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**MEDIA FRAMING: A COMPARATIVE STUDY OF POLIS DIRAJA
MALAYSIA PORTRAYAL IN BERITA HARIAN ONLINE AND THE
STAR ONLINE**



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ABSTRAK

Setiap media mempunyai agenda tersendiri dalam menyampaikan berita dan maklumat kepada umum. Walaupun kajian lepas telah banyak memfokus kepada agenda media dan kesannya terhadap khalayak, namun masih kurang kajian yang dijalankan tentang agenda media terhadap agensi awam di Malaysia, khususnya yang bertumpu kepada Polis Diraja Malaysia (PDRM). Kajian tentang pbingkaian berita berkaitan PDRM dijalankan memandangkan PDRM adalah salah satu agensi awam yang bertanggung jawab dalam memastikan keselamatan dalam negara. Justeru adalah penting untuk memahami agenda media dalam melaporkan berita berkaitan PDRM bagi memastikan integriti PDRM dapat diperkukuh melalui pbingkaian berita yang dijalankan oleh media. Dalam usaha untuk mengenal pasti agenda media dalam menyampaikan berita tentang PDRM, kajian ini membandingkan perbezaan pbingkaian media dan faktor yang mempengaruhi pbingkaian media oleh dua akhbar utama iaitu Berita Harian dan The Star. Teori Penentuan Agenda dan Teori Pbingkaian, telah digunakan untuk menyiasat agenda media dan pbingkaian media dalam menyampaikan berita berkaitan PDRM. Kajian ini menggunakan kaedah kualitatif yang terbahagi kepada dua fasa iaitu fasa pertama adalah analisis kandungan dan juga fasa kedua dengan melaksanakan kaedah temubual bagi mendapatkan data kajian yang lebih terperinci dan mendalam. Bagi fasa pertama, analisis kandungan dilakukan tentang berita yang berkisar tentang PDRM yang disirakan oleh Berita Harian dan The Star untuk tempoh enam bulan. Data yang diperolehi telah diklasifikasikan mengikut tarikh berita diterbitkan (untuk menguji kekerapan), tema yang dipaparkan dan segmen yang digunakan untuk menyiarkan berita. Manakala bagi fasa kedua, seramai empat orang pengamal media telah dikenalpasti dan ditemubual bagi mendapatkan maklumat berkaitan agenda media dan faktor-faktor yang mempengaruhi pbingkaian berita berkaitan PDRM oleh kedua-dua organisasi media tersebut. Hasil kajian menunjukkan bahawa Berita Harian dan The Star mempunyai pbingkaian media yang berbeza. Dapatan kajian juga menunjukkan kedua-dua media ini mempunyai pendirian yang berbeza dalam menyampaikan maklumat berkaitan PDRM. Ini dibuktikan dari segi kekerapan penyiaran, pemilihan tema dan segmen berita berkaitan PDRM oleh Berita Harian dan The Star. Kajian ini telah menunjukkan bahawa media mempunyai kuasa untuk membentuk agenda dan mengetengahkan isu yang diinginkan kepada pembaca melalui pbingkaian berita yang dilaksanakan.

Katakunci: Teori penentuan agenda, Teori pbingkaian, Agenda media, Pbingkaian media Polis Diraja Malaysia (PDRM)

ABSTRACT

Each media has its own agenda in delivering news and information to the public. Although previous studies have focused a lot on the media agenda and its impact on the audience, there is still less research conducted on the media agenda on public agencies in Malaysia, especially those focused on the Polis Diraja Malaysia (PDRM). A study on the framing of news related to PDRM was carried out considering that PDRM is one of the public agencies responsible for ensuring security in the country. Thus, it is important to understand the media's agenda in reporting news related to PDRM to ensure the integrity of PDRM can be strengthened through the framing of news carried out by the media. In an effort to identify the media's agenda in delivering news about PDRM, this study compares the differences in media framing and the factors that influence media framing by two major newspapers, *Berita Harian* and *The Star*. Agenda Setting Theory and Framing Theory have been used to investigate the media agenda and media framing in delivering PDRM-related news. This study uses a qualitative method which is divided into two phases, the first phase is content analysis and also the second phase by implementing the interview method to obtain more detailed and in-depth research data. For the first phase, a content analysis was carried out on news about PDRM broadcast by *Berita Harian* and *The Star* for a period of six months. The data obtained was classified according to the date the news was published (to test the frequency), the theme displayed, and the segment used to publish the news. While for the second phase, a total of four media practitioners were identified and interviewed to obtain information related to the media agenda and the factors that influence the framing of PDRM-related news by the two media organizations. The results of the study show that *Berita Harian* and *The Star* have different media framing. The findings of the study also show that these two media have different positions in conveying information related to PDRM. This is proven in terms of the frequency of broadcasting, the selection of themes and PDRM-related news segments by *Berita Harian* and *The Star*. This study has shown that the media has the power to shape the agenda and highlight the desired issues to readers through the framing of the news.

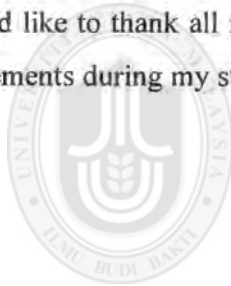
Keywords: Agenda setting theory, Framing theory, Media agenda, Media framing, Agenda setting theory, Framing theory, Polis Diraja Malaysia (PDRM)

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List of Abbreviations

PDRM Polis DiRaja Malaysia



CHAPTER ONE

INTRODUCTION

1.1 Introduction

In the era of Internet of Thing (IoT), the influence of online media in shaping public's perception has become much stronger than before. Online media and audience perception are two elements that are closely related to each other in disseminating news to the public. Public relies on media as the reliable source for the latest information. Public also needs media to probe and investigate issues that arise. Online media has its own power to educate and spread information to the public (Kapur, 2018). This scenario provides a solid reason to study how media outlets specifically, *Berita Harian* and The Star play their role in educating and spreading information about public agency. Polis Diraja Malaysia (PDRM) was chosen as the public agency to be studied. A content analysis and semi-structured interview have been conducted to identify the media framing, factors of media framing and media agenda of these two media.

Media power refers to the relationships between actors, institutional structures, and context that organize the allocation of the symbolic resources necessary to structure our knowledge about, and by extension our capacity to involve in the world surrounding us (Freedman, 2014). The crucial point here is that these relationships are situated in an environment in which access to media power as with access to all kinds of resources at institutional and societal levels, including health, education, and employment is fundamentally unequal and reflects structural disparities of power in wider society.

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APPENDICES

Appendix 1

Coding Book

Berita Harian

DATE	TITLE	IDENTIFIED CODE	SEGMENT	THEME
31-10-2018	Ditahan kerana salur dana kepada Wanndy	Ditahan	Kes	Case solving
31-10-2-19	Lebih 800 laman web disekat	Disekat	Nasional	Case solving
30-10-2018	Cuti anggota pasukan keselamatan dibekukan	Anggota pasukan	Nasional	Organization Enhancement
28-10-2018	PDRM dicadang tubuh jabatan khas banteras jenayah alam sekitar - Lam Thye	Tubuh jabatan	Nasional	Organization Enhancement
26-10-2018	3 pegawai kanan PDRM tukar jawatan	Pegawai kanan PDRM	Kes	Organization Enhancement
26-10-2018	Rosmah selesai beri keterangan jam 1 tengahhari	Beri Keterangan	Kes	Case solving

26-10-2018	Hentikan intimidasi terhadap pejuang hak asasi manusia - NGO	Hentikan intimidasi	Nasional	Defamation
25-10-2018	PDRM selamatkan ibu, 2 anak daripada cengkaman Daesh	PDRM selamatkan	Kes	Case solving
25-10-2018	12 lokasi zon merah turun status – AADK	Zon merah turun status	Kes	Case solving
24-10-2018	Jangan langgar undang-undang - Ketua Polis KL	Jangan langgar	Kes	Awareness
24-10-2018	Jho Low: Polis tak panggil Hishammuddin beri keterangan – KPN	Beri keterangan	Nasional	Case solving
22-10-2018	76 peratus kakitangan awam gaji kurang RM5,000	-Kakitangan awam -Gaji kurang	Nasional	Defamation
22-10-2018	PDRM tumpaskan sindiket Love Scam didalangi 2 lelaki Nigeria	PDRM tumpaskan	Kes	Case solving
22-10-2018	Kes mayat dikerat enam, anak didakwa	Didakwa	Kes	Case solving

22-10-2018	21,374 kes jenayah komersial dilapor, kerugian RM4.2 bilion	Kes jenayah dilaporkan	Kes	Case solving
19-10-2018	Jurukamera TV3 terima pangkat Inspektor Kehormat PDRM	Jurukamera	Kes	Community
18-10-2018	8 warga Bangladesh ditahan DBKL	Ditahan	Wilayah	Case solving
18-10-2018	Kereta klon, lessen palsu	-Palsu -Klon	Kes	Case solving
17-10-2018	Rokok seludup RM8 juta dirampas	Dirampas	Kes	Case solving
16-10-2018	Ops Mega Sarang jerat 313 pesalah dadah	Jerat	Kes	Case solving
15-10-2018	PDRM dan kerajaan kemuka permohonan batal saman UMNO	Permohonan batal saman	Nasional	Case solving
15-10-2018	Jenazah CEO Cradle Fund akan dikebumikan semula hari ini	Jenazah	Kes	Case solving
13-10-2018	Polis nafi unsur sabotaj dalam usaha jejakJho Low	Jejak	Nasional	Case solving

13-10-2018	PDRM akur jika hukuman mati dimansuhkan	-Akur - Dimansuhkan	Nasional	Organization enhancement
13-10-2018	Polis siasat dakwaan pembantu peribadi Najib	Siasat	Nasional	Case solving
12-10-2018	Van polis terbalik: 3 anggot aparah, 8 cedera ringan termasuk tahanan	Anggota parah	Kes	Defamation
12-10-2018	Sindiket seludup rokok tumpas babit rampasan RM9 juta	-Tumpas -Rampasan	Kes	Case solving
11-10-2018	1MDB: Beberapa lagi individu akan dipanggil beri keterangan – KPN	Dipanggil beri keterangan	Nasional	Case solving
11-10-2018	Lebih 600 pegawai, anggota polis dipindah ke 10 jabatan	Anggota Dipindah ke jabatan	Nasional	Organisation enhancement
8-10-2018	8,313 kes penipuan siber direkodkan	Penipuan direkodkan	Nasional	Case solving
6-10-2018	8 individu terbabit kumpulan ekstremis ditahan	Ditahan	Kes	Case solving

4-10-2018	Polis mungkin panggil Rosmah	Dipanggil	Nasional	Case solving
2-10-2018	KKMM Kerjasama dengan PDRM tangani penipuan panggilan telefon, SMS	Kerjasama	Nasional	Organization Enhancement
2-10-2018	SPRM, PDRM beri tumpuan kes utama	Tumpuan	Nasional	Defamation
29-9-2018	Polis sedia tembak dron	Sedia tembak dron	Nasional	Organization Enhancement
28-9-2018	Tunjuk bukti, buat laporan polis - Amar Singh	Tunjuk bukti kepada polis	Nasional	Defamation
27-9-2018	Rosmah akan dipanggil polis bagi bantu siasatan	Dipanggil bantu siasatan	Nasional	Case solving
26-9-2018	Pentings elenggara aset PDRM - KP Melaka	Selenggara aset	Nasional	Organization enhancement
24-9-2018	UMNO fail saman tuntutan RM116.7 juta	Fail saman	Nasional	Defamation
21-9-2018	IPCMC mampu tingkat integriti PDRM - Noor Rashid	Tingkatkan integriti PDRM	Nasional	Organization enhancement
21-9-2018	Polis, SPRM bebas siasat sesiapa	PDRM bebas siasat sesiapa	Nasional	Organization Enhancement

20-9-2018	Moga kes Ahmad Ziqri tidak berulang	Moga kes tidak berulang	Kes	Defamation
20-9-2018	TERKINI: Najib akan hadapi 21 tuduhan	Hadapi tuduhan	Nasional	Case solving
17-9-2018	Rokok seludup RM278,800 dirampas	Dirampas	Kes	Case solving
15-9-2018	PDRM umum pertukaran 5 pegawai kanan	Pegawai kanan	Nasional	Organization Enhancement
13-9-2018	PDRM umum pertukaran pegawai kanan	Pegawai kanan	Nasional	Organization Enhancement
12-9-2018	Dadah RM60j dirampas hasil kerjasama Thailand - Pengarah JSJN	Dirampas	Kes	Case solving
12-9-2018	Bekas sarjan dipenjara, denda sabit rasuah	Bekas sarjan dipenjara	Kes	Defamation
10-9-2018	Polis nafi pantau media social keluarga diraja Johor	Nafi	Nasional	Defamation
9-9-2018	Itu wang UMNO – Najib	Penafian oleh Najib	Nasional	Defamation

7-9-2018	2,000 pegawai, anggota polis sedia hadapi 2 PRK	Pegawai, anggota	Nasional	Organization Enhancement
4-9-2018	PRK Seri Setia: Polis mula mengundi awal	Polis	Nasional	Organization Enhancement
29-8-2018	Polis rampas rokok seludup RM1.8 juta	Rampas	Kes	Case solving
29-8-2018	6 pegawai kanan PDRM tukar jawatan	Pegawai kanan	Nasional	Organization enhancement
28-8-2018	Penyiasat forensik berprofil tinggi cabar kewibawaan Amidon	Penyiasat berprofil tinggi	Nasional	Organization enhancement
25-8-2018	3 polis disyaki terima suapan dicekup	Disyaki terima rasuah	Kes	Defamation
24-8-2018	1,165 anggota, pegawai polis kawal Hari Kebangsaan 2018	Anggota pegawai polis	Nasional	Organization enhancement
24-8-2018	Pasukan khas siasat kes LHDN	Siasat	Nasional	Organization enhancement
24-8-2018	Indeks jenayah Kelantan turun 8.7%	Jenayah turun	Nasional	Organization enhancement
23-8-2018	Sindiket syabu, ecstasy terbesar tumpas	Tumpas	Kes	Case solving

20-8-2018	Bersihkan semua premis PDRM elak denggi – Mazlan	Bersih premis	Kes	Community
19-8-2018	PDRM, SPRM digesa siasat dana RM555 juta	Siasat	Nasional	Case solving
18-8-2018	Pusat hiburan 'kebal' diserbu	Diserbu	Kes	Case solving
15-8-2018	MCPF sokong penggunaan Bahasa Inggeris	Sokong	Nasional	Organization enhancement
15-8-2018	PDRM terpaksa tamping sendiri kos keselamatan PRK	Tampung sendiri kos keselamatan	Nasional	Organization enhancement
13-8-2018	Polis taktahu di mana Jho Low – KPN	Taktahu	Nasional	Defamation
13-8-2018	Tingkat penguasaan Bahasa Inggeris – KPN	Tingkat	Nasional	Organization enhancement
13-8-2018	Saya sendiri akan gempur premis judi haram – KPN	Gempur	Nasional	Organization enhancement
9-8-2018	PDRM umum pertukaran 17 pegawai kanan	Pertukaran pegawai	Nasional	Organization enhancement

7-8-2018	PDRM mahu tahap keselamatan terbaik kapal Equanimity - KPN	Tahap keselamatan terbaik	Nasional	Organization enhancement
5-8-2018	PDRM Kembali warnai LHM?	Warnai	Nasional	Organization enhancement
2-8-2018	Tindakan tukar KPD kerana gagal tangani judi haram – KPN	Tukar	Nasional	Organization enhancement
1-8-2018	PDRM mampu ulangi aksi 2016	Mampu	Nasional	Organization enhancement

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DATE	TITLE	IDENTIFIED CODE	SEGMENT	THEME
30-10-2018	Cops urged to take statements from Najib, Rosmah in connection to Altantuya case	Take statement	Nation	Case Solving
25-10-2018	IGP: 11 Malaysians desperate to flee horrors of Islamic State war in Syria and return home	Flee horrors and return home	Nation	Case Solving

15-10-2018	IPCMC positively accepted by PDRM, says law minister	Accepted	Nation	Organization Enhancement
13-10-2018	Join cops in ride against crime	Ride against crime	Metro News	Community
2-10-2018	Beware of scammer posing as old coin buyers on social media	Beware of scammer	Tech News	Awareness
2-10-2018	MACC, police must prioritise important cases like 1MDB, says Dr M	Must priorities	Nation	Defamation
1-10-2018	IGP: Police obligated to enforce EC request to prevent Dr Streram from entering nomination centre	Obligated	Nation	Case Solving
30-9-2018	Thousands queue up for 50% discount on traffic offences while going to Matta fair	Discount	Nation	Community
25-9-2018	Get ready for the IPCMC	Get ready	Nation	Organization Enhancement
24-9-2-18	Stop those who hogs the parking lot	Stop	Letter	Case solving

22-9-2-18	Oversight to improve force 13 years in the making	Improve	Nation	Organization Enhancement
21-9-2018	Cops: Standing in a parking spot to 'reserve' it can cost you RM2,000 or even jail time	Cost you RM 2,000 or even jail time	Nation	Case solving
21-9-2018	Mustapa: It's a routine probe	Probe	Nation	Case Solving
20-9-2018	Annuar Musa claims Tok Pa among several UMNO members questioned by police	Questioned	Nation	Case solving
17-9-2018	Lawyers want suspected cat killers to be investigated under Animal Welfare Ac	Investigated	Nation	Case Solving
17-9-2018	Second suspect in robbery at self-service launderette detained	Detained	Nation	Case solving
12-9-2018	Health Dept staff nabbed for impersonating a policeman	Nabbed	Nation	Case solving

9-9-2018	Education Minister's appointment as president continues to draw flak	Draw flak	Nation	Defamation
8-9-2018	Pakatan leaders criticise arrest of student protestors	Criticise	Nation	Defamation
8-9-2018	Macau scammers having a field day fleecing victims	Fleecing victims	Nation	Awareness
4-9-2018	Early voters in Balakong and Seri Setia begin casting votes	Casting votes	Nation	Organization Enhancement
30-8-2018	Cops, Bomba and others in uniform impress with 'Negaraku' rap video	Others in uniform	Nation	Organization Enhancement
29-8-2018	Six senior police officers on transfer effective Oct 1	Police officers	Nation	Organization Enhancement
25-8-2018	Cops take social media by storm with patriotic renditions	-Cops -Patriotic renditions	Nation	Organization Enhancement

25-8-2018	Cops file charges against Jho Low and father over 1MDB	File Charges	Nation	Case solving
24-8-2018	IGP: New warrant of arrest for Jho Low will enable Interpol help	Warrant of arrest	Nation	Case Solving
22-8-2018	Teen gets flight of his life	Flight of his life	Nation	Organization Enhancement
15-8-2018	IGP: Despite budget constraints, cops tasked to ensure public safety during polls.	Ensure	Nation	Organization Enhancement
14-8-2018	Bukit Aman to continue to police BM in English drive	Continue	Nation	Organization Enhancement
13-8-2018	IGP: Bukit Aman must improve its English, and order came from the PM	Must improve	Nation	Organization Enhancement
7-8-2018	Equanimity was properly seized under the laws of Malaysia, says AG	Seized	Nation	Case solving

6-8-2018	Malaysian Bar: Set up IPCMC as promised soon	Set up	Nation	Organization Enhancement
5-8-2018	Malaysian Bar urges Govt to quickly set up complaints commission to improve police force	Set up	Nation	Organization Enhancement



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Appendix 2

Interview Protocol

RQ 1. What are the differences between the framing of Berita Harian compared to The Star in reporting news about PDRM?

- Can be answered by content analysis only by looking at the frequency, theme and segment. The themes are case solving, organisational enhancement, community, defamation and awareness

RQ 2. What are the factors influencing the framing of Berita Harian compared to The Star in reporting news about PDRM?

- Have you been pressured by your editors when publishing news about PDRM?
- Will your editors influence you when writing news about PDRM? Can you explain in the details the process?
- Do you consider your audiences understanding and acceptance before publishing news?
- Will you support any chances of PDRM?
- How can social norms affect your writing about PDRM?
- How can organisational pressures and constraints affect your writing about PDRM?
- How can pressures of interest groups affect your writing about PDRM?
- Who is the main interest groups of your media?
- How can journalistic routines affect your writing about PDRM?
- How can ideological or political orientations of journalists affect your writing about PDRM?

RQ 3. How media framing does reflected the media agenda of Berita Harian compared to The Star in reporting news about PDRM?

- According to my analysis, Berita Harian tends to portray more negative news of PDRM compared to The Star. Can you explain why?
- What is the tone when publishing news about PDRM? Is it positive or negative?
- What are your media policies when publishing news about PDRM?