



News construction bases on multicultural values at TVRI Samarinda Station in the digital era

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ABSTRACT

This study examines the principles of news content based on multicultural values at TVRI Samarinda Station through a framing analysis approach. As a public broadcasting institution, TVRI Samarinda plays a pivotal role in promoting national identity and cultural diversity while facing challenges related to human resource development and technological adaptation. Drawing on news construction theory and framing theory, this research explores how news content broadcast by TVRI Samarinda constructs and reflects multicultural values within society. The study employs a qualitative research method with a constructivist approach. Data were collected through in-depth interviews with key stakeholders at TVRI Samarinda Station, including the Station Director and the Head of the News Division. The findings reveal that the news scripts broadcast by TVRI Samarinda have successfully addressed multicultural issues, although the newsroom team still requires a deeper understanding of socio-cultural dynamics. TVRI Samarinda has demonstrated its capacity to maintain social harmony in East Kalimantan as a media entity with the mandate to foster national unity. Consequently, TVRI Samarinda plays a significant role in preserving social cohesion and fostering awareness of cultural diversity within the community. This paper contributes by revealing how TVRI Samarinda constructs and promotes multicultural values through its news framing, thereby strengthening social cohesion and enhancing the role of public broadcasting in a culturally diverse society.

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INTRODUCTION

Mass media plays a strategic role in supporting the success of national development, particularly by effectively disseminating information across various segments of society. Within the context of development planning and implementation, mass media serve as a primary communication channel between the government and the public and an essential instrument for the socialization of development programs. Television occupies a central position among the various forms of mass media due to its broad reach and ability to convey information in a compelling audiovisual format.

As a medium that integrates sound and visuals, television effectively delivers information in a rapid and accessible manner, making it one of the primary sources of information and entertainment for the public (Adhrianti, 2008; Dwi Purniati et al., 2022).

In Indonesia's plural and multicultural society, the mass media play a strategic role in articulating and representing complex social realities. Media is not merely a channel for disseminating information, but also functions as an agent of public opinion formation, a tool of political legitimacy, and a space for the negotiation of identity and public interests (McQuail's *Mass Communication Theory*, 2010). With this framework, the presence of public media such as TVRI Samarinda Station becomes crucial in bridging the need for fair and balanced information that accurately represents the cultural and ethnic diversity of East Kalimantan. This region is 'home' to various ethnic groups, including the Kutai, Dayak, Bugis, Banjar, and Javanese communities. TVRI has made deliberate efforts to deliver news content that is not only editorially balanced but also reflective of the ethnic plurality present in East Kalimantan (Octavia & Juwita, 2024).

The presence of diverse ethnic groups in East Kalimantan positions the region as one of Indonesia's most culturally and ethnically heterogeneous areas. This diversity can be likened to a double-edged sword: on one hand, it is a divine gift that enriches the national and cultural identity; on the other hand, if not properly managed, it has the potential to trigger social conflict (Hemafitria, 2019; Yuniarti, 2018). Much like a garden that becomes visually captivating through the presence of multicoloured flowers—red, yellow, blue, purple, and more—a well-managed multicultural society can form a harmonious and vibrant social mosaic. Conversely, a garden with only one type of flower would appear less appealing, just as societal homogeneity may diminish the value of diversity.

Indonesia's cultural, ethnic, religious, and linguistic diversity presents increasingly complex challenges for public media institutions. On one hand, public broadcasters must contend with the pressures posed by commercial media, which often prioritize sensationalism and market-driven content. On the other hand, public media are expected to uphold integrity, objectivity, and their educational mandate—particularly in addressing development issues and social conflicts embedded within a multicultural context. As a state-owned public broadcasting institution, TVRI bears the responsibility, as stipulated in Law No. 32 of 2002 on Broadcasting, to deliver informative programming, foster national unity, and accurately reflect Indonesia's rich cultural diversity in a balanced and inclusive manner.

In East Kalimantan Province, the challenges faced by public broadcasting extend beyond cultural representation to include how media respond to local development dynamics and social conflicts. A pertinent case is the dispute surrounding the ring road and public resistance to coal hauling activities. This situation highlights the tension between development and economic interests and the rights of local communities. In this context, TVRI Samarinda, as a public broadcaster, plays a crucial role in framing the issue. The protest by residents of Batuah Village, Kutai Kartanegara Regency—who blocked access roads with logs in opposition to land exploitation by a mining company—represents a form of grassroots resistance against developmental inequality (Koran Kaltim, 2023). News coverage of such events warrants deeper analysis to understand how the media constructs narratives, positions social actors, and determines the focus and meaning within reported conflicts.

The framing approach is a crucial analytical tool for understanding News construction in public media, especially within the context of complex social conflicts in multicultural settings. Framing constitutes a communication structure comprising syntactic, script, semantic, and pragmatic elements that collectively shape how an issue is constructed, communicated, and perceived by the audience (Pan & Kosicki, 1993). Utilizing this framework, framing analysis of TVRI's news coverage enables researchers to elucidate how social conflict issues are framed and to evaluate the extent to which the media presents local community perspectives objectively and proportionally, or whether it tends to prioritize the interests of political and economic elites.

In local media, journalistic practices are intrinsically linked to the complex interplay between media, power, and the public sphere. The media should function as part of a deliberative public sphere, serving as a platform for citizens to engage in rational and participatory discourse (Habermas, 1991). However, in practice, this ideal role is often compromised by political and economic interests (Curran, 2012). Such distortions may also affect public media operating under governmental

bureaucratic structures, whether at the regional or national level, thereby posing challenges to journalistic independence and the integrity of news content.

This study is of particular significance as it highlights multicultural values as foundational principles in news reporting. Ideally, news grounded in multicultural values should reflect respect for cultural diversity, ensure equitable representation, and promote inclusive narratives that avoid marginalizing any specific group. In practice, however, these principles have yet to be fully integrated into journalistic routines—especially when reporting on sensitive issues such as agrarian conflicts, mining activities, and infrastructure development in ethnically diverse regions. As emphasized by (Ahere, 2019), the media bears a moral responsibility to deliver factual reporting, mitigate conflict and foster social solidarity within society.

In a broader context, the contemporary media ecosystem is significantly shaped by technological disruption and shifting information consumption patterns. According to Kemp Simon (DIGITAL 2023: INDONESIA, n.d.) in We Are Social and Hootsuite (Guzmán-Duque et al., 2023) report, Indonesian audiences are increasingly consuming news through social media platforms, which are highly susceptible to polarization, misinformation, and framing that tends to oversimplify complex social conflicts. In such a landscape, the role of public media becomes ever more critical as a counterbalance to fragmented information flows. Nevertheless, public broadcasters face substantial challenges in remaining relevant and maintaining public trust amid the growing tide of digital and algorithm-driven content.

This study examines the journalistic constructions of multicultural values within public broadcasting institutions, particularly TVRI Samarinda, in East Kalimantan. Previous research has highlighted the importance of adhering to broadcasting regulations and the social construction of reality theory, which suggests that media function as institutions actively shaping social reality through symbolic and discursive processes (Adriany, 2018). Framing analysis of interethnic conflicts on Kompas.com, online Media in Babarsari, Yogyakarta, revealed a tendency to frame events through a sociological lens that prioritizes expert and elite perspectives (Benó et al., 2022). The study also examined the concept of "zero tolerance" in the Indonesian Film: Diversity Under Threat on YouTube DW Documentary, which frames populist groups, particularly those practicing Islam, as the main subjects. The study also examined the media's construction of minority group representations, particularly the Chinese ethnic community, in the context of Lunar New Year celebrations (Santosa, 2016). Republika Online, an Islamic-oriented outlet, plays a significant role in shaping public opinion on ethnic and cultural diversity (Rezkia et al., 2022). The coverage of Chinese New Year celebrations emphasises values of interreligious harmony, tolerance, and harmonious social relations between the Chinese community and the broader society (Longhofer & Winchester, 2016).

The study also critically examines diversity journalism in Harian Fajar, highlighting its approach to fostering and maintaining social harmony within a multicultural society. Most studies have examined news construction and the representation of multicultural values in mass media, but few have comprehensively addressed local media like TVRI Samarinda. The study offers a novel contribution by critically analyzing how TVRI Samarinda frames news narratives grounded in multicultural values within the rapidly evolving digital media landscape. News construction in broadcasting news involves the institutional and organizational roles of the media itself, with factors such as individual, media routines, and organizational levels shaping the content. The organizational structure of television stations varies depending on their specific needs and goals, but generally comprises three main divisions: general affairs, programming and marketing, and technical operations.

Journalists play a subjective role in the news construction process, influenced by intrinsic factors such as educational background, personal behaviour, professional experience, and personal values and beliefs. Media organizations also consider strategic considerations such as availability of information sources, audience preferences, and internal goals. Survey institutions often measure public preferences and opinions, ensuring content alignment with audience needs and expectations (Shoemaker & Reese, 1996).

The organizational structure of a mass media institution plays a crucial role in resolving production-related issues (Shinar, 2005). Peace journalism is a normative mode of responsible and conscientious media coverage of conflict, aiming to contribute to peacemaking, peacekeeping, and changing attitudes towards war and peace. Framing analysis is essential in shaping the meanings of an event,

with four major structures: syntactic structure, script structure, thematic structure, and rhetorical structure (Pan, Z. and Kosicki, G.M.; 1993).

Multiculturalism is a normative principle demanding recognition and accommodation of cultural diversity within the public sphere. Education is charged with multicultural values, which emphasize recognising and appreciating cultural, ethnic, and social identity diversity within plural societies. Multicultural journalism incorporates the interests of multicultural communities in reporting, fostering peaceful and conducive conditions within diverse societies. In the digital era, media institutions like TVRI are challenged to maintain social relevance by strategically integrating digital platforms to expand inclusive information dissemination and reflect the sociocultural diversity inherent in multicultural societies (Slamet et al., 2017).

As part of the national public broadcasting system, TVRI Samarinda strategically frames narratives surrounding development, social conflict, and cultural diversity in East Kalimantan. Employing a framing analysis approach, this study seeks to evaluate how multicultural journalism principles are reflected in TVRI's news coverage, particularly in reporting on issues involving conflict and development. This analytical focus aims not only to identify patterns of media representation but also to reveal the dynamics of power, dominant ideologies, and underlying socio-cultural values embedded in daily journalistic practices. The study examines TVRI Samarinda's framing strategies in reporting social conflicts, focusing on coal hauling road disputes in multicultural communities, and their ethical and social implications in shaping public opinion and representing social groups.

RESEARCH METHOD

This study employs a qualitative approach grounded in the constructivist paradigm, aiming to gain an in-depth understanding of the management strategies of the journalistic program at TVRI Samarinda Station in constructing multicultural values in East Kalimantan. This approach was selected to capture the meanings of complex social phenomena, consistent with (Creswell et al., 2007) assertion that qualitative research is an investigative process aimed at comprehensively understanding social or human issues by utilizing narratives, documenting participant perspectives in detail, and presenting analyses within natural contexts. The qualitative method is deemed appropriate because the study seeks not to test hypotheses but to comprehend the social reality constructed by individuals or groups (Stadtländer, 2009). In this case, social reality is shaped through social interactions within the TVRI Samarinda newsroom, particularly in the news production process incorporating multicultural values.

The primary instrument in this study is the researcher themselves, as explained by Wasil in Qualitative Research Methods, Case Study, stating that in qualitative research, the researcher plays a central role in data collection and interpretation (Wasil, 2022). Data collection techniques were conducted through in-depth interviews with purposively selected informants based on their relevance and direct involvement in the journalistic production process. The population and research subjects include individuals who hold critical roles in the news production process at TVRI Samarinda Station, such as the Editor-in-Chief, Coverage Coordinator, Journalists, News Presenters, and supporting staff from Finance, Human Resources, and Technical departments. The research object encompasses the communication dynamics among departments during the drafting and editing of news and the news scripts that have been produced and aired, which are analyzed to identify the construction of multicultural news framing.

Data analysis was conducted using a qualitative descriptive approach, involving data reduction, data presentation, and concluding narratively. The study followed the model proposed by (Ridder, 2014), which consists of three main stages: data reduction, data display, and verification or conclusion drawing. To ensure data validity, the study employed source and methodological triangulation by combining interviews, observations, and document analysis of news scripts to strengthen the findings. Additionally, member checking was performed with informants to maintain the accuracy of data interpretation (Miles, M.B. & Saldana, 2014).

RESULT AND DISCUSSION

RESULTS

Research object

The Public Broadcasting Institution (LPP) of the Indonesian Television Republic, East Kalimantan Station, hereinafter referred to as TVRI East Kalimantan, is an integral part of the national public broadcasting network tasked with providing information and entertainment services to the community in East Kalimantan Province and its surroundings. The origins of TVRI East Kalimantan can be traced back to the Mobile Production Station (SPK) in Balikpapan, located in the Gunung Pancur area. Following government policy mandating that TVRI station offices be located in provincial capitals, the station's operations were relocated from Balikpapan to Samarinda, the capital city of East Kalimantan Province, in 1992. Officially, TVRI East Kalimantan commenced full broadcasting operations following its inauguration by President Soeharto on January 19, 1993. The station's main office and studio are in the hilly area of Sempaja Subdistrict, Samarinda City, encompassing approximately 67,410 square meters of land with a building footprint of 3,237 square meters. Within TVRI's organizational structure, this station is classified as a Type A station, indicating a broader broadcasting capacity and coverage than other station types.

In its broadcasting operations, TVRI East Kalimantan airs approximately 92% of its content sourced from TVRI National, while the remaining 8% consists of local programming. Local broadcasts run four hours daily, from 16:00 to 20:00 Central Indonesia Time (WITA), covering various program formats including news and information, talk shows, educational programs, cultural content, and religious programming. In addition to internal production, the station actively contributes to national information dissemination through live cross segments with TVRI Jakarta. TVRI East Kalimantan maintains a relatively stable financial position. As a public broadcasting institution, the state secures its operational funding through allocations from the State Budget (APBN), per Government Regulation Number 13 of 2005 concerning TVRI Public Broadcasting Institution. Article 34 of the regulation stipulates that the funding sources for TVRI include: (1) broadcasting fees, (2) state and/or regional budgets (APBN/APBD), (3) public donations, (4) advertising broadcasts, and (5) other lawful and relevant business activities related to broadcasting operations.

Nevertheless, the primary challenge TVRI East Kalimantan faces lies in its broadcast content's competitiveness, particularly in maintaining program ratings amid the dominance of national private television stations that offer entertainment content that is more appealing to the public. This competition arises from conventional media and the growing phenomenon of citizen journalism as an alternative public information source. In this context, TVRI East Kalimantan must innovate in news content and broadcast production to remain relevant and competitive in the digital era.

Humas resource

In 2024, the Public Broadcasting Institution (LPP) TVRI East Kalimantan employed 150 staff distributed across five main divisions: the News Division, Program and Business Development Division, Technical Division, Finance Section, and General Affairs and Human Resources Section. This human resource composition reflects an organizational structure that emphasizes separating production, technical, and administrative functions to enhance operational efficiency and effectiveness within the public broadcasting institution.

In efforts to enhance the capacity and professionalism of its employees, TVRI East Kalimantan consistently involves its staff in education and training programs, most of which are conducted at the TVRI Education and Training Centre in Jakarta. These training programs cover various technical and non-technical topics, including television journalism, news editing, broadcast production, and broadcasting institution management.

Nonetheless, TVRI East Kalimantan faces several challenges in managing its human resources. Strategic issues include uneven quality and competency levels across different divisions, limited access to relevant professional certification, and a lack of clear and structured career advancement mechanisms for employees. Furthermore, the need for training oriented towards digital technology advancements and multimedia competencies is urgent, given the increasingly competitive dynamics of the national broadcasting ecosystem.

These issues indicate the necessity for a more systematic and adaptive human resource development strategy. This strategy includes the design of structured internal training curricula, strengthening partnerships with educational and professional institutions, and optimizing digital technology for online training. Such an approach is expected to enhance the competitiveness of TVRI East Kalimantan's human resources in producing high-quality, informative, and relevant broadcast programs for its regional audience.

Table 1. Workforce Strength in 2024

Education	Civil Servant (PNS)	Non-Civil Servant (PNBNS)	Contract-based Government Employees (PPPK)	Contract	total
Primary School (SD)	-	-	-	-	0
Primary High School (SLTP)	2	-	-	5	7
Secondary High School (SLTA)	11	1	9	37	58
Bachelor's Degree (S1/DIV)	26	9	22	23	80
Master Degree (S2)	3	-	1	-	4
Doctorate (S3)	1	-	-	-	1
Total	43	10	32	66	150

Table 2. Presents the human resources in the news production sector who hold strategic positions in the news production process.

Name	Education	Course	Post	Professional Experience in Journalism
I Made Kertayasa	Bachelor of Public Health	News production course, News Presenter, and Mobile Journalism	News Producer	10 Years
Bagus Yudha Pratama	D3 Informatics engineering	Graphic Design	Editor	11 years 9 months
Desta Panji Aufarian	Bachelor's Degree in English Literature	News script writing and documentary course, Workshop Multitasking Journalist, Data journalism course, Video journalist course	Broadcasting Practitioner, Junior Expert	2 years 4 Months
Junaidi	Bachelor of Fisheries Science	Basic Training Course for Studio Cameramen, Journalistic Course	Broadcasting Practitioner, Junior Expert	11 tahun 9 bulan
Mohammad Aziz Fawzi	Bachelor of Informatics Engineering	Sport Reporter's course	Editor	9 years
Suharmaji Riduan	Bachelor of International Relations	Video journalist course, Sport course, ABU/UDRR global media for Disaster risk reduction via zoom	Broadcasting Practitioner, Junior Expert	11 Years 9 Months

The construction of news reporting based on multicultural values in the digital era requires the editorial team's capacity in journalistic technical aspects and a deep understanding of cultural, social,

and identity diversity within the coverage area. In this context, the human resources (HR) available at TVRI Samarinda Station become a crucial element determining news narratives' direction and quality.

Composition and quality of human resources

Based on internal data, the total number of human resources (HR) at TVRI Samarinda Station is 150 individuals with diverse educational backgrounds. Approximately 56.6% of them hold higher education degrees ranging from Bachelor's (S1) to Doctorate (S3) levels, while the remainder have education levels of Senior High School (SLTA) or below. This proportion indicates that quantitatively, HR with higher formal education backgrounds constitute more than half of the workforce, although the presence of HR with Senior High School education remains significant at 43.3%. This condition directly impacts the collective capacity of the editorial team to manage complex issues such as multiculturalism, which demands high sensitivity, critical reasoning, and in-depth analytical skills. Higher formal education levels are generally positively correlated with openness to thematic training and research-based approaches, which are crucial in the context of the current digital era.

Human Capital in News Production: Strategic Strengths and Institutional Challenges

The core team involved in news production comprises six individuals occupying strategic positions, including news producers, editors, and first-level broadcast technicians. All team members hold Bachelor's (S1) or Diploma (D3) degrees and have participated in a range of representative journalistic training programs, such as video journalism training, data journalism, scriptwriting, news presenting, and digital-based disaster reporting. In terms of work experience, the majority of the core team members have served for more than nine years in the news sector, indicating well-developed technical expertise and a thorough understanding of field dynamics. Nonetheless, several fundamental challenges remain to be addressed: 1) Regarding work experience, the majority of personnel have been engaged in the news field for more than nine years, indicating that they possess proficient technical skills and strong field understanding. Nevertheless, several fundamental challenges remain. 2) The staff's formal educational backgrounds are not exclusively in the communication or journalism disciplines. Some come from public health, computer engineering, fisheries, English literature, and international relations. Although this diversity does not constitute a direct obstacle, it may limit the depth of narrative necessary to address multicultural issues contextually. 3) There is no clear indication of human resources possessing specialized competencies in anthropology, sociology, or multicultural studies, which are crucial for understanding the ethnic, religious, and cultural diversity in East Kalimantan.

The digital context and the challenges of multiculturalism

In the current digital era, the demands placed on journalists extend beyond mere speed and accuracy of reporting. Journalists must be capable of framing news sensitively concerning social diversity, optimising the use of multiplatform media, and effectively utilising digital data throughout the reporting process. Nevertheless, training programs focusing on inclusive and community-based journalism, the application of artificial intelligence (AI) in content production, and narrative approaches that highlight minority issues have yet to become integral components of the professional development undertaken by the institution's human resources.

This issue warrants serious attention given that East Kalimantan is a complex, multicultural region characterized by a history of migration, ethnic and religious pluralism, and dynamic interactions between local communities and extractive industries. Without an editorial capacity that consciously upholds the principles of fair and balanced representation, the media risks falling into biased framing or oversimplifying the existing social complexities.

DISCUSSION

In producing news programs, TVRI Samarinda does not rely on rating surveys, as Nielsen has never conducted surveys on its programs, particularly in the news segment. Moreover, the station lacks an internal survey team to assess the needs of East Kalimantan's audience regarding its broadcast content. To gather data on program relevance, TVRI Samarinda routinely invites community leaders, artists, and local cultural experts to provide feedback and evaluations of its broadcast programs. This approach serves as an alternative method to gauge program reception and ratings. Based on these conditions, to maintain alignment with editorial policies concerning news values, such as avoiding provocative reporting, field journalists routinely coordinate with the news editorial team. This coordination aims to determine the framing or perspective of the news to be developed, ensuring it aligns with TVRI's vision and mission. Editorial directives from the station then guide field journalists in selecting the appropriate perspective or framing of the issues to be covered.

Within the context of news construction theory, at the individual level, journalists produce news based on their skills, knowledge background, experience, and education. However, they are not entirely free to shape the news according to their own preferences. Field journalists must comply with editorial policies, including broadcast schedules, news writing formats, and the types of news considered appealing to viewers or readers. Therefore, field journalists are required to adhere to routine media policies. As a public broadcasting institution with a vision and mission to serve as the nation's voice, TVRI Samarinda uses these values as guidelines in determining perspectives and constructing narratives in news program production. TVRI plays a crucial role in disseminating information that is educational, unifying, and supportive of community development. Therefore, field journalists are expected to produce news aligned with the institution's vision and mission, rather than personal viewpoints, to ensure that the information delivered corresponds with the goals of educating, uniting, and advancing the nation. In the context of Indonesia's pluralistic society, this diversity aspect remains a key consideration in the news production process. At the organizational level, TVRI implements a structure that guides and shapes news construction to remain focused on this vision. At the extramedia level, TVRI Samarinda operates with a higher degree of independence than private television stations. As a public broadcasting institution, TVRI Samarinda's primary funding comes from the central government and does not rely on advertising revenue or regional government budgets that could potentially constrain its broadcasting freedom. Consequently, dependence on non-governmental revenue sources, such as Non-Tax State Revenues (PNBP), is minimized. Therefore, the extramedia factors do not play a dominant role in the news construction process at TVRI Samarinda. The ideological level in news construction at TVRI Samarinda plays a pivotal role in aligning the news production process with the nation's values and ideology, consistent with the institution's function as a government mouthpiece. As a public broadcasting institution, TVRI Samarinda not only serves as an information provider but also bears the responsibility to uphold and strengthen national values such as unity, cohesion, and tolerance. Within this context, the ideological level influences issue selection, perspectives, and narrative framing, ensuring that news serves as a source of information and a tool to instil and reinforce nationalism, development, pro-people policies, and multicultural values. Consequently, the news construction process at TVRI Samarinda does not merely focus on events or facts but also considers the impact on state ideology, thereby ensuring that the news content supports the government's overarching vision of building a pluralistic, inclusive, and integrity-driven society.

Framing analysis

Framing analysis serves as a crucial tool to understand how the media construct and present an event or issue within the news production process. In the context of news production, framing analysis is employed to assess how news stories are composed, including the selection of language, viewpoints, emphasis on specific information, and the manner in which context and perspectives are conveyed to the audience.

This study utilizes the framing framework proposed by (Pan, Z. & Kosicki, G.M., 1993), categorized into four primary structures: syntactic structure, script structure, thematic structure, and rhetorical structure. These structures serve as the analytical framework to examine the narratives within news scripts produced by TVRI Samarinda Station. The news scripts were randomly selected from the

period of January to March 2024, considering budgetary constraints and time limitations of the research.

In the context of news, syntactic structure refers to the arrangement of elements such as the headline, lead, background information, sources, and the conclusion that constitute a coherent news text. The following is a description of a news script dated January 3, 2024, which contains all the essential components of a news report:

Table 3. Script 1

NEWS ELEMENTS	NEWS CONTENT
Headlines	Students demand that the government take a firm stance regarding coal hauling activities.
News Lead	Having received no response from the government regarding the use of public roads as coal hauling routes, the Paser Regency student alliance will take action and demand that the local government take a firm stance on this issue
News body	<p>The Paser student alliance demands that the government immediately provide a solution regarding the use of public roads for coal hauling on the Muara Komam–Batu Sopang–Kuario main road, which has caused significant concern among the community.</p> <p>Considering that until now, the community continues to stay at the post to monitor the coal truck activities passing through Baru Kajang village, Batu Sopang district.</p> <p>Putra Naibaho, coordinator of the Paser student alliance GMNI, demands that the local government immediately resolve the hauling truck issue in Batu Kajang, as this problem is considered to have dragged on for too long."</p> <p>Putra Naibaho further added that the demand from the student alliance is to halt coal hauling activities on public roads during the investigation process, and subsequently, the government should decide to stop them completely.</p>
Newstail	Meanwhile, regarding accusations that the student action is confrontational, they assure that this protest is not driven by any external interests but is purely for the benefit of the disturbed and concerned community.

The analysis of headlines, leads, body text, and news conclusions reveals that TVRI Samarinda functions as a media outlet maintaining neutrality and refraining from taking sides between the government and the public. The news delivery is conducted objectively, employing factual and descriptive language. For instance, the report on the government’s delayed response to road damage caused by coal-laden trucks, which adversely affects the community, is presented in a neutral manner. Similarly, the coverage of student demonstrations representing public demands for decisive government action is conveyed with appropriate narrative without imparting a sense of bias.

Script structure

The script structure is a narrative structure used in news production to organize events from problem introduction to resolution, incorporating the 5W1H elements (who, what, where, when, why, and

how). The headline highlights the students' demand for the government to take a firm stance on coal hauling activities, emphasizing the government's lack of response. The main narrative reports on the students' demonstration as a manifestation of public disappointment, while maintaining a post to monitor coal-laden truck activities. The students express hope that the government will enforce a complete closure of the coal hauling route. The 5W and 1H elements in the news include the "Who" representing the Student Alliance of Paser Regency and the community in Batu Sopang District, the "What" addressing the issue of using public roads as coal hauling routes, the "Where" referring to Muara Komam-Batu Sopang-Kuaro Main Road and Baru Kajang Village, the "When" indicating the issue has been ongoing, and the "How" manifesting through demonstrations demanding action and concrete solutions.

Thematic structure

The thematic structure emphasizes elements that pay more detailed attention to linguistic and semantic aspects rather than merely the basic elements of the news. At the detailed level, significant elements are conveyed more explicitly and comprehensively. In the context of the news script, TVRI Samarinda focuses primarily on the demands of the community represented by the students, as reflected throughout all news elements, including the headline, lead, and body. Regarding intent, favourable information is clearly emphasized, whereas unfavorable information is conveyed less explicitly. However, this element is not apparent in the news script as a public television station not oriented toward organizational profit. Similarly, elements such as nominalization, prepositions, sentence structure, and pronouns that would align with TVRI's interests did not receive significant attention in the news production process.

Regarding rhetorical structure, TVRI Samarinda, as a public television station, does not seek to construct an image oriented toward organizational profit or interests. The primary image emphasized is the maintenance of neutrality as a national media outlet. Therefore, as exemplified above, the news scripts produced aim to convey facts objectively without demonstrating bias toward the government or the community. The narrative constructed by TVRI Samarinda is straightforward and centres on the community's demands for the government to promptly resolve issues related to coal-laden truck routes causing disturbances. This is reflected in the news headline, "Students Demand Government to Take Firm Action on Coal Hauling." Table 3 presents a news report broadcast by TVRI Samarinda Station on January 5, 2024, entitled "Coal Hauling Rejection Action is Conducive." This news item serves as the material for analysis using framing theory. The complete news script is provided below for analytical purposes (David Purba, 2023).

Table 4. Script 2

NEWS ELEMENTS	NEWS CONTENT
Headlines	Peaceful Protest Against Coal Hauling
News Lead	The protest coal hauling through public roads by residents of Baru Kajang village remained peaceful. The Paser Police did not deploy special personnel to accompany the protest but strengthened efforts to anticipate potential public security disturbances through regular patrols.
News body	The coal hauling protest was peaceful. The Paser Resort Police did not deploy special personnel to accompany the protest coal hauling through public roads, carried out by residents of Baru Kajang village, Batu Sopang District, Paser Regency. Nevertheless, the police reinforced efforts to prevent potential public security disturbances by conducting patrols. Paser Police Chief, AKBP Yusep Dwi Prastiya, stated that no special deployment was assigned to accompany the protesters. However, routine duties of the police officers, particularly those at the Batu Sopang sector police, continued as usual and were reinforced with patrols supported by the Paser Police headquarters. In addition, he emphasized that the police continue to urge and engage with the community to prevent provocation and maintain order.

Newstail

Furthermore, AKBP Yusep Dwi Prastiya explained that since the issue involves multiple interests—ranging from the safety of road users to the livelihoods of people who depend on this route—the most appropriate resolution should be pursued through the Regional House of Representatives (DPRD) as the proper forum for expressing public aspirations.

The syntactic structure of the news script broadcast on January 5, 2024, can be examined through the framing theory approach by analyzing the organization of key elements within the news text—namely, the headline, lead, background information, news sources, and the closing section. These elements collectively form a narrative unity that underlies the construction of news meaning. The complete description of the news script is presented below as material for further analysis.

Based on an analysis of the news components—including the headline, lead, body, and closing—it can be concluded that TVRI Samarinda fulfills its role as a national broadcaster by upholding neutrality, refraining from siding with either the government or the public. The lexical choice in the headline, particularly the use of the term “conductive” in the title “Conductive Protest Against Coal Hauling,” reflects a communication strategy aimed at presenting information in a calm and non-provocative manner, thereby minimizing potential unrest among the audience. This choice of wording is intended to construct a public perception of a safe and controlled situation. Although the body of the news mentions support from the Paser Police Department for the Batu Sopang Subdistrict Police—indicating serious institutional attention to the case’s escalation—the overall narrative remains carefully constructed to maintain a calm and stable atmosphere.

There is news script in the news body

The public protest proceeded peacefully. The coal hauling protest was considered to be under control. The Paser Resort Police did not deploy special personnel to accompany the protest against coal hauling through public roads, carried out by Baru Kajang Village, Batu Sopang District, Paser Regency residents. However, the police strengthened efforts to prevent disturbances to public order by conducting patrols.

An element in the news script that potentially generates a positive impact within the community lies in the statement: “The protest against coal hauling was considered conducive; the Paser Resort Police did not deploy special personnel to accompany the public protest against coal hauling on public roads in Baru Kajang Village, Batu Sopang District, Paser Regency.” Keywords such as “conductive” and “did not deploy special personnel” construct an image of a controlled and safe situation, thereby reducing the potential for public panic or anxiety. Although the subsequent sentence emphasizes “efforts to strengthen public security and order,” which suggests anticipation of possible protest escalation, the overall narrative is crafted to maintain an informative and calming tone, avoiding any provocative framing.

Script Structure

The following presents an analysis of the script structure from the news text as outlined in Table 2. The script description systematically details the components contained within the text. The headline reflects that the protest against coal hauling occurred under conducive conditions, which is reinforced by the lead narrative depicting a similarly controlled situation. The lead also informs that the Paser Police Resort did not deploy special personnel, although precautionary measures were taken by strengthening public security and order. The editorial choices are neutral and non-provocative, potentially minimizing the risk of greater social unrest within the community. The narrative within the news body reinforces the lead's assertion that the protest by the residents of Batu Kajang Village occurred under conducive conditions. The statement from the Paser Police Chief, affirming the absence of special task assignments related to the protest, further strengthens this narrative.

Additionally, the Police Chief's appeal for the community to remain calm and unprovoked serves as a crucial element carefully conveyed by TVRI Samarinda during the news production process. This approach reflects the media's effort to avoid language that could potentially generate negative impacts and to select calming statements aimed at maintaining social stability among the audience.

Based on the 5W and 1H elements related to the narrative structure of the news script, the details are as follows. The Who includes the residents of Baru Kajang Village, Batu Sopang District, Paser Regency, who conducted the protest against coal hauling activities, as well as the Paser Police Resort (Polres), particularly Police Chief AKBP Yusep Dwi Prastiya and Batu Sopang Police Sector. The What encompasses the protest against coal hauling on public roads and the police's efforts to strengthen and anticipate disturbances to public order and security through patrols and appeals for the community to remain unprovoked. When is not specifically mentioned, the context indicates that the protest and police preventive actions occurred simultaneously. The Where situates the event in Baru Kajang Village, Batu Sopang District, Paser Regency, specifically on the public roads used for coal hauling activities. The Why involves the protest as a form of public objection to the use of public roads, while the police patrol and appeal to maintain a conducive situation and prevent potential provocation. The report explains the event mechanism by indicating that the police did not deploy special personnel to accompany the protest but strengthened patrols and conducted outreach and appeals to the community to remain calm and unprovoked, supported by personnel from Polres Paser.

Thematic Structure.

In the thematic approach, the focus is placed on detailed elements conveyed with depth. In the analyzed news script, TVRI emphasizes the event of the coal hauling protest that proceeded in a conducive manner, as presented in the lead section of the news. This emphasis is reiterated in the lead and repeated within the body of the news. The thematic structure also encompasses the analysis of intent, nominalization, and other linguistic features that could enhance the station's image. However, since TVRI Samarinda is a public broadcaster, such considerations of advantage do not constitute the primary basis for news production. Instead, TVRI prioritizes the presentation of neutral and objective content. Table 4 presents the news broadcast by TVRI Samarinda Station on February 18, 2024, titled "The Provincial Government's Commitment to Resolve the Ringroad Dispute." This news item is utilized for analysis employing framing theory. The complete news script is provided below.

Table 5. Script 3

NEWS ELEMENT	NEWS CONTENT
Headlines	Provincial Government's Commitment to Resolve the Ringroad Dispute
News Lead	The closure of the ring road due to the absence of land compensation has caused traffic congestion and has the potential to impact Samarinda's economy
News body	Residents have closed the ring road in Samarinda over the past five days, which has caused long traffic jams on Suryanata Road due to the heavy flow of large vehicles. The residents are frustrated with the East Kalimantan provincial government because the land dispute and compensation replacement have remained unresolved for 11 years Sri Wahyuni, the Secretary of East Kalimantan Province, is committed to promptly resolving the issue. She stated that consolidation will be conducted soon with the Samarinda City Government and the Central Government through the Ministry of Public Works. Meanwhile, Samarinda's Mayor Andi Harun, together with the Military District Commander (Dandim), Police Chief (Kapolresta), and the Samarinda Prosecutor's Office, held a meeting to discuss steps for resolving the land compensation issue within the next two weeks, as the road closure affects the economic interests of the Samarinda community."
Newstail	They hope that the disputing residents can cooperate to resolve the road dispute amicably

Syntactic Structure:

The following is an analysis of the headline, lead, body, and conclusion of the news using framing theory, along with their syntactic structures, which subsequently yielded the following findings: The news titled "Provincial Government Commits to Resolve Ringroad Dispute" reflects TVRI Samarinda Station's effort to convey the provincial government's commitment to resolving the land dispute concerning the ringroad. This issue has persisted for several years and caused dissatisfaction among the community. This situation poses a risk of prolonged conflict detrimental to various parties. The phrase "commitment to resolve the dispute" used in the narrative offers reassurance to the public by emphasizing the government's intention to address the problem. The narrative constructed by TVRI Samarinda demonstrates a neutral yet positive stance, consistent with the role of a public broadcaster that prioritizes constructive news framing.

The news lead stating "Closure of the ringroad due to the absence of land compensation/ causing traffic congestion/ and potentially impacting Samarinda's economy" illustrates the issue of the ringroad closure stemming from the lack of land compensation for affected residents, which potentially incurs economic consequences. This news structure demonstrates TVRI Samarinda's prioritization of public interests concerning land rights related to the ring road. TVRI exerts pressure on the provincial government to promptly resolve this issue to prevent road closures that may cause public unrest. The narrative constructed by TVRI Samarinda reflects a proactive stance in supporting the public interest.

The news contains a narrative regarding the public's anger due to the provincial government's delayed resolution of compensation for land repurposed as the ring road. This dissatisfaction prompted residents to block the road, causing traffic congestion. In response, the Regional Secretary of East Kalimantan Province committed to promptly resolving the issue. Analysis of the news text indicates that TVRI Samarinda reported based on facts with an objective and impartial approach. This news coverage approach reflects TVRI Samarinda's commitment to fulfilling its vision and mission as an independent, informative public media entity oriented toward the broader public interest and functioning as a voice extension of the community.

Script Structure

The following is a discussion on analyzing the script structure from the news text as presented in Table 3. The script description details the components contained within the text. The news headline depicts that the closure of the ring road was caused by the unfulfilled compensation for residents whose land was repurposed as the ring road. The lead explains that the road closure was triggered by public dissatisfaction over a compensation process that had lasted for years without resolution. The narrative subsequently introduces the role of the Regional Secretary of East Kalimantan Province, who expressed a commitment to promptly resolve the issue. Analysis of the news text indicates that TVRI Samarinda presents information chronologically and factually. This news construction effectively mitigates tensions between residents and the government, where residents feel their voices are heard and refrain from further actions, while the provincial government receives support in conflict resolution. The coverage reflects TVRI Samarinda's commitment to maintaining public harmony and calm (Li et al., 2026).

Based on the analysis of the news elements within the text, " What refers to the closure of the ring road in Samarinda carried out by residents. The Who includes local residents, the East Kalimantan Provincial Government, the Regional Secretary of East Kalimantan Province; Sri Wahyuni, the Mayor of Samarinda; Andi Harun, the District Military Commander, the Police Chief, and the Samarinda Prosecutor's Office. The report covers the road closure period, which has lasted for the past five days, with a planned resolution within the next two weeks. The Where indicates the location on the Samarinda ring road, which is particularly causing congestion on Suryanata Street. The Why explains the residents' frustration over a land dispute and an unresolved compensation claim. The How describes the Regional Secretary's commitment to resolving the issue through consolidation with the Samarinda City Government and the Ministry of Public Works and meetings between the Mayor and relevant officials to formulate resolution steps.

Thematic Structure.

In a thematic approach, the content focus of news is directed toward specific issues that hold significant value for the audience or the news context. Issues deemed beneficial or relevant are discussed in greater detail, while less supportive issues tend to be overlooked or only minimally addressed. In this context, the main issue raised is residents' closure of the ring road as a form of protest against the protracted land compensation settlement process. Analysis indicates that TVRI Samarinda has no direct vested interest in the issue, positioning itself as an independent broadcasting institution responsible for delivering objective information about societal issues, particularly regarding unresolved land acquisition disputes (Donaldson et al., 2020). Thus, TVRI Samarinda reaffirms its principle of neutrality as a public media outlet, without emphasizing any potential benefits or detriments to the broadcasting institution itself.

The indication of neutrality—without regard to whether it benefits or disadvantages any particular party—becomes increasingly apparent in the news script, as illustrated in the following excerpt:

The Regional Secretary of East Kalimantan Province, Sri Wahyuni, expressed her commitment to promptly resolving the issue. She emphasized that the provincial government will soon coordinate with the Samarinda City Government and the central government through the Ministry of Public Works and Housing.

The main point of the news script lies in the commitment expressed by the Regional Secretary of East Kalimantan Province to promptly resolve the land dispute that has caused tension between residents and the government. The lead section of the report conveys information about the road closure carried out by residents as a form of protest against the delayed compensation process. Meanwhile, the body of the news highlights the government's response, particularly the Secretary's commitment, which offers reassurance to the public. The tone of the report becomes more calming as TVRI Samarinda features the meeting between the Mayor of Samarinda, the local military commander, the police chief, and the district attorney, all of whom were involved in discussing concrete steps to resolve the issue. This news construction reflects TVRI Samarinda's role as a public broadcasting institution committed to promoting social harmony and multicultural values, which is in line with its mandate as an inclusive and balanced public media outlet.

Rhetoric Structure

In terms of rhetorical structure, the news script follows a systematic narrative flow (McDermott, 2024). The headline, "Provincial Government Committed to Resolving Ringroad Land Dispute," functions as the main thematic statement, highlighting the active role of the East Kalimantan Provincial Government in addressing the conflict. The lead section opens with a description of the road closure initiated by residents in response to dissatisfaction over the delayed compensation process for land used in the ringroad construction. The text then underscores a commitment made by the Provincial Secretary to expedite the resolution of this issue. The report proceeds by presenting details of a coordination meeting held by the Mayor of Samarinda, the District Military Commander, the Chief of Police, and the District Attorney, who collectively discussed strategic measures for conflict resolution. The news concludes with a statement from the Mayor urging residents to cooperate in achieving a peaceful and constructive settlement (Bayuma & Abebe, 2024). This structure reflects a rhetorical approach that aims to construct a solution-oriented narrative while preserving social stability in the public sphere.

CONCLUSION

The social and ethical implications of the framing strategies employed by public media such as TVRI are notably significant. While the adoption of frames emphasizing social harmony and institutional neutrality may contribute to short-term societal stability, such an approach also risks obscuring the complexity of conflicts and constraining the deliberative space of informational democracy. Ethically, as a public broadcaster, TVRI holds a moral obligation to represent the interests of all societal segments, including marginalized groups. When news construction fails to incorporate diverse perspectives comprehensively, it may result in biased public perceptions of conflict and diversity. This condition can lead to the illusion of conflict resolution based solely on official

statements by authorities, while in reality, local aspirations and demands remain insufficiently addressed within the media discourse.

Regarding human resources, TVRI Samarinda demonstrates an adaptive potential toward the digital era, as indicated by individual participation in training programs such as Mobile Journalism, Data Journalism, and online news production. However, these competencies remain individual and are not yet embedded within a cohesive digital editorial workflow. There is a lack of systematic integration of digital technologies, such as multiplatform newsroom infrastructure, data-driven journalism approaches, or interactive storytelling formats capable of effectively engaging younger and cross-cultural audiences. The absence of digital content specialists and multicultural creative teams further indicates that current human resource capacity is more technically oriented than grounded in multicultural substance or digital culture literacy. Therefore, HR development strategies should focus on enhancing technical skills and fostering cultural awareness, ethical sensitivity, and proficiency in contemporary digital formats to frame diversity more inclusively and meaningfully in the information age.

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