ANALYSIS OF STRATEGIC COMMUNICATION DISCOURSE FOR THE ERADICATION OF THE FREE PAPUA ORGANIZATION BY TNI-POLRI OFFICIALS IN ONLINE MEDIA NEWS FRAMING.

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Abstract

The purpose of this article is to find out the Analysis of Strategic Communication Discourse for the Eradication of the Free Papua Organization (OPM) by TNI-POLRI Officials in Online Media News Framing. The theory used is Social Construction with a constructivist approach. Descriptive qualitative research method with analytical analysis referring to online media news texts. The research results show that strategic communication, TNI-POLRI received support from the Chairman of the MPR to carry out operations to eradicate OPM. Murder data in (CNN Indonesia : 27: 12: 2023) states that the National Police recorded a total of 199 KKB attacks and 146 victims during 2023, while Jonh Roy Purba in detiknews (28/12/ 2022) stated that the Papua Regional Police recorded 90 cases of group crimes Armed criminals (KKB) will be handled throughout 2022. According to Johnson and Scholes (2005), strategy determines the direction and scope of an organization in the long term, and they say that it should determine how resources should be used and configured to meet market and stakeholder needs. Michael Porter, emphasizes the need for strategy to define and communicate an organization's unique position, and says that it must determine the organizational resources, skills, and competencies must be combined to create competitive advantage. Recommendations, further research Security Communication Discourse Analysis of the attitudes of Human Rights Organizations in Indonesia on OPM issues.

Keywords : Strategic Communication, Eradication, Framing, Media

Abstrak

Tujuan artikel ini adalah untuk mengetahui Analisis Wacana Komunikasi Strategis Pemberantasan Organisasi Papua Merdeka (OPM) oleh Aparat TNI-POLRI dalam Framing Berita Media Daring. Teori yang digunakan adalah Konstruksi Sosial dengan pendekatan konstruktivis. Metode penelitian kualitatif deskriptif dengan analisis analitis yang merujuk pada teks berita media daring. Hasil penelitian menunjukkan bahwa dalam komunikasi strategis, TNI-POLRI mendapat dukungan dari Ketua MPR untuk melaksanakan operasi pemberantasan OPM. Data pembunuhan di (CNN Indonesia:27:12:2023) menyebutkan bahwa Polri mencatat total 199 serangan KKB dan 146 korban selama tahun 2023, sementara Jonh Roy Purba dalam detiknews (28/12/2022) menyebutkan bahwa Polda Papua mencatat 90 kasus kejahatan kelompok kriminal bersenjata (KKB) akan ditangani sepanjang tahun 2022. Menurut Johnson dan Scholes (2005), strategi menentukan arah dan ruang lingkup suatu organisasi dalam jangka panjang, dan mereka mengatakan bahwa itu harus menentukan bagaimana sumber daya harus digunakan dan dikonfigurasi untuk memenuhi kebutuhan pasar dan pemangku kepentingan.

Michael Porter, menekankan perlunya strategi untuk mendefinisikan dan mengomunikasikan posisi unik suatu organisasi, dan mengatakan bahwa itu harus menentukan sumber daya organisasi, keterampilan, dan kompetensi harus dikombinasikan untuk menciptakan keunggulan kompetitif. Rekomendasi, penelitian lebih lanjut Analisis Wacana Komunikasi Keamanan terhadap sikap Organisasi Hak Asasi Manusia di Indonesia terhadap isu OPM.

Kata Kunci : Komunikasi Strategis, Pemberantasan, Framing, Media

1. INTRODUCTION

Papua, as a province in Indonesia, has been the subject of intensive attention at both national and international levels. This is mainly due to the political, social dynamics and prolonged conflict in the region, especially related to the Free Papua Organization Movement (OPM). The Armed Criminal Group (KKB) in Papua carries out acts of terror, threatens regional integrity, and spreads separatist sentiment (Tutupahar et al, 2023). The OPM, which has the aim of fighting for Papuan independence from the Indonesian government, has become the main focus of handling efforts by security forces, especially the Indonesian National Army (TNI) and the Indonesian National Police (POLRI).

The conflict in Papua has been going on for decades, and the dynamics on the ground are often complex and difficult to properly understand. Along with this, media coverage, especially online, has significantly impacted public perceptions of the conflict in Papua (Sonni et al, 2023). Media coverage can influence public perceptions about issues related to Papua, including OPM and eradication efforts carried out by security forces.

With the enactment of Law Number 26 of 2000 concerning Human Rights Courts and Law Number 39 of 1999 concerning Human Rights, Komnas HAM was also given the authority to investigate serious human rights violations. THE BASIC LAW (UUD) of the NRI, which was first passed in 1945, has undergone significant revision during the reform period. Four recorded amendments to the Constitution have included ideas and ideals of human rights that can be implemented internationally. The story of the origins of the Papuan Armed Criminal Group (KKB) begins with racial tensions between the Papuan population, which is predominantly Austromelanesoid, and other Indonesian people, which ultimately leads to the brutality and greed of the Indonesian government hiding behind a national mask. unity. In this period, a separatist movement emerged known as the Free Papua Organization (OPM). Its supporters argue that Papua should not be considered Indonesian territory and that its residents should support Jakarta. Papua and its people were divided after this declaration, which caused a chain reaction of rejection, protests, riots and other violent incidents.

Therefore, research on Strategic Communication Discourse Analysis for the Eradication of the Free Papua Organization by TNI-POLRI Officials in Online Media News Framing is relevant and important. Through this analysis, we can understand how the messages conveyed by the TNI-POLRI, as well as how online media reporting influences the way the public understands the Papua conflict.

Papua, with its abundant natural wealth, is located at the eastern tip of Indonesia and has a complex political history. The conflict between the Indonesian government and some Papuan people has been going on since the Dutch colonial period, even before Papua became part of Indonesia in 1963. Even though Papua has been part of Indonesia for more than five decades, there are still groups fighting for Papuan independence, the most famous is OPM. OPM continues to fight for Papuan independence, often through acts of violence and resistance against Indonesian security forces.

The conflict in Papua not only involves political and military dimensions, but also social, economic and cultural dimensions. Issues such as human rights, exploitation of natural resources, and economic inequality between Papua and other regions in Indonesia are important factors that complicate the dynamics of conflict in the region. In handling the conflict in Papua, security forces, especially the TNI and POLRI, play a central role in efforts to prevent and prosecute OPM and related armed groups. These efforts include military operations, law enforcement, and development programs aimed at

improving socio-economic conditions in Papua. On the other hand, the media, especially online media, has a significant role in shaping public opinion about the conflict in Papua. Through their reporting, the media can influence public perceptions about issues related to conflict, including the OPM and eradication efforts carried out by security forces. However, media reporting can also be influenced by various factors such as political, economic and cultural interests.

2. RESEARCH METHOD

The research method used in this article is a descriptive qualitative approach with narrative analysis of online media news texts related to the eradication of the Free Papua Organization (OPM) by TNI-POLRI officers. A qualitative approach was chosen because it allows researchers to understand the context and complexity of the issue being researched, in this case, the Papua conflict and efforts to eradicate OPM. The data used was taken from various online news sources that are relevant to the research topic, including news websites such as CNN Indonesia, detiknews, and other online media that cover related events. Data collection was carried out by searching for and identifying news articles related to the OPM and the TNI-POLRI response to the movement. After the data was collected, analysis was carried out using a narrative approach, where the news texts were analyzed in depth to identify communication patterns, news framing, and narrative strategies used by the TNI-POLRI and the media in presenting the Papua conflict to the public. This approach allows researchers to explore holistically how social constructions about OPM are built through news texts spread in online media.

The term "discourse" has several scientific applications in many disciplines, including but not limited to languages, sociology, politics, literature, communications, and psychology. On the other hand, there are various definitions, terminology and meanings of discourse. The word "discourse" is used differently in different fields, which leads to this. Below are some explanations of the conversation.

One definition of discourse is "a series of related sentences that connect one proposition with other propositions, forming a unity so that the sentences are in harmony with each other"; Another definition states that the highest form of linguistic unity is a continuous sentence that is composed from beginning to end, both written and spoken (Badara, 2012:16).

Analyzing the textual and contextual aspects of communication messages is the essence of discourse analysis. The textual representation of communication messages is the subject of discourse analysis. This includes things such as speech manuscripts, listening transcripts, newspaper articles, novels, and the like (Pawito, 2007:170).

In relation to language, discourse analysis presents two competing points of view. Language according to the first view connects humans with things outside themselves. Thus, the laws of sentences, language, and mutual understanding are explained by discourse analysis. Judgment of right or wrong based on syntax and semantics is one way to measure discourse. Second, according to this theory, the subject is important for all forms of conversation and interpersonal interaction. Thus, the aim of discourse analysis is to decipher hidden meanings and intentions (Eriyanto, 2001:4-5).

Strategic Communication

The word "strategy" comes from the Greek, namely "stratos" which means army, and "agein" which means leader. When combined, these two words form the meaning of "army leader" (Kania, 2018:17). From an etymological perspective, strategy is the skill of organizing, planning and directing, because a leader's job is to be able to do these three things for his members. In terminology, strategy refers to a way to organize, plan and direct something towards the desired goal. Although strategy is generally associated with a military context, its use also extends to various fields, including communication activities. Strategy basically produces certain concepts, ideas or ideas which are then developed by practitioners. So, strategy is a plan used to carry out an activity to achieve the desired goal.

Communication in English is known as "communication", which in Latin is called "commucatio", which means the same (same meaning) (Effendy, 2017:9). It can be said to be communicative, if there are two people involved in a communication activity then communication will be formed as long as what is discussed has the same meaning. Apart from that, both parties must understand the language used. If someone uses a foreign language, and other people do not understand the language, their conversation cannot be said to be communicative. In general, communication is the process of conveying ideas, messages, information, ideas to one or more people to achieve planned goals and to change someone's behavior. From this explanation, it can be concluded that communication is an activity of conveying information from the communicator to the communicant to achieve planned goals.

Communication strategy is a combination of planning and managing communication to achieve goals by changing human behavior. To achieve this goal, communication strategies must be able to adapt approaches to different situations and conditions (Effendy, 2017:301). Apart from that, for the communication strategy to run smoothly, all communication elements must be involved, such as the communicator, communicant, message or information, media, and feedback. Communication strategy determines the success or failure of an effective communication activity.

Eradication

Eradication is an effort made to eliminate or reduce a problem or crime. This can be done in various contexts, from eradicating corruption, drugs, terrorism, to environmental crimes. Eradication often involves various government agencies, legal institutions, and society at large. The goal is to create a safer, fairer and more sustainable environment.

Eradication in a criminal context refers to efforts made by law enforcement agencies, such as the police, prosecutor's office and other institutions, to reduce or eliminate crime (Anwar & Rauzi, 2023). This includes various actions such as investigation, arrest, prosecution and legal action against criminals as well as crime prevention efforts through patrols, supervision and public education. The aim is to ensure security and public order as well as fair and effective law enforcement.

News Framing

Framing is a process that aims to make a message more prominent by placing certain information more prominently than others, so that the audience is more focused on the message. The concept of framing has been widely used in communication science literature to describe how the media selects and highlights specific aspects of reality. In communication studies, framing analysis reflects a tradition that prioritizes a multidisciplinary approach in analyzing communication phenomena or activities. Framing analysis is used to dissect the way the media constructs their facts and ideology. This involves exploring strategies for selecting, highlighting, and associating facts in the news to make them more meaningful, interesting, meaningful, or easy to remember, as well as to shape the audience's interpretation according to the media's perspective (Sobur, 2012: 162).

News framing is the method or point of view used by the media to regulate the way a story or information is presented to the audience. This involves selecting and emphasizing some aspects of an event or issue, while ignoring or de-emphasizing other aspects. Framing can influence how viewers understand and interpret the news. News framing plays an important role in shaping how information is presented to the audience (Yasya & Widodo, 2023).

Online Media

Media functions as an important tool for conveying information and messages to a wide audience through various forms such as print, electronic and digital platforms (Miranda, 2022). According to Ahmad Fujiyanto, media is a means that facilitates the delivery of messages from the sender to the recipient, either through hardware or software (Fujianto et al, 2016).

In the context of computer networks, "online" refers to a state or condition where a device or system is connected to the internet or other computer network (Nichols, 2023). The term "online" is the opposite of "outside the network" or "offline", which means not connected to the internet or network. So, "online" in networking can be defined as a state in which someone or something is connected to the internet or computer network, allowing data exchange, communication, access to resources, and other online services. This has become especially important in today's digital era where internet connectivity is increasingly becoming a basic need for many people and organizations.

Media in a network is infrastructure that allows sending and exchanging information between computers or devices in a network. These media include copper cables, fiber optics, radio waves, and other wireless infrastructure that enable communication between various devices, including computers, servers, routers, and mobile devices. Media in networks plays an important role in supporting stable and efficient connectivity in modern computer networks, enabling the transmission of data, voice, video and various other types of information quickly and securely.

3. RESULTS AND DISCUSSION

Free Papua Organization (OPM) and TNI-POLRI officers

Papua, an eastern region of Indonesia rich in natural resources, has been in the national and international spotlight due to ongoing conflict between the Indonesian government and the Free Papua Organization (OPM), which is fighting for Papuan independence. OPM, as a separatist movement, has been involved in violent activities such as attacks on security forces and civilian casualties, contributing to the ongoing conflict (Cahya, 2023). The conflict in Papua, Indonesia, involving the Free Papua Organization (OPM) and the Indonesian government, has caused significant violence and unrest in the region (Astuti, 2023).

The TNI-POLRI apparatus, as guardians of state security and sovereignty, have a central role in responding to the threats posed by the OPM. They play a role in maintaining security stability in Papua as well as taking preventive measures and taking action against OPM activities. This strategy includes military operations, patrols and law enforcement actions against OPM members to maintain security stability in this region (Pradnyana, 2023). In their strategic communication, TNI-POLRI emphasized the need to eliminate OPM to maintain state security and sovereignty, framing OPM as a destabilizing force in Papua (Christawan et al, 2023). They build a narrative about OPM as a threat to the stability of the Papua region and underline the importance of law enforcement to respond to acts of violence committed by OPM.

Statistical data is often the basis for the TNI-POLRI in justifying their eradication actions. Various reports show a high number of acts of violence and attacks carried out by the KKB (Armed Criminal Group), which is often linked to the OPM. For example, according to a report from CNN Indonesia on December 27 2023, a total of 199 KKB attacks and 146 victims were recorded during 2023. This is a reason for the TNI-POLRI to increase efforts to eradicate this group. Apart from that, the TNI-POLRI also used data regarding fatalities from KKB attacks to show the negative impact caused by the presence of the OPM. In 2022, the Papua Regional Police recorded 90 KKB crime cases being handled, with 53 people dying as a result of the KKB's actions (detiknews, 28 December 2022). This data provides the public with an idea of the level of violence occurring in the Papua region and emphasizes the need to act decisively against the OPM.

The TNI-POLRI approach to the Papua conflict is not always accepted by all parties. Several parties, including human rights organizations, have highlighted human rights violations committed by security forces in responding to the Papua conflict. They demand fair law enforcement and peaceful resolution of conflicts and criticize the militaristic approach in responding to the Papuan problem.

The role of the Free Papua Organization (OPM) and the response of the TNI-POLRI apparatus in the Papua conflict influences political and security dynamics in the region. The TNI-POLRI continue to strive to respond to the threats posed by the OPM, while the OPM continues to fight for its

independence agenda. In this context, it is important for the government and all related parties to find a solution that can end the Papua conflict in a sustainable manner.

Functions of the Task Force and Government Policy

The Indonesian government has adopted various strategies to resolve the conflict in Papua. Meanwhile the government mainly focuses on a security approach, including the formation of a special Task Force to handle the armed conflict in West Papua (Safarani et al, 2023). This task force has an important role in formulating and implementing a strategy to eradicate the Free Papua Organization (OPM) which is considered a threat to the country's security and sovereignty. Strategic leadership policies have been recommended to overcome separatist movements, emphasizing historical factors, stakeholder involvement, prevention strategies, human rights protection, use of technology, transparency, accountability, and economic development (Christawan et al, 2023).

The task force usually consists of personnel from various security agencies, such as the Indonesian National Army (TNI) and the Indonesian National Police (POLRI). These troops collaborate to carry out security operations and eradicate separatist groups involved in armed activities (Isnur, 2022). equipped with the necessary resources and forces to carry out security and eradication operations against armed groups involved in separatist activities.

The TNI Commander and National Police Chief, as the highest leaders of the TNI and POLRI, provide full support for the Task Force's actions in handling the Papua conflict. They openly stated the government's commitment to tackling the OPM threat and ensuring that state security and sovereignty are maintained in the region. Their statements also form the policy basis for the Task Force in carrying out its duties.

Government policy regarding the Papua conflict does not only cover security aspects, but also reconciliation and development efforts in the region. The government seeks to improve the welfare of the Papuan people through various economic, social and infrastructure development programs. These efforts are often marred by ongoing political and security tensions. The Task Force's actions and government policies in handling the Papua conflict are also often in the spotlight in media reports, both in positive and negative forms. Some parties may support the firm steps taken by the Task Force as an effort to maintain security and order, while others may criticize them as violations of human rights or repressive measures against the aspirations of the Papuan people.

In the context of the theory used, the function of the Task Force and government policies can be understood as part of the organization's strategy to maintain state stability and security. The Papua conflict is seen as a serious threat to the integrity of the country, so the government must take firm steps to overcome it. However, the implementation of this policy must also pay attention to the principles of human rights and reconciliation to create sustainable solutions in resolving conflicts. The Task Force also has a role in building relationships with the Papuan people to understand the root causes of conflict and support reconciliation efforts. This reflects a more holistic approach to dealing with conflict, which recognizes the importance of dialogue and active participation of local communities in finding long-term solutions.

The function of the Task Force and government policies have a crucial role in handling the Papua conflict. However, the implementation of these policies must pay attention to the principles of human rights and reconciliation to create sustainable solutions. Apart from that, building good relationships with the Papuan people is also key in understanding the root causes of conflict and creating long-term stability in the region.

Implications for Online Media News Framing

Online media news framing has a significant impact in shaping public perceptions about the Papua conflict, especially related to the Free Papua Organization (OPM) and eradication efforts by TNI-POLRI officials. This framing not only includes the choice of words or language used in a news story, but also aspects such as emphasis, highlighting certain facts, selecting sources, and visual layout that

can influence the way people understand the conflict. Various online media have different emphases in reporting the Papuan conflict. Some media may focus more on the violent aspects carried out by the KKB, highlighting the attacks and victims that occurred as a result of their actions. This type of reporting could lead to increased support for eradication measures against OPM by the TNI-POLRI (Sonni et al, 2023). In this emphasis, the KKB is often portrayed as a threat that must be immediately addressed by security forces to maintain stability and security in the region. This kind of reporting tends to trigger a harsher response to the OPM and supports the eradication actions carried out by the TNI-POLRI.

On the other hand, there are also media that pay more attention to the government's response to conflict, such as reconciliation efforts or dialogue with related parties. This kind of framing may attempt to highlight peace efforts or political resolution of the conflict, thereby encouraging people to consider peaceful solutions as an alternative to ending violence.

News framing can also influence the way society views the government's role and responsibilities in handling conflict. If the media places a strong emphasis on the violence and victims caused by the KKB, then the government's response, especially the TNI-POLRI, is considered a necessary step to maintain security and order. However, if the news framing focuses more on government policies that are considered controversial or emphasizes human rights violations in handling conflict, then the public may be more critical of the government's actions. The media also plays an important role in choosing sources of information used in reporting. The sources chosen can influence the point of view conveyed in the news. For example, if a media often quotes official statements from the TNI-POLRI or government officials, then the news tends to support the narrative built by the government. However, if the media is more likely to quote independent sources or human rights activists who are critical of the government, then the news framing will be more critical of the government's actions.

Apart from its impact on public perception, news framing can also influence public attitudes and policies. News presented with framing that supports the government's tough actions in dealing with conflict can strengthen public support for the government and its policies. However, news that highlights controversial policy aspects or human rights violations in handling conflict can trigger protests or demands for reform from society. It is important for the public to have a critical understanding of the news presented by online media. They need to analyze news framing in more depth, identify the emphasis and points of view used, and look for additional sources of information to get a more complete picture of the Papua conflict. Apart from that, the media must also be responsible in presenting information, avoiding bias or manipulation in news framing, and providing space for various points of view to ensure that the information conveyed is balanced and objective.

4. CONCLUSION

In conclusion, analysis of TNI-POLRI strategic communication discourse in eradicating the Free Papua Organization (OPM) shows that TNI-POLRI used communication strategies to strengthen the narrative about the urgency of eradicating OPM in order to maintain state security and sovereignty. On the other hand, online media news framing plays an important role in shaping public perceptions of the Papua conflict, with different emphasis on certain aspects of the conflict. This analysis provides a deeper understanding of the dynamics of the Papuan conflict and how actors such as the TNI-POLRI and the media contribute to the formation of meaning about OPM.

Recommendations for further research are to continue the analysis of security communication discourse on the attitudes of Human Rights Organizations in Indonesia regarding OPM issues. This research can expand understanding of the impact of TNI-POLRI communication strategies on the views and actions of Human Rights Organizations, as well as their implications for resolving the Papua conflict in a peaceful and sustainable manner. Apart from that, further research could also explore the role of online media in constructing Papuan conflict narratives, with a focus on how various news framings can influence public attitudes and perceptions.

Finally, there is a need for more serious attention from the government and stakeholders towards the Papua conflict, not only from a security perspective but also in an effort to understand the root causes of the conflict and find a sustainable solution. Efforts to achieve mutual understanding and dialogue between the government, separatist groups and the Papuan people are very necessary to create lasting peace and justice for all parties involved. Thus, holistic and inclusive research and policy efforts are needed to deal effectively with the Papuan conflict.

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