Confederation (AFC) in regard of the cancelation of soccer match between Persipura and Pahang FA. There is no statement can be found from any sources including State Minister of Youth and Sport Affairs (Kemenpora) as the main subject of the story.

> Menpora Surati AFC
> 29 Mei 2015
> JAKARTA, KOMPAS — Kementerian Pemuda dan Olahraga melalui surat yang ditandatangani Sekretaris Kemenpora Alfitra Salamm, Kamis (28/5), menjelaskan kepada Presiden Konfederasi Sepak Bola Asia, AFC, Sheikh Salman bin Ebrahim Al Khalifa, terkait kegagalan laga Persipura-Pahang FA, 26 Mei..
> (This news article is in Bahasa Indonesia, published in Kompas by 29 May 2015, entitled “Menpora Sent Letter to AFC”).

4.2.2.3. Relevance

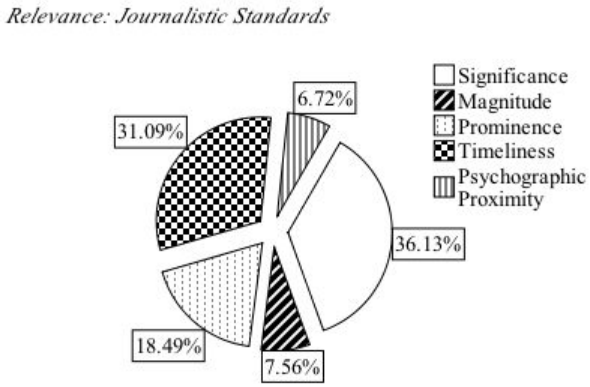

Figure 19. Relevance: Journalistic Standards

Among five categories of journalistic standards of values in a news article, Figure 19 showed that among 119 straight news articles that focused on sport organizations, 36.13% or 43 of those news articles have significant value and 31.09% or 37 news articles have timeliness value. It is also reflected in the figure that news articles with prominence value are 18.5% or 22 news articles. The remaining two categories contain less than 10 news articles each, news with magnitude value is 7.6% or 9 news articles and news with psychographic proximity value is 6.7% or 8 news articles.

Table 16. Relevance: Journalistic Standards

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Significance	43	36.1	36.1	36.1
	Magnitude	9	7.6	7.6	43.7
	Prominence	22	18.5	18.5	62.2
	Timeliness	37	31.1	31.1	93.3
	Psychographic Proximity	8	6.7	6.7	100.0
	Total	119	100.0	100.0	

As to be discussed here, according to the finding that showed 100 news articles have value of newsworthiness, news articles published in media outlets, especially traditional printed media always values that possibly considered significant by the media or by the public opinion. As said by Bell (1991), news form and news content cannot be separated one to each other. The news values drive the way in which news is presented. Bell argues that to keep the objectivity of the reporting when producing the news, journalists cannot stir facts and the news must tell complete aspects that an issue or an event may have.

An example of news article qualified in this category as 'significance' is shown below. The news article is published because the story is considered important for a lot of people. This news story is focused on the continuity plan of the construction of Hambalang Sport Complex to be prepared for mainly Asian Games 2018.

> Kelanjutan Hambalang Bergantung Hasil Audit Menyeluruh
> 31 Juli 2015
> JAKARTA, KOMPAS — Keberlanjutan proyek pembangunan fasilitas olahraga Hambalang setelah Kementerian Pemuda dan Olahraga mendapat lampu hijau dari KPK bergantung pada hasil audit menyeluruh oleh pihak yang kredibel dan independen atas kelaikan proyek itu.
> (This news article is in Bahasa Indonesia, published in Kompas by 31 July 2015, entitled "Continuity of Hambalang Depend On Overall Audit Result").

An example of news article qualified in this category as 'magnitude' is shown below. The news article is published because the story is considered having a sheer scale or impact. This news story focuses on Indonesia Asian Games Organizing Committee (IAGOC) submitted to the Olympic Council of Asia (OCA) the amount of deposit of 17 million US Dollar for Indonesia hosting the multi event.

> "RI Setorkan Dana ke OCA
> Kewajiban 17 Juta Dollar AS sebagai Tuan Rumah Asian Games 2018
> 19 Agustus 2015
> JAKARTA, KOMPAS — Pemerintah Indonesia secara resmi akan menyerahkan uang jaminan dan uang promosi penyelenggaraan Asian Games Jakarta 2018 dengan nilai total 17 juta dollar AS (sekitar Rp 234,9 miliar) kepada Dewan Olimpiade Asia melalui Komite Olimpiade Indonesia.
> (This news article is in Bahasa Indonesia, published in Kompas by 19 August 2015, entitled "Republic of Indonesia (RI) Deposit Money to OCA").

An example of news article qualified in this category as 'prominence' is shown below. The news article is published because of the high status or

power of the information source. This news story is focused on the continuity plan of the construction of Hambalang Sport Complex to be prepared for mainly Asian Games 2018.

> Indonesia Tidak Sendirian
> Menpora: Pembenahan Sepak Bola Nasional Selama Satu Tahun
> 31 Agustus 2015
> GIANYAR, KOMPAS — Kondisi sepak bola Indonesia kini, yang dikenai sanksi oleh badan sepak bola dunia, FIFA, menurut Presiden Joko Widodo, juga pernah dialami negara lain. Sejumlah negara, seperti Australia, Iran, Spanyol, dan Brunei, pernah mengalami hal serupa saat menjalankan pembenahan sepak bola mereka.
> (This news article is in Bahasa Indonesia, published in Kompas by 31 August 2015, entitled "Indonesia Is Not Alone").

An example of news article qualified in this category as 'timeliness' is shown below. The news article is published because of it considered as a very recent event or posses a news value of actuality. This news story is focused on the event that BOPI (Indonesia Professional Sports Body) gave recommendation to Cataluna Sportindo Ltd., an operator for soccer tournament in Indonesia to implement Independence Cup as planned starting from 15 August.

> BOPI Beri Rekomendasi Cataluna
> 13 Agustus 2015
> JAKARTA, KOMPAS — Badan Olahraga Profesional Indonesia sudah memberikan rekomendasi kepada operator penyelenggara turnamen sepak bola Piala Kemerdekaan, PT Cataluna Sportindo. Dengan rekomendasi itu, Piala Kemerdekaan diprediksi bakal berlangsung sesuai rencana, dimulai 15 Agustus.

(This news article is in Bahasa Indonesia, published in Kompas by 31 August 2015, entitled “Indonesia Is Not Alone”).

An example of news article qualified in this category as ‘proximity’ is shown below. The news article is published because it considered having geographical or cultural closeness to the audience. This news story is focused on Indonesia Olympic Committee representing the country negotiating with the Olympic Council of Asia (OCA) in regard of 2018 Asian Games.

RI Negosiasi Dana Penyiaran
Logo Asian Games 2018 Diperkenalkan
10 September 2015
JAKARTA, KOMPAS — Sebagai bagian dari persiapan Indonesia menjadi tuan rumah Asian Games 2018, Komite Olimpiade Indonesia akan melobi Dewan Olimpiade Asia pada pertemuan di Turkmenistan, pekan depan. Selain melobi penamaan Asian Games, KOI juga akan melobi OCA terkait pendanaan pekan olahraga se-Asia itu.
(This news article is in Bahasa Indonesia, published in Kompas by 10 September 2015, entitled “Republic of Indonesia (RI) Negotiating Broadcasting Fee”).

4.2.2.4. Cover both sides

Table 17. Balance: Equal of proportional access by covering both sides

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Multisides	55	46.2	46.2	46.2
	Twosides	27	22.7	22.7	68.9
	Oneside	37	31.1	31.1	100.0
	Total	119	100.0	100.0	

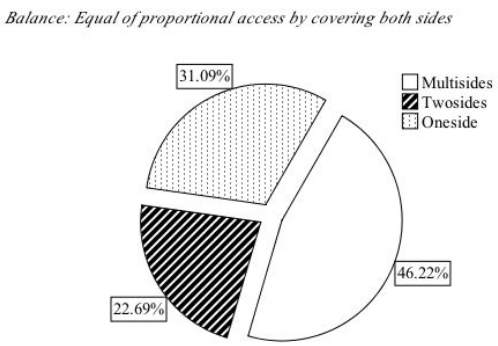

Figure 20. Balance: Equal of proportional access by covering both sides

One of main indicator of objectivity concept is balance in presenting the perspective of all parties that have to do with issue in one news story, or providing equal access for them to contribute their perspective in the discussed topic. According to Figure 20, a portion of 31.09% or 37 news articles covered one side story and the remaining are covering either two sides or multi sides depending on the number of organizations involved in one issue, they are respectively 46.22% or 55 news articles covering multi sides news story and 22.69% or 27 news articles covering both sides story.

Capability in presenting both sides stories equally is not only depends on the availability of news source but also the eagerness of the journalists to strive for it in order to remain objective. According to this result, majority of news articles focusing on sport organizations published by Kompas are written in a balance composition, however considering

around one third of them are only covering one side story, Kompas may strategize to find alternatives in retrieving news sources in sport news reporting Kompas to improve its performance in being objective.

An example of news article qualified in this category as 'cover one side' is shown below. The news story focused on the intention of soccer clubs in hosting competition and their understanding and desire to develop soccer with better management; nonetheless, there was no statement from the any of the soccer club but Kemenpora.

> Klub-klub Besar Berminat Motori Kompetisi
> 5 Juni 2015
> JAKARTA, KOMPAS — Pembenahan tata kelola sepak bola Indonesia yang dilakukan pemerintah melalui Kementerian Pemuda dan Olahraga mulai mendapat sambutan positif dari para pemain dan klub. Opsi klub-klub besar menjadi motor penyelenggara kompetisi di bawah supervisi Tim Transisi pun semakin menguat.
> Hal itu disampaikan Staf Khusus Menpora Bidang Olahraga Muhammad Khusen Yusuf, Kamis (4/6), di Jakarta. "Opsi itu sedang digodok dan ini menarik karena berasal dari klub. Mulai ada kesadaran di tingkat klub untuk membenahi tata kelola sepak bola kita," ungkapnya setelah bertemu beberapa klub besar, beberapa waktu lalu.
> (This news article is in Bahasa Indonesia, published in Kompas by 5 June 2015, entitled "Big Clubs Interested in Motoring Competition").

4.2.2.5. Even handed evaluation

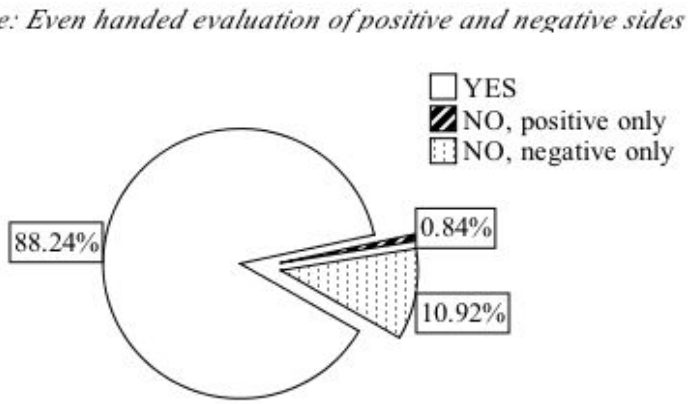

Figure 21. Balance: Even handed evaluation

A news report is said to be balance if there is presentation of positive and negative sides of the story simultaneously within one news article. Referring to Figure 21, majority of the news articles are providing even handed evaluation in their presentation, with 88.24% or as many as 105 news articles. In contrast, news articles that are considered imbalance here contains 10.92% or 13 news articles that only presenting the negative side of an issue in its story, while 0.84% or only 1 news article among 119 news articles presenting only positive evaluation within its story.

Table 18. Balance: Even handed evaluation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	105	88.2	88.2	88.2
	NO, positive only	1	.8	.8	89.1
	NO, negative only	13	10.9	10.9	100.0
	Total	119	100.0	100.0	

An example of news article qualified in this category as 'YES' is shown below. The news story focused on amendment of PSSI as priority. Balance presentation shown by the existence of positive and negative sides' evaluation of the topic. In paragraph one and two, the President of the Republic of Indonesia as the main source stating the potential of soccer industry in the country that is considered huge needs to be well managed to improve the image of the national soccer. The following paragraph number four is a representative aspiration of soccer athletes and coaches of their desire to have competition in the near future.

> Pembenahan PSSI Jadi Prioritas
> 20 Oktober 2015
> JAKARTA, KOMPAS — Potensi industri sepak bola di Tanah Air yang cukup besar perlu dikelola dengan baik. Semua pihak perlu bekerja keras untuk memperbaiki citra sepak bola dalam negeri. (Par.3) Menurut Presiden, pengelolaan industri sepak bola yang baik akan menghadirkan kepercayaan dari semua pihak, termasuk sponsor dan stasiun televisi. Dengan kecintaan masyarakat yang demikian besar terhadap sepak bola, pengelolaan yang baik bakal menarik minat untuk membeli tiket menonton pertandingan. Pada

akhirnya, kesejahteraan pemain, pelatih, dan klub meningkat, hingga semakin memacu untuk terus berprestasi.
(Par.4) Sejumlah pemain dan pelatih menyampaikan aspirasi agar kompetisi nasional segera digelar. Adapun turnamen yang digelar, seperti Piala Presiden dan sejenisnya, dapat disandingkan dengan kompetisi nasional.
(This news article is in Bahasa Indonesia, published in Kompas by 20 October 2015, entitled "Amendment of PSSI as Priority").

4.2.2.6. Fact and opinion mixture

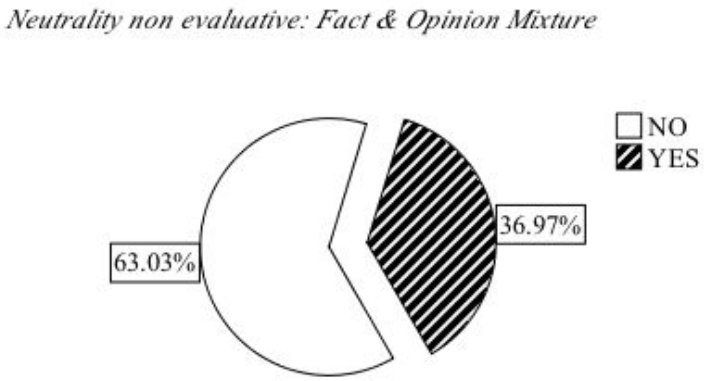

Figure 22. Neutrality non evaluative: Fact & Opinion Mixture

Referring to Figure 22, news articles presented in Kompas within 6 months that are focusing on sports organizations story are 63.03% or as many as 75 news articles not contain any opinion or being not evaluative. In the other hand, in 36.97% or as many as 44 news articles were found having the mixture of facts and opinions. With more than one third of the news includes writer's opinion in the story, it may be drawn a brief conclusion that in this study, this indicator of objectivity concept that reviewing the

absence of reporter's thought, ranked the first to violate among all eight indicators.

Table 19. Neutrality non evaluative: Fact & Opinion Mixture

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NO	75	63.0	63.0	63.0
	YES	44	37.0	37.0	100.0
	Total	119	100.0	100.0	

An example of news article qualified in this category as 'facts and opinion mixture' is shown below. The media used word(s) that shown its opinion. E.g. if, but, however, supposed to, etc. The underlined part stated, "if that particular condition is left alone, many more people will suffer". This showed the opinion of the news presenter.

> PSSI dan Menpora Perlu Berkompromi
> 14 Agustus 2015
> JAKARTA, KOMPAS — Konflik sepak bola nasional yang melibatkan PSSI dan Kementerian Pemuda dan Olahraga bakal terus berlarut-larut jika tidak ada titik temu atau kompromi di antara kedua belah pihak. Jika kondisi itu dibiarkan, bakal kian banyak pihak yang menderita."Jika kedua pihak masih tarik-menarik (memaksakan diri), persoalan ini sulit selesai. Harus ada kompromi yang mengacu pada prosedur FIFA," ujar Mahfud MD, mantan Ketua Mahkamah Konstitusi, soal kisruh sepak bola nasional, Kamis (13/8), di Jakarta.
> (This news article is in Bahasa Indonesia, published in Kompas by 14 August 2015, entitled "PSSI and Menpora Need to Compromise").

4.2.2.7. Title and content relevancy

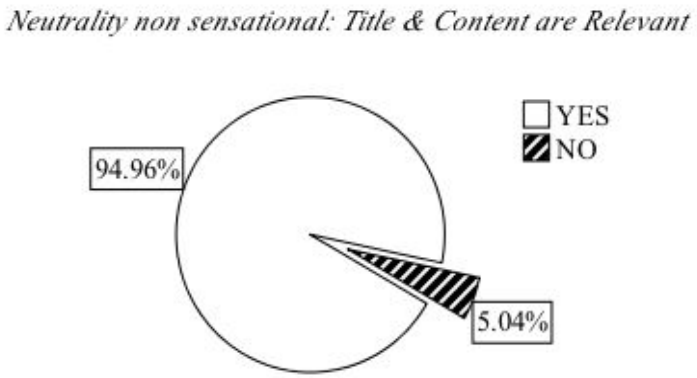

Figure 23. Neutrality non sensational: Title & Content are Relevant

Figure 23 showed the percentage of neutrality of news presentation by examining the title and the content of the news article whether they are relevant. According to the result, among 119 news articles, 95.96% or 113 news articles expressed relevancy of the title and the content, while a small portion of 5.04% or 6 news stories are noted to have irrelevant title and content.

Table 20. Neutrality Non Sensational: Title & Content Are Relevant

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	113	95.0	95.0	95.0
	NO	6	5.0	5.0	100.0
	Total	119	100.0	100.0	

An example of news article qualified in this category as 'title and content are not relevant' is shown below. Main content or lead paragraph of

the news story didn't reflect the main concerned stated in the title. The title is mentioning that Indonesia is asked to decide who is going to be the Chef De Mission for Rio Olympics; nevertheless, the content is mainly focused on the preparation of Indonesia team in Rio Olympics, specifically financial issue to submit down payment for participation.

> Penunjukan CDM Tunggu Pertemuan Rio
> 22 Agustus 2015
> JAKARTA, KOMPAS — Terkait persiapan menuju Olimpiade Rio de Janeiro 2016, Indonesia diminta segera menetapkan Chef de Mission kontingen Olimpiade. Selain itu, panitia penyelenggara Olimpiade Rio de Janeiro juga meminta Indonesia membayar uang muka akomodasi kontingen.
> Bendahara Komite Olimpiade Indonesia (KOI) Ahmed Solihin, Jumat (21/8), menjelaskan, untuk urusan administrasi, KOI mengirimkan Ketua Komite Sport for All Ade Lukman ke Rio de Janeiro.
> This news article is in Bahasa Indonesia, published in Kompas by 22 August 2015, entitled “CDM Appointment Waiting for Rio Meeting”).

4.2.2.8. Dramatization

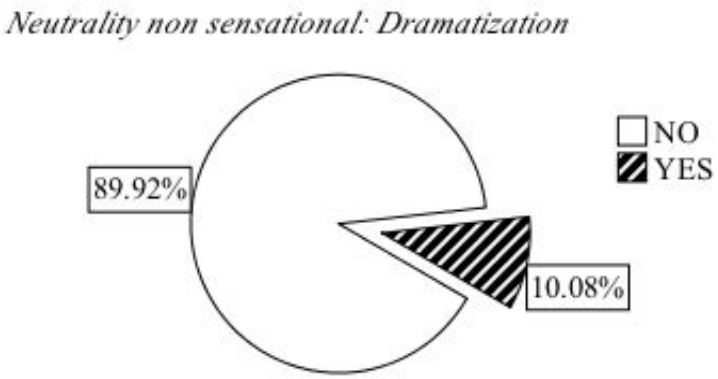

Figure 24. Neutrality non sensational: Dramatization

Indicator of dramatization is measuring the neutrality of the media as not presenting sensational news. As can be withdrawn from Figure 24, majority of news articles published in Kompas that are covering sport organizations story is 89.92% or as many as 107 news articles are neutral with no dramatization, the remaining 10.08% or 12 news articles are highlighted with dramatization, shown by word(s) used, expressed an exaggeration or adjectives with meanings that may make readers sad or other feelings.

Table 21. Neutrality non sensational: Dramatization

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NO	107	89.9	89.9	89.9
	YES	12	10.1	10.1	100.0
	Total	119	100.0	100.0	

An example of news article qualified in this category as 'dramatization' is shown below. The underlined words mean, "His husband savings is drained so he could no more helping his brother to pay his school tuition". This didn't show truth facts as the journalist using an exaggerating word in presenting the news story.

> PSSI dan Menpora Perlu Berkompromi
> 14 Agustus 2015
> (Par.4) Dalam pertemuan di kantor Komnas HAM Jakarta itu, Mahfud terenyuh mendengarkan cerita Rahmad Darmawan (pelatih sepak bola), Eka Wulandari (istri pesepak bola), dan Syamsuddin (wasit). Eka yang datang dari Malang, Jawa Timur, bercerita soal terkurasnya tabungan suaminya sehingga tidak bisa lagi membantu biaya pendidikan adiknya.
> (This news article is in Bahasa Indonesia, published in Kompas by 14 August 2015, entitled "PSSI and Menpora Need to Compromise").

4.2.3. News Article by Objectivity Sub-Dimensions

4.2.3.1. Truth

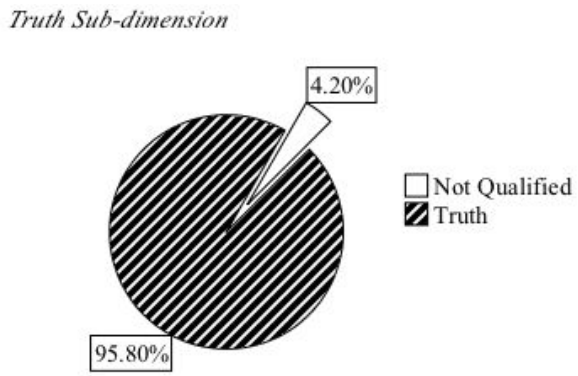

Figure 25. Truth Sub-dimension

Truth sub-dimension is composed by two indicators factualness and accuracy by check and rechecks. As seen in Figure 25, among 119 news articles, 95.80% or 114 news articles are qualified as news articles that presented truth.

Table 22. Truth Sub-dimension

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Qualified	5	4.2	4.2	4.2
	Truth	114	95.8	95.8	100.0
	Total	119	100.0	100.0	

Viewing this result, I can be discussed that Kompas newspaper in presenting news stories focusing on sport organizations in Indonesia is

reliable in term of presenting the 'true' facts. Among all, there are only 4.20% or as many as 5 news articles that failed to qualify the requirements.

4.2.3.2. Relevance

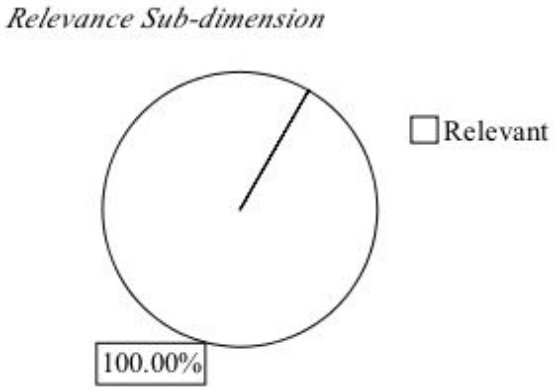

Figure 26. Relevance Sub-dimension

As shown in Figure 26, Relevance sub-dimension has 100% news articles qualified. It confirmed that all news articles published in Kompas daily newspaper regarding Kemenpora, KONI, and KOI, are all contain at least one of any value of journalistic standards.

Table 23. Relevance Sub-dimension

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Relevant	119	100.0	100.0	100.0

4.2.3.3. Balance

Rich (2015) says there is one focus or one main idea as the base of every news story. If a story involves conflict, news presenters always have to put comments from all sides of the issue to avoid one-source stories. (Rich 2015)

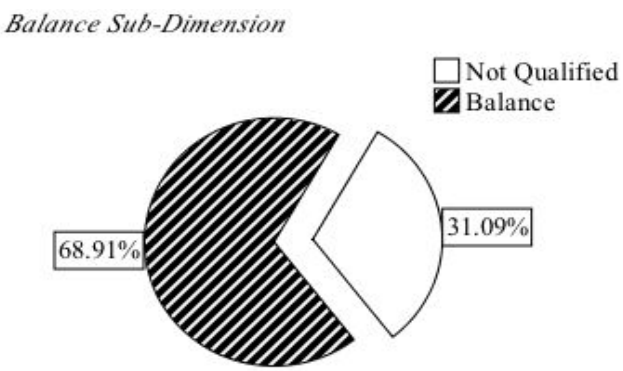

Figure 27. Balance Sub-dimension

Balance sub-dimension composed by two indicators. They are equal of proportional access by cover both sides and even handed evaluation by evaluation of negative and positive sides. Figure 27 presents that 69.91% or 82 news articles among 119 articles are balance news, while the remaining 31.09% or 37 news articles are not qualified as balance news.

Table 24. Balance Sub-dimension

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Qualified	37	31.1	31.1	31.1
	Balance	82	68.9	68.9	100.0
	Total	119	100.0	100.0	

Considering one third of the news articles published by Kompas newspaper are not objective because of its imbalance presentation. Objectivity requires attitude of journalists toward sources and objects of news reporting that is fair and non-discriminatory. In portraying one matter, different points of view where the facts are in dispute should be treated equal and considering relevancy.

4.2.3.4. Neutrality

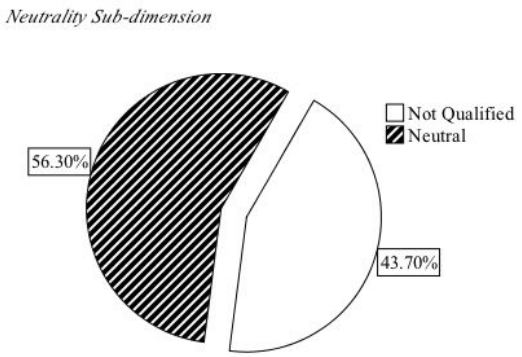

Figure 28. Neutrality Sub-dimension

Three different indicators composed neutrality sub-dimension. First is facts and opinions mixture as being a non evaluative. Objectivity required news writers to restrain from expressing biases. (Fortner and Fackler 2014)

A journalist can strive to report the news objectively by stating the facts but he may not be neutral, as the reporter is the source of the information. When he uses adjectives (descriptive terms) he is risky of inserting his opinion of what is going on into the story.

Second is relevancy between title and content and dramatization as being non sensational. As result in this research presented in Figure 28, 56.30% or 76 news articles are neutral news and 43.70% or 52 news articles are not neutral news.

Table 25. Neutrality Sub-dimension

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Qualified	52	43.7	43.7	43.7
	Neutral	67	56.3	56.3	100.0
	Total	119	100.0	100.0	

4.2.4. News Article by Objectivity Dimensions

Objectivity concept is mainly divided into two dimensions of factuality and impartiality.

4.2.4.1. Factuality

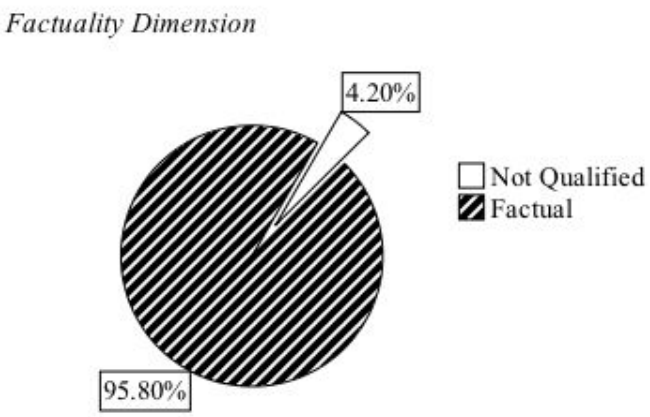

Figure 29. Factuality Dimension

Above is the presentation of factuality in Figure 29 that shows 95.80% or 114 news among 119 news articles are factual news. This means that almost all news articles published in Kompas newspaper have a high credibility in term of relevant news source, news value, and truth

presentation. The remaining 5 news articles or 4.20% are indicated not factual because of the absence of check and rechecks reliability matter.

Table 26. Factuality Dimension

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Qualified	5	4.2	4.2	4.2
	Factual	114	95.8	95.8	100.0
	Total	119	100.0	100.0	

4.2.4.2. Impartiality

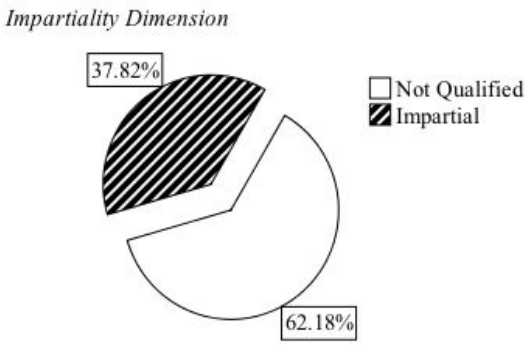

Figure 30. Impartiality Dimension

Figure 30 shows the result of impartiality dimension of objectivity concept. This is influenced by the neutrality and balance presentation of the news article. As can be seen above, 37.82% or 45 news articles among 119 news articles are indicated as impartial news. However, more proportion of 62.18% or 74 news articles are considered as partial news.

Partisanship is not restricted according to libertarianism theory, this theory emphasized on individual freedom that news reporter may publish

whatever they want when they believe it to be true. However, in the other hand, a critic said to confront this view that these journalists do not have a ethical of legal duty to make sure their reports and opinions are vetted, objective, fair, or balanced. (Fortner and Fackler 2014)

Table 27. Impartiality Dimension

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not Qualified	74	62.2	62.2	62.2
	Impartial	45	37.8	37.8	100.0
	Total	119	100.0	100.0	

4.2.5. News Objectivity by Sport Organization(s) Domination

Figure 31 and Table 28, shows the details of proportion of news articles' objectivity points of each sport organizations reporting. The result shows that news reporting objectivity of all sport organizations is more likely not objective. News articles that considered objective for each sport organization are less than the non-objective news, as shown in below figure.

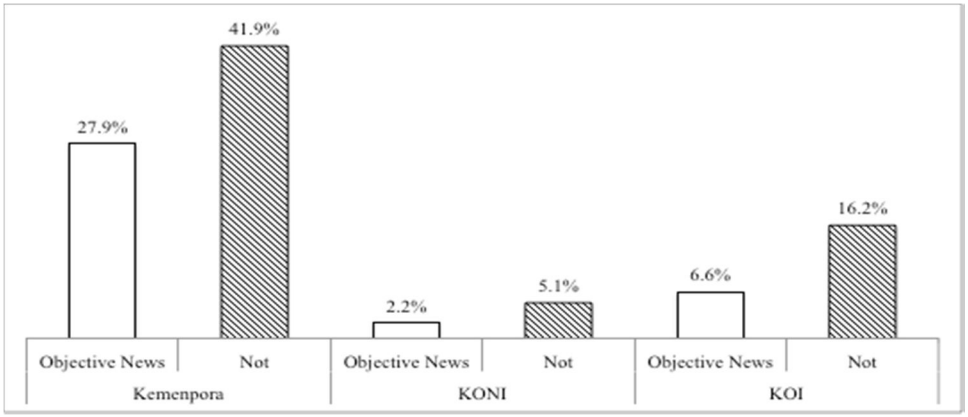

Figure 31. News Objectivity by Sport Organization(s) Domination

As can be seen in the total column of Table 28, there are 36.8% that received 8 points or can be considered as objective news. For each sport organizations, non-objective news articles that are missing one indicator or received 7 among 8 points are shown the most frequent during these six months with 43.4% proportion among 100% news articles.

The result of objectivity analysis for each sport organization reporting will be discussed below.

Table 28. News Objectivity by Sport Organization(s) Domination

		Sport Organization(s) Domination						Total	%
		Kemenpora	%	KONI	%	KOI	%		
New Objectivity	4 points	3	2.2	0	0.0	0	0.0	3	2.2
	5points	6	4.4	1	0.7	3	2.2	10	7.4
	6points	9	6.6	0	0.0	5	3.7	14	10.3
	7points	39	28.7	6	4.4	14	10.6	59	43.4
	8 points	38	27.9	3	2.2	9	6.6	50	36.8
Total		95	69.9	10	7.4	31	22.8	136	100

4.2.5.1. Kemenpora news objectivity

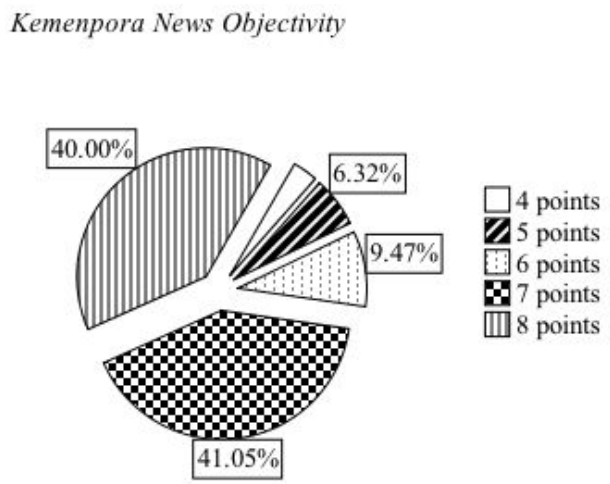

Figure 32. Kemenpora News Objectivity

According to Figure 32, among 95 news articles that focused on Kemenpora, 40% or 38 news articles are objective, because they are qualified all eight indicators requirement, while the remaining are not objective. Among them, 41.05% or 39 news articles are qualified of 7 indicators, and the rest of 18.9% as can be seen in Table 29 qualified six or less indicators.

Table 29. Kemenpora News Objectivity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4 points	3	3.2	3.2	3.2
	5 points	6	6.3	6.3	9.5
	6 points	9	9.5	9.5	18.9
	7 points	39	41.1	41.1	60.0
	8 points	38	40.0	40.0	100.0
	Total	95	100.0	100.0	

4.2.5.2. KONI news objectivity

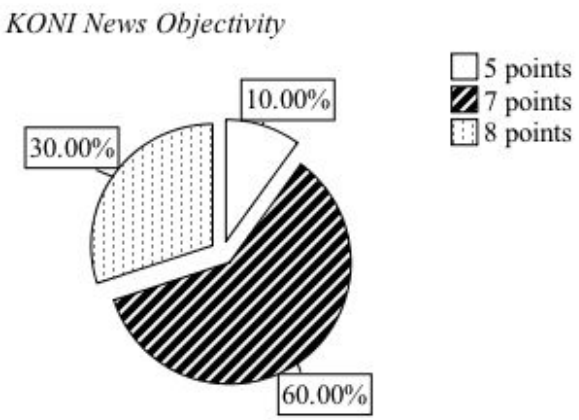

Figure 33. KONI News Objectivity

According to Figure 33, among 10 news articles that focused on KONI, 30% or 3 news articles are objective, because they are qualified all eight indicators requirement, while the remaining are not objective. Among them, 60% or 6 news articles are qualified of 7 indicators, and the rest of 10% as can be seen in Table 30 qualified 5 indicators.

Table 30. KONI News Objectivity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5 points	1	10.0	10.0	10.0
	7 points	6	60.0	60.0	70.0
	8 points	3	30.0	30.0	100.0
	Total	10	100.0	100.0	

4.2.5.3. KOI news objectivity

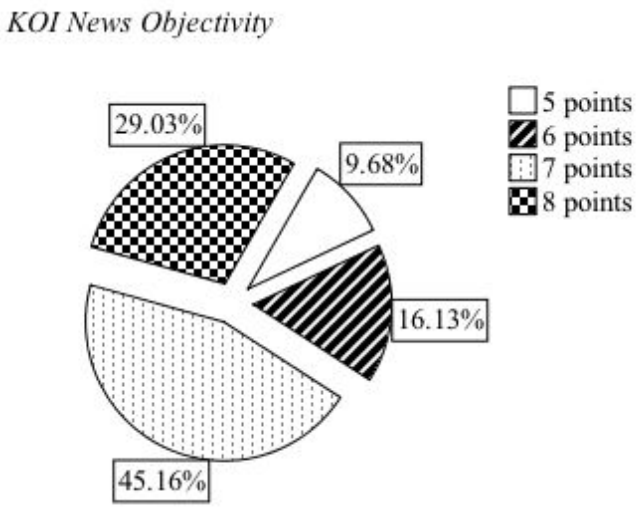

Figure 34. KOI News Objectivity

According to Figure 34, among 31 news articles that focused on KONI, 29.03% or 9 news articles are objective, because they are qualified all eight indicators requirement, while the remaining are not objective. Among them, 45.2% or 14 news articles are qualified of 7 indicators, and the rest of 25.8% as can be seen in Table 31 qualified 6 or less indicators.

Table 31. KOI News Objectivity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5 points	3	9.7	9.7	9.7
	6 points	5	16.1	16.1	25.8
	7 points	14	45.2	45.2	71.0
	8 points	9	29.0	29.0	100.0
	Total	31	100.0	100.0	

4.2.6. Summary of News Reporting Objectivity

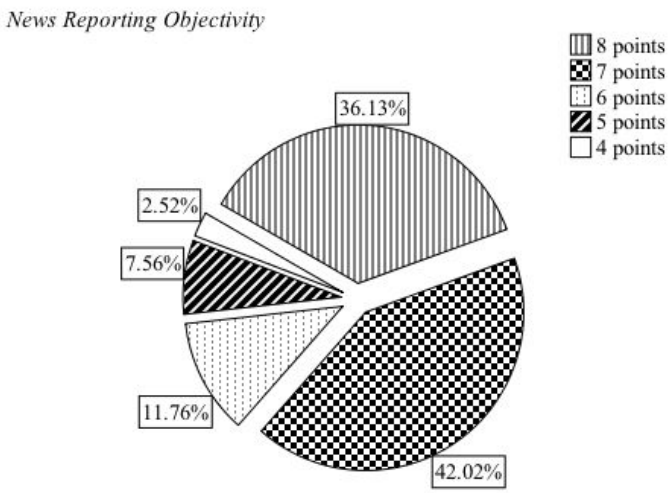

Figure 35. News Reporting Objectivity

As has been discussed in detail above, there are eight indicators as considerations whether a news article is objective. According to the findings as shown in Figure 35, there is no more than 36.13% or 43 news articles among the total of 119 news articles are reported objectively. Thus, as can be seen from the pie chart, the overall performance of Kompas when

covering stories of Indonesia sport organizations in term of news reporting objectivity is mainly not objective.

Table 32. News Reporting Objectivity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	4 points	3	2.5	2.5	2.5
	5 points	9	7.6	7.6	10.1
	6 points	14	11.8	11.8	21.8
	7 points	50	42.0	42.0	63.9
	8 points	43	36.1	36.1	100.0
	Total	119	100.0	100.0	

The remaining 63.87% or 76 news articles among the total of 119 news articles are considered not objective, following the theory of objectivity concept by Westerståhl (1983) that said if one of the requirements is failed to qualify, the report is said to be not objective. Among unqualified news articles, news articles met 7 indicators requirement are the most frequent news with the total of 50 news articles or 42%. The remaining news articles are qualified of 6 or fewer indicators with total of 21.8% or 26 news articles.

Table 33. Published Month in 2015 * News Objectivity

		News Objectivity					Total
		4 points	5 points	6 points	7 points	8 points	
Published Month in 2015	May 2015	1	1	3	9	9	23
	June 2015	0	0	1	4	10	15
	July 2015	2	1	1	9	4	17
	August 2015	0	2	1	11	9	23
	September 2015	0	2	2	6	5	15
	October 2015	0	3	6	11	6	26
Total		3	9	14	50	43	119

As seen in Figure 36, the result of most news articles objectivity is mainly ranged between 7 points and 8 points. In June there is more objective news than not but in the other months, not objective news are more likely shown up than the objective news.

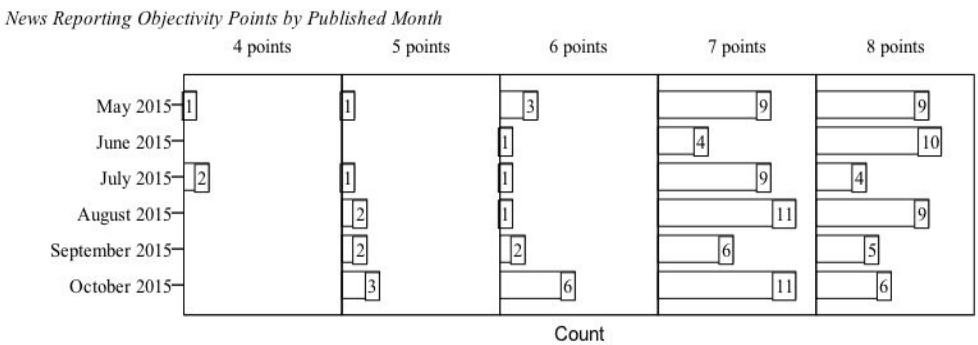

Figure 36. News Reporting Objectivity by Published Month

4.3. News Tonality

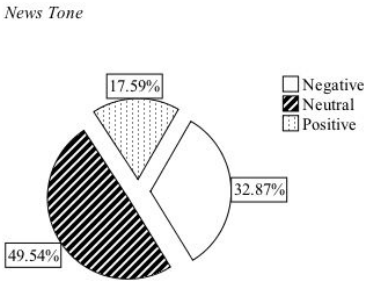

Figure 37. News Tone

For public officials and business leaders, it is said that their daily life is a matter of maintaining public opinion that is positive. (Wahl-Jorgensen and Hanitzsch 2009) From the result, among 216 news articles published by Kompas mentioning Indonesia three major sport organizations, there are found 49.54% or 107 news articles with neutral tone. Besides, there are 32.87% or 71 news articles with negative tone and 17.59% or 38 news articles with positive tone.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Negative	71	32.9	32.9	32.9
	Neutral	107	49.5	49.5	82.4
	Positive	38	17.6	17.6	100.0
	Total	216	100.0	100.0	

Table 34. News Tone

News personnel as mass media representatives such as editors and journalists have the power over public opinion and influence over the news agenda. The result has shown sport organizations' reporting is represented neutral and more toward negative rather than positive in the media.

As Fortner and Fackler said that an ethics of care pursues to confine a news outlet that is frequently being insensitive to the subjects and sources of news story. This may contour the nature of relationship between news source and journalists, making interactions more symbiotic and collaborative. Thus since specific interaction has significant influence on the news outcome, it may be able to have impact in shaping the outcome of the news. (Fortner and Fackler 2014)

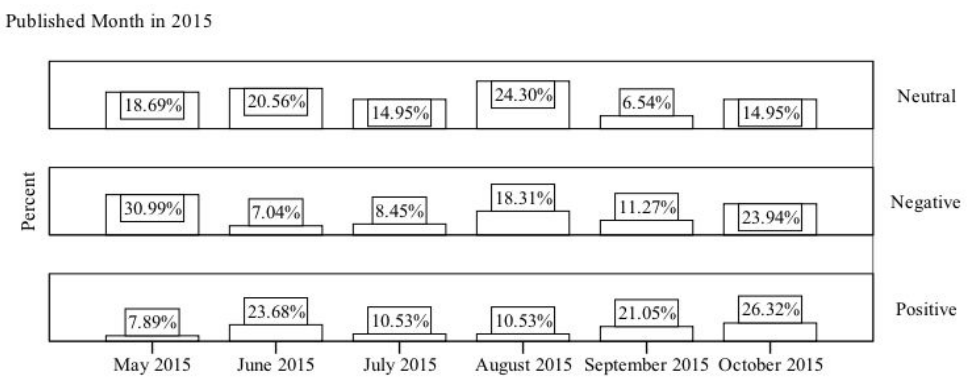

Figure 38. News Tone by Published Month

As seen in Figure 38, there are fluctuation happened between six months, for neutral news, it ranged between 6.54% and 24.30% every month. There is no significant movement from May to October 2015,

however, the frequency that showing no more than 24.30% of the news are neutral, means that more news are either tend to be negative or positive. This tone may influence more on the sport organizations image based on the media view.

For negative news it ranged between 7.04% and 30.99%. There is a positive movement seen from May to October, the number of news with negative tone decreased from 30.99% or 22 news articles to 23.94% or 17 news articles. It didn't say that every month news articles with negative tone are lesser and lesser, nonetheless can be said that the image of sport organizations reporting are improved towards positive side.

This phenomenon is also followed by positive movement shown by the increasing number of news articles with positive tone. In May, there were only 7.89% or 3 news articles written in positive tone, however in October, there are found 26.32% or as many as 10 news articles are written in positive tone. Through this findings, however, couldn't be drawn any conclusion whether in the future more positive news will be published or more negative news will be seen more.

Table 35. Published Month in 2015 * News Tone

		News Tone			Total
		Negative	Neutral	Positive	
Published Month in 2015	May 2015	22	20	3	45
	June 2015	5	22	9	36
	July 2015	6	16	4	26
	August 2015	13	26	4	43
	September 2015	8	7	8	23
	October 2015	17	16	10	43
Total		71	107	38	216

4.3.1. News Tonality by Sport Organization(s) Domination

This part showing the tone of news articles that written focused on sport organizations. Among 126 news articles available, there are 43.65% or 55 news articles that are written in neutral tone. 36.5% or 46 news articles are written in negative tone and 19.84% are written in positive tone.

Figure 39. News Tone of Sport Organizations Reporting

Table 36. News Tone of Sport Organization Reporting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Negative	46	36.5	36.5	36.5
	Neutral	55	43.7	43.7	80.2
	Positive	25	19.8	19.8	100.0
	Total	126	100.0	100.0	

As seen in the result, Kompas is mostly presenting neutral tone in their published news articles about sport organizations, nonetheless, it is shown that there is a tendency of writing news in negative tone rather positive tone.

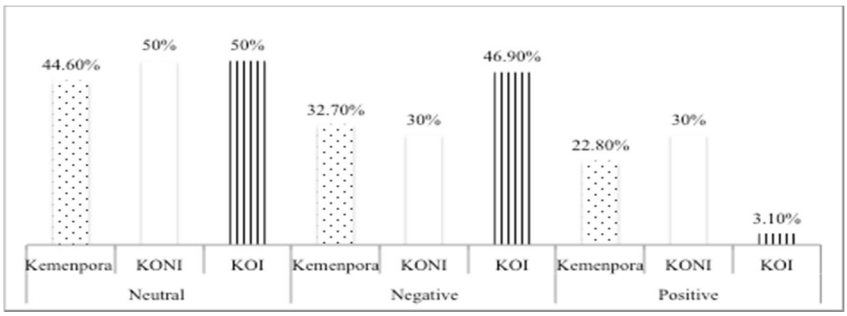

Figure 40. News Objectivity by Sport Organization(s) Domination

As seen in Figure 40, comparison between news articles with neutral tone, negative tone, and positive tone is clearly seen. Drawn by the average, 48.2% news articles published that focusing in sport organizations are written in neutral news, 36.53% are negative news and 18.63% are positive news.

Among three sport organizations, KOI is the one who received the most negative news. Very contrast to news articles that written in negative tone there are 46.9% or almost half of the news published with KOI focus, news articles that written in positive tone is found only 3.1%.

However, news tone doesn't only receive influence by the journalist, such as writing style or words chosen, but also the nature of the news story itself, whether it is coverage of positive or negative or general events. Thus it may also be concluded that there is also influence to the news outcome from the performance of sport organizations as perceived by news reporter

as information source to produce news report that is preferably positive by the sport organization itself.

Below will be described the result of each sport organization reporting tonality analysis.

4.3.1.1. Kemenpora News Tone

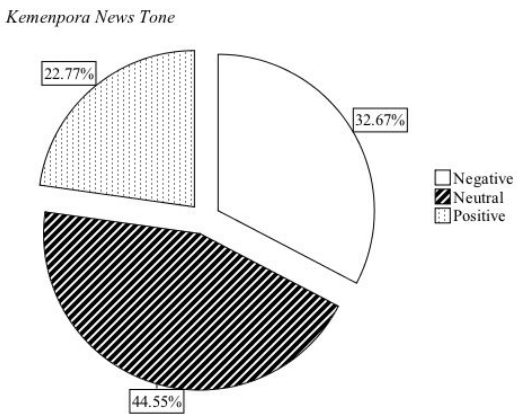

Figure 41. Kemenpora News Tone

From Figure 41 can be described news articles tonality of Kemenpora or the State Minister of Youth and Sport Affairs of the Republic of Indonesia. Among 101 news articles written, a portion of 44.55% or 45 news articles have neutral tone, almost one third of all with 32.7% or 33 news articles have negative tone and the smallest portion of three different tones with 22.8% or 23 news articles have positive tone.

Table 37. Kemenpora News Tone

	Frequency	Percent	Valid	Cumulative Percent

				Percent	
Valid	Negative	33	32.7	32.7	32.7
	Neutral	45	44.6	44.6	77.2
	Positive	23	22.8	22.8	100.0
	Total	101	100.0	100.0	

4.3.1.2. KONI News Tone

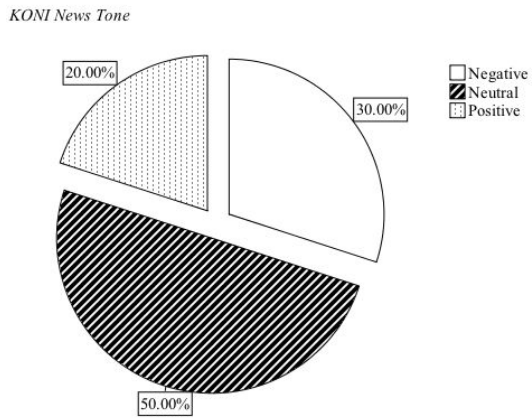

Figure 42. KONI News Tone

From Figure 42 it is shown news articles tonality of KONI or Indonesia National Sport Committee. Among 126 news articles, there are 10 written focused on KONI. Among 10 news articles written, a portion of 50% or 5 news articles have neutral tone, almost one third of all with 30% or 3 news articles have negative tone and the smallest portion of three different tones with 20% or 2 news articles have positive tone.

Table 38. KONI News Tone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Negative	3	30.0	30.0	30.0

	Neutral	5	50.0	50.0	80.0
	Positive	2	20.0	20.0	100.0
	Total	10	100.0	100.0	

4.3.1.3. KOI News Tone

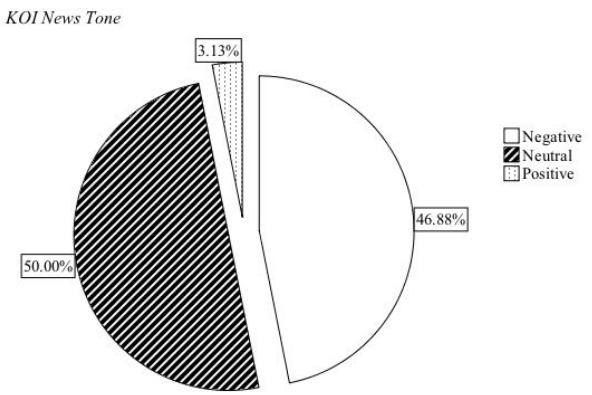

Figure 43. KOI News Tone

From Figure 43 can be seen news articles tonality of KOI or Indonesia Olympic Committee. Among 126 news articles, there are 32 written focused on KONI. Among 32 news articles written, a portion of 50% or 16 news articles have neutral tone, almost one third of all with 46.9% or 15 news articles have negative tone and the smallest portion of three different tones with 3.1% or 1 news article have positive tone.

Table 39. KOI News Tone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Negative	15	46.9	46.9	46.9
	Neutral	16	50.0	50.0	96.9
	Positive	1	3.1	3.1	100.0

	Total	32	100.0	100.0	

4.3.2. Summary of News Reporting Tonality

Among 216 news articles, 49.54% or 107 news articles are written in neutral news tone. Analyzed by monthly trend, it showed that there is a positive improvement from May to October that negative news became approximately 7% lesser and positive news became approximately 17% more. However tit couldn't be concluded that news reports in the future will be following this trend, it is highly influenced by the performance of respective sport organizations and how it perceived by the media.

Among 126 news articles focusing on the sport organizations, 36.5% or 46 news articles are written in negative tone and 19.84% are written in positive tone. It can be drawn that sport organizations are likely to get negative tone coverage rather than positive tone coverage. KOI received the least positive tone with 3.10% or only1 news article. This particular news article talked about KOI representing Indonesia to negotiate with OCA regarding the broadcast fee for hosting Asian Games 2018.

4.4. Sport Organizations Reporting

As discussed earlier about sport organization(s) focus of the news articles shown in "Figure 9 Sport Organization(s) Focus", which is also

shown in Table 40 below, it is found that 59.3% or 126 news articles, their stories were focused on Kemenpora, KOI, and KOI.

Table 40. Sport Organization(s) Domination with 'None' Excluded

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Kemenpora	89	70.6	70.6	70.6
	KONI	4	3.2	3.2	73.8
	KOI	19	15.1	15.1	88.9
	Kemenpora & KONI	1	.8	.8	89.7
	Kemenpora & KOI	8	6.3	6.3	96.0
	KONI & KOI	2	1.6	1.6	97.6
	Kemenpora & KONI & KOI	3	2.4	2.4	100.0
	Total	126	100.0	100.0	

Figure 44 below shown that among 126 news articles that focused on sport organizations are mainly dominated by Kemenpora as many as 70.63% or 89 news articles. KOI with 15.1% or 19 news articles stated as second position, while KONI alone-received coverage of no more than 3.2% or 4 news articles.

A remaining of 11% or 14 news articles is focusing on more than one sport organizations. Sort by the higher portion category, news article dominated by "Kemenpora & KOI" ranked first at 6.3% or 8 news articles. Second are news articles dominated by "Kemenpora & KONI & KOI" at 2.4% or 3 news articles. Third are news articles dominated by "KONI &

KOI" at 1.6% or 2 news articles. Last are news articles dominated by "Kemenpora & KONI" at 0.8% or 1 news article.

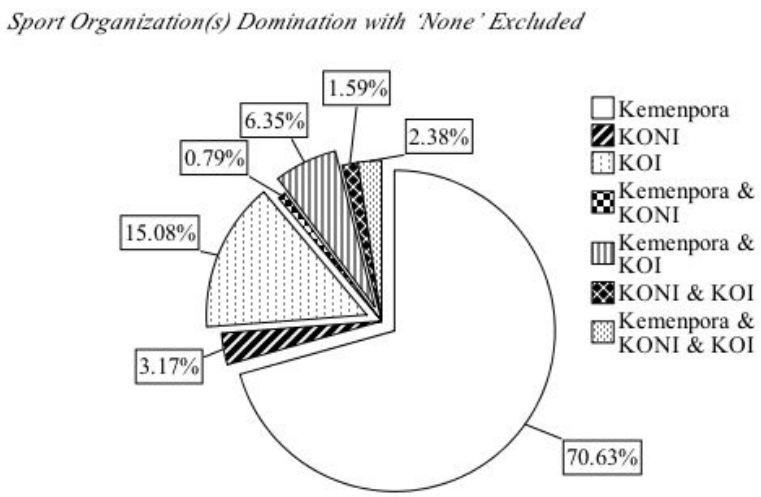

Figure 44. Sport Organization(s) Domination with 'None' Excluded

This finding showed very imbalance coverage of the three sport organizations chosen as subject in this research. Considering the similar characteristics of all three as umbrella sport organizations for the whole nation, which have similar members of national sporting federations, the coverage provided by Kompas wasn't supposed to be significantly different to each one.

However, it may be concluded that news about Kemenpora as a government representative of the sport affairs may be perceived as having a

higher news value or more newsworthiness by the media for its story to be covered, in comparison with KONI and KOI, which are non-governmental organizations.

Further for this section, news articles focusing on multiple sport organizations will be broken down and included to the respective sport organization. For example, if one article is said to focus on Kemenpora and KOI, this article will be included twice in the analysis for Kemenpora and the other analysis for KOI. Thus, although the total number of all news articles mentioning sport organizations in this research is 216 news, the total number shown in this part may be different depends on the analysis.

4.4.1. Published Section of Sport Organizations Reporting

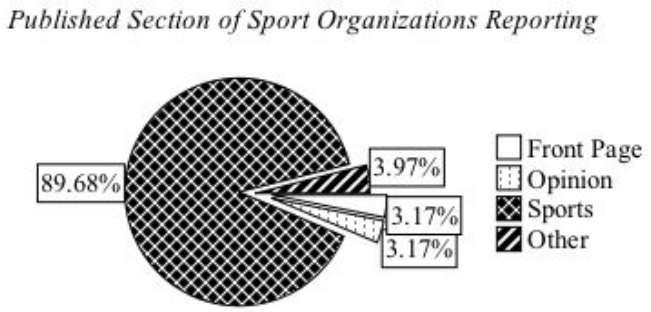

Figure 45. Published Section of Sport Organizations Reporting

This part describes how visible the sport organizations in the media by measuring the frequency of the news articles that published in different sections.

As seen in Figure 45, among 216 news articles, there are each 3.17% or 4 news articles presented in the front page of the newspaper and the opinion section. The most part of remaining news articles are written in the sport sections as 89.68% or 113 news articles and the rest 3.97% or 5 articles are published in other different sections.

Table 41. Published Section

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Front Page	4	3.2	3.2	3.2
	Politics	1	.8	.8	4.0
	Opinion	4	3.2	3.2	7.1
	International	1	.8	.8	7.9
	Regional	1	.8	.8	8.7
	Sports	113	89.7	89.7	98.4
	Life Style	2	1.6	1.6	100.0
	Total	126	100.0	100.0	

4.4.1.1. Sport organization news articles in sports section

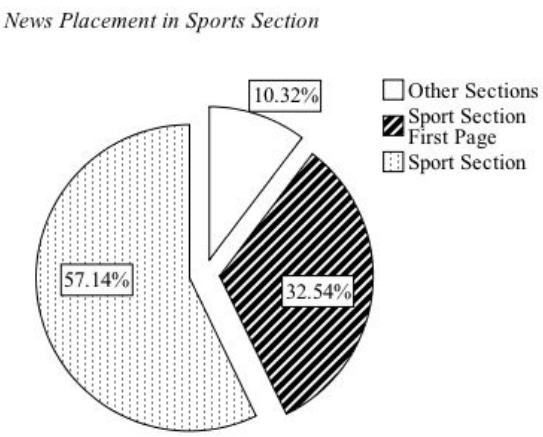

Figure 46. News Placement in Sports Section

There are four pages dedicated to sports section by Kompas national daily newspaper. As may be seen in Figure 46 and below Table 42, there are 32.5% or 41 news articles among 126 news articles about sport organizations that are placed in the first page of sport section. 57.1% or 72

news articles are placed in the other pages of sport sections and the remaining 10.3% are placed in the other sections.

Table 42. News Placement in Sports Section

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Other Sections	13	10.3	10.3	10.3
	Sport Section First Page	41	32.5	32.5	42.9
	Sport Section	72	57.1	57.1	100.0
	Total	126	100.0	100.0	

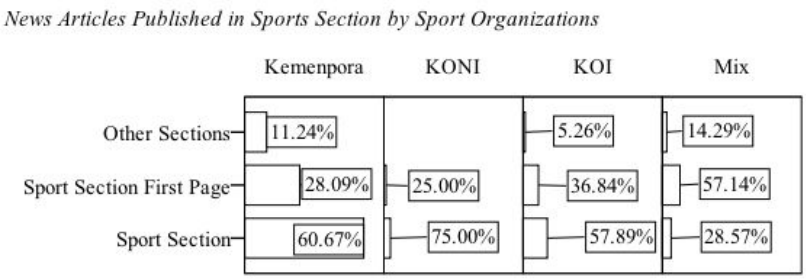

Figure 47. News Articles in Sports Section

Figure 47 and Table 43 shows the proportion of each sport organizations news articles frequency. For Kemenpora, its 28.09% news articles are placed in the first page of sports section and 60.67% or 54 news articles are placed in the other pages of sports section, while the remaining 11.24% or 10 news articles are placed in the other sections. In the other hand for KONI, 25% of its news articles are placed in the first page of sports section and for KOI, 57.89% of its news articles are placed in the first page of sport section.

Table 43. News Articles in Sports Section by Sport Organization

Count		Sport Organization(s) Focus				Total
		Kemenpora	KONI	KOI	Mix	
News Articles Published in Sports Section	Other Sections	10	0	1	2	13
	Sport Section First Page	25	1	7	8	41
	Sport Section	54	3	11	4	72
Total		89	4	19	14	126

4.4.2. Mention in News Articles of Sport Organizations Reporting

This part described how visible sport organizations in the media are by counting the frequency of mention and the placement of mention within the articles. The result shown that among 216 news articles mentioning Kemenpora, KONI, and KOI in Kompas daily newspaper within six months, there are in total of 1974 mentions of key words or key phrases with the average of 9 mentions per-news articles.

Among 126 news articles that focused on sport organizations story, there are 1283 mentions with the average of 12 mentions per-news articles. In Figure 48, it can be seen that mentions of sport organizations within one article, may have variation number of mentions. Among 126 news articles, there are 53.97% or 63 news articles with mentions of sport organizations ‘up to 10 times’, 32.54% or 41 news articles with mentions of sport organizations ’11 to 20 times’, the remaining 13.5% or 17 news articles mentioned key phrases of sport organizations more than 20 times in a story.

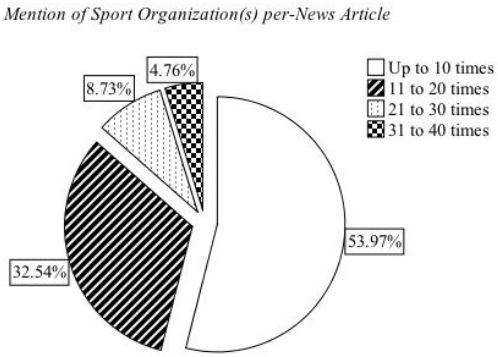

Figure 48. Mention of Sport Organization per-News Article

Table 44. Mention of Sport Organization(s) per-News Article

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Up to 10 times	68	54.0	54.0	54.0
	11 to 20 times	41	32.5	32.5	86.5
	21 to 30 times	11	8.7	8.7	95.2
	31 to 40 times	6	4.8	4.8	100.0
	Total	126	100.0	100.0	

4.4.2.1. Mention of Kemenpora reporting

Details of each sport organization's mention will be discussed below.

Table 45. Mention of Kemenpora Reporting

Mention News (M)	184								
Focus News (F)	101								
Unfocused News (U)	90								
	All mentions			Headline Mentions			Lead Mentions		
Count	M	F	U	M	F	U	M	F	U
Total	1283	949	334	22	22	0	115	110	5
Average per-Kemenpora article	7	9	4	0	0	0	1	1	0
Minimum	0	0	0	0	0	0	0	0	0
Maximum	26	26	22	1	1	0	4	4	2

Table 45 described mentions of the State Minister of Youth and Sport Affairs of the Republic of Indonesia. Among 216 news articles retrieved from Kompas, 184 news articles mentioned Kemenpora, 101 news articles focused on Kemenpora stories. Total mentions of Kemenpora are 1283 times. Total headline mentions are 22 times and lead mentions are 115 times. Within one story of news articles that mentioned or focused on Kemenpora, the maximum mentions are 26 times, while within one story of news articles that didn't focused on Kemenpora, the maximum mentions are 22 times.

The average of mention times within one story of news articles that mentioned Kemenpora is 7 times while the average of mention times within one story of news articles that focused on Kemenpora is 9 times. In the

other hand, the average of mention times within one story of news articles that didn't focused on Kemenpora is 4 times.

4.4.2.2. Mention of KONI reporting

Table 46. Mention of KONI Reporting

Mention News (M)	62								
Focus News (F)	10								
Unfocused News (U)	90								
	All mentions			Headline Mentions			Lead Mentions		
Count	M	F	U	M	F	U	M	F	U
Total	171	130	41	3	3	0	13	13	0
Average per-KONI article	3	13	2	0	0	0	0	1	0
Minimum	0	0	0	0	0	0	0	0	0
Maximum	18	18	8	1	1	0	2	2	0

Table 46 described mentions of Indonesia National Sports Committee (KONI). Among 216 news articles retrieved from Kompas, 62 news articles mentioned KONI, 10 news articles focused on KONI stories. Total mentions of KONI are 171 times. Total headline mentions are 3 times and lead mentions are 13 times. Within one story of news articles that mentioned or focused on KONI, the maximum mentions are 18 times, while within one story of news articles that didn't focused on KONI, the maximum mentions are 8 times. The average of mention times within one story of news articles that mentioned KONI is 3 times while the average of

mention times within one story of news articles that focused on KONI is 13 times. In the other hand, the average of mention times within one story of news articles that didn't focused on KONI is 2 times.

4.4.2.3. Mention of KOI reporting

Table 47. Mention of KOI Reporting

Mention News (M)	44								
Focus News (F)	32								
Unfocused News (U)	90								
	All mentions			Headline Mentions			Lead Mentions		
Count	M	F	U	M	F	U	M	F	U
Total	520	482	38	13	13	0	72	70	2
Average per-KOI article	12	15	8	0	0	0	2	2	0
Minimum	0	0	0	0	0	0	0	0	0
Maximum	34	34	8	1	1	0	6	6	2

Table 47 described mentions of Indonesia Olympic Committee (KOI). Among 216 news articles retrieved from Kompas, 44 news articles mentioned KOI, 32 news articles focused on KOI stories. Total mentions of KOI are 520 times. Total headline mentions are 13 times and lead mentions are 72 times.

Within one story of news articles that mentioned or focused on KOI, the maximum mentions are 34 times, while within one story of news articles that didn't focused on KOI, the maximum mentions are 8 times.

The average of mention times within one story of news articles that mentioned KOI is 12 times while the average of mention times within one story of news articles that focused on KOI is 15 times. In the other hand, the average of mention times within one story of news articles that didn't focused on KOI is 8 times.

4.4.2.4. Summary of mentions of sport organization reporting

Through above findings found that along with the most news articles published about it, Kemenpora is mentioned the most among sport organizations reporting with 65% proportion. KOI has the most mention times within one news story with the average of 15 mentions, followed by KOI with the average of 13 mentions and Kemenpora has the least average with 9 mentions.

Headline mention of three sport organizations is dominated by KOI with almost 30% of 44 news articles mentioning KOI. Following is Kemenpora with 12% of 184 news articles mentioning Kemenpora and KONI has the least with 5% of 62 news articles mentioning KOI. As for mentions placed in lead or first paragraph of the news story, Kemenpora has the most mentions with total of 115 times. KOI has the second most mentions with total of 72 times and KONI is following behind with total of

13 times mentions. However, KOI has the maximum of 6 times mentions within one article in the lead paragraph, while Kemenpora has maximum 4 times mentions, and KONI has maximum 2 times mentions.

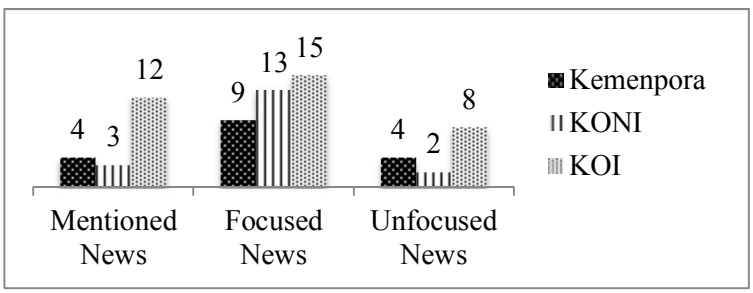

Figure 49. Average of Mention per-Article of each Sport Organization

4.4.3. Photographs Availability

With the existence of photographs along with the news story presentation, the news size became bigger. This influenced the visibility of the news organizations in the media. It is supposed that news articles with photographs or graphics included are more eye-catching for readers. A scholar, Rich (2015) mentioned that the presentation of photographs or graphics is crucial for a news story. He gave one example done by a research called as the Eye Tracking study; it showed that newsreaders are likely attracted to color photographs first then continue with the headline the news. The study drawn a conclusion that majority of people when reading

newspaper, only scan the newspaper and read very few news reports all the way through. (Rich 2015)

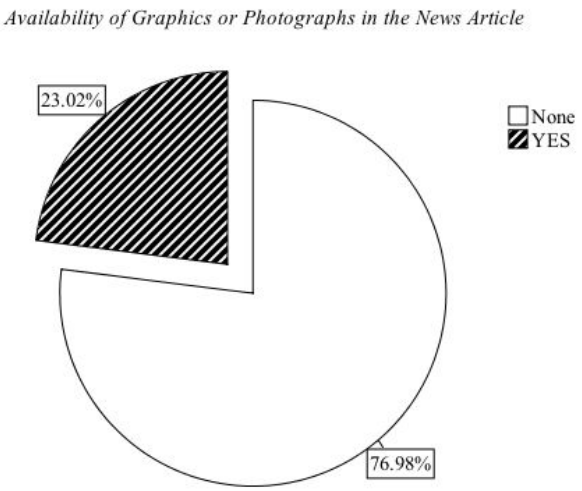

Figure 50. Availability of Graphic of Photograph in the News Article

Above Figure 50 showed that among 126 news articles focusing in sport organizations, 23.02% or 29 news articles included photographs or graphics and the remaining major part of 76.98% or 97 news articles didn't contain any drawings.

Table 48. Availability of Graphic or Photograph in the News Article

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	97	77.0	77.0	77.0
	YES	29	23.0	23.0	100.0
	Total	126	100.0	100.0	

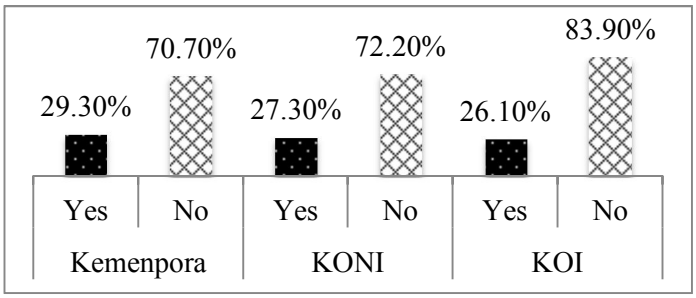

Figure 51. Photographs in the News Article by Sport Organization

Figure 51, showing the proportion of each sport organization, how many news articles are published with photographs. The result showed similarly to the total proportion that there is less then 30% of news articles contain photographs.

Table 49. Photographs in the News Article by Sport Organization

KOI		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	52	83.9	83.9	83.9
	YES	10	16.1	16.1	100
	Total	62	100	100	
Kemenpora		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	130	70.7	70.7	70.7
	YES	54	29.3	29.3	100
	Total	184	100	100	
KONI		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	32	72.7	72.7	72.7
	YES	12	27.3	27.3	100
	Total	44	100	100	

4.4.4. Summary of Sport Organizations Reporting

Among 216 news articles retrieved from Kompas newspaper, there are 126 news articles or as many as 59.3% focused on sport organizations reporting. There are 89 news articles focusing on Kemenpora, 4 news articles focusing on KONI, 19 news articles focusing on KOI and 14 articles focusing on mixture sport organizations. The findings showed imbalance coverage of the three sport organizations, may supposed that Kemenpora as government institution received more coverage.

The main section in the newspaper where news articles focusing on sports organization stories published is the sport section. The frequency for news article in this section is 89.68% or 113 news articles. Among them, 32.5% or 41 news articles are placed in the first page of the section than the remaining of 57.1% are placed in the other page of the sport section. According to the result which less than 50% it may be said that in comparison to the total number of articles, the visibility of sport organization by the placement in front page or sport section first page is not too significant.

In 216 news articles, there are in total of 1974 mentions of key phrases of sport organizations, among them there are 186 news articles mentioned Kemenpora, 62 news articles mentioned KONI, and 44 news

articles mentioned KOI. Regarding mention times in one news article, in 54% or 68 news articles of 126 news articles that focused on sport organizations, either Kemenpora or KONI or KOI are mentioned up to 10 times, in 32.5% or 41 news articles, sport organizations are mentioned 10 to 20 times. The average mention times in one news article for Kemenpora if the story is focused on its story is 9 times, KONI 13 times, and KOI 15 times.

Among 126 news articles focusing on the sport organizations, there are only 29% or 29 news articles published along with photographs.

Chapter 5. Discussion

5.1. Summary of Findings

As Miraldi said that in present days, news reporters see themselves as simultaneously an informer, interpreter, and advocate where traditional values such as factuality, accuracy, and neutrality are not totally abandoned. (Miraldi 1990)

This paper has shown that media provided different coverage to major sports organizations. Kompas national daily newspaper has been given different amount and quality of reporting stories in regard of State Minister of Youth and to Sports of the Republic of Indonesia (Kemenpora), National Sports Committee of Indonesia (KONI), and Indonesia Olympic Committee (KOI).

There are 41% among the total of 216 news articles mentioned Kemenpora only and 42% are focusing on different issues in sports but mentioned at least one of the sport organizations. The typical characteristics of news articles published are short-medium length (86.1%) straight news (89.4%) with national geographic focus (71.3%) and no pictures (73.1%). There average of news articles published per-month is 36, with majority of the news published in the specific sports section during the weekdays.

The focus of the news story is quite diverse, but for 126 news articles which focused on Kemenpora, KONI, and KOI, they are mainly discussing about particular event that is currently happening which is the reformation process of Indonesia National Soccer Association and also in regard of Indonesia participation in international multi sport events and preparation for hosting Asian Games 2018.

Policies for broadcasting in many countries impose a requirement of objectivity on their public broadcasting system as a condition of independence from government. Further Jorgensen and Hanitzsch stated that understanding the emergency of objectivity would provide the key to understanding the emergence of professionalism. (Wahl-Jorgensen and Hanitzsch 2009) Also, the media themselves perceived that objectivity provides their own news products a better and more expansive market value. (McQuail 2010) However the result of this research showed that media coverage of sport organization is not very objective. Kompas is quite credible in presenting facts, the news story produced is mainly truth and the content is relevant; nonetheless, the news tends to partial. It characterized as being imbalance and not neutral rather than impartial, also the news tone is majority neutral but there is shown more negative tone news compared to positive news.

Media exposure or the visibility of the sport organizations is not significant within the newspaper. There are very few news articles placed in the front page and there are less than 20% that placed in the first page of sports section.

In the other side, the total of mentions seemed to be many as the key phrases of Kemenpora, KONI, and KOI are mentioned 1974 within six months period. Among them 1283 mentions belong to Kemenpora within 184 news articles, 171 mentions belong to KONI within 62 news articles, and 520 mentions belong to KOI within 44 news articles. The headline mention is dominated by KOI with almost 30% while headline mention for Kemenpora is 12% and KONI is 5%.

Regarding availability of photographs that usually enhance the visibility of the sport organizations by enlarging the size of the news, there are no more than 23% news articles contained at least one photographs or graphics. However the number of pictures may range from 0 to 7 each article.

Finally, the media press ought to admit the sense of their obligation and the fact that they had a number of significant roles to achieve democracy by reporting news accurately. (Fortner and Fackler 2014)

With the conclusion of this study that media coverage of sport organizations in Indonesia is rather not objective and tend to be negative in tone, also he proportion of the media exposure is imbalance and less significant in term of sports organizations visibility in the newspaper, both media companies and sport organizations may evaluate their performance and build better relationship to enhance their image and quality of news outcome in the future.

5.2. Practical and Theoretical Implications

This paper can have actionable result since it measured what news and information is appearing in a newspaper and in what proportions as evidence to discussions. It also allows newspapers and sports organizations to compare themselves to competitors. It is expected to give input generally to media companies or news-publishing houses and their personnel to evaluate their performance in terms of objective reporting and to sports organizations to evaluate their performance from the media side.

For scholars, this paper will serve as one example on classifying newspaper articles into a set of categories, measuring media coverage of organizations by news report objectivity and also measuring organizational performance by reflection given by the media with the measurement of news tone, the organization visibility and the exposure.

5.3. Limitation and Future Research Direction

The focus of this study was to examine printed news representations of sport organizations in Indonesia with a view to understanding how one news company may provide different coverage to different sport organizations, which may influence readers' perspective towards respective organizations. Specific news outlet was chosen for its audience size and characteristic, and their regular reporting on sport stories within a larger focus on national daily news coverage. However, the results cannot be generalized to all areas of sports news coverage by all printed newspapers. Statements about the possible agenda setting functions of the news coverage reported here are inferential and intended only to suggest directions for future research.

This study was also conducted to investigate patterns in how sports organizations in Indonesia have been represented in newspapers in a limited duration. News reports that evaluated in this research are focused only to three sport organizations in Indonesia. Also, the study does not evaluate audience reception of the news.

It is suggested for the future research to look on other newspapers and different media platforms for instance analyzing how sport

organizations have been presented in online and electronic medias, also to look on a much wider variety of news reporting quality such as analyzing media coverage of sport events, analyzing news sources reliability and verifiability, and photos and graphic analysis. As well as future research on media perception of sport organization image, and media relations' activities of sport organization, sports organization performance and to look from both internal and external factors, including newsreaders perspective are recommended.

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Appendix A. List of News Articles

No.	Article Id	News Title (In Indonesian)
1	20151031KO2	Olimpian: Selamatkan KOI
2	20151031KO1	Kunjungan FIFA/AFC Diharapkan Jadi Batu Loncatan
3	20151029KO2	Pemuda Dituntut Lebih Aktif dan Kreatif
4	20151029KO1	Hamidy Mendaftar Calon Ketua KOI
5	20151028KO1	Draf Statuta Baru PSSI Tinggal Dirapikan
6	20151027KO1	Varia Olahraga: Pengembalian Formulir Diperpanjang
7	20151026KO1	Membaca Kesuksesan Piala Presiden
8	20151024KO4	Mereka Meniti Sukses di Bisnis Olahraga
9	20151024KO3	KOI Akhirnya Mau Berdialog dengan TKA
10	20151024KO2	Prima Ubah Pembinaan Atlet
11	20151024KO1	Menpora: Turnamen Kembali Bergulir November
12	20151023KO3	Santri Perkokoh Kesatuan
13	20151023KO2	Prima Baru Mulai Bertugas
14	20151023KO1	Ditambah, Masa Tugas Tim Transisi
15	20151022KO4	Menembus Istana Presiden
16	20151022KO3	KONI Pusat Dituntut Mengevaluasi Diri
17	20151022KO2	Varia Olahraga: Dorna Prioritaskan Indonesia untuk MotoGP
18	20151022KO1	APBN Kemenpora Rp 3,3 Triliun
19	20151021KO1	Banggar Setujui Rp 500 Miliar untuk Renovasi Kompleks GBK
20	20151020KO4	Piala Presiden dan "Rumah Besar" GBK
21	20151020KO3	Bola di Antara Roti dan Sirkus
22	20151020KO2	Varia Olahraga: Biaya Renovasi GBK Diusulkan Rp 756 Miliar
23	20151020KO1	Pembenahan PSSI Jadi Prioritas
24	20151019KO1	Satu Tahun Jokowi-JK. Presiden: Sepak Bola Harus Mempersatukan
25	20151018KO1	Persib-Sriwijaya FC Siap Gelorakan GBK
26	20151013KO1	Ditunggu, Intervensi Menpora dalam Konflik KOI
27	20151012KO2	Varia Olahraga: Kunjungan Delegasi FIFA Tunggu Waktu Presiden
28	20151012KO1	Varia Olahraga: Koordinasi KONI dan Tim Transisi untuk Pra PON
29	20151010KO3	Varia Olahraga: Ketua Satlak Prima Diumumkan Senin
30	20151010KO2	Menggadaikan Kaki di Arena Tarkam
31	20151010KO1	Laga Pra PON Tersandera
32	20151009KO1	Rossi, Persaingan Masih Tetap Ketat

33	20151008KO1	TKA Tolak Dialog dan Bentuk Panitia Penjaringan
34	20151007KO4	Akibat Kabut Asap, Sriwijaya Mengungsi ke Solo
35	20151007KO3	Dialog KOI-TKA Dijadwalkan Jumat
36	20151007KO2	Perubahan Itu Dimulai dari KOI
37	20151007KO1	Varia Olahraga: Kemenpora Akan Memodernisasi GBK
38	20151006KO1	KOI Tak Merespons Surat Permohonan Dialog
39	20151005KO1	Muddai Haramkan Jual Beli Suara di Kongres
40	20151003KO1	TP Belum Cerminkan Olimpiade
41	20151002KO1	Rita Ingin Kongres Damai
42	20151001KO2	Pimpinan Wajib Evaluasi Diri
43	20151001KO1	Pembinaan Cabang Berprestasi Diprioritaskan
44	20150930KO1	Tim Negosiasi Kawal Kongres
45	20150929KO1	Anggota Dorong Kongres KOI
46	20150922KO1	Olahraga Masyarakat Sebatas Anak Tiri
47	20150916KO1	Perlu Terobosan demi Prestasi
48	20150915KO1	Varia Olahraga: Kerjasama Olahraga Indonesia dan Iran
49	20150911KO2	Varia Olahraga: Menpora Terus Negosiasi MotoGP di Indonesia
50	20150911KO1	Belum Ada Kalkukasi Promosi
51	20150910KO3	Malaysia Tinggal Menunggu Hukuman
52	20150910KO2	RI Negosiasi Dana Penyiaran
53	20150910KO1	Fokus ke Cabang Potensial Olimpiade
54	20150909KO2	Renovasi GBK Dikejar Waktu
55	20150909KO1	Pendidikan Olahraga
56	20150908KO2	Pemda Didesak Pelihara Arena PON
57	20150908KO1	Jangan Setelah Habis Manis Kami, Lalu Sepah Dibuang
58	20150907KO2	Budaya Berolahraga Berusaha Digelorakan
59	20150907KO1	Sejumlah Arena PON Terbengkalai
60	20150904KO1	DPR Gugat Dana Setoran ke OCA
61	20150903KO4	Dulu Piala Soeharto, Kini Piala Presiden
62	20150903KO3	Atlet Perlu Beradaptasi Lebih Lama
63	20150903KO2	Perekrutan Relawan Dimulai Oktober
64	20150903KO1	Pensiun bagi Peraih Medali
65	20150902KO2	PTUN Menangkan BOPI atas Persebaya
66	20150902KO1	Ketua Satlak Prima Diumumkan Selasa
67	20150831KO1	Indonesia Tidak Sendirian
68	20150829KO4	Kandidat Paparkan Permasalahan dan Solusi Pembinaan
69	20150829KO3	Menteri PAN dan RB "Interogasi" BOPI
70	20150829KO2	Menpora Tidak Ingin Buru-buru Tetapkan CDM

71	20150829KO1	Korsel Ingin Membagi Pengalaman
72	20150828KO2	BUMN Siap Bantu Cabang Olahraga
73	20150828KO1	KONI Minta Masyarakat Bantu Atlet
74	20150827KO2	Inpres Sudah Siap, Tinggal Menunggu Pengesahan
75	20150827KO1	Tes Calon Ketua Satlak Prima
76	20150826KO2	FIFA Bantah Akan Kunjungi Indonesia
77	20150826KO1	Inpres AG 2018 Mendesak Diterbitkan
78	20150825KO1	Surat Kepada Redaksi: Menpora dan Sepak Bola
79	20150824KO1	Perombakan Kabinet Buka Peluang Perbaikan
80	20150822KO1	Penunjukan CDM Tunggu Pertemuan Rio
81	20150821KO3	Ribuan Orang Iringi Pemakaman Suharno
82	20150821KO2	Varia Olahraga: Pengurus Pusat ASSI Dikukuhkan Menpora
83	20150821KO1	Menpora: FIFA Segera Kirim Tim ke Jakarta
84	20150820KO1	Puncak Peringatan Dirancang Meriah
85	20150819KO1	RI Setorkan Dana ke OCA
86	20150816KO1	Presiden Dorong Banyak Kompetisi
87	20150815KO3	Setelah AS Roma, Siapa Korban Sanksi FIFA Berikutnya?
88	20150815KO2	Agum Minta Jokowi Bertindak
89	20150815KO1	ASEAN Ingin Gelar Piala Dunia 2034
90	20150814KO2	PSSI dan Menpora Perlu Berkompromi
91	20150814KO1	Rio Mendapat Dukungan Presiden
92	20150813KO2	Nestapa Amin Ikhsan, Nestapa Mantan Atlet Kita
93	20150813KO1	BOPI Beri Rekomendasi Cataluna
94	20150812KO4	Varia Olahraga: Paralayang Batal Dipertandingkan di AG 2018
95	20150812KO3	Asian Games 2018 di Jakarta
96	20150812KO2	KLB Bukan Solusi, PSSI-Kemenpora Harus Bekerja Sama
97	20150812KO1	Komnas HAM Menilai Ada Pelanggaran Hak Asasi
98	20150811KO2	Sumsel Tetap Siapkan Arena Akuatik
99	20150811KO1	Dokumen Persyaratan Banyak yang Belum Siap
100	20150808KO1	Presiden Naikkan Hadiah Piala Kemerdekaan
101	20150807KO1	Tim Transisi Konsultasi dengan FIFA-UEFA untuk Proses KLB PSSI
102	20150806KO1	Perlu Renegosiasi Pendanaan
103	20150805KO3	Dilombakan 753 Nomor dari 44 Cabang
104	20150805KO2	APPI: PSSI Tidak Boleh Mengambil Jalan Pintas
105	20150805KO1	Gugatan Perdata PSSI Tidak Selesaikan Masalah
106	20150804KO2	Atlet Berpotensi Emas Dipersiapkan Khusus
107	20150804KO1	PSSI Siapkan Gugatan Perdata untuk Menpora

108	20150801KO2	Ketika Kepentingan Bangsa Harus di Atas Segala-galanya
109	20150801KO1	Ingin Digulirkan Oktober 2015, PT Liga Perbaiki Aturan ISL
110	20150731KO3	Kelanjutan Hambalang Bergantung Hasil Audit Menyeluruh
111	20150731KO2	LPSK dan Polisi Diminta Proaktif
112	20150731KO1	PON Tak Bergantung GBLA
113	20150730KO1	RI-Singapura Sepakati Pelatihan Bersama
114	20150729KO2	Komnas HAM Ingin Memediasi
115	20150729KO1	Batam Dapat Perhatian
116	20150728KO1	RI Segera Bayar Uang Jaminan
117	20150724KO1	APPI Sarankan Menpora Cabut SK
118	20150715KO3	La Nyalla: Mari Kita Sudahi Konflik Ini
119	20150715KO2	Tidak Bugar, Bagaimana Bisa Jadi Juara
120	20150715KO1	SK Menpora Tidak Sah
121	20150714KO2	Mencari "Mantra" Solusi Paripurna Kisruh Sepak Bola Indonesia
122	20150714KO1	Kabar tentang Malaysia Belum Terjawab
123	20150711KO1	Indonesia Berpotensi ”Terjun Bebas”
124	20150710KO1	Varia Olahraga: Menpora Harapkan Swasta Juga Berikan Bonus
125	20150709KO1	Varia Olahraga: Menpora Minta BOPI Tidak Persulit Izin Turnamen
126	20150707KO2	Pemain Lokal Harus Diprioritaskan
127	20150707KO1	Hakim PTUN Kembali Tawarkan Perdamaian
128	20150706KO1	PSSI Nilai Kemenpora Menghina Pengadilan
129	20150705KO1	Induk Organisasi, Klub Harus Diberdayakan
130	20150704KO3	Tudingan ”Liar” Penguji Sabar
131	20150704KO2	20 Klub Divisi Utama Ikuti Turnamen
132	20150704KO1	Menpora Dalami Keterlibatan Langsung Stafnya di PP/PB
133	20150703KO1	Fokus ke Asian Games
134	20150702KO1	Penyatuan KONI-KOI Kembali ke Satu Ketua
135	20150701KO1	”Mens Sana in Corpore Sano”
136	20150630KO2	Mahaka Dapat "Lampu Hijau" BOPI dan PSSI
137	20150630KO1	Atlet Harus Dilindungi BPJS
138	20150627KO2	Indonesia Berlagadi Iber Cup
139	20150627KO1	Para Tokoh Bola Bisa Jadi Jembatan
140	20150626KO1	Didorong KONI-KOI Bersatu
141	20150625KO2	Pro dan Kontra dari Para Mantan
142	20150625KO1	Pemain Tuntut Gajinya Segera Dilunasi
143	20150624KO1	Kemenpora dan Djohar Sepakati Kompetisi
144	20150623KO1	PON Jabar Perlu Rp 1 Triliun

145	20150621KO1	Bonus Akan Dibagikan 9 Juli 2015
146	20150620KO2	Tim Indonesia Batalke Kejuaraan Dunia
147	20150620KO1	Bareskrim Polri Kontak Kemenpora Soal Mafia Pengatur Skor
148	20150619KO1	Laporan 2 Halaman Jadi Titik Awal?
149	20150618KO2	Kompetisi Dicengkeram Bandar Judi
150	20150618KO1	Menpora Evaluasi Total, Seleksi Cabang
151	20150617KO1	Dua Keping Emas pada Hari Terakhir
152	20150616KO3	Perlawanan Indonesia Gagal Berbuah Emas
153	20150616KO2	Belajar Membuat Film
154	20150616KO1	Pembina Olahraga Meminta Maaf
155	20150615KO1	Cinthya Tambah Perunggu
156	20150614KO3	Mimpi untuk Bangsa yang Tak Tercapai
157	20150614KO2	Tendangan Emas Mariska Halinda
158	20150614KO1	Pengembangan Kasus Hambalang oleh Kejagung
159	20150613KO1	Surat Kepada Redaksi: Sepak Bola Bukan Olahraga Kita?
160	20150612KO1	Komisi X DPR Desak Menpora Bertemu PSSI
161	20150611KO2	Perlu Investasi Besar
162	20150611KO1	Dua Emas dari Jurus
163	20150609KO1	Menpora Minta Putusan Sela Batal
164	20150607KO2	Tolok Ukur Kota Olahraga Asia
165	20150607KO1	Indonesia Mulai Bangkit
166	20150606KO1	Surat kepada Redaksi: PSSI dan FIFA
167	20150605KO3	Klub-klub Besar Berminat Motori Kompetisi
168	20150605KO2	Janji Pembukaan Spektakuler
169	20150605KO1	Anggar dan Tenis Meja Gigit Jari
170	20150604KO1	Blatter Mundur, Dorong Reformasi di PSSI
171	20150601KO1	Dua Kubu TimTenis Meja Berdamai
172	20150531KO1	Momentum Perbaikan Sepak Bola Nasional
173	20150530KO4	”Pertandingan” Tim Jokowi
174	20150530KO3	Pendampingan untuk Kembangkan Pembelajaran Berorientasi Industri
175	20150530KO2	Tim Transisi Aktif Bekerja Lagi
176	20150530KO1	Varia Olahraga: Ajakan Menpora Bertemu AFC Ditolak
177	20150529KO2	Tim Pesaing Ingin Indonesia Ikut
178	20150529KO1	Varia Olahraga: Menpora Surati AFC
179	20150528KO3	Atlet Tenis Meja Ditentukan KOI
180	20150528KO2	Timnas Tunggu Keputusan FIFA
181	20150528KO1	Bola Lantai Tidak Akan Dikirim

182	20150527KO4	Si "Raja KO" yang Ditinju Kenyataan
183	20150527KO3	Hindarkan Bola dari Politik
184	20150527KO2	Revisi SK Menpora Hindari Sanksi
185	20150527KO1	Atlet Harus Berjuang untuk Hasil Terbaik
186	20150526KO4	Presiden Kaji Mendalam Tiga Opsi Sepak Bola
187	20150526KO3	PTUN Tunda SK Menpora
188	20150526KO2	SK Bisa Direvisi, PSSI dan Tim Transisi Berbagi Tugas
189	20150526KO1	Tim SEA Games Dikukuhkan
190	20150525KO2	Ancaman FIFA ”Hantui” Garuda Muda
191	20150525KO1	Laga Piala AFC Batal
192	20150522KO2	Sejumlah Cabang Mengganti Atlet
193	20150522KO1	Turnamen Batal, Klub dan Pemain Terpukul
194	20150521KO2	Turnamen Pramusim Batal Digelar
195	20150521KO1	Indonesia Laporkan Persiapan
196	20150520KO2	Tim Transisi Bentuk Empat Kelompok Kerja
197	20150520KO1	Atlet Waspadai Doping
198	20150519KO1	Sebagian Atlet Belum Terima Peralatan
199	20150518KO1	Varia Olahraga: Gaji Pemain PS Badung Tertunggak
200	20150515KO2	Dua Rapat,Dua Keputusan
201	20150515KO1	Bibit Samad Ketua Tim Transisi
202	20150513KO1	Efektivitas Tim Transisi Diragukan
203	20150511KO1	Liga Berhenti, Klub Rugi hingga Rp 1 Miliar
204	20150510KO1	Varia Olahraga: Kemenpora Masih Tunggu Penjelasan PT Liga
205	20150509KO2	FIFPro: Kesampingkan Segala Ego
206	20150509KO1	Tim Transisi Beragam
207	20150508KO2	Liga Makin Tak Jelas
208	20150508KO1	Dua Paket Peralatan Belum Tuntas
209	20150507KO4	Fungsi Lain Batu Akik
210	20150507KO3	Segitiga Simalakama PSSI-Menpora-FIFA
211	20150507KO2	Tim Transisi Tak Jua Dibentuk
212	20150507KO1	Peraturan Menteri soal Arena Disiapkan
213	20150506KO1	Pemain MintaKonflik Diselesaikan
214	20150504KO1	”Force Majeure” dan Bencana Sepak Bola
215	20150503KO1	Momentum Perbaikan Liga
216	20150502KO1	Kompetisi Harus Segera Digulirkan Kembali

Appendix B. The Code Book - Coding Procedure

Four Parts of Coding Procedure will be conducted to do messages analysis, they are:

CODING PART 1 : Descriptive Variable
CODING PART 2 : Objectivity Analysis
CODING PART 3 : Tonality Analysis
CODING PART 4 : Prominence Analysis

CODING PART 1
Descriptive Variable

1. ARTICLE_ID:
   Each article that is entered in the database will be given a unique identifying and date-oriented number. The identity code is as follows: year/month/day/newspaper abbreviation ('KO' for Kompas). If two or more articles appear on one newspaper a number can be added to indicate the order: (e.g.20150101KO1, 20150101KO2)
2. DATE:
   Indicates when the news is published in the year of 2015. The date code as day/month, 00/three letters abbreviation of month ('Aug' for 'August'), so if a news article is published e.g. in 31 August 2015, will be coded as 31-Aug
3. PAGE:
   Indicates the number of page of the newspaper the news is located, e.g. 1, 2, etc
   Note: Kompas newspaper published of an average of 42 pages per day
4. PHOTO
   Indicates whether the news article contains photograph or graphics, e.g. 1, 2, etc

5. SECTION:
   Indicates in which section of the newspaper the news is located according to the following category.
   Note: These categories are taken based on sections of Kompas newspaper appeared in *print.kompas.com*
   1. Front page : Page 1
   2. Politics : Page 2 to Page 5
   3. Opinion : Page 6 to Page 7

4. International : Page 8 to Page 10
5. Science : Page 11 to Page 14
6. Economy : Page 17 to Page 20
7. Regional : Page 21 to Page 24
8. Sports : Page 28 to Page 32
9. Lifestyle : Page 33 to Page 35

6. TYPE

Indicates the type of the news article according to the following category:

1. Straight news
2. Features
3. Editorial
4. Column/ Opinion

7. FOCUS:

Indicates whether one of the three sport organizations (Kemenpora, KONI, KOI) is the focus the article by the following category:

0. None
1. Kemenpora
2. KONI
3. KOI
4. Mix

8. DOMINATION:

Indicates which sport organization is dominating the news articles by the following category:

1. Kemenpora
2. KONI
3. KOI
4. Kemenpora & KONI
5. Kemenpora & KOI
6. KONI & KOI
7. Kemenpora & KONI & KOI

9. GEOGRAPHIC FOCUS

Indicates the level of geographic focus of the news article by the following category:

1. International
2. National

10. LENGTH

Indicates how long is the length of the news article by total words within one story.

Note: length measurement includes title and sub-title, heading, lead paragraph, body, and photo caption by the following category.

1. Very Short (below 200 words)
2. Short (201 to 400 words)
3. Medium (401 to 600 words)
4. Little Longer (601 to 800 words)
5. Long (above 800 words)

11. TOPIC

Indicates the news topic according to following category,

1. Multi Sport Events, includes Olympics, Asian Games, SEA Games
2. PSSI Reformation Issue, inludes, Transition Team, FIFA Sanction, Discussion of the Issue
3. Soccer, includes Competition, League, Match Fixing
4. Organizational Performance & Issues, includes KOI Congress
5. Athletes Welfare & Sport Development
6. Facilities & Infrastructure
7. Other Sports than Soccer
8. Other than Sport

CODING PART 2
Objectivity Analysis

<u>Specified Instruction for Coding Part 2</u>

1. To do Coding Part 2 analyzing news objectivity and to do Coding Part 3 analyzing news tonality, a news article has to qualify below categories:
   A. TYPE:
      According to question number 5 in CODING PART 1, the type of the article is coded as '1' (Straight news), other values ('2', '3', '4') are eliminated.
   B. FOCUS:
      According to question number 6 in CODING PART 1, the focus of the article is coded as '1' (Kemenpora) OR '2' (KONI) OR '3' (KOI) OR '4' (MIX), other value ('0') is eliminated

Notes: As can be seen in the methodology part. Objectivity concept will be operationalized into eight abstract indicators. The total points of Objectivity is maximum 8 points (100%) and minimum 0 point (0%)

1. FACTUALNESS

   Indicates the origin of the facts in article according to the following category:

   1. Sociological fact (1 point)

2. Psychological fact (1 point)

2. CHECK AND RECHECK

Indicates if relevant news source is available in the news article:

0. Yes (1 point)
1. No (zero point)

3. RELEVANCE

Indicates the news value according to the following category:

1. Significance (1 point)
2. Magnitude (1 point)
3. Prominence (1 point)
4. Timeliness (1 point)
5. Proximity (1 point)

4. MIXTURE OF FACT AND OPINION

Indicates if the article contains mixture of facts and opinions:

0. Yes, there is mixture (0 point)
1. No mixture, only facts (1 point)

5. RELEVANCY OF TITLE AND CONTENT

Indicates if the content of the article is relevant to the title:

0. Not relevant (0 point)
1. Yes, relevant (1 point)

6. DRAMATIZATION

Indicates if the article contains dramatization:

0. Yes, there is dramatization (0 point)
1. No dramatization (1 point)

7. EQUAL OR PROPORTIONAL ACCESS

Indicates if the article covers more than one side of the story:

0. Cover only one side (0 point)
1. Cover two sides or multi sides (1 point)

8. EVEN HANDED EVALUATION

Indicates if the articles present both positive and negative side of the story:

0. No, only positive side or negative side (0 point)
1. Yes (1 point)

CODING PART 3
Tonality Analysis

Indicates the tone of reporting according to the following category:

1. Neutral
-2. Negative

2. Positive

CODING PART 4

Exposure Analysis

1. SECTION PLACEMENT

   Indicates where is the placement of the article in the newspaper according to the following category.

   1. Front Page (Page 1)
   2. Sports Section Front Page (Page 28)
   3. Sports Section Middle Page (Page 29 to Page 31)
   4. Sports Section Back Page (Page 32)
   5. Other Sections

2. MENTION

   Indicates the total number of existence keywords within the article, e.g. 2, 7, etc

3. PLACEMENT OF MENTION

   Indicates the total number of existence keywords within the article, e.g. 1, 6, etc

Appendix C. The Code Book - Coding Sheet

The Coding Sheet is divided into four parts with the total of four pages.

CODING PART 1: DESCRIPTIVE VARIABLE

Article ID _____
Published Date (dd-mon-yyyy) ____-____-____
Published Day (Sun-Sat) _____

Page Number_____
Total Number of Photograph or Graphics_____

News Title_____

(Please indicate the number of selected category by drawing a circle)

Section	1. Front Page 2. Politics 3. Opinion 4. International 5. Science 6. Economy 7. Regional 8. Sports 9. Lifestyle
News Type	1. Straight News 2. Features 3. Opinion 4. Editorial
Focus	0. None 1. Kemenpora 2. KONI 3. KOI

	4.	Mix
Domination	0.	None
	1.	Kemenpora
	2.	KONI
	3.	KOI
	4.	Kemenpora & KONI
	5.	Kemenpora & KOI
	6.	KONI & KOI
	7.	Kemenpora & KONI & KOI
Geographic Focus	1.	International
	2.	National
News Length	1.	_____Words
	2.	_____Characters
	3.	_____Sentences
	4.	_____Paragraph
News Topic	1.	Multi Sport Events, Includes Olympics, Asian Games, SEA Games
	2.	PSSI Reformation Issue, Includes, Transition Team, FIFA Sanction, and Discussion of the Issue
	3.	Soccer, Includes Competition, League, Match Fixing
	4.	Organizational Performance & Issues, Includes KOI Congress
	5.	Athletes Welfare & Sport Development
	6.	Facilities & Infrastructure
	7.	Other Sports than Soccer

8. Other than Sport

CODING PART 2: OBJECTIVITY ANALYSIS

Eight Indicators of Objectivity

(Please indicate the selected category by drawing a circle)

(1) 1. Sociological fact
2. Psychological fact

(2) Check & Recheck (YES/ NO)

(3) 1. Significance
2. Magnitude
3. Prominence
4. Timeliness
5. Proximity

(4) Fact & Opinion Mixture (YES/ NO)

(5) Title & Content are Relevant (YES/ NO)

(6) Dramatization (YES/ NO)

(7) Equally Cover Both Sides (YES/ NO)

(8) Evaluation of (+) & (-) are Balanced (YES/ NO)

CODING PART 3: TONALITY ANALYSIS

(Please indicate the selected category by drawing a circle)

1.	News Article Overall Tone	Neutral / Negative / Positive
2.	News Article Tone Towards Kemenpora	Neutral / Negative / Positive
3.	News Article Tone Towards KONI	Neutral / Negative / Positive

4. News Article Tone Towards KOI — Neutral / Negative / Positive

CODING PART 4: PROMINENCE ANALYSIS

SECTION PLACEMENT

(Please indicate the selected category by drawing a circle)

1. Front Page (Page 1)
2. Sports Section Front Page (Page 28)
3. Sports Section Middle Page (Page 29 to Page 31)
4. Sports Section Back Page (Page 32)
5. Other Sections

MENTION

Mentioned Keywords	*Number of Mentions*
Kemenpora	Total:_____
1. Kemenpora	:_____
2. Menpora	:_____
3. Kementerian Pemuda dan Olahraga	:_____
4. Menteri Pemuda dan Olahraga	:_____
5. Imam Nahrawi or Imam	:_____
	Total:_____
KONI	
1. KONI	:_____
2. Komite Olahraga Nasional Indonesia	:_____
3. Tono Suratman	:_____
KOI	Total:_____
1. KOI	:_____
2. Komite Olimpiade Indonesia	:_____
3. Rita Subowo	:_____

Total of All Mentioned Keywords _____

Placement of Mentioned Keywords	*Number of Mentions*
Kemenpora	Total:_____
1. Headline	:_____
2. Lead and Sub-headline (if any)	:_____
3. Body and Photo Caption (if any)	:_____
KONI	Total:_____
1. Headline	:_____
2. Lead and Sub-headline (if any)	:_____
3. Body and Photo Caption (if any)	:_____
KOI	Total:_____
1. Headline	:_____
2. Lead and Sub-headline (if any)	:_____
3. Body and Photo Caption (if any)	:_____

Total of All Mentioned Keywords _____

국문초록

인도네시아의 스포츠조직에 대한 언론보도:

체육부, 체육회, 올림픽위원회 조직에 대한 콤파스 신문의 기사 내용분석을 중심으로

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스포츠조직은 국가적 차원의 스포츠증진에 있어 매우 중요한 역할을 담당한다. 이에 인도네시아 스포츠의 개발은 매스미디어가 다뤄야 할 중요한 주제이다.

다양한 시각이 존재하는 가운데 신문사 또한 하나의 정보를 두고 그들의 니즈와 목표에따라 제각각 다른 관점과 방법으로 해석하여 보도하곤 한다. 하지만, 저널리즘의 기본적 역할은 진실을 보도하는데 있기 때문에, 저널리스트는 객관적으로 보도해야 할 의무가 있다.

미디어는 사람들의 견해를 좌우하는 권력을 가지기 때문에, 스포츠조직에 대한 미디어의 보도는 스포츠를 향한 공중의 태도를 크게 좌우할 수 있다.

이 연구는 스포츠 조직을 향한 미디어의 보도를 설명하는 것을 목적으로 한다. 특히, 콤파스 일간 신문기사를 대상으로 인도네시아 3 대 스포츠조직(케만포라, 코니, 코이)을 어떤 방식으로 보도했는지를 살폈다.

구체적으로 미디어보도는 다음과 같은 일련의 기준에 의해 분석했다. 신문보도의 주관성은 4 가지 측면의 신뢰성, 연관성, 중립성, 균형 및 뉴스 톤으로 분석했다.

이에 더하여 시각적 분석까지 더하여 빈도, 뉴스섹션, 뉴스주지, 뉴스종류, 뉴스 보도 길이, 사진 유무와 스포츠조직에 대한 언급 유무까지 살펴보았다.

양적연구방법과 질적연구방법을 모두 사용했으며, 2015 년 5 월부터 10 월까지(185 일) 콤파스신문사가 스포츠 조직을 다룬 총 216 개의 신문기사를 분석했다. 데이터분석을 위해 SPSS 통계프로그램을 활용했으며, 기술분석, 평균비교, 교차분석을 실시했다.

연구는 Westerstahl 이론에 따라 해석했으며, 스포츠조직을 향한 미디어의 보도는 객관성이 높지 않은 것으로 나타났다. 3 대 조직을 다룬 기사 중 43 개(36%)의 기사만 객관적 기사였다. 총 49.5%의 중립시각 기사가 있었지만, 전반적으로 긍정적인 기사보다는 부정적인 기사가 주를 이루었다.

빈도분석에 의하면, 3 대 스포츠조직을 대상으로 한 기사 보도가 하루 기준 1 개 기사 이하로 보도가 활발히 이루어지지 않았음을 알 수 있다.

각 조직을 다룬 기사 수는 불균형을 보였다. 케마포라를 대상으로한 기사가 가장 많았으며, 그 다음은 KOI 이며 KONI 는 거의 다뤄지지 않았다.

대부분의 신문기사는 중간 혹은 짧은 정보중심 기사로 사진을 포함하지 않았으며, 국가 지역성에 초점을 맞추고 있었다. 대부분 스포츠면에 보도되었으며, 주로 인도네시아 축구협회와 국제 스포츠 이벤트에 관한 내용을 다루었다.

주요어: 미디어보도, 뉴스, 스포츠조직, 주관성, 톤, 노출

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