



EXAMINING THE COMMODIFICATION OF POVERTY NEWS: A CASE STUDY OF KOMPAS TV'S WEBSITE, MARCH 2022

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Abstract

Discussing poverty in the media is intriguing, as every broadcast on the subject has the potential to evoke empathy and sympathy from the public. Additionally, commodification refers to transforming the value of a product that previously held only use value into a marketable value. This qualitative descriptive research aimed to examine the commodification of poverty presented by Kompas TV in March 2022. To collect data, observation, and documentation of poverty-related news on Kompas TV were conducted, along with interviews with communication experts and journalists. Subsequently, the collected data underwent qualitative processing and analysis to achieve the research objectives. This study yielded the following results: 1) Two forms of commodification were identified in the March 2022 edition of Kompas TV's poverty news, content commodification and immanent commodification. 2) The commodification observed occurs across three stages of television news production: the news gathering stage, the news production stage, and the news presentation stage. 3) Content commodification takes place in two stages of television news production, which are the news gathering stage and the news production stage. This is evident in the selection of topics, points of view, dramatic shooting, grouping of types of news, script editing, and video and sound editing. 4) Immanent commodification is identified at the news presentation stage, involving the production of new commodities derived from previous commodities. Furthermore, the research results lead to the following suggestions: 1) Encourage the media to prioritize poverty news, ensuring that the issue of poverty consistently occupies a prominent place in public discourse 2) Advocate for the media to amplify the voices of the poor by presenting them as individuals experiencing poverty from a human standpoint.

Keywords: *Commodification, Commodification of Poverty, Poverty Journalism, Political economy of media.*

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Introduction

Etymologically, the term "poverty" originates from the word "poor", signifying a state of lacking wealth and being deprived.

According to the Central Statistics Agency (BPS), poverty is defined as a condition in which an individual is unable to meet basic or primary needs from an economic standpoint. Moreover, the population is categorized as impoverished if they fall below the poverty line, determined by referencing the concept of the basic needs approach or the capacity to fulfill essential requirements.

Based on data from the Central Statistics Agency (BPS) the number of impoverished people in Indonesia in 2021 was 9.71%, equating to 26,503,650 individuals within the country's population. Among them, 14,644,300 resided in rural areas, while 11,859,340 were in urban areas. This reflected a decrease of 0.48% from the 2020 figures, which stood at 27,549,690 people (BPS, 2022). Given the relatively large number of individuals experiencing poverty, it is unsurprising that the media often highlights poverty cases, sometimes turning them into commodities, particularly when there are compelling narratives such as a family's struggle for survival, the challenges of making ends meet, or the hardships of living in inadequate conditions. In addition, poverty becomes a compelling topic for media coverage, especially on television screens with their audio-visual advantages, evoking empathy and concern from the audience. Moreover, poverty, presented using various storytelling techniques, tends to evoke emotional responses, making the audience feel a sense of connection and compassion. As a result, poverty becomes susceptible to exploitation and is often treated as a commodity with exchange value by media owners. They adeptly package and utilize poverty narratives, turning those experiencing poverty into central figures in a broader narrative. (Utami, Atika Budhi dan Assagaf, 2020).

In the modern era, technology is rapidly advancing, giving rise to various forms of media that serve as a conduit for diverse and up-to-date information, shaping public opinion, providing entertainment for communities, and functioning as a business platform for media entities. Among these, television stands out as the most influential media, capturing people's attention and wielding immense potential to shape and manipulate thoughts and perceptions (Dalimunthe, et al., n.d.).

Media coverage of poverty and the poor is widespread in print, electronic, and online media. In presenting the news about poverty, various perspectives can be taken. Importantly, the point of view adopted by journalists is influenced by the norms and values they hold or by their professional ideology. While these values and ideologies may be shaped by the culture in which journalists work, they are not accepted unquestioningly. Journalists possess the ability to negotiate between succumbing to the pressures of commercialism and adhering to the vision of public responsibility. Furthermore, the perspective chosen by journalists regarding poverty news and its placement on certain pages reflects the press's vision of the "news value" of poverty. Ultimately, the journalists' perspective plays an important role in bringing forth facts from a viewpoint that allows aspects hidden behind the reality of poverty to become part of media discourse (Ibrahim, 2020).

Amid the debate about the rights and responsibilities of the media, an indisputable fact emerges—the media operates as a business, particularly corporate media functioning as a capitalist enterprise with the primary objective of generating profits through the advertising market and the audience market. In this context, it is not uncommon for journalists' ethical attitudes to come into conflict with the pragmatic considerations of a businessman (Ibrahim, 2020). Therefore it is not uncommon for poverty news to transform poverty into a commodity, serving to capture the attention of both audiences and advertisers. This process of changing values is referred to as the commodification of poverty.

The news production pattern within the Indonesian television broadcasting industry typically involves the utilization of two categories of human resources: permanent and freelance journalists. The coverage agenda and news content usually align with the preferences of the television station. Consequently, information that does not conform to the broadcasting criteria of the station may be disregarded and not aired. This tendency often leads to the neglect of the media's ideal function in serving the public interest (Yoedtadi, MG, et al. 2021, 1). The practice of commodification is implemented through a sensational and bombastic reporting style, where vulgar news broadcasts, featuring words that intensify feelings of sadness, are emphasized in their delivery. These practices suggest that journalists often construct news with a focus on commercial logic. Meanwhile, news containing invitations to empathize with victims or incorporating perspectives from news sources is observed to be minimal (Nuraeni et al., 2018).

Commodification is the process of changing the value of a product that originally possessed only a use value, subsequently becoming an exchange value or selling value (Mosco 2009). In commodification, everything is treated as a commodity that can yield benefits for media owners. Communication is a potential arena where commodification occurs because it wields significant influence. This influence extends beyond obtaining economic profit, also affecting one's self-image (Mosco 2009) (Perdana, 2017).

The commodification of poverty is a process that involves transforming the values associated with poverty into exchange rates. This typically occurs by representing dramatic moments, such as situations of poverty, eliciting sensations of joy, empathy, and compassion from the audience (Arya, et al 2013) in (M. Affan Afif 2021). Poverty has been oversimplified in the pursuit of virtual reality. Under the guise of promoting moral values among viewers, the media has manipulated content and audiences by sensationalizing television shows about poverty. In this context, the process of reporting, writing, and presenting news related to poverty on television is also inevitably tied to the interests of the media business. Consequently, journalists, in writing news stories and selecting angles or points of view, as well as during the video editing process, often prioritize sensational elements to capture the attention of both audiences and advertisers. One notable example of a television channel that frequently features news addressing the issue of poverty is Kompas TV.

Kompas TV is a national private television network with a primary focus on news content and operates as a subsidiary of the Kompas Gramedia Company. The news programs on Kompas TV that address poverty-related issues often tend to view poverty primarily through the lens of quantitative statistical data. In some instances during news broadcasts, it is apparent that Kompas TV tends to dramatize and exaggerate the concept of poverty. This tendency is, of course, closely tied to the media's interests as a business entity seeking profit for its operations.



Figure 1. Portrait of Poverty News on Kompas TV

The picture above depicts one of the news features related to poverty on Kompas TV. In this picture, it is evident that the media employs filming techniques designed to capture the audience's attention by highlighting the struggles of the impoverished, evoking empathy from viewers. Furthermore, not only does the news utilize impactful visuals, but the titles and discourse also incorporate excessive figures of speech. This practice is closely tied to the media's interests, as it utilizes discourse and images that can attract the audience, consequently attracting advertisers who can bring benefits to the media itself.

This research seeks to examine the commodification of poverty news in the March 2022 edition of Kompas TV. The formulated research problem is, "How is poverty news commodified on Kompas TV news programs?" The study is expected to describe and identify the commodification of poverty news on Kompas TV. The specific purpose of this study is to determine how the poverty news is commodified in terms of the stages of television news production on Kompas TV.

Research Method

This study employed a descriptive qualitative research approach, utilizing a case study method. Case studies are classified under descriptive analysis research, wherein the focus is on a particular case for thorough observation and analysis. An in-depth analysis was conducted on factors associated with the case to ensure accurate and comprehensive results (Sutedi, 2006). A case study involves a detailed examination of a problem, whether individual or group-oriented. The phenomenon or problem chosen as the case in this research was the commodification of poverty news in television news programs. This research was carried out scientifically, focusing on poverty news in Kompas TV's March 2022 edition. Four poverty news stories serve as the objects of research, as follows:

The purpose of this research is to find out the commodification of Kompas TV news. Data collection involved observation and documentation of poverty news on Kompas TV, as well as interviews with communication experts and journalists. Subsequently, the collected data underwent qualitative processing and analysis to achieve the research's aims and objectives. To validate this research, the researchers employed the triangulation technique, particularly source triangulation. In this approach, the observations made by the researchers were compared with the results from interviews with journalists, who were media workers, and communication experts well-versed in the concept of commodification. The data collected by the researchers through videos obtained from

Kompas TV was analyzed to generate necessary evidence or data, offering perspectives on the conducted research. Subsequently, these findings then be compared with the results obtained from interviews with the informants.

Results & Discussion

Based on the results of the research conducted by the researchers, it was found that at every stage of production of poverty news, financial interests are consistently considered to gain profit for the media. Transitioning to the aspect of commodification, it is evident in the four poverty stories that are the subject of this research, spanning the stages of news gathering, news production and news presentation. The commodification observed in the four poverty stories examined takes the form of content commodification and immanent commodification. Particularly, content commodification is found in the news gathering and news production stage, while immanent commodification is observed in the news presentation stage.

The news gathering and news production stage are closely related to news content, and during these phases, there is a potential for content commodification. Based on the analysis of four news items by the researchers, it was found that content commodification indeed occurred. This is evident in the way news content, including topics, scripts, images, and sound, tends to dramatize poverty. The intention is to elicit sympathy and empathy from the audience, making them more inclined to watch the news. This indirect strategy serves as a means for the media to transform poverty not only into a subject of news but also into a commodity to be marketed to advertisers.

The stages of news presentation are inherently linked to the process of delivering the news. During this stage, there is a potential for commodification, typically observed when editors produce multiple news segments from a single news material without audience segmentation. Based on the researchers' findings on four news stories, there was a lack of audience segmentation, and among the four news stories, three were replicated from different perspectives or angles. These findings lead to the conclusion that, at the news presentation stage, commodification manifests in the form of immanent commodification. In this context, immanent commodification occurs when the media generates a new commodity from a pre-existing one. The subsequent explanation delves further into the commodification of poverty news on Kompas TV across the three stages of television news production.

1. Commodification of the News Gathering Stage

This study finds that in the March 2022 issue of Kompas TV's Poverty news, there has been a commodification process occurring at the news gathering stage, particularly in the form of content commodification. The commodification of content in the media refers to a commodification process wherein messages are transformed into entities with exchange value. As a result, television shows are crafted to align with market preferences. In this context, poverty news is treated as a commodity capable of yielding benefits for both journalists and the media.

The researchers' analysis of poverty news reveal a significant connection between the selection of topics, choice of news sources, and the capturing of images with the prevailing ideology of the media market. In this intricate interplay, the media assumes a pivotal role in determining topics, news sources, and visuals that are specifically tailored to captivate the audience's attention. Transitioning into the broader perspective, poverty is not merely presented as news intending to shed light on the issue within media pages. Instead, the media strategically transforms poverty into a "product" with the ultimate goal of generating profits. This practice of commodification can be delineated as follows:

1) News Analysis March 26, 2022: "Intensifying the Acceleration of Reducing Stunting Rates, Government Provides Livable Homes and Food Assistance": a) Determination of news topics. This news delves into the issue of poverty by focusing on the problem of stunting cases in children, representing an effort to commodify news content. Through content that portrays children as victims of poverty, journalists aim to attract the attention of the public. This study shows a recurring theme in poverty news stories, where children and women are consistently featured. Children are depicted as being unwell, deserving of compassion, and in need of assistance; b) Determination of news sources. Journalists, in the selection of news sources, tend to choose those that possess attractiveness, encompassing both physical appeal and non-physical attributes such as power or position. The journalists view the selection of interesting sources as a commodity, striving to extract exchange values form news content.



Figure 2: Source of poverty news Kompas TV 26 March 2022

The image above shows the news sources used by journalists in Kompas TV's poverty news. In this news segment, journalists opt for official news sources from BKKBN. The selection of sources from official channels represents a manifestation of journalists' efforts to commodify these sources. This occurs as the news sources chosen are figures holding positions, which indirectly piques the audience's interest in the conveyed information. a) Taking pictures. Commodification can take place during the shooting stage, where the journalists may employ dramatic techniques to elicit emotions from the audience.



Figure 3: shooting on Kompas TV 26 March 2022

In the depicted picture, it is evident that journalists capturing the news employ photography techniques to encapsulate dramatic moments, aiming to elicit emotional responses from the audience. In this context, individuals facing economic hardship are used as commodities, serving as objects within pictures intended to evoke specific emotions of the viewers. This news coverage also brings to light the portrayal of women and children as victims of poverty. The visual narrative vividly illustrates the difficulties these individuals endure, encompassing substandard living conditions, consumption of unhealthy sustenance, and children experiencing stunting. Each of these poignant images constitutes a deliberate effort by journalists to ensure that the news they produce garners the attention and emotional engagement of the audience.

2) News Analysis for March 21, 2022: "Coordinating Minister for Human Development and Culture Muhadjir Effendy Responds Cooking Oil Issues, Urges Residents Not to Engage in Panic Buying". a) Determination of news topics. The news article titled "Coordinating Minister for Human Development and Culture Muhadjir Effendy Responds to Cooking Oil Issues, Urged Residents Not to Engage in Panic Buying" encompasses two primary subjects. Firstly, it addresses the visit of the Coordinating Minister for Human Development and Culture (PMK) to economically disadvantaged families. Secondly, it delves into the response of the Coordinating Minister for PMK concerning the cooking oil issue. The term "pre-prosperous family" is employed to denote economically challenged households, therefore categorizing this news report as poverty-related coverage on Kompas TV.

The selection of news topics serves as a manifestation of commodification. Within this news piece, two different topics are presented. The first topic discusses the Coordinating Minister for PMK's visit to impoverished families, thereby interlinking the issue of poverty with government policies. The latter part of the news addresses the scarcity of cooking oil. Journalists in this instance establish a connection between the predicament of poverty and government policies, particularly within the context of the cooking oil shortage. This news article presents two possible representations: firstly, the media endeavors to position poverty not merely as an individual woe faced by the underprivileged but as a collective predicament, underscoring the shared responsibility of the government. Alternatively, it may be perceived as the media utilizing poverty as a tool to promote government policies.

The selection of news topics by journalists usually involves choosing subjects that are currently under public discussion. In this instance, the shortage of cooking oil has emerged as a national issue, causing challenges for individuals to acquire this essential commodity. Consequently, journalists

establish a connection between the issue of poverty and the scarcity of cooking oil. This linking of issues serves as a strategic approach by journalists to position their news content prominently within the pages of the media. b) Selection of news sources. In this news report, journalists use official news sources from the Coordinating Minister for PMK. The selection of sources from official channels represent a manifestation of journalists' efforts to commodify these sources. This occurs as the chosen news sources used are figures holding authoritative positions, thereby indirectly capturing the audience's interest in the information they convey.



Figure 4: The official news source for poverty news is March 21, 2022

c) Taking pictures. This news illustrates the media's deliberate selection of compelling images. From the visuals presented, it is evident that the media aims to emphasize the perceived proximity of the governing figures to the impoverished. The researchers posit that through news depicting empathy from rulers towards the poor, commodification may transpire. The media consistently exhibits a vested interest in every message it conveys. In this case, it appears that the media wants to emphasize either the government's accountability for poverty or simply wishes to convey that the government empathizes with the plight of the impoverished.



Figure 5: taking pictures.

Analysis of the March 14th 2022 News: "Milu Pre-Prosperous Families"

The result of Analysis news at March 14th is; a) Determination of news topics. This news report delves into the lives of economically disadvantaged families, employing the term "pre-prosperous." It provides insights into the circumstances of impoverished communities in Sukabumi, West Java, who were compelled to evacuate due to the natural disaster of land movement, rendering their homes uninhabitable; b) Source selection. News typically takes into account various factors, encompassing geographical and psychological proximity, physical and non-physical appeal of sources, and individuals with societal positions. In this particular news, a news source is drawn from an economically disadvantaged perspective — a woman who has become a victim of a natural disaster, particularly land movement. This is depicted in the figure below:

Tables and figures/graphics are exclusively positioned within the discussion section of the article. The tables in the article follow a sequential numbering system (one, two, and so forth). Each table in the article is furnished with a brief title, positioned in bold above the table, elucidating its relevance to the article. Additionally, the source of the table is indicated on the right side below. Notably, the use of vertical lines in the table is avoided, with only horizontal lines applied at the head and bottom (three lines). An illustrative example of the table is presented below:



Figure 6. source news Kompas TV

The picture presented above features a woman serving as a key informant in this poverty news narrative. The selection of news sources from a female perspective emphasizes how journalists position women as subjects vulnerable to the impacts of poverty. The deliberate choice of sources appears to highlight women as victims of poverty, thereby soliciting sympathy and compassion from the public;

c) Taking pictures.



Figure 7shot in the news 14 march 2022

The screenshot above captures a moment from the poverty news segment on Kompas TV dated March 14, 2022. The image portrays a woman putting her child to sleep in an evacuation shelter, offering a poignant glimpse into hardships faced by the impoverished who have lost their homes due to natural disasters. The visual representation appears crafted to evoke empathy from the audience. In employing this approach, journalists seem to be making a deliberate effort to transform poverty into a commodity within the media.

News Analysis for March 10, 2022: "Good News! Living in a hut for seven years, the Regent of Bandung will be renovating this family's house."

The result of news at March 10, 2022 is; a) Determination of news topics. This news article selects the topic of poverty, specifically focusing on the lives of individuals residing in uninhabitable homes. Poverty tends to attract media attention primarily when there is a compelling aspect to it. In this instance, the journalist views the plight of the impoverished living in unsuitable conditions as possessing news value, especially when linked to the government's efforts to provide assistance for house renovations; b) Selection of sources. This news incorporates two different sources: accounts from individuals experiencing poverty and official sources. The selection of these sources serves the purpose of either affirming or contradicting certain viewpoints in portraying poverty. Furthermore, official news sources from the government, represented by the Regent of Bandung Regency, are employed. In this context, the utilization of official news sources in poverty-related news indirectly illustrates how media coverage aligns with established and conventional views or predominant narratives about poverty. This alignment is evident in portraying poverty through the lens of a small community and emphasizing the sources of adversity experienced by the impoverished (Ibrahim, 2020); c) Image Capture



Figure 8 Taking Pictures by Kompas TV

In this news, journalists take pictures with dramatic moments, strategically aiming to so evoke emotions from the audience. In this case, individuals experiencing poverty are used as commodities, becoming subjects within a visual narrative intended to elicit specific emotional responses from of the audience.

The Commodification of the News Production Stage

This study identified commodification at the news production stage, especially in the form of content commodification. This phenomenon is a result of journalists' efforts to enhance the attractiveness of news content. This involves various aspects, starting from the selection of news type to the use of language style and the presentation of videos. The commodification of content transpires through the process of transforming messages or information related to poverty into a marketable product.

The analysis of the four poverty-related news stories frequently depicts the impoverished as individuals characterized by weakness, illness, suffering, and a dependency on assistance from both the public and the government. Therefore, it is not surprising that official news sources dominate the representation of poverty in these news articles. These narratives are further emphasized through dramatic visualization aimed at capturing the attention of the audience.

News Analysis March 26, 2022: "Intensifying the Acceleration of Reducing Stunting Rates, Government Provides Livable Homes and Food Assistance"

The result for news at March 26, 2022 is; a) Classification of types of news. The selection of poverty-related news topic by journalists indirectly reflects their perspective on poverty. In the case of poverty news on Kompas TV, the content is presented in the form of hard news. The choice of this news type suggests two potential media efforts to raise awareness indirectly: the establishment of "psychological closeness" or the creation of a "psychological distance" from the reality of poverty.

The types of news chosen by journalists for composing poverty stories are discernible through the straightforward and direct titles and contents of the news article. The preference for hard news is closely tied to the selection of official news sources by journalists (Ibrahim, 2022). Through this news type, journalists may appear to marginalize the voices of the poor. Moreover, the media, through this form of news, constructs a psychological distance between the audience and those experiencing poverty. Consequently, it can be deduced that this news is employed primarily to commodify poverty rather than to showcase the journalists' advocacy for the plight of the impoverished; a) Editing of news scripts. The news script undergoes thorough consideration during the writing and subsequent editing processes, taking into account factors such as the news's overall appeal for media coverage. In the context of poverty news, journalists often use emotionally resonant language to elicit the emotions of the audience. The impact of the editing process becomes apparent in the final text of the news. In this specific news instance, dramatic words are utilized, exemplified by a sentence delivered by the news narrator in the forty-second minute. In addition to residing in a slum house, this modest family encounters challenges in accessing clean water and nutritious food for their daily sustenance. Unsurprisingly, one of their eight-year-old children is experiencing stunted growth.

In the news excerpt above, the use of the word "slum house" is notably frequent, signaling the journalist's deliberate emphasis on the dire living conditions of the impoverished. This linguistic choice aims to evoke compassion and pity from the audience, ultimately attracting their attention. Beyond this, in the quote passage, journalists seem to want to describe the hardships faced by the poor with the dual intention of gaining empathy among the audience, thereby eliciting sympathy and compassion; b) Video and sound editing. In the case of poverty news, the resultant video must meet the criteria of being compelling to be deemed suitable for broadcast. However, in many instances, videos depicting the plight of the poor often neglect the right to privacy of the individuals portrayed. This trend is observable in the poverty news segment aired on Kompas TV on March 26, 2022.



Figure 9 Screenshot of the poverty news video from Kompas TV, March 26, 2022

The provided image is a screenshot from the poverty news video on Kompas TV, depicting the living conditions of the impoverished, particularly focusing on the kitchen area. In the video, the kitchen appears disorderly, equipped with makeshift tools. The visual content of the news video appears to emphasize the suffering of the poor residing in improvised living spaces. However, this emphasis on depicting living conditions raises concerns about journalists potentially disregarding the privacy of the homeowners. The primary objective seems to prioritize capturing compelling and interesting footage, with the overarching goal of garnering viewership. In the pursuit of attention, journalists prioritize sensational and dramatic elements during the process of capturing and editing videos. This approach is implemented with the sole aim of commodifying poverty, securing television airtime for the produced news, and reaping benefits in return.

News Analysis March 21, 2022: "Coordinating Minister for Human Development and Culture Muhadjir Effendy Responds to the Cooking Oil Problem, Residents Are Urged Not to Panic Buying

The result for news at March 21, 2022 is; a. Classification of types of news. This news is classified as hard news, evident from the firm and straightforward style of language employed. The selection of news topics related to poverty indirectly shows the alignment of journalists in their perception of poverty. Within the context of poverty news, the choice of this news type suggests two possible media strategies for fostering awareness indirectly, which are the cultivation of "psychological closeness" or the establishment of a "psychological distance" from the harsh realities of poverty.

MALANG, KOMPAS.TV-Coordinating Minister for Human Development and Culture (Menko PMK) Muhadjir Effendy visited a number of underprivileged families in Wajak District, Malang Regency, Saturday (19/03/2022).

In addition to engaging in dialogue, the Coordinating Minister for PMK also provided food packages and masks to underprivileged residents. According to Muhadjir, the current extreme poverty rate in Indonesia has reached 9 percent.

To achieve the zero percent target for extreme poverty, collaboration among government agencies, including regional heads, is essential.

The provided news excerpt indicates the utilization of hard news. With this news type, journalists appear to marginalize the voices of the poor. This media approach also contributes to establishing a psychological distance between the audience and individuals experiencing poverty. Consequently, it can be inferred that this news type serves primarily to commodify poverty rather than to demonstrate journalists' advocacy for the suffering of the poor; b. News script editing. In the context of this news, the use of vivid language is notable. Presented below is the text concerning poverty news dated March 21, 2022:

MALANG, KOMPAS.TV-Coordinating Minister for Human Development and Culture (Menko PMK) Muhadjir Effendy visited a number of underprivileged families in Wajak District, Malang Regency, Saturday (19/03/2022).

In addition to facilitating dialogue, the Coordinating Minister for PMK also distributed food packages and masks to underprivileged residents. According to Muhadjir, the current extreme poverty rate in Indonesia has reached 9 percent.....

Based on the news text above, the media uses the term "pre-prosperous" family to characterize individuals facing economic challenges. According to Ibrahim (2020), the utilization of such terms is seen as a media effort to reinforce the prevailing ideology, creating a distinction between the poor and those perceived as normal or not facing financial hardships; c. Video editing and voiceover. Based on the researchers' findings in this news, aside from the media's desire to underscore the government's significant role in poverty reduction efforts, it is also observed that the media seizes rare occasions when government officials interact with the underprivileged.



Figure 10 capture image from video at minutes 00.15 and 00.28

The picture above is visible from from the fifteenth minute to the seventeenth minute, capturing the Coordinating Minister for PMK engaging in conversation with one of the poor residents. This can also be seen in government officials providing assistance, such as masks, to children and other residents. In addition to assessing the video quality in television news, consideration is given to voiceovers in the produced news. This voiceover adapts to the type of news being presented. In the case of this news, classified as hard news, the narrator (voice actor) reads the news in a straightforward manner.

Analysis of the March 14th 2022 News: "Milu Pre-Prosperous Families"

The result for news at March 14, 2022 is; a) Classification of types of news. This news is categorized as soft news, evident in the lightweight composition of the news scripts that emphasize the human interest aspect. Opting for this news genre renders poverty-related content more engaging, eliciting emotional responses from the audience. The following is an excerpt from the news:

BANDUNG. COMPASS. TV - A pre-prosperous family in Sukabumi, West Java, lives in a fish barn owned by a fisherman. They are forced to inhabit the fish shed, after their house is destroyed by the movement of the ground.

This is Maryam, a 39-year-old housewife, a resident of Cilengka Village, Pasir Baru Village, Cisolok District, Sukabumi Regency, West Java, who was a victim of the natural disaster of land movement.....

The researchers discovered that presenting poverty news in the soft news genre is an attempt to generate empathy from the audience by portraying the hardships of the underprivileged. Classifying such news as soft also reflects the media's perception that poverty-related stories may not be deemed as crucial for media coverage. As a result, it can be concluded that framing poverty news as soft news is a journalistic endeavor to commodify poverty within the media; b) Editing of news manuscripts. The news script in this report adopts a light language style consistent with the characteristics of soft news. This approach reveals journalists' efforts to dramatize the plight of the impoverished, emphasizing their need for assistance from the public or the government; c) Video editing and voiceover



Figure 11 screenshots from the news video at minutes 00.27

The picture above is a screenshot from a video depicting poverty news. In that particular segment, a woman can be seen caring for her child, who is forced to sleep in a fisherman's warehouse. The video highlights the hardship faced by a woman and her infant, portraying them as victims of poverty confronting increased suffering due to natural disasters. Journalists leverage this poignant moment to capture footage that can captivate the attention of the audience. Besides, the video includes other dramatic moments.

News Analysis for March 10, 2022: "Good News! Living in a Shack for seven Years, the Regent of Bandung Will Operate This Family's House"

The results for news for March 10, 2022 is; a) Classification of types of news. This news is categorized as feature news, evident in the composition of a light news scripts characterized by a literary language style that resembles spoken language. Utilizing the feature news format in scripting poverty-related content allows journalists greater flexibility in choosing words and sentences that evoke emotional responses from the audience. The following is an excerpt from the news:

BANDUNG, KOMPAS.TV - An asbestos roof that leaks when it rains, and has tarpaulin walls that keep the residents cold at night.

In the Kampung Baru area of Banjaran Wetan within Banjaran District, Bandung Regency, West Java, a family consisting of a husband, wife, and their two children makes their home in a humble hut. This small hut has been their residence for seven years, highlighting the enduring nature of their modest lifestyle in this community.

When crafting poverty news within the feature genre, journalists strive to evoke empathy from the audience by vividly depicting the suffering of the poor. As a result, it can be concluded that employing the feature genre in poverty news writing is a deliberate attempt by journalists to commodify poverty within the media; b) Editing of news scripts. The journalists responsible for this news have utilized a literary style in their scripts, characterized by its spoken quality and the inclusion of various figures of speech. This stylistic choice aligns seamlessly with the conventions of a news feature. By incorporating such language into the narrative of a poverty story, the journalists skillfully amplify the dramatic elements. This nuanced approach is evident in the following excerpt from the news text:

BANDUNG, KOMPAS.TV - An asbestos roof that leaks when it rains, and has tarpaulin walls that keep the residents cold at night.

It is within this modest hut that a family, comprised of a husband, wife and their two children, resides. Nestled in the Kampung Baru area of Banjaran Wetan, situated in the Banjaran District of Bandung Regency, West Java.

The provided excerpt is a segment from Kompas TV's Poverty news broadcast on March 10 2022. Within this news report, it becomes evident that journalists are actively trying to evoke emotional responses from the audience, seeking to elicit feelings of pity and sympathy for the impoverished; c) Video editing and voiceover. This study reveals the practice of commodifying poverty, evident in the audio and visuals produced. Journalists create videos showcasing the suffering side of poverty, often capturing footage from angles that emphasize the suffering. Furthermore, journalists seem to neglect the private rights of the impoverished, as almost every corner of their houses is exposed to the cameras. This strategy is used by the media to capture the attention of the audience. The following is a screenshot from the poverty news video on Kompas TV dated March 10, 2022.



Figure 12 screenshot news minutes 00.05

Based on the researchers' observation in the news video, attempts have been made to describe the suffering faced by impoverished individuals living in uninhabitable houses. By showing a very simple house and with makeshift household equipment as well. The media makes the suffering of the poor as a commodity.

Beyond the visual elements, the story incorporates a voiceover, narrated by a presenter. The audio is carefully tailored to complement the nature of the news. In features of this genre, the narrator uses a softer style of language and with a deliberate, slow intonation. Such a nuanced voice not only enhances the storytelling but also bolsters journalists' efforts to attract the attention of the audience.

2. Commodification of the News Presenting Stage

Commodification at this stage occurs because producers often create advertorial news. This type of news is usually commissioned by certain parties. Additionally, commodification can also take place when editors delve into in-depth coverage derived from previously aired hard news stories. Based on the research findings from the four poverty stories, the researchers found that commodification at this stage takes the form of immanent commodification. This involves efforts to associate various commodities into a new, unified commodity (Maharani and Hasfi, 2020). Kompas TV utilizes a single news topic to create two stories from different angles. This occurred in the analysis of three news published on March 26, 2022, March 21, 2022, and March 14, 2022. Meanwhile, immanent commodification was not found in the news on March 10, 2022.

This is done by Kompas TV as a way to utilize one commodity, which is then repackaged into a new commodity. This approach also enables the production of news at a more efficient cost in terms of both time and expenses since the reporting process is carried out at once. Moreover, the absence of audience segmentation allows the media to reach an unlimited audience.

The results of this study indicate that news of the feature and soft news types are more prone to commodification in the media. This happens because, in feature news or soft news, journalists have greater flexibility in choosing dramatic language to describe poverty. Moreover, in television news, the audio produced tends to be more emotionally impactful, often accompanied by sad background music to enhance the somber sensation conveyed to the audience. Nevertheless, hard news types can also be commodified, as evidenced by the presence of in-depth news derived from poverty stories with hard news types. This represents an additional effort to commodify poverty news.

After conducting research by analyzing the four news stories above, the researchers also conducted interviews to validate the results of the analysis. The interviews were conducted with Dr. Mas Agus Firmansyah, S.Sos., M.Si, a Journalism Lecturer at the Faculty of Social and Political Sciences, and Gilang Tri Wibisono, a journalist at Kompas TV Bengkulu. The results of these interviews align with the results of the conducted research. Indicating that the media, as an intermediary in conveying information, will always have interests intertwined with it.

In the context of what is termed "the media", whether it be television or other platforms, through messages conveyed in the form of news, the media introduces its interests, which sometimes may not appear clearly and need to be studied from a critical perspective. Each media outlet will present content based on the preferences of its producers, making every message or news produced a form of commodification. This commodification process occurs in the media due to the presence of media interests as a business element (Firmansyah, 2022).

Meanwhile, the second informant was Kompas TV Bengkulu journalist Gilang Tri Wibisono. The results of the interviews indicate that there is a possibility for journalists and the media to engage in commodification, starting from determining the news angle, selecting sources, taking pictures, to the stage of presenting the news. (Wibisono 2022) states that what must be understood in the working pattern of the editorial team is that journalists or reporters are assigned by the reporting coordinator regarding what needs to be covered. This task includes how journalists determine the point of view and the cameraman's duties related to the visuals needed. However, journalists are still given the autonomy to determine the angle of the news from various approaches when assigned.

Conclusions

Based on the research results, several conclusions can be drawn as follows:

This research identified the commodification of poverty news on Kompas TV in March 2022 in two forms — commodification of content and immanent commodification.

The commodification of content is identified in two stages of television news production at Kompas TV: the news gathering and news production stages. During the news gathering stage, commodification of content occurs from determining the topic, selecting sources, to capturing pictures. Meanwhile, the news production stage includes the classification of news types, editing news scripts, and video editing, along with voice overs.

Immanent commodification is derived from the analysis of four poverty-related news stories, resulting from efforts to create new commodities from existing ones. In this case, Kompas TV produces news by combining different sources within the same news material.

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